



Proceeding Report



Energy Landscape of the Industries (Sports, Textile, and Food & Beverages) Pathways to Energy Transition and Decarbonization

19th November

2024

Venue: Chandni Hall, 4th floor,
Islamabad Hotel, G-6, Islamabad

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Nomenclature

ADS	Alternate Development Services
F&B	Food and beverages
GHG	Greenhouse gas
NDCs	Nationally Determined Contributions
GDP	Gross domestic product
CBAM	Carbon Border Adjustment Mechanism
CTBCM	Competitive Trading Bilateral Contract Market
NEPRA	National Electric Power Regulatory Authority
R&D	Research and development

1. Background

Alternate Development Services (ADS) organized the reports launching event to present its research findings on industrial decarbonization pathways for the sports, textile, and food and beverages (F&B) sectors. The event brought together key stakeholders, including representatives from industry, academia, chambers of commerce, government bodies, and NGOs working on climate justice and renewable energy transition.

Pakistan is committed to achieving a 50% reduction in projected greenhouse gas (GHG) emissions by 2030 under its Nationally Determined Contributions (NDCs) to the Paris Agreement. However, progress toward this goal remains inconsistent, particularly in energy-intensive sectors like sports, textiles, and F&B. While these sectors play a crucial role in Pakistan's economy, contributing significantly to GDP, employment, and exports, they also account for substantial carbon emissions and have been slow to adopt sustainable energy practices.

Despite national and international climate action frameworks, including the Carbon Border Adjustment Mechanism (CBAM), these industries have yet to align their operations with global decarbonization imperatives. To address these challenges, ADS conducted detailed research to assess the energy consumption patterns, emission profiles, and decarbonization potential of these sectors.

The findings presented during the event offer a roadmap for renewable energy adoption and sustainable industrial practices, aiming to bridge gaps in policy implementation, industry awareness, and stakeholder collaboration. This initiative underscores the urgency of transitioning these critical industries toward a low-carbon economy while maintaining their economic significance.

2. Objectives of the Reports Launching

The main objectives of the reports launching were as follows:

- Share findings of the sports, textile, and F&B studies to key stakeholders from industry and industrial associations, academia, chambers of commerce, government, and policymaking bodies, highlighting energy consumption patterns, emission profiles, and decarbonization potential.
- Advocate for a shift towards renewable energy and equitable climate solutions based on the studies' outcomes to support informed decision-making.
- Foster collaboration among stakeholders and create synergistic effects to enhance efforts towards renewable energy adoption and decarbonization strategies.
- Examine barriers to industrial decarbonization such as technological, financial, and capacity constraints, while exploring opportunities like cost savings, global competitiveness, and consumer demand for sustainable products. Moreover, discuss the compliance mechanisms aligned with international commitments, including the Paris Agreement, Pakistan's NDCs, CTBCM, and CBAM, to ensure strategic alignment with global and national goals.

3. Scope of the Studies

The reports for sports, textiles, and food and beverages (F&B) sectors analyze the following:

- Assessing reliance on primary and secondary energy sources, including grid electricity.
- Identifying GHG emission levels from the sports, textile, and F&B sectors.
- Exploring the feasibility of adopting cleaner energy sources such as solar, wind, and biomass.
- Evaluating compliance with frameworks like NDCs, CTBCM, CBAM, and climate justice principles.

4. Venue and Date

The event was held on November 19, 2024 (2:30 PM - 5:30 PM) at the Chandni Hall, 4th floor, Islamabad Hotel, G-6, Melody Market, Islamabad.

5. Participants

The event was attended by the relevant stakeholders from associations, academia, government representatives, policymakers, and NGOs along with partners in energy transition working on electricity policy influencing, climate justice, renewable energy transition, and decarbonization.

6. Inaugural Session

The formal opening ceremony was commenced with the documentary on climate change and the inaugural discussion commenced with the attendance of participants, followed by the welcome note presented by the Chief Executive Officer (CEO) Amjad Nazeer from ADS, emphasizing the urgency of industrial decarbonization to achieve Pakistan's climate goals and ensure global competitiveness.

