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Islamic Chamber of Commerce, Industry & Agriculture  
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

# Best of Entrepreneurship Series

## Pakistan

### *Green Entrepreneurship: Opportunities & Challenges*

December 2022

# Introduction

## Objective

To generate momentum for increased entrepreneurial activity in Pakistan by sharing sector specific information by leading entrepreneurs about their journey and available support being provided by ecosystem stakeholders.

## Theme: Green Entrepreneurship in Pakistan: Opportunities & Challenges

Green business can be defined in many ways. Below are two definitions to be used as reference for this session.

**ADB, Asian Development Bank:** Green business can be defined as “any profit-oriented activity that supports environmentally sustainable growth.” This includes both producing environmentally friendly products, inputs, and technologies that others (consumers and businesses) can use to reduce their environmental footprint and reducing the environmental impact of production activities.

**OECD, Organization of Economic Corporation & Development:** Green entrepreneurship, as per one of the reports of OECD, is said to be a term used widely in academic and policy literature but there has yet to be a convergence on a clear definition. This creates difficulties for governments in targeting policy actions. Based on previous OECD work and building on related concepts of cleantech, Greentech and climate tech used in Canada, Germany and Israel, this report defines green entrepreneurship as the development and deployment by new start-ups of green products, services, and processes, i.e., those that either:

- reduce or prevent any type of environmental damage; or emit less pollution and waste, and/or
- are more resource-efficient than equivalent normal products, services and processes that have the same result. Their primary use, however, is not one of environmental protection.

## Audience

Private sector companies looking towards Green Transition or green businesses (consumer products, construction, architecture, livestock, energy, University students, environment enthusiast, aspiring entrepreneurs, incubators.

## Venue

Karachi School of Business & Leadership (KSBL)

## Outcome

Policy recommendations, country level sector specific content on successful and upcoming businesses.

# Session 1: Greening the Energy Sector: Opportunities & Challenges

Panel Discussion

Energy is one of the most critical sectors worldwide. It is also one of the biggest contributors towards the climate change.

Given the global push towards green transitioning, the panel will weigh in the opportunity this brings for businesses as well as the challenges which they are facing in their efforts to move to green energy in Pakistan.



*"In the green energy mix, the role of entrepreneurship falls under the umbrella of rooftop solar solutions where individuals can have their own companies from the get-go"*

**Mr. Hashim Raza, CEO, K-Solar**

*"While talking about the power side it is important to consider and plan for developing our own strategies and there are several points along these value chains where entrepreneurs can bring a lot of creativity and economics to the forefront"*

**Mr. Zain Hak, Vice President/Global Head - Agriculture & Forestry, Chairman of Board SPL PLC, Shell**

*"The most fundamental aspect of green entrepreneurship is finding the problem, its solution and having the required time to solve it"*

**Mr. Mujtaba Khan, CEO Reon Energy**

## Session 2: Plastic Pollution: Local Solutions to a Global Problem

Recent years have seen an unprecedented recognition of the rising plastic pollution in Pakistan. But despite that, there is a lack of adoption at the organizational and consumer level which needs dedication, innovation, and investment.

Some organizations today are rethinking how they package their products as well as using greening as a tool to build brand preference. This panel will discuss the role of organizations in addressing the issue at hand and measures taken for the effective implementation of the 2030 Agenda for sustainable development.



***"Academia and industry can form synergies to curb plastic pollution"***

***Dr. Yasir Nawab, Associate Professor / Dean SET, National Textile University***

***"Green entrepreneurship and entrepreneurs should focus on the circularity and bio-degradability of plastics"***

**Mr. Khawaja Bilal Hussain, Senior Vice president, Head of Strategy, Sustainability and Business Development, Engro**

***"Most policy decisions in Pakistan are based on anecdotal evidences. We need a skill-set that promotes scientific evidence based modeling"***

**Ms. Shiza Aslam, Head of Circular Plastic Institute, KSBL**

***"The first and foremost step in reducing plastic waste is by creating awareness around it"***

**Mr. Waleed Bin Ayub, Sr. Packaging & Sustainability Development Manager, Unilever**

***"Pakistan's plastic recycling industry is at a very advanced stage and can be improved in the coming years considering the need"***

**Mr. Shariq Vohra, Former President, Karachi Chamber of Commerce and Industry & Executive Committee Member of FPCCI**

## Session 3: Knowledge Sharing for the next generation of entrepreneurs

### Case Study: The Business Opportunity- Are there real monetary benefits

*"We need to build a repository of information and put it in place so whoever wants to access the information can access it and develop tools for energy efficiency"*

Mr. Farhan Adil Mehboob, Director S.Mehboob & CO.



*"With the recent conversations around climate change and climate action in Pakistan there is definitely a business case for entrepreneurs in the waste management industry"*

Mr. Ahmad Shabbar, Founder, Director, and CEO Garbage Can



## Session 3: Knowledge Sharing for the next generation of entrepreneurs

### Case Study: Carbon Credits

*"Carbon credits are important and is very lucrative for businesses in Pakistan. The youth of today should learn these essential skills."*

Dr. Mirza Ikhtiar Baig, Chairman, Baig Group and Honorary Consul General of Republic of Yemen in Pakistan



### Case Study: From Paper to Production Journey

*"Eighty percent of the work is done by twenty percent of the effort. So in entrepreneurial conversations we must focus on what is the objective to take the risk and if it is nominal risk you do eighty percent of the work"*

Mr. Kumayl Khaleeli, CEO of Zephyr Power



## Session 3: Knowledge Sharing for the next generation of entrepreneurs

### Case Study: Capacity Building for Green Transformation/Entrepreneurship

*"Start-ups should build sustainable solutions and invest 10% of their cost for a social cause and should not limit to one-off CSR activities"*

Mr. Andeel Ali (Head of M&E department at the National Incubation centre, Karachi)



*"In the coming years, conventional entrepreneurship, economies and conventional ways of thinking will not be useful. Rather we would be only talking about green entrepreneurship and economies"*

Mr. Hamza Nisar Kushtiwala (Author of Behind the Green)



# Policy Recommendations

## 1

To plan and implement policies that balances mandates, standards, and incentives to create a push and pull. The government also needs to synchronise supply and demand efficiently to sustain the economic engine.

*Greening the energy sector: Opportunities & Challenges*

## 2

Calling upon the government of Pakistan to actively incentivize entrepreneurs to go in off-grid areas to solve the gap between the demand and supply.

*Greening the energy sector: Opportunities & Challenges*

## 3

Pakistan produces 2.5 million plastics together with imports. The need of the hour is for the ministry of climate change and other eco-system players to devise compliant and systematic policies not only for the plastic that ends up in the land-fills but also for the economy that thrives on it, especially the scavengers & rag pickers.

*Plastic Pollution: Local Solutions to a Global Problem*

## 4

Calling upon the government and the private sector to create a repository of information related to all construction or development projects which can feed information related to the energy consumption for future urban/rural development projects and can be accessed by policy makers to help them set goals and also serve as a guiding tool for them to achieve those goals.

*On developing tools for energy efficiency- The Business Opportunity- Are there real monetary benefits?*

## 5

Encouraging the government and the ministry of climate change to formulate policies based on scientifically based evidence modelling so that policy decisions and national action plans can reflect the ground-level problems of the green industry.

*Plastic Pollution: Local Solutions to a Global Problem*





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