
Seminar and Report Launch

Venue: Pakistan Sports Goods Manufacturers & Exporters
Association (PSGMEA) Hall,
Small Industrial Estate, Sialkot, Punjab, Pakistan

Organizers



Prepared by
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Date
August 6, 2024

Reviewed by
Asad Khan



1. Background

A seminar organized by Alternate Development Services (ADS) in collaboration with the Pakistan Sports Goods Manufacturers and Exporters Association (PSGMEA) in Sialkot to bridge a gap between industrialists to address a critical issues of energy demand and emissions faced by sports sector today. Despite their robust industrial credentials, many industrialists in the sports sector lack the basic knowledge of today's energy landscape, energy audits, carbon footprints, emissions assessment, etc. Although they may know about renewable energy sources, they often struggle to understand how to implement and operate them in their current industry energy landscape situations. This includes comprehending the significance of national and international commitments to reduce greenhouse gas emissions, the imperative of industrial decarbonization, and the policies required to limit global warming to 1.5 degrees Celsius. This gap in practical understanding impedes effective collaboration between government, industry, and policymakers. To tackle this issue, our seminar focused on bridging the gap between professional industrialists to understand about renewable energy adoption and decarbonization. ADS specifically aimed to provide sports industrialists with valuable insights into the economic importance of renewable energy and international standards for decarbonization. Industry experts shared their knowledge and concerns on current issues, challenges, and opportunities related to renewable energy, carbon emissions, climate change, and policy reforms. The seminar highlighted the central role of sports industrial decarbonization and energy transition, helping participants grasp the practical implications of these concepts for their industry.

2. Objectives of the training

Objectives of the seminar are as under:

- To understand the issues of global warming, climate change and their impacts specifically in sports industry of Pakistan.
- To understand energy crisis, governance, production, and distribution issues and challenges in Pakistan, and how sports industry relates to it.
- To develop an understanding of renewable energy transition and its role in decarbonization focusing on sports and apparel industries.
- To develop the sports industrialists' understanding about the industrial landscape in Sialkot including raw materials, production facilities, and supply chains of some major industries.
- To develop an understating of climate impacts and global energy politics on climate change.

3. Venue and Date

The training was organized at Pakistan Sports Goods Manufacturers and Exporters Association, PSGMEA Hall (Sialkot) 6th (Tuesday) August 2024. The venue was peaceful, comfortable, and spatial, providing a great learning environment.

4. Focal persons

The team that organized this training consisted of the following five members. Some staff members from Pakistan Sports Goods Manufacturers and Exporters Association also assisted the team.

Sr. No.	Name	Designation	Organization
1.	Mr. Arshad Latif Butt	Director	PSGMEA
2.	Mr. Nasir Nayyar	Coordinator	Alternate Development Services
3.	Mr. Amjad Nazeer	CEO	Alternate Development Services
4.	Mr. Abdul Haseeb Tariq	GCEO	Alternate Development Services
5	Mr. Amjad Mehdi	R&CO	Alternate Development Services

5. Participants

The seminar and report launch programme was attended by over 70 participants, including sports associations heads, sports and apparel industrialists, Sialkot chamber of commerce and industry members, surgical instruments association members, solar companies' representatives, and industry professionals from diverse educational backgrounds such as energy systems, environmental studies, climate change, and environmental from Sialkot the sports hub of Pakistan.

6. Inaugural Session

The inaugural discussion commenced with the attendance of the participants, followed by a welcome session presented by chief executive officer CEO Amjad Nazeer from ADS. The formal opening ceremony featured recitations from the Holy Quran and Naat, followed by welcome note by the Chairman of the Pakistan Sports Goods Manufacturers & Exporters Association (Mr. Arshad Latif Butt).