7. Introduction of the Event Proceeding

The proceedings included insights from distinguished speakers, representing diverse sectors such as industry, academia, policymaking, and environmental advocacy. Each speaker brought a unique perspective on the pathways to sustainable industrial practices in sports, textiles, and food & beverage (F&B) sectors and provided valuable insights, underscoring the critical need for collaboration among government, industries, academia, and civil society.

Mr. Amjad Nazeer addressed the far-reaching consequences of climate change as well as the environmental impact of fossil fuel consumption within the industrial sector. He highlighted the significance of the sports, textile, and food & beverage sectors in the national economy and their substantial carbon footprint contribution.

Following that, Engr. Usman Ahmad delved into the technical findings of the research studies conducted by ADS, providing a detailed analysis of the energy landscape of the textile industries.

He stressed the urgent need for a transition to renewable energy, emphasizing the economic and environmental benefits of adopting cleaner technologies.

Abdul Haseeb Tariq outlined the key metrics for sports and F&B industries, such as energy consumption patterns, emissions profiles, and the potential for renewable energy integration. He proposed policy recommendations to encourage investments in renewable energy and energy-efficient technologies.

Furthermore, Mr. Hammad Ali provided insights into the policy landscape required to support industrial decarbonization. He highlighted the gaps in existing frameworks and proposed a multi-stakeholder approach for aligning industrial practices with international standards.

Moreover, Mr. Tauseef H. Farooqi (former Chairman NEPRA) addressed the regulatory aspects of the energy transition, focusing on the Competitive Trading Bilateral Contract Market (CTBCM) and its implications for industries. In the end, Mr. N.A. Zuberi concluded the event with an inspiring keynote address, emphasizing the transformative potential of industrial decarbonization. He highlighted the challenges of high costs, limited financing, and skill shortages but framed these as opportunities for innovation, growth, and competitiveness.

Together, their contributions formed a comprehensive narrative on how Pakistan can align its industrial practices with its climate commitments while fostering economic growth and sustainability. The event was both a call to action and a platform to forge the partnerships necessary for transformative change.

7.1. Mr. Amjad Nazeer

Speaking at the event, Amjad Nazeer emphasized the criticality of industrial transformation to meet Pakistan's climate commitments under the Paris Agreement (2016). "The stakes are high. If we fail to transition our industries to cleaner energy, the cost will be borne by the most vulnerable among us," he remarked. Nazeer highlighted the immense potential three critical sectors (sports, textile, and food & beverages), which if decarbonized, could become a global model for sustainable industrial practices.



Figure 1: Mr. Amjad Nazeer highlighting the need for industrial decarbonization

Mr. Nazeer outlined several systemic challenges hindering progress and stressed the value of self-regulatory frameworks for better compliance and efficiency. He also called for stronger collaboration among industries, policymakers, and advocacy groups to create a more holistic and export-oriented industrial ecosystem.

He called for immediate action to align policy, energy markets, and industry efforts, emphasizing that sustainable transformation is not just an environmental necessity but a strategic imperative

for economic resilience and global competitiveness. His remarks set the tone for a solutions-oriented discussion, highlighting the urgent need for collective action and collaboration.

7.2. Engr. Usman Ahmad

Engr. Usman Ahmad emphasized the critical role of the textile sector as the backbone of Pakistan's exports, contributing over 60% to the country's total exports and accounting for 40% of the industrial workforce. He highlighted the sector's strategic importance in driving economic growth while noting its high energy demand and environmental footprint.

Ahmad underscored Pakistan's vulnerability to climate change, citing its ranking among the most affected countries globally. The textile industry, being a significant contributor to carbon emissions, requires urgent intervention. He emphasized the need to diversify and prioritize renewable energy sources for energy security and cost efficiency by highlighting the opportunities for renewable energy integration.

Engr. Usman Ahmad concluded that decarbonizing Pakistan's textile sector is not just an environmental necessity but also a strategic move to maintain competitiveness in the global market. He urged stakeholders to align policies, resources, and initiatives for a cleaner, greener, and more sustainable textile industry.

7.3. Mr. Abdul Haseeb Tariq

Abdul Haseeb Tariq outlined the significance of the food & beverage (F&B) and sports sector in Pakistan's energy transition. Tariq shared critical insights about the energy consumption and emissions profile of the F&B and sports sector. Mr. Tariq presented a roadmap for reducing carbon emissions and enhancing sustainability.

