



Bahria University

Link to your institution's sustainable procurement / purchasing policy.

Bahria University is committed to implementing sustainable procurement and purchasing practices, recognizing that its purchasing decisions have important environmental, social, and economic impacts. The University prioritizes environmentally responsible products and services by selecting items that are energy-efficient, recyclable, durable, and ethically sourced, while also encouraging suppliers to follow sustainable and responsible practices.

It supports local and fair sourcing where feasible, seeks to minimize waste and resource consumption through efficient purchasing and increased use of digital solutions, and integrates sustainability considerations into all procurement decisions alongside cost and quality. Through continuous monitoring, staff awareness, and continuous improvement, Bahria University promotes responsible resource management and contributes to long-term sustainable development.

The policy document is attached below.

BAHRIA UNIVERSITY SUSTAINABLE PROCUREMENT AND PURCHASING POLICY



Policy Code: BU-SPPP-2026 Version: 1.0

Bahria University

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1. PREAMBLE AND POLICY STATEMENT

1.1 Context

Public procurement represents a significant lever for advancing sustainable development. In Pakistan, public sector procurement is governed by the Public Procurement Regulatory Authority (PPRA), which is currently developing a uniform Sustainable Public Procurement (SPP) Policy . However, research indicates that sustainable procurement implementation in Pakistani public universities faces significant barriers, including absence of government legislation and lack of sustainability elements in tender documents .

Bahria University recognizes that procurement decisions have far-reaching environmental, social, and economic impacts throughout the lifecycle of purchased goods and services. As a federally chartered institution with an annual procurement budget exceeding PKR 500 million, the University has both the opportunity and obligation to drive market transformation toward sustainability through its purchasing power.

1.2 Policy Statement

Bahria University is committed to ensuring that all procurement decisions integrate environmental, social, and economic considerations to maximize value for money while minimizing negative impacts and contributing to the University's sustainability goals. This policy mandates that sustainability criteria be embedded in all procurement processes, from planning and sourcing to contract management and disposal, in alignment with international best practices, national regulations, and the University's Climate Action Policy.

1.3 Alignment with Strategic Objectives

This policy directly supports:

- BU Sustainability and Climate Action Policy: Carbon neutrality, waste elimination, and sustainable operations
- CORE-CF Mission: Promoting ESG integration and sustainable finance practices
- Pakistan's NDC: Green procurement as mitigation and adaptation strategy
- SDG 12: Responsible Consumption and Production
- SDG 8: Decent Work and Economic Growth

2. DEFINITIONS AND SCOPE

2.1 Definitions

S.No	Term	Definition
1	Life Cycle Costing (LCC)	Total cost of ownership including acquisition, operation, maintenance, and disposal costs
2	Life Cycle Assessment (LCA)	Analysis of environmental impacts throughout a product's lifecycle
3	Green Procurement	Purchasing goods and services with reduced environmental impact
4	Circular Procurement	Procurement that supports circular economy principles (reduce, reuse, repair, remanufacture, recycle)
5	Social Procurement	Purchasing that generates positive social outcomes (local employment, fair labor, community benefit)

6	Sustainable Supplier	Supplier meeting defined environmental, social, and governance criteria
7	EPD Environmental	Product Declaration – verified document reporting environmental impact
8	Ecolabel	Third-party certification of environmental performance (e.g., Energy Star, Blue Angel, Pakistan Green Label)
9	Conflict Minerals	Minerals sourced from regions where mining finances armed conflict
10	Modern Slavery	Forced labor, human trafficking, and exploitative labor practices

2.2 Scope

This policy applies to:

- All procurement of goods, services, and works by Bahria University
- All campuses and constituent units
- All procurement methods: open tendering, limited tendering, direct contracting, framework agreements
- All budget sources: operational, development, research, and external funding
- All procurement stakeholders: requesters, procurement officers, evaluators, contract managers

Exclusions:

- Emergency procurement (sustainability criteria applied where practicable)
- Procurement below PKR 50,000 (sustainability preferences encouraged)

3. POLICY PRINCIPLES AND OBJECTIVES

3.1 Guiding Principles

3.1.1 Value for Money

Sustainable procurement optimizes total lifecycle costs rather than lowest purchase price, considering operational efficiency, durability, maintenance, and disposal costs.