7. Sports Industry landscape: Energy crisis, carbon emissions and challenges

Following a warm welcome from the Chairman of the PSGMEA (Mr. Arshad Latif Butt), the session commenced with a focus on the socio-economic, energy, environmental, global warming, and climate change, particularly within the context of Sialkot's sports industry. Mr. Butt captivated the participants by sharing real-world examples of climatic disturbances and encouraged them to identify

and reflect on the environmental transformations they had observed in their respective regions over time. He meticulously guided the participants through an analysis of the possible causes and connections between these changes and the broader phenomena of climate change. The session underscored the crucial importance of adopting a keen observational and analytical approach when evaluating the complex factors driving climate change. Furthermore, the discussion delved into the challenges and potential solutions related to energy distribution and the reduction of carbon emissions, with a special emphasis on the sports industry's concerns, policies, and regulations. The conversation also explored the progress of industries transitioning to renewable energy sources, emphasizing the need to minimize environmental impacts. The session concluded with a strong emphasis on the adoption of renewable energy and the pursuit of decarbonization goals in line with international standards.



8. Energy crisis, industrial decarbonization, and political challenges

After a comprehensive and cohesive session by chairman Mr. Arshad Latif butt, CEO (Mr. Amjad Nazeer) led the discussion further and provided an in-depth analysis of the country's energy sector, focusing on its current challenges, potential future developments, and the role of politics. He began by outlining the current challenges, such as the ongoing energy crisis driven by insufficient investment, outdated infrastructure, and a heavy reliance on fossil fuels. These issues have left the sector highly vulnerable to global price fluctuations and supply chain disruptions. Mr. Nazeer also highlighted how political interference and inefficient energy usage further compound the sector's inefficiencies, resulting in significant mismanagement. Additionally, he emphasized the potential of renewable energy sources, like solar given Pakistan's favorable geographical and climatic conditions. However, he noted the considerable barriers to their widespread adoption, including high upfront costs, intermittent challenges, and the need for extensive infrastructure development and government industrial aligned policy support.

After the Maghrib prayer, the discussion resumed with an in-depth analysis of the varying positions of political parties in Pakistan regarding the energy sector. Mr. Nazeer pointed out how the support for renewable energy becomes unclear due to some parties' continued policies to subsidize coal and fossil fuels. He specifically discussed the Alternative and Renewable Energy (ARE) Policy 2020, which aims to increase the share of renewables in Pakistan's energy mix to 30% by 2030. Despite its ambitious goals, Mr. Nazeer critiqued the policy for its lack of adequate incentives and long-term targets, which are essential for driving substantial change. The session further stressed the need for a coordinated approach among government agencies, the private sector, and other stakeholders to overcome the existing barriers. In addition to calling for increased investment in technology and infrastructure, Mr. Nazeer underscored the importance of developing robust supportive policies. He

concluded by emphasizing that harnessing the full potential of renewable energy is crucial for reducing dependence on imported fossil fuels, mitigating environmental impacts, driving sustainable economic growth, and contributing to global efforts to combat climate change. The session also touched upon the potential of emerging technologies, such as energy storage and hydrogen gas in addressing the intermittency issues associated with renewables, further highlighting the importance of innovation and forward-thinking policies in the energy sector.



9. Questions Answers Session

First question by Ms. Marium: how is the sports industry currently addressing the implementation of environmental laws and regulations, particularly in the context of decarbonization and sustainable growth?

Mr. Arshad Latif butt respond to the question in detail and entails the sports industry is gradually recognizing its role in addressing environmental concerns. There is an increasing focus on implementing and enforcing environmental laws and regulations within the sector to contribute to decarbonization and sustainable growth. Potential policy reforms are being explored to ensure that the industry aligns with global sustainability goals. These reforms could include incentivizing eco-friendly practices, reducing carbon footprints during events, and promoting the use of renewable energy sources in sports facilities. However, significant challenges remain, such as the initial costs of adopting greener technologies and ensuring compliance across various stakeholders.

The second question by Mr. Adnan Yousaf was: could you explain how the concept of the ecological footprint relates to the sports industry?

