



Nestlé Good food, Good life

Press Release

KARACHI, Sept 23, 2022

Nestlé Pakistan, NFEH commemorate World Cleanup Day with beach cleaning

KARACHI, September 23, 2022: Nestlé Pakistan commemorated World Cleanup Day with a beach cleaning activity at Sea View Beach, Karachi, under its global employee volunteer program Nestlé Cares, in partnership with National Forum for Environment & Health (NFEH).

Highlighting Nestlé's global vision for a waste-free future, Waqar Ahmad, Head of Corporate Affairs and Sustainability, Nestlé Pakistan said, "We are accelerating our actions to reduce the environmental impact of various kinds of packaging waste. Our vision is that none of our packaging, including plastics, ends up in landfill nor in oceans, lakes and rivers."

"Over the years, thousands of Nestlé employees worldwide have donated their time in supporting activities focused on having a positive impact on individuals and families, our communities and the planet. 'Nestlé Cares' is one of the ways we bring our purpose and values to life. Initiatives under the Nestlé Cares' volunteer programs provide employees the opportunity to make an impact by engaging and assisting local communities," he added.

Speaking on the occasion, Saleem Hassan Wattoo, CEO, Clifton Cantonment Board said, "We are delighted at the way Nestlé Pakistan is playing a responsible role, we encourage corporate and private sector entities to come forward so that we can facilitate them on such initiatives."

Naeem Qureshi, President, NFEH said, "This cleanup initiative with Nestlé is in line with our long-term ambition and commitment to stop waste seeping into the environment and avoid further accumulation of packaging waste in environmental landscape."

Karachi District Municipal Corporation South Administrator Dr Afshan Rubab, Additional Commissioner Karachi, Jawwad Muzaffar, government officials, members of civil society, and community volunteers also participated in the activity.

Nestlé is working hard to achieve a waste-free future by ensuring that 100% of its packaging is recyclable or reusable by 2025.

For further information, please contact:

Muhammad Rahat Hussain
Corporate Manager Public Affairs & Media Relations
Nestlé Pakistan
muhammadrahat.hussain@pk.nestle.com