



Good food, Good life

## Press Release

LAHORE, June 29, 2022

### **Nestlé Pakistan emphasizes behavior change through waste management training to boost ecotourism in Swat**

**‘Travel Responsibly for Experiencing Ecotourism in Khyber Pakhtunkhwa’ (TREK) is a collaboration between KP govt, World Bank and Nestlé to promote responsible tourism for a waste-free future**

Lahore: Nestlé Pakistan, in collaboration with the Tourism Department of the Government of Khyber Pakhtunkhwa, conducted an extensive two-day training on waste management and sustainable tourism in Swat.

The training is part of TREK’s community engagement initiatives. The training focused on building capacity of the local hospitality industry to promote the sustainability goal of shaping a waste-free future.

Over 50 participants, from the local hospitality industry including hotel and restaurant managers and owners, were trained under the initiative. The interactive sessions focused on categorizing waste, the importance of recycling, and conducting waste audits. The interactive sessions included theoretical learning as well as hands-on training.

Speaking on the occasion, Mr. Touseef Khalid, Project Director Khyber Pakhtunkhwa Integrated Tourism Development (KITE) said, “We are glad that these responsible citizens are enthusiastically participating in community engagement activities such as training and awareness campaigns for waste management.” He further said, “Tourism Department Government of Khyber Pakhtunkhwa’s collaboration through TREK with Nestlé Pakistan and other stakeholders has strengthened our mutual efforts to promote sustainable tourism in the region, which will continue in the future.”

Talking about the initiative, Waqar Ahmad, Head of Corporate Affairs and Sustainability, Nestlé Pakistan and Afghanistan, said, “Our partnership with the government on TREK, will help realize our vision for shaping a waste-free future, by driving new behavior for a cleaner environment.”

“At Nestlé, our vision is that none of our packaging, including plastics, ends up in landfills or rivers. To achieve this, we have set ourselves the commitment of ensuring 100% of our packaging is reusable or recyclable by 2025,” he said, adding that the active participation has shown wider social empowerment for the communities in the region.

Nestlé Pakistan’s commitment to TREK includes 2 pillars: A massive awareness campaign focusing on Reduce, Reuse and Recycle and a Community Engagement plan which includes activities that will help in countering the issues of waste, pollution and destruction of wildlife, in line with

United Nations Sustainable Development Goals 12, 13, 15 and 17. Empowering society and transforming people into responsible citizens are a key part of Nestlé's approach to make them active contributors and collaborators to create an impact on the world around them.

The event concluded with the distribution of reusable bags and responsible tourism awareness pamphlets amongst participants, encouraging them to contribute towards recycling and reusing resources. This will also help in the reduction of land and water pollution. The event concluded with the distribution of souvenirs and certificates by Mr. Touseef Khalid, Project Director KITE.

For further information, please contact:

Zeeshan Suhail

Public Affairs Manager – North region

Nestlé Pakistan

[zeeshan.suhail@pk.nestle.com](mailto:zeeshan.suhail@pk.nestle.com)

0333 528 4499