This question was responded by Mr. Butt in a way, he replied the ecological footprint is a crucial metric that quantifies the amount of land and water area required to produce the resources it consumes and to absorb its wastes. It serves as a measure of humanity's demand on Earth's ecosystems. The sports industries global consumption is very low, less than 1% of Pakistan's total emissions, meaning that we are using less resources than the other industries regenerate carbon emissions. This leads to an ecological deficit, which contributes to the global sustainability crisis. If this trend continues, it could result in severe consequences, including resource depletion, loss of

biodiversity, and increased environmental degradation, ultimately compromising the ability of future generations to meet their needs.

The next question was from Mr. Rafi Soni: what are the main challenges faced by the textile industry in Punjab, and how do these challenges impact its competitiveness in the international market?

Mr. Arshad responded, the sports industry in Sialkot faces significant challenges, particularly due to the ongoing energy crisis, energy shortages, and governance issues. Moreover, the increasing competition in the international export market is exacerbated by a lack of governmental support for transitioning to solar energy for continuous production. The government discourages the adoption of solar energy in industries because it has already invested heavily in high-cost electricity and prefers industries to utilize this existing resource (electricity from national grid). This reluctance to support solar adoption puts the industry at a disadvantage compared to international competitors who are embracing more sustainable and cost-effective energy solutions. Additionally, Mr. Amjad Nazeer discussed the interest of industrialists in the Competitive Trading Bilateral Contract Market (CTBCM) and energy privatization, alongside criticisms of the Special Investment Facilitation Council (SIFC) for its ineffective functioning and hindrance to sports industrial activities.

The next question by Ms. Zain ul Abideen was: what climate-friendly and sustainable energy solutions were discussed for sports production and supply chain facilities?

The response from Mr. Butt was, the sport industry associations are concerned about the climate-friendly and sustainable energy solutions for production and supply chain facilities. He mentioned about the existing energy landscape and technical considerations within sports industry with example like, Industry participants gained insights into the practical integration of energy-efficient systems, such as the use of renewable energy sources like solar power, optimizing building orientation for passive solar energy, and enhancing natural ventilation. These strategies are important for reducing energy consumption, lowering greenhouse gas emissions, and promoting sustainability in the construction and operation of buildings. He emphasized the importance of adopting these solutions to achieve long-term energy efficiency and environmental benefits.

The next question was from Mr. Harron: how can the sports industry reduce its environmental impact through advancements in air-conditioning technologies?

Mr. Butt responded and highlighted the significant role of air-conditioning technologies in the food and beverage industry, particularly for refrigeration and food storage. Conventional vapor compression systems, commonly used in this sector, are energy-intensive and contribute to high greenhouse gas emissions. To reduce the environmental impact, the session proposed alternative, energy-efficient technologies such as evaporative and desiccant air-conditioning systems. These technologies offer a more sustainable solution by lowering energy consumption and minimizing emissions of harmful substances like chlorofluorocarbons (CFCs). Additionally, he discussed the broader potential for industrial decarbonization through technological advancements, underscoring the need for continuous innovation to achieve sustainability goals in this sector.

The next question was from Ms. Malik Sarfraz: what were the key challenges discussed in the implementation of NEPRA's Competitive Trading Bilateral Contract Market (CTBCM) initiative?

Mr. Amjad responded and provided an overview of the challenges in implementing NEPRA's Competitive Trading Bilateral Contract Market (CTBCM) initiative. He discussed one of the main issues is the difficulty in transitioning to a privatized energy market, particularly given the existing regulatory and infrastructural limitations. He explained the potential role of these policies in promoting decarbonization, though it was noted that the practical application of CTBCM faces hurdles such as resistance from stakeholders and the need for more robust policy frameworks. Despite these challenges, Mr. Amjad emphasized that successful implementation could significantly contribute to reducing carbon emissions and promoting a more sustainable energy sector in Pakistan.

The next question was from Mr. Javed Ranjha: how did the national energy politics to climate change, climate finance, etc. affect the sports industrial benefits?