3.1.2 Environmental Protection

Prioritize products and services with minimal environmental impact, resource efficiency, and compatibility with circular economy principles.

3.1.3 Social Responsibility

Ensure fair labor practices, safe working conditions, local economic development, and respect for human rights throughout supply chains.

3.1.4 Economic Development

Support local and national industries, SMEs, and social enterprises while maintaining quality and competitiveness.

3.1.5 Transparency and Accountability

Maintain open, fair, and transparent procurement processes with clear sustainability criteria and reporting.

3.1.6 Continuous Improvement

Regularly review and enhance sustainability standards based on technological advances, market development, and best practices.

3.2 Strategic Objectives

Objective 1: Carbon Reduction

- Achieve 30% reduction in supply chain emissions (Scope 3) by 2030
- Prioritize low-carbon products and services
- Support suppliers in decarbonization efforts

Objective 2: Circular Economy

- Achieve 50% of procurement by value from circular sources by 2030
- Eliminate single-use plastics in procurement by 2026
- Maximize recycled content and recyclability

Objective 3: Social Impact

- Direct 20% of procurement spend to local SMEs by 2028
- Ensure 100% compliance with labor standards in supply chains
- Support social enterprises and fair-trade products

Objective 4: Market Transformation

- Influence suppliers to adopt sustainable practices
- Collaborate with other institutions to aggregate demand
- Share best practices and contribute to national SPP policy development

4. GOVERNANCE AND ORGANIZATIONAL STRUCTURE

4.1 Sustainable Procurement Committee (SPC)

Composition:

- Director Administration (Chair)
- Campus Sustainability Officer / Manager
- Director Procurement
- Manager CORE CF
- Director Finance
- Legal Counsel
- Faculty representative (environmental/sustainability expertise)
- Student representative

Functions:

- Approve sustainable procurement strategy and annual plans
- Review and update sustainability criteria and standards
- Monitor compliance and performance
- Resolve disputes and exceptions
- Report to University Sustainability Council

4.2 Procurement Office Responsibilities

- Integrate sustainability criteria in all procurement processes
- Maintain approved supplier database with sustainability ratings
- Provide training and guidance to procurement staff

- Monitor and report sustainability performance
- Manage supplier engagement and development programs

4.3 Campus Sustainability Officer / Manager Responsibilities

- Develop and maintain sustainability criteria and standards
- Provide technical support on environmental specifications
- Conduct lifecycle assessments and carbon footprinting
- Verify supplier sustainability claims
- Support capacity building programs

5. SUSTAINABLE PROCUREMENT STANDARDS

5.1 General Requirements for All Procurement

5.1.1 Sustainability Planning

- All procurement requests must include sustainability requirements
- Market analysis shall consider sustainability availability and costs
- Specifications shall not unnecessarily restrict sustainable options
- Evaluation criteria shall include sustainability weighting (minimum 15%)

5.1.2 Supplier Requirements

All suppliers must demonstrate:

- Compliance with Pakistani environmental and labor laws
- No use of forced or child labor

- Safe working conditions
- Non-discrimination policies
- Environmental management commitment

5.1.3 Documentation Requirements

- Environmental Product Declarations (EPDs) where available
- Chain of custody certifications (FSC, PEFC for wood; recycled content)
- Energy efficiency ratings
- Chemical content disclosures (REACH, RoHS compliance)
- Fair trade or ethical sourcing certifications where applicable

5.2 Environmental Criteria by Category

5.2.1 Energy and Emissions

- Prioritize products with lower carbon footprint (LCA verified)
- Require energy-efficient equipment (minimum 3-star ratings)
- Specify renewable energy requirements for service providers
- Favor local suppliers to reduce transport emissions

5.2.2 Resource Efficiency

- Specify recycled or bio-based content (minimum thresholds)
- Require durability and reparability (minimum warranty periods)
- Prioritize products with minimal packaging (reusable/recyclable)
- Specify water-efficient products where relevant

