

Press Release

‘Nestlé Cares’ launched with beach cleaning activity in Karachi

Karachi (June 18, 2019): Nestlé Pakistan launched its global initiative ‘Nestlé Cares’ with a beach cleaning drive in connection to the World Oceans Day at Sea View Beach, Karachi. Nestlé Cares, the company’s Employee Volunteer Program, is aimed at enhancing volunteer activities under one global concept. Initiatives under the Nestlé Cares’ volunteer programs will provide employees the opportunity to make an impact by engaging and assisting local communities. Through this activity, Nestlé Pakistan is also contributing towards government’s vision of a ‘Clean & Green Pakistan’ to tackle the issue of pollution, hygiene, sanitation and access to clean drinking water.

Over 100 volunteers, including employees of Nestlé Pakistan, representatives from National Forum for Environment & Health (NFEH), and Consumer Association of Pakistan (CAP) participated in the clean-up activity inculcating a sense of ownership and civic responsibility as they played their role in reducing plastic waste and marine pollution by collecting and sorting plastic disposal at the Sea View shoreline.

While addressing the ceremony, Chief Guest Taimur Talpur, Provincial Minister for Environment & Climate Change said, “I commend Nestlé for their role in fostering a behavior change starting from within by educating, engaging and mobilizing individuals and by providing them the means to act and contribute towards impactful change. It’s high time that more organizations such as Nestlé take part and play their role in shaping a waste-free future.”

Waqar Ahmad, Head of Corporate Affairs, Nestlé Pakistan, while sharing his views said, “Over the years, thousands of Nestlé employees worldwide have donated their time in supporting activities focused on having a positive impact on individuals and families, our communities and the planet. ‘Nestlé Cares’ is one of the ways we bring our purpose and values to life.”

“Earlier this year, we led a country-wide tree plantation and cleanliness drive as part of our commitment to contribute towards the vision of a ‘Clean & Green Pakistan’. We have a broader vision and action plan that outlines our commitment to address the plastics packaging waste issue and this beach cleaning drive is also in-line with this pledge,” he added.

Commissioner Karachi, Iftikhar Ali Shallwani who also graced the event, said, “I am delighted to be a part of this initiative with Nestlé Pakistan as it’s geared towards encouraging citizens of Karachi for keeping their city clean and plastic-waste free.”

Nestlé Pakistan is taking steps and introducing various initiatives in its manufacturing units and beyond, to demonstrate its respect for the future. It is working towards the day when, through efficiencies and new technologies, it can reduce its environmental impact to zero. Nestlé believes that with the right approach, plastic packaging can be collected or recycled without having a detrimental impact. Nestlé’s ambition is that by 2025, 100% of its packaging should be recyclable or reusable.

Naeem Qureshi, President National Forum for Environment & Health said, “Plastic waste is the largest cause of pollution of rivers and oceans in Pakistan. This cleanup initiative with Nestlé is in line with our long-term ambition and commitment to stop plastic seepage into the environment and avoid further accumulation of plastics in environmental landscape.”



Talking about the drive, Kaukab Iqbal, Chairman Consumer Association of Pakistan stated, “Organizations should come together for implementing such initiatives to establish common goals for protecting the environment.”

Special Assistant to Chief Minister Sindh Qasim Naveed, government officials, members of civil society, and community volunteers also participated in the activity.

About Nestlé Pakistan

Nestlé is the world’s largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé’s purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives.

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