



Nestlé Good food, Good life

Press Release

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Nestlé Pakistan conducts capacity building training on ecotourism, waste management under KP Govt's TREK program

ISLAMABAD: Nestlé Pakistan carried out a two-day training on ecotourism and sustainable waste management in Naran, under Travel Responsibly for Experiencing Ecotourism in Khyber Pakhtunkhwa (TREK) that **embodies Nestlé's vision for a waste-free future.**

Under the TREK initiative, over 450 public and private sector participants have been trained in Abbottabad, Swat, Galiyat, Chitral, Peshawar, Kumrat and Naran. The training comprised sessions on categorizing waste, the importance of recycling, learning to conduct waste audits, basic food safety and the importance of WASH compliance among others. Participants included representatives from hospitality sector, government and civil society.

Speaking on the occasion, Tashfeen Haider, Director General Khyber Pakhtunkhwa Culture and Tourism Authority said, "Department of Tourism's collaboration through the TREK with Nestlé Pakistan and World bank Group will strengthen the efforts to create livelihood opportunities and effectively address the issues faced by the tourism sector including waste management."

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

Nestlé Pakistan's commitment to TREK includes 2 pillars: A massive awareness campaign focusing on Reduce, Reuse and Recycle and a Stakeholder 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.

Nestlé is committed to its vision for a waste-free future - to ensure that none of its packaging, including plastics, ends up in landfill or as litter, including in oceans, lakes or rivers. Nestlé is dedicated to taking collective action with stakeholders to accelerate efforts to protect, renew, and restore the planet and ensure that food systems continue to nourish people for generations to come.

For further information, please contact:

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

