

# YEARLY ROUNDUP

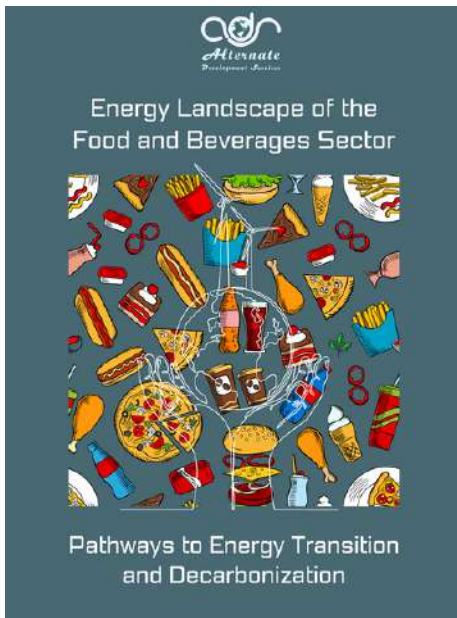
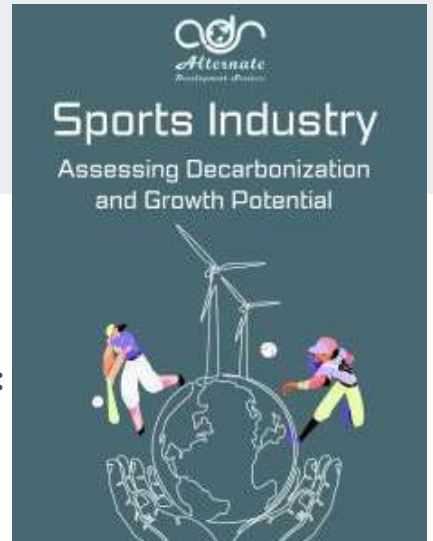
JANUARY 2024

DECEMBER 2024



## Decarbonizing Key Industries

In 2024, building on its efforts from the previous year the ADS conducted three data-rich studies assessing the decarbonization potential of Pakistan's sports, textile, and food & beverage industries. The organization achieved several significant milestones:

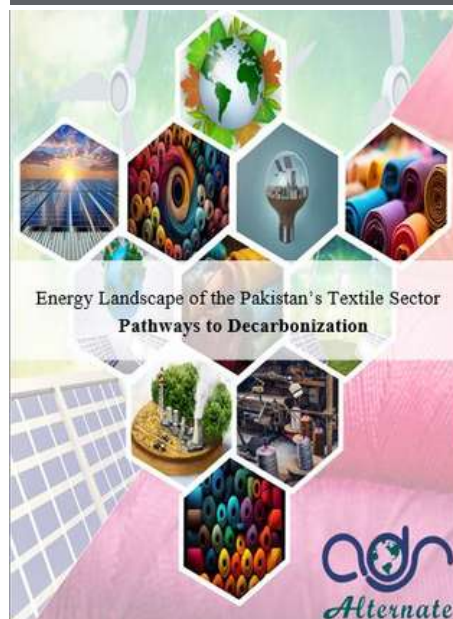


### Decarbonizing Food and Beverages

This study offers a thorough, critical, and systematic review of literature and real-time surveys of F&B sector that focus on renewable transition and greenhouse gas emissions. Through a sociotechnical perspective that considers the food supply chain, agriculture, production, retail, distribution, and consumer use, the study highlights the most carbon-intensive processes and their respective energy and carbon footprints.

### Decarbonizing Sports

This year, ADS undertook a comprehensive study involving 106 sports manufacturing companies in Sialkot, assessing their decarbonization potential and growth opportunities. The findings, which have already been shared through multiple platforms, are expected to influence key industry decisions in the coming years.



### Decarbonizing Textiles in Pakistan

Pakistan's textile sector faces energy crises, high tariffs, and reliance on fossil fuels, causing declining exports and rising CO<sub>2</sub> emissions. The report urges renewable energy adoption, improved awareness, and capacity building to meet climate goals. It recommends government-industry collaboration, public-private partnerships, and sustainability-focused training to drive a green transition and energy efficiency.