Abdul Haseeb Tariq emphasized that the alignment of policy, consumer awareness, and industrial innovation is critical to achieving meaningful decarbonization.

In closing, Tariq reiterated that sustainable production is not just an environmental necessity but a strategic imperative to ensure economic resilience and competitiveness in a rapidly evolving global market. He stressed that adopting cleaner production practices can transform the industry into a model of sustainable growth, driven by increasing consumer awareness and demand for eco-friendly products.



Figure 2: Engr. Usman Ahmad presenting the technical finding of research studies conducted by ADS



Figure 3: Mr. Abdul Haseeb Tariq presenting the technical findings of research studies conducted by ADS

7.4. Mr. Hammad Ali

Mr. Hammad Ali emphasized the importance of transitioning from a centralized electricity market to a decentralized trading model, focusing on the Competitive Trading Bilateral Contract Market (CTBCM). He explained that CTBCM aims to address inefficiencies and challenges posed by the crippling circular debt for the sector's sustainability —currently estimated at approximately PKR 3.7 trillion.

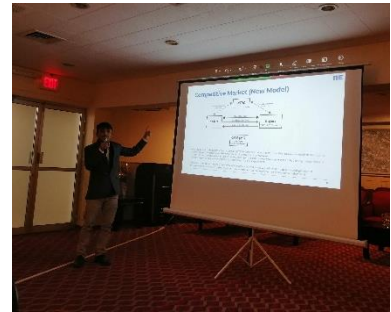


Figure 4: Mr. Hammad Ali addressing the policy landscape for industrial decarbonization

Ali stressed the importance of industry demand in stabilizing electricity markets and driving economic growth, noting that the current system, burdened by subsidies and limited competition, results in high electricity tariffs that hinder industrial competitiveness. By encouraging a market with multiple buyers and sellers, the CTBCM model can reduce costs, improve service quality, and provide consumers with choices, including the ability to source cleaner electricity in line with global climate commitments.

Ali urged stakeholders to adopt this model as a necessary step for the survival of Pakistan's electricity sector, advocating for comprehensive education for industries and trial runs to ensure a smooth transition. He highlighted the transformative potential of decentralization, competition, and technology in building a resilient and efficient energy future for Pakistan.

7.5. Mr. Tauseef H. Farooqi

Mr. Tauseef H. Farooqi, the former Chairman of NEPRA, delivered a thought-provoking address that shed light on the opportunities and challenges associated with the Competitive Trading Bilateral Contract Market (CTBCM) framework and Pakistan's energy transition. Mr. Farooqi highlighted the importance of the CTBCM model, emphasizing its potential to foster the adoption of clean and green energy sources, which are also the most cost-effective in Pakistan. He asserted that "CTBCM will inevitably be utilized by those who can produce the cheapest energy, which is green energy." Reflecting on his tenure as NEPRA Chairman, Mr. Farooqi shared his dedication to improving Pakistan's energy sector. He emphasized the need for merit-based leadership, specialized knowledge, and international benchmarking to address Pakistan's energy challenges effectively.



Figure 5: Mr. Tauseef H. Farooqi addressing the regulatory aspects of CTBCM framework

7.6. Mr. Noorul Arifeen Zuberi

Mr. Noorul Arifeen Zuberi, senior advisor at China Three Gorges South Asia Investment Limited, delivered a compelling keynote address, commending ADS for its groundbreaking research in

industrial decarbonization. He praised ADS' commitment to driving energy transition and sustainable practices, recognizing the critical relevance of the seminar's focus on the food and beverage, textile, and sports sectors. Mr. Zuberi highlighted these industries' pivotal roles in contributing to Pakistan's GDP, employment, and exports while acknowledging their significant carbon footprints.

In his address, Mr. Zuberi emphasized the profound connection between industrial growth and sustainability, describing decarbonization as a pathway to sustainable economic development. He underscored the urgency of addressing climate change, noting its visible impacts and asserting that the industrial sector must lead the decarbonization effort to fulfill international commitments.