5.2.3 Chemical Safety

- Prohibit hazardous substances (RoHS, REACH restrictions)
- Require non-toxic cleaning products (Green Seal, EcoLogo certified)
- Specify low-VOC paints, adhesives, and furnishings
- Require pesticide/herbicide-free landscaping services

5.2.4 Biodiversity

- Require FSC or PEFC certification for wood and paper products
- Prohibit products contributing to deforestation
- Specify native species for landscaping
- Require sustainable seafood (MSC certification)

5.2.5 Waste and Circularity

- Prioritize products with take-back programs
- Require recyclable or compostable packaging
- Specify remanufactured or refurbished options where suitable
- Favor leasing/service models over ownership where appropriate

5.3 Social Criteria

5.3.1 Labor Standards

- Compliance with ILO core conventions
- Fair wages (living wage commitment)
- Reasonable working hours
- Freedom of association and collective bargaining

- Safe working conditions (OHSAS 18001 or equivalent)

5.3.2 Local Economic Development

- Preference for local suppliers (within 100km radius)
- Support for SMEs and women/youth-owned businesses
- Skills development and training requirements for large contracts
- Community benefit clauses in major construction projects

5.3.3 Accessibility and Inclusion

- Universal design principles for built environment
- Accessibility features in IT procurement
- Inclusive employment practices by service providers

6. PRODUCT AND SERVICE CATEGORIES

6.1 Priority Categories with Detailed Specifications

6.1.1 Information Technology and Electronics

Mandatory Requirements:

- Energy Star or equivalent certification for all equipment
- EPEAT registration (Gold or Silver) for computers and displays
- TCO Certified for displays and notebooks
- RoHS compliance certification
- Minimum 5-year warranty and availability of spare parts

- Take-back program for end-of-life equipment

Preferred Requirements:

- EPEAT Gold certification
- Recycled plastic content >30%
- Repairability index score >7/10
- Carbon footprint disclosure

6.1.2 Office Furniture and Furnishings

Mandatory Requirements:

- FSC or PEFC certified wood products
- Low-VOC emissions (GREENGUARD Gold or equivalent)
- Minimum 10-year warranty
- Recyclable at end of life
- Local manufacturing preference

Preferred Requirements:

- Cradle to Cradle certification
- High recycled content (>50%)
- Modular/reconfigurable design
- Take-back program

6.1.3 Paper and Printing

Mandatory Requirements:

- 100% recycled content or FSC certified virgin fiber
- Processed chlorine-free (PCF)
- Unbleached or soy-based inks for printing services
- Double-sided printing as default

Preferred Requirements:

- Local recycled content
- Tree-free alternatives (bagasse, hemp)
- Carbon neutral printing services

6.1.4 Cleaning Products and Services

Mandatory Requirements:

- Green Seal, EcoLogo, or EU Ecolabel certification
- Biodegradable ingredients
- Concentrated formulas to reduce packaging
- Microfiber cleaning systems (reducing chemical use)
- Staff training on green cleaning protocols

Preferred Requirements:

- Locally manufactured products
- Refillable containers
- Zero-waste cleaning systems

6.1.5 Food and Catering Services

Mandatory Requirements:

- Organic certification for specified products
- Local sourcing (within 200km) minimum 30%
- Seasonal menu planning
- Elimination of single-use plastics
- Food waste reduction and donation programs
- Halal certification compliance

Preferred Requirements:

- Fair trade certification for coffee, tea, chocolate
- Plant-forward menu options (reducing carbon footprint)
- On-site composting
- Reusable container programs

6.1.6 Construction and Major Works

Mandatory Requirements:

- LEED Gold or equivalent certification for new buildings
- Green Building Council Pakistan (GBC Pakistan) compliance
- Local materials minimum 20% (by cost)
- Construction waste management plan (>75% diversion)
- Water-efficient fixtures and landscaping

Preferred Requirements:

- Net-zero energy design
- Living Building Challenge compliance
- Embodied carbon assessment and reduction
- Biophilic design elements

6.1.7 Vehicles and Transportation

Mandatory Requirements:

- Electric or hybrid vehicles for all new purchases (from 2026)
- Minimum fuel efficiency standards for interim purchases
- Euro 6 or equivalent emission standards
- End-of-life vehicle take-back

Preferred Requirements:

- 100% electric fleet
- Vehicle-to-grid capability
- Local assembly/manufacturing

6.1.8 Professional Services

Mandatory Requirements:

- Environmental policy and management system
- Carbon footprint disclosure and reduction targets

- Sustainable travel policy
- Electronic document management (paperless operations)

Preferred Requirements:

- Certified B Corporation
- Science-Based Targets
- Carbon neutral operations

7. SUPPLIER MANAGEMENT AND DEVELOPMENT

7.1 Supplier Registration and Pre-Qualification

Sustainability Questionnaire:

- Environmental policy and management systems (ISO 14001)
- Social responsibility policies (SA8000 or equivalent)
- Carbon footprint and reduction targets
- Circular economy practices
- Modern slavery and human rights due diligence
- Diversity and inclusion policies

Supplier Classification:

- Tier 1: Full sustainability compliance + certification
- Tier 2: Basic compliance with improvement plan

- Tier 3: Non-compliant (development required or exclusion)

7.2 Supplier Performance Management

Key Performance Indicators:

- On-time delivery with sustainability compliance
- Product/service quality and durability
- Carbon emissions per unit delivered
- Packaging sustainability
- Social compliance audit results
- Innovation in sustainability

Review Cycle:

- Annual performance reviews for all suppliers
- Quarterly reviews for high-impact suppliers
- Continuous monitoring through spot checks

7.3 Supplier Development Program

Capacity Building:

- Workshops on sustainable business practices
- Technical assistance for environmental certification
- Access to green financing through CORE-CF partnerships
- Recognition and award programs

Collaboration:

- Joint sustainability projects
- Research partnerships with BU faculty
- Student internship and placement opportunities
- Pilot programs for innovative sustainable products

8. PROCUREMENT PROCESSES AND PROCEDURES

8.1 Procurement Planning

Sustainability Assessment:

- Determine sustainability priorities for each procurement
- Conduct market analysis for sustainable alternatives
- Assess lifecycle costs including environmental externalities
- Identify potential social impact opportunities

Specification Development:

- Use performance-based specifications (outcome-focused)
- Include sustainability as weighted evaluation criteria (15-30%)
- Avoid over-specification that limits sustainable options
- Reference recognized standards and certifications

8.2 Tendering and Evaluation

Evaluation Criteria Template:

S. No	Criterion	Weight	Description
1	Technical Compliance	30%	Meeting functional requirements
2	Sustainability Performance	25%	Environmental and social criteria
3	Lifecycle Cost	25%	Total cost of ownership
4	Supplier Capability	15%	Track record and capacity
5	Innovation	5%	Novel approaches to sustainability

Sustainability Evaluation Questions:

- Describe your environmental management system and certifications
- What is the carbon footprint of your product/service?
- What percentage of recycled/renewable content is included?
- Describe your labor practices and social compliance
- What take-back or end-of-life services do you provide?
- How do you ensure supply chain transparency?

8.3 Contract Management

Sustainability Clauses:

- Compliance with sustainability specifications
- Reporting on sustainability metrics
- Right to audit supply chain practices
- Continuous improvement requirements

- Penalties for non-compliance
- Incentives for exceeding sustainability targets

Contract Monitoring:

- Regular sustainability performance reports
- Site visits and inspections
- Third-party audits for high-risk suppliers
- Review meetings with sustainability focus

8.4 Disposal and End-of-Life Management

Asset Disposal:

- Prioritize reuse and redeployment within University
- Partner with certified e-waste recyclers
- Require data destruction certification
- Track and report disposal methods and quantities

Circular Economy:

- Design contracts with take-back provisions
- Support refurbishment and remanufacturing industries
- Maintain inventory for spare parts harvesting
- Donate usable items to community organizations

9. MONITORING, REPORTING, AND COMPLIANCE

9.1 Performance Metrics

Procurement Sustainability Indicators:

S. No	Indicator	Baseline	2027 Target	2030 Target
1	Sustainable procurement spend (% of total)	20%	50%	80%
2	Local supplier spend (% of total)	40%	50%	60%
3	SME supplier participation	30%	40%	50%
4	Contracted suppliers with EMS certification	25%	60%	90
5	Supply chain carbon intensity (tCO ₂ e/PKR M)	Baseline	-20%	-40%
6	E-waste properly recycled	60%	90%	100%
7	Single-use plastic elimination	0%	80%	100%

9.2 Reporting

Internal Reporting:

- Quarterly procurement sustainability dashboards
- Annual comprehensive sustainability report
- Supplier scorecards and performance reviews

External Reporting:

- GRI Standards procurement disclosures

- CDP Supply Chain reporting
- HEC sustainability reporting
- Public procurement transparency

9.3 Compliance and Enforcement

Audit Program:

- Annual internal audits of procurement processes
- Third-party audits of high-risk supply chains
- Spot checks of supplier sustainability claims

Non-Compliance Response:

- Corrective action plans for minor non-compliance
- Contract suspension for serious violations
- Supplier debarment for repeated or severe violations
- Legal action for fraudulent sustainability claims

10. CAPACITY BUILDING AND AWARENESS

10.1 Training Programs

Procurement Staff:

- Sustainable procurement principles and practices
- Lifecycle costing and assessment

- Sustainability standards and certifications
- Supplier engagement and development
- Greenwashing detection and prevention

End Users and Requesters:

- Sustainable product selection
- Waste reduction and circular economy
- Sustainable travel and events
- Energy-efficient equipment selection

Suppliers:

- Sustainability requirements and expectations
- Certification processes and benefits
- Carbon accounting and reporting
- Circular business models

10.2 Communication and Engagement

- Sustainable procurement guidelines and toolkits
- Case studies and success stories
- Sustainability supplier fairs and exhibitions
- Recognition and awards programs
- Integration with CORE-CF research and training

11. POLICY REVIEW

Review Cycle: Annual review with comprehensive revision every three years

Review Process:

- Performance assessment against targets
- Stakeholder consultation (suppliers, staff, students)
- Benchmarking against national and international best practices
- Alignment with updated PPRA sustainable procurement policy
- Technological and market development assessment

Continuous Improvement:

- Pilot innovative procurement approaches
- Participate in national sustainable procurement working groups
- Contribute to policy development at national level
- Share best practices with other higher education institutions



IMMEDIATE

Bahria University
Discovering Knowledge

BU-HO/Admin/2024/L/672

Director Campus - BUHS
BUHSCK - BUHSCK

Director Admin - BUIC E-8
BUIC - BU Islamabad

Director Marketing
BU-HO - BU Head Office

Director Admin - BUKC
BUKC - BU-Karachi

Director Campus - BUIC H-11
BUIC - BU Islamabad

Director - BULC
BULC - BU Lahore

Director IPP
IPP - IPP

Director Academics - BUIC
BUIC - BU Islamabad

Director Academics - BUKC
BUKC - BU-Karachi
01 January 2024

DIRECTIVE – COMBAT PLASTIC POLLUTION IN BAHRIA UNIVERSITY 2024

1. Bahria University is becoming the pioneer in Pakistan to take initiative to mitigate/eliminate the use of single-use plastic on its campuses. The commencement date of the project is 10th Jan 2024. In this regard comprehensive guidelines are promulgated in the form of a Directive at [Annex A](#) for compliance by all concerned.
2. All the concerned are requested to diligently follow the timeline and forward progress on completion of each phase.

Mohammad Tahir SI(M)
Commodore (Retd)
Director Admin (Safety & Security)

Annexure:

A. [Directive - Plastic Pollution.docx](#)

Copy To:

Internal:

Pro-Rector (Health Sciences) - BU-HO
Pro-Rector (Admin) - BU-HO
Pro-Rector (Academics) - BU-HO
Pro-Rector (RIC) - BU-HO
Registrar - BU-HO
Treasurer - BU-HO
Advisor to Rector (Islamic Studies / Affairs) - BU-HO
Director Academics - BU-HO
Director Center Of Islamic Studies - BU-HO
Director QA - BU-HO
Director Admissions - BU-HO
Director Human Resource - BU-HO
Director Health Sciences - BU-HO
Director Student Affairs - BU-HO
Director BU Advancement - BU-HO
Director ORIC - BU-HO
Director Pak China Study and Research Center - BU-HO
Director PGP - BU-HO
Director IT - BU-HO
Controller of Exams - BU-HO
Director IO - BU-HO
Project Director BUHSCI - BU-HO
Director P&D - BU-HO
Director LPDC - BU-HO
Chairman Iqbal Chair - BU-HO
Director Technology Development - BU-HO
Coordinator Iqbal Chair - BU-HO
Dean ES - BU-HO
Dean MS - BU-HO
Dean Law - BU-HO
Dean Professional Psychology - BU-HO
Dean H&SS - BU-HO
Dean Health Sciences - BU-HO
DD Coord - BU-HO
Director PMSTP - BU-HO
Director CoE-AI - BUIC
DD (Safety & Security) - BU-HO

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DG-NIMA - NIMA
DG-BUHS - BUHSCK
DG-IC - BUIC
Director Indian Ocean Study Centre - NIMA

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Free from Plastic Pollution

Bahria University is working on plastic-free future, promoting sustainable choices across campus.





**DIRECTIVE – COMBAT PLASTIC POLLUTION IN
BAHRIA UNIVERSITY
2024**

DIRECTIVE – COMBAT PLASTIC POLLUTION IN BAHRIA UNIVERSITY - 2024

General

1. The high functionality and relatively low cost of plastic means that this material is increasingly ubiquitous in everyday life. Over the past 50 years, global production and consumption of plastics have increased more than 20 times over, it will double again over the next 20 years. Along with the production and use of plastic has come plastic pollution. The impacts of plastic litter, especially of single-use and disposable items (such as bags, straws, coffee cups, beverage bottles and most food packaging) are growing as each year more plastic waste accumulates in our environment and oceans. Plastic is a persistent material, and often contains toxic chemicals. The harm caused by plastic vastly outweighs the benefits it brings to society. The advantage of using plastic will never compensate the damage caused by plastic pollution, including impacts on biodiversity, increased greenhouse gas emissions, and impacts on tourism, public safety, and human health.

2. The government of Pakistan being acquainted with the situation is making policies and taking measures to reduce/avert plastic pollution in the country. Bahria University being premier educational institution of Pakistan has decided to participate in this national cause and thus taking initiative of reducing plastic consumption in all its campuses with an aim of going Plastic Free. However, efforts to make a university plastic-free involve a combination of policies, initiatives, and community engagement. It requires to form a team of people with the motivation, know-how, and position to ensure a successful program. This is a great opportunity for students and staff members to work together to reduce campus environmental impact and foster social change.

3. The purpose of this directive is to delineate broad guidelines for circular and linear approaches which are to be followed in implementation of anti-plastic pollution drive along with timeline to make this project a success. It is reiterated that success of this program is directly related to wholehearted community level participation.

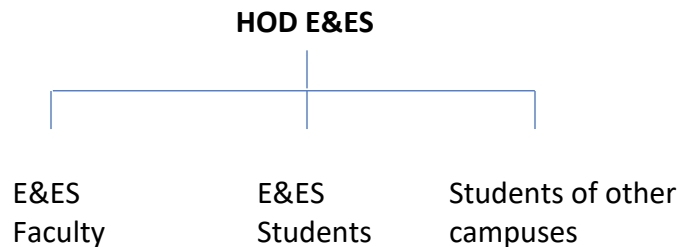
4. **Phases of Project** The project will run in following four phases:

Phases	Title	Timeline
1	Plastic Audit	10 Jan – 30 Jan 2024
2	Plastic Pollution campaign	
3	Selection of Targets (Single Use Plastic Items)	1 Feb – 15 Feb 2024
4	Implementation (Banning of SUP use in Campuses)	15 Feb – 15 April 2024