## ADS Multimedia Campaign for Climate Awareness

ADS produced and distributed 6 explainer videos, 10 public service messages, and 3 documentaries aimed at raising awareness on climate change, industrial decarbonization, and green financing. These were aired on ADS Youtube, Rohi TV and various Radio Pakistan stations, reaching both policymakers and the general public.

# THREADS of CHANGE

## تبدیلی کے دھاگے

Transforming Pakistan's  
Textile Industry with Green Energy



## Strengthening Industry Relations

In collaboration with Pakistan's largest sports association, PSGMA, ADS co-hosted a seminar to launch the decarbonization study for the sports industry. This event, attended by key industry stakeholders, emphasized the adoption of renewable energy solutions and highlighted the potential for the sports industry to lead the way in green transitions.

## University Partnerships and Knowledge Sharing

ADS partnered with National Textile University (NTU), Bahauddin Zakariya University (BZU), and other leading institutions to conduct and share our research on decarbonization in the textile industry. These partnerships facilitated high-impact seminars and ensured that our findings reached both industry insiders and future engineers.



## Earth Day 2024

In a meaningful collaboration with the Department of Environmental Sciences, B.Z.U. Multan, ADS celebrated Earth Day 2024 on April 22, 2024, with various engaging activities promoting environmental consciousness.



## Radio Programs

- Radio Pakistan Multan  
10 Programs Aired
- Radio Pakistan Karachi  
10 Programs Aired
- Radio Pakistan Sialkot  
5 Programs Aired



## Podcasts

To promote energy transition and decarbonization, ADS collaborated with Times Glo to host a series of podcasts featuring experts and policymakers.



# Media Engagement

ADS effectively amplified its voice through both print and electronic media, with coverage in major outlets like Dawn, Geo News, The Express Tribune, and several Urdu-language dailies. This broad media presence has further cemented ADS's role as a thought leader in industrial decarbonization and climate advocacy.



## Academics stress industrial decarbonisation

By Our Staff Reporter

LAHORE: A seminar emphasised the urgent need for industrial decarbonisation in Pakistan, particularly in the textile and sports sectors, to align with global sustainability goals. The event, titled "Arresting the Effects of Climate Change: Pakistan's Industrial Sector - Emissions Assessment and Way Forward," was held at a hotel in Multan.

Dr Shahooduz Zaman from Faisalabad National Textile University said that despite contributing 55-60% of Pakistan's exports, the textile sector's reliance on fossil fuels hampers global competitiveness.

"The average CO2 emissions in the textile industry stand at 25.9 tonnes per month per industry. By scaling up solar energy use, emissions could be cut down

by up to 9.2 tonnes of CO2 per month," Dr Shahood explained, stressing that sustainable energy is essential for global success.

He further recommended the government provide a policy framework and raise awareness within the industrial community to accelerate decarbonisation efforts.

Experts discussed the challenges of transitioning to renewable energy, emphasising the importance of reducing carbon emissions and adopting climate-friendly technologies.

Dr Muhammad Dawood of BZU explained that industrialisation significantly contributes to the ecological footprint of various countries and shared strate-

gies for industrial decarbonisation. "Our textile sector is facing a 15% drop in export potential due to high energy costs and CO2 emissions.

Transitioning to renewable energy is essential for growth and success," he said.

Dr Muhammad Sultan, also from BZU, pointed out the importance of industrial decarbonisation in protecting agriculture, especially in regions like Multan, where a cleaner industrial sector ensures sustainable agricultural productivity.

Industry representatives M Hussain Khawaja and Aasim Shah provided insights into the energy consumption patterns of the textile industry in Multan.

They highlighted the potential for renewable energy integration and the implications of the upcoming Carbon Border Adjustment Mechanism. They emphasised that Pakistan's export potential would remain limited unless energy costs are reduced to match regional competitors like India, Vietnam and Bangladesh.