Concluding his address, Mr. Zuberi called for a comprehensive, multi-pronged strategy to enable sustainable industrial practices. His insights underscored the urgency of industrial decarbonization, its challenges, and actionable strategies to ensure a sustainable and resilient future for Pakistan's economy.



Figure 6: Mr. N.A. Zuberi addressing the transformative potential of industrial decarbonization

8. Interactive Session

The event concluded with an interactive session, where participants, including industry representatives, policymakers, and academics, exchanged insights on overcoming barriers to decarbonization. The findings from ADS's reports were positioned as a call to action for all stakeholders to work collectively toward a sustainable energy transition.

9. Shields Distribution

Followed by the concluding remarks, shields were presented to the esteemed guests Mr. Tauseef H. Farooqi (Former Chairman, NEPRA) and Mr. Hammad Ali (Power Market Analyst, Renewables First) by the Mr. Amjad Nazeer (Chief Executive Officer, ADS).



10. Recommendations

To achieve sustainable industrial decarbonization in Pakistan, the following key recommendations emerged:

- Pakistani industries such as textiles, sports, and food & beverages should prioritize the adoption of renewable energy sources, including solar, wind, and biomass. This transition will help reduce carbon footprints, enhance energy security, and position these industries to remain competitive in the export market, where sustainable practices are increasingly prioritized.
- The government must enhance policy frameworks to promote industrial decarbonization. This includes offering financial incentives such as subsidies and tax benefits, establishing clear compliance guidelines and supporting research and development (R&D) to drive innovation in cleaner technologies.
- Collaboration between industries and educational institutions is essential to foster sustainable industrial practices. Introducing vocational training programs will equip the workforce with the skills needed to operate, maintain, and innovate clean energy technologies, ensuring the sustainability of decarbonization efforts.
- Government should actively support industries in accessing climate funds and green financing mechanisms. This financial support will enable industries to transition to cleaner technologies by overcoming cost-related barriers to decarbonization.
- Fostering public-private partnerships is vital to address decarbonization challenges collaboratively. These partnerships can align national policies with international mechanisms such as the Carbon Border Adjustment Mechanism (CBAM) to ensure global market competitiveness and compliance with evolving sustainability standards.

Annex I: Photo Gallery



Annex II: Media Posting

Website

Reports on Industrial Decarbonization, Urges Collective Action
 By: Mehdi

Nov 22, 2024 — in in the News

Islamabad — The Alternate Development Services (ADS), an environmental advocacy entity, held an event in Islamabad today to launch three industrial study reports addressing the urgent need and potential for industrial decarbonization in Pakistan. The reports, *Energy Pathways of the Industries and Pathways to Energy Transition and Decarbonization*, delve into the energy and emissions profiles of the sports, textile, and food & beverage industries, offering actionable pathways for renewable energy adoption and emissions reduction.

Speaking at the event, ADS Chief Executive Ahsan Nazir emphasized the critical role of industrial decarbonization to meet Pakistan's climate commitments under the Paris Agreement. "The stakes are high. If we fail to transition our industries to greener energy, the cost will be borne by the most vulnerable among us," he remarked. Nazir highlighted the immense potential of Pakistan's sports manufacturing sector, which, if decarbonized, could become a global model for sustainable industrial practices.

Engi Usman Ahmad, Clean and Green Energy Officer at ADS, presented the findings of the textile industry, stressing its importance as the backbone of Pakistan's exports. "Decarbonizing the textile sector is not just a climate imperative; it's a business necessity to remain competitive in global markets," he stated. Ahmad underscored the role of frameworks like the Competitive Trading Incentive Contract Model (CTICM) in facilitating the transition, calling for urgent policy and market alignment to support cleaner energy initiatives.

The food and beverage sector, another focus of ADS's research, was discussed by Anisul Haseeb Tahir, also a Clean and Green Energy Officer. He outlined a roadmap for reducing emissions in the high-emissions sector, highlighting a few sustainable alternatives. "Clean production practices can transform the industry into a model of sustainable growth," he noted, urging industry leaders to seize this opportunity.

Former NEPSA Chairman Touseef H. Farooq provided an overview of the report, outlining the challenges posed by the CTICM framework. Advocating for the CTICM model, he said, "The government should create policies and reform the electricity market if it's not the government's business to do as business." He also stated that "in Pakistan, the cleanest and greenest energy is also the cheapest. Industry CTICM will be utilized by those who can produce the cheapest energy, and they are the ones who produce green energy."