Mr. Samson Iqbal responded by emphasizing the critical connection between national energy policies and climate finance, especially in addressing the challenges the sports industry faces due to climate change. He highlighted how the industry is increasingly vulnerable to climate-related impacts, such as

extreme weather events that disrupt sports activities and damage infrastructure. Mr. Iqbal criticized policies that have historically prioritized fossil fuel expansion, noting that such policies have indirectly harmed industries like sports. He advocated for a more balanced approach to climate finance, ensuring that sufficient support is provided to mitigate the adverse effects of climate change on the sports industry and to promote sustainable practices within it.



10. Shields Distribution Session

Following the questions and answers interactive session, shields and books were presented to the esteemed guests in the next segment.



11. Dinner

The session concluded with a formal dinner, providing an opportunity for further networking and discussions.



12. Closing Session

This session included closing remarks by Mr. Arshad Latif Butt from PSGMEA. He expressed gratitude to the ADS for their collaboration and for providing a platform to bridge the gap between sports industry experts and demonstrate report findings. Mr. Amjad Nazeer extended his thanks and appreciation to the PSGMEA for their support in organizing the event. The event concluded with the distribution of shields, boke and a dinner.



13. Lesson learnt and best practices

- The venue (PSGMEA Hall) provided the best environment for this event. The sessions moved smoothly, participants remained attentive, and presenters were clearly audible, without speaker too.
- The collaboration with industry was very effective in developing a synergic effect for the cause.
- Online sessions should be discouraged in future training to avoid any inconvenience.

14. Recommendations

- **Engage Sports Associations in Renewable Energy Adoption:** Encourage sports associations to campaign the integration of renewable energy sources within their facilities and operations, setting a standard for sustainability in the sports industry.
- **Training Programs for Solar System Implementation and Maintenance:** Offer specialized training programs for sports facility managers and staff on the installation, operation, and maintenance of solar energy systems to enhance the energy efficiency within sports industries.
- **Develop Payback Period Plans:** Make a structured payback period analysis plan specifically for sports facilities implementing renewable energy solutions, helping stakeholders understand the financial returns and long-term cost savings associated with their investments.
- **Conduct Emission Assessments for Sports Facilities:** Perform regular emission assessments for sports facilities to evaluate their environmental impact, allowing for targeted strategies to reduce carbon footprints and promote greener operations in the sports industry.

Annex I: Pictures





Annex II: Programme agenda

Programme Agenda		
August 06, 2024 (Tuesday)		
Time	Agenda Point	Resource Person
05:00 – 05:40 PM	Attendance of the Participants	ADS team
Opening Session		
05:40 – 06:00 PM	Recitation of The Holy Quran and Naat.	Mr. Ahmed Raza Amer Cheema, Station Director, Radio Pakistan
06:00 – 06:15 PM	Welcome Note by the Director PSGMEA	Mr. Arshad Latif Butt
06:15 – 06:40 PM	Global warming and potential impact of climate change in the sports industry, region, and country level.	Mr. Amjad Nazeer, CEO, Alternate Development Services (ADS)
06:40 – 06:55 PM	Prayer Break	
06:55 – 07:00 PM	Global warming and potential impact of climate change in the sports industry, region, and country level.	Mr. Amjad Nazeer, CEO, Alternate Development Services (ADS)
07:00 – 07:10 PM	Results presentation of the report “Sports Industry (Assessing Decarbonization and Growth Potential)”	Mr. Abdul Haseeb Tariq, GCEO, Alternate Development Services (ADS)
07:10 – 07:20 PM	Greenhouse gas emissions and environmental impacts	Mr. Ahmed Raza Amer Cheema, Station Director, Radio Pakistan
07:20 – 07:30 PM	Sports industry energy transition and carbon emissions analysis	Samson Iqbal, President of Christian Business Alliance (CBA)
07:30 – 08:00 PM	Interactive session/Q&A	All Participants
08:00 – 08:10 PM	Shields and boke distribution ceremony	
08:10– 08:50 PM	Dinner and Prayer Break	
08:50 – 09:00 PM	Group Photo	Guests and Participants
End of the Event		