5. The efforts undertaken during each phase are elucidated in ensuing paragraphs.

6. **Plastic Audit**

a. Plastic Audit is to be conducted under the supervision of Earth & Environment Sciences (E&ES) Dept of Karachi (for BUKC & BUHS) and H-11 Campus (for BUIC & H-11) respectively. HoDs of E&ES Departments will be overall responsible for smooth conduct of Audit and forward report to BUHO. The composition of teams is at the discretion of HoDs, however, representation of both faculty and students as mentioned below is desirable. The suggestive ToRs are at annex A to this directive.



b. HODs E&ES departments at Islamabad and Karachi are to dish out detailed instructions on conduct of various phases of the subject Audit. The training schedule for audit team including faculty and admin staff is to be included in the subject instructions. BUKC campus at Karachi and E-8 campus in Islamabad is requested to fully cooperate and make best use of this opportunity to obtain best results from this activity.

c. Environment Research Center at BUKC Karachi may also be involved in formulating Audit Check-Off lists, their evaluation after the completion of the audit and preparation of recommendations.

d. In the light of the audit report, the recommendations are to be worked out very carefully in consultation with both the Director campuses. Incentives for the participating students may also be recommended. The recommendations should be doable and financially viable. In order to ensure sustainability, the recommendations should include mechanism for effective feedback after implementation.

7. **Marketing Campaign** Marketing Dte at BUHO will spearhead the campaign. Director Marketing BUHO will be overall incharge/responsible to run effective marketing campaign in order to achieve desired results. The campaign is to start with the launch of the subject activity and last till the end.

However, focused attention shall be on the successful accomplishment of each phase as described below:

Phases		Campaign Aim	Overall Objective
1	Conduct Plastic Audit	To get as many volunteers as possible	Start build up to achieve plastic free Campus
2	Selection of Targets	To involve students in this activity	Start of work on inviting celebrities to join
3	Campaign	To attract celebrities to join BU campaign against plastic	Take the campaign beyond BU boundaries
4	Implementation	Campaigning to achieve implementation Targets	Take BU campuses towards achievement of plastic free campuses.

8. Director Marketing is to devise a plan and issue detailed instructions to all campuses. Notwithstanding, the campaign may be designed in a manner that it should not only create awareness but also bring behavioral change amongst student, faculty, and staff of BU. Broad guidelines in this regard are at annex 'B' to this directive.

Implementation Phase

9. The implementation phase is the zenith of the entire activity. Its purpose is to break the addiction to the plastic and contribute to healthier lifestyle. In this regard, a multidisciplinary approach is to be adopted by taking all stakeholders onboard to reduce and eventually eliminate the consumption of 'Single Use Plastic' in BU Campuses. From bans and reward/penalties on various single-use plastics, to improvement in provision of alternatives, waste collection/disposal and SOPs on reduced plastics use; all available options are to be exercised to achieve the objective.

10. The Implementation phase is further divided into three sub phases as under:

- a. Sub Phase – 1: Ban; Most commonly used plastic items.
- b. Sub Phase – 2: Ban all SUP cutlery, crockery.
- c. Sub Phase – 3: Take measures to reduce the use of paper on the campuses.

11. Broad guidelines for each phase are given at annex 'C'.

Conclusion

12. The vision of making Bahria University 'Plastic Free' can only be realized through relentless commitment, sustainability and unyielding efforts of administration, faculty, students, and staff to combat plastic pollution. Our proactive approach, collaboration, and dedication can bring positive change that can translate our efforts into tangible reductions in plastic waste. it

is imperative for individuals and other stakeholders alike to embrace sustainable practices. As a team, we have the power to shape an environment where plastic pollution is vanquished in all Campuses of BU.

TORs - AUDIT TEAMS

1. Identify volunteers, form a team and motivate them for this National Cause
2. Set a time line for conduct of plastic Audit
3. Conduct an Audit by keeping following (but not limited to) in mind:
 - a. Take the inventory of your plastic waste (day/month wise).
 - b. Identify what kind of plastics are being thrown away.
 - c. Identify **recyclable, non-recyclable, reusable** plastic items.
 - d. Identify source of each kind of plastic being thrown away.
 - e. How much of that material is supplied by campus.
 - f. How much is being brought from outside with who are associated with them.
4. Analyze your plastic consumption patterns and with sources.
5. Recommend