Sports Industry Needs Decarbonization, ADS Report Urges



### CLIMATE CHANGE

## Global warming moot held

MULTAN. The Alternate Development Services (ADS) organised a seminar titled 'Arresting the Effects of Climate Change: Pakistan's Industrial Sector - Emissions Assessment and Way Forward' on Friday to address climate change issues. Key stakeholders from the textile and sports industries joined the seminar. APP

آلٹرنیٹ ڈویلپمنٹ سروسز کی جانب سے گزشتہ روز سیالکوٹ میں ایک سیمینار منعقد کیا گیا





**ALTERNATE DEVELOPMENT SERVICES**

*Decarbonizing Industries Through Clean Energy*

## Capacity Building Training on Industrial Decarbonization

ADS organized a 3-day state-of-the-art training session in Multan for carefully selected students and energy professionals. Participants were immersed in the latest knowledge on climate change, energy transition, and industrial decarbonization, fostering the next generation of climate leaders.



## Seminar: Sports Sector Decarbonization

August 06, 2024: ADS hosted a seminar and study launch of the Sports Sector Decarbonization at the Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA) Hall in Sialkot. The event brought together sports industry association heads, sports and apparel industrialists, Sialkot chamber of commerce and industry members, solar companies' representatives, and industry professionals from diverse educational backgrounds to discuss the critical steps needed to reduce the carbon footprint and renewable energy transition of the sports industry.



## Seminar: Arresting the Effects of Climate Change

September 05, 2024: Alternate Development Services organized a seminar titled “Arresting the Effects of Climate Change: Pakistan’s Industrial Sector - Emissions Assessment and Way Forward.” The seminar highlighted the urgent need for industrial decarbonization in Pakistan, focusing on all industries particularly on the textile and sports sectors. Experts discussed the challenges and opportunities associated with transitioning to renewable energy sources, with an emphasis on reducing carbon emissions, assuming climate-friendly technologies and enhancing sustainability.



## Seminar: Textile Industry's Emission Analysis and Pathways to Progress with Carbon Reduction

September 25, 2024: The Alternate Development Services (ADS), in collaboration with the National Textile University (NTU) Faisalabad, co-hosted the launch of its study titled “Emission Analysis and Pathways to Progress with Carbon Reduction,” focusing on the textile sector, one of Pakistan’s most vital industries. The event provided an in-depth analysis of emission profiles, energy consumption patterns, and the decarbonization potential of Pakistan’s textile industry, a cornerstone of the country’s economy.





## Land, Water, Rights, and Climate Change: A Cross-Regional Dialogue

Nov 04, 2024: The “Land, Water, Rights, and Climate Change” session brought together activists, stakeholders, and community members to foster an exchange on regional challenges and grassroots activism. Organized by ADS and the Thar Citizen Forum (TCF), the event centered around the shared issues of land rights, environmental conservation, and climate justice in Pakistan. Attendees included representatives from Thar, Multan, Cholistan, Muzaffargarh, and other areas of Seraiki Wasaib.





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## Seminar: Energy Landscape of the Industries

Nov 19, 2024: ADS hosted a seminar in Islamabad where we launched three pivotal reports addressing industrial decarbonization in Pakistan's key sectors—sports, textile, and food & beverages. 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.



# Knowledge Briefs for Stakeholders

To equip stakeholders with crucial insights, ADS produced and distributed 7 knowledge briefs covering the following topics;

- **CTBCM: A Promising Future or a Mere Distraction?**
- **Navigating Renewable Energy Transition in Pakistan's Textile Sector**
- **The Need and Importance of Renewable Energy in Sports Industry**
- **Green Financing: Navigating Commercial Bank's Role in Decarbonization**
- **The Industrial Use of Hydrogen**
- **Towards Renewable Energy Transition in Pakistan: A Case of the Food and Beverages Industry**
- **Carbon Markets: A Way Toward Achieving NDCs**





# ALTERNATE DEVELOPMENT SERVICES

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