Nousrat Ahsan Zubair, senior advisor at China Three Gorges South Asia Investment Limited, praised ADS for its vital research in industrial decarbonization. He stated, "ADS' commitment to energy transition and sustainable practices is commendable."

Zubair emphasized the connection between industrial growth and sustainability, saying, "Decarbonization is a pathway to sustainable economic growth." He urged Pakistan to leverage its renewable energy resources and reduce the visible effects of climate change, asserting that "the industrial sector must lead the decarbonization effort to meet international commitments."

The event concluded with an interactive session, where participants, including industry representatives, policymakers, and academics, exchanged insights on overcoming barriers to decarbonization. The findings from ADS's reports were positioned as a call to action for all stakeholders to work collectively toward a sustainable energy transition.



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We are thrilled to share that ADS hosted a seminar where we launched three pivotal reports addressing industrial decarbonization in Pakistan's key sectors—sports, textile, and food & beverage. The event fostered insightful discussions with policymakers, industry leaders, and academics. 🌱🌍

The findings of these studies are a call to action for a sustainable energy transition. Thank you to all participants for making this event a success! Let's continue working together for a cleaner and greener Pakistan. 🌱🌍

#Decarbonization #EnergyTransition

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ADS successfully hosted an impactful seminar at the Islamabad Hotel unveiling our research on industrial decarbonization in sports, textile, and F&B industries. #ClimateAction #FreePakistanFromCoal #DecarbonizeNow #Smog

11:27 AM · Nov 22, 2024 · 71 Views

Annex III: Program Agenda

November 19, 2024 (Tuesday)		
Time	Agenda Point	Resource Person
02:45 PM – 03:00 PM	<ul style="list-style-type: none"> Attendance of the Participants 	<ul style="list-style-type: none"> ADS team
03:00 PM – 03:20 PM	<ul style="list-style-type: none"> Welcome Note and context building 	<ul style="list-style-type: none"> Mr. Amjad Nazeer, Chief Executive of Alternate Development Services (ADS)
03:20 PM – 03:45 PM	<ul style="list-style-type: none"> Presentation of the Energy Landscape of Pakistan’s Textile Sector: Pathways to Decarbonization 	<ul style="list-style-type: none"> Engr. Usman Ahmed, Clean and Green Energy Officer at ADS, Islamabad
03:45 PM – 04:10 PM	<ul style="list-style-type: none"> Decarbonization of Food and Beverages Sector: A Way Forward Presentation of Sports Industry Decarbonization (Assessing Decarbonization and Growth Potential) 	<ul style="list-style-type: none"> Mr. Abdul Haseeb Tariq, Clean and Green Energy Officer at ADS, Islamabad.
04:10 PM – 04:30 PM	<ul style="list-style-type: none"> CTBCM, Opportunities & Challenges to Pakistan’s Export-oriented Industries 	<ul style="list-style-type: none"> Mr. Hammad Ali, Analyst (Power Markets), Renewables First
04:30 PM – 04:50 PM	<ul style="list-style-type: none"> Prospects for CTBCM and Industrial Decarbonization 	<ul style="list-style-type: none"> Mr. Tauseef H. Farooqi, Former Chairman National Electric Power Regulatory Authority (NEPRA), Islamabad.
04:50 PM – 05:10 PM	<ul style="list-style-type: none"> Industrial Growth: Decarbonization and Sustainability 	<ul style="list-style-type: none"> Mr. Noorul Arifeen Zuberi, Senior Advisor at China Three Gorges South Asia Investment Limited (C-SAIL)
05:10 PM – 05:20 PM	<ul style="list-style-type: none"> Interactive Session/Q&A 	All Participants
05:20 PM – 05:25 PM	<ul style="list-style-type: none"> Vote of thanks and conclusion 	TBD
05:25 PM – 05:30 PM	<ul style="list-style-type: none"> Shields and Bouquet Distribution Ceremony 	
05:30 PM – 06:00 PM	<ul style="list-style-type: none"> Buffet Hi-Tea, Laiba Restaurant, Ground Floor. 	
End of the Event		