



## Investing in Tomorrow's Leaders

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### Editorial Team

**Isma Sana**  
Program Officer  
LEAD Pakistan

**Shafaq Masud**  
Young Professional Officer  
LEAD Pakistan

**Contact us at:**  
[ldp@lead.org.pk](mailto:ldp@lead.org.pk)

**This issue can also be viewed at:**  
[www.lead.org.pk](http://www.lead.org.pk)

### Corporate Environmental Responsibility – A Step towards Sustainable Development



Corporate Environmental Responsibility is essential for sustainable development in all occupations of life. Keeping this in view, various organizations and institutions with an aim of promoting corporate social responsibility participated in a Global Forum for Sports and Environment (G-ForSE). The forum was held in Lahore from 24 – 26 November 2004. The forum brought together nearly 250 participants from the United Nation's Environmental Program (UNEP), Global Sports Alliance (GSA), the sporting goods industry, international sports

organizations, organizers of major sports events and non – governmental organizations to discuss the impact and contribution of sports to the environment. The forum was organized by three active players towards the environment and sustainable development namely UNEP, GSA and the Pakistan based Irfan Group of Companies. The forum focused primarily on "Corporate Environmental Responsibility" and explored numerous ways and future prospects by which sports corporations; particularly the sporting goods industry can enshrine and promote sustainable development in their activities.

The challenges and opportunities for Pakistan in sports with a focus on both sporting industry and sporting environment were discussed in detail in the seminar. National and international experts presented papers, presentations and delivered lectures on the subject. The participants were agreed to launch a campaign on importance of environment in schools to raise awareness among young generation. The forum will help the sporting industries in compliance with the global standards and responsibilities on one hand and develop linkages of national governmental and non-governmental organizations with international agencies like UNEP and Global Sport Alliance on the other.

LEAD Pakistan, as per its mandate in promoting sustainable development and Corporate Social Responsibility in the region was also part of the delegation and had agreed to lend its technical expertise to the organizers through its resourceful network of Fellows. Ali Ahmed Jan (C – 9), Huma Mustafa Beg (C – 8), Rana Aftab – ur – Rehman (C – 8) and Asad Ullah Khan Sumbul (C – 10) participated and contributed in the forum. LEAD Pakistan is to publish a report on the proceedings of the forum on behalf of the organizers of the forum for future initiatives and alliances.

*When most people think of the massive environmental problems ahead of us, they wonder how anything they could do can possibly help the environmental movement. But it is always the acts of individuals that wind up making a difference... to either help or harm the environment.*

Source: <http://www.sanctuaryasia.com/greentips/index.php>

### Multilateral Environmental Agreements – An Initiative of Public and Private Partnerships

Multilateral Environmental Agreements (MEAs) are a step towards environmental conservation and sustainability of resources. Pakistan has signed and ratified more than 28 MEAs on Environment. Most of the South Asian developing countries including Pakistan seriously lack the capacity to meet its obligations in implementing Multilateral Environmental Agreements. This was a consensus message from a two-day workshop on National Capacity Self Assessment (NCSA). Many countries in the region either have completed or are already in the process of NCSA to evaluate their strengths and weaknesses in the implementation of MEAs.

In this connection, National Conservation Strategy Unit of Ministry of Environment held NCSA workshop Multilateral Environmental Agreements on 29 and 30 November in Islamabad. The process of NCSA has been facilitated by United Nations University (UNU) Japan who is to submit their report on the subject to the ministry in about a month time. Pakistan has picked up United Nations conservation on Climate Change, Convention on Biodiversity, and Convention on Combating Desertification as the case for NCSA. In the two-day consultative workshop, apart from plenary on Day – 1, UNU conducted interviews with the participating stakeholders in order to evaluate the capacity in the implementation of MEAs. LEAD Pakistan was also interviewed to identify its capacity in bridging the gap in developing institutional capacities to fulfill the obligations under MEAs. Extensive participation of LEAD Fellows namely Mahmood Nasir (C – 5), Abdul Qadir Rafique (C – 5), Murtaza Malik (C – 7), Mohammad Pervaz (C – 9) and Javaid Afzal (C – 7) was observed during the workshop. All the Fellows participated in their official capacities and contributed to the workshop by actively taking part in the proceedings. The LEAD network can serve as platform towards the implementation of MEAs in Pakistan in both public and private sector.



**Promoting Sustainable Education  
Project of Education at Grassroots level in Pakistan**

There exists a serious disconnect between the local communities and the functioning of schools in Pakistan. Various activities and projects are being headed by government with the support of donors for promoting education but the progress is slow and demands the involvement from private sector and NGOs. In case of Sindh Province, where Education Sector Reforms Assistance (ESRA) funded by USAID has already initiated multiple interventions to improve the situation but was facing problems in creating linkages between the communities and local educational bodies i.e School Management Committees (SMCs). Remarkable efforts were required in Khairpur and Sukkur Districts to foster linkages with the management and delivery of quality of education. The government of Sindh has responded to this challenge by establishing SMCs as multi-stakeholder entities having the mandate to bring about the desired change. The fact that how to increase and effectuate meaningful involvement of the communities in the affairs of their neighborhood schools remained a dilemma for fostering quality of education in these districts.

LEAD Pakistan with the help of its Associates/Fellows network and expertise in the project management has taken up the massive task of involvement and creating linkage between the communities and SMCs under the financial umbrella from ESRA. The project has been designed in such a way that there is a Quality Assurance and Monitoring Center within LEAD Pakistan Islamabad Office with managerial, monitoring, budgetary and auditing expertise. The center has the access to the LEAD staff and to its vibrant network of Associates and Fellows. The project is being managed by the Project Director Amjad Zafar Khan (Manager LP and Fellow C – 10) and Project Manager Naseer Ahmad Memon (Fellow C-8). It is through their dedicated and persistent efforts that the Project has managed to meet its deadline targets so far. The success of the project up till now can be judged by the fact that 1090 SIPs have been developed by the endorsement of communities and SMCs.

**Children at Risk from Cosmetics**

We are much found of using cosmetics and accessories in our daily life. Recently a report by Severin Carrell published in May 2004 emphasized that children are at greater risk from cosmetics. According to fertility experts, cancer specialists and environmentalist these products contain potentially dangerous chemicals linked to breast cancer, falling sperm counts and hormonal damage. The world Health organization and European health and environment ministers are to issue a stark warning in this context. The ingredients of greatest concerns include chemicals called parabens and Phthalates, which affect the hormone oestrogen, cause allergies and were recently found in breast cancer tissues. The chemical parabens is routinely used as preservatives in certain toiletry products where as Phthalates are used to carry sent in cosmetics. So next time when you go out for shopping beware of these chemicals ensure that you are bringing safe products home!

Source: Severin Carrell, 30 May 2004

**LEAD Training at a Glance  
Dr Muhammad Pervaz (LEAD Fellow, Cohort - 9)**

In my opinion for sustainable development, "4 E's" Economic – Energy – Environment – Ecology and Human Resource Management have the key role and LEAD has addressed these in details during our training sessions.



The LEAD training was a unique experience and opportunity. It was a turning point for my professional career. One feels honour to be part of LEAD Family. The first international training session at Lahore was a great event in the history of Pakistan. The 240 leaders from 45 countries exchanged their view on "Sustainable

Community Development: A Challenge for Governance and Resource Management." For a student with the educational background of natural science, it was a great opportunity for me to exchange ideas and views with international community/ leaders on a topic other than my specialization. Overall, LEAD is very successful for bringing together the multi professionals and multi cultures. LEAD program has provided a great chance to present the real and right image of Pakistan and its image as an Islamic country. The international participants left the country with a positive impression and appreciation to our hospitality and quality of training during Lahore session.

LEAD has provided the guidelines to understand the key issues related with sustainable development, governance and resource management prevailing in the country. The outcome of the LEAD program is the creation of awareness among policy and decision makers of this country.

Immediately after my selection for LEAD training, I have been given key assignment in my organization. During last four years, I have actively participated in preparation of important technical and policy papers/ reports related to energy sector for national and international organizations including United Nations.

LEAD training and network already contributed a lot to my professional career and I have participated in several conferences, seminars and meetings related to energy and environment. The professional linkages were developed for future collaboration.

**Training Calendar  
December 2004**

Dates	Activity	Venue
6-7	NHA training-Environmental Aspects	Quetta
8-10	NHA training- Social Aspects	Quetta
6-24	Training for Devolution Trust for Community Empowerment (DTCE)	LEAD House

*Dear Readers,  
Our email lists were being updated we regret any inconvenience for slight delay in posting this month's newsletter.*

Fellows and Associates can send us details of their achievements, job alterations, or any other news they wish to share with the LEAD Family. All contributions will be an asset to the bulletin. Write to us at: [ldp@lead.org.pk](mailto:ldp@lead.org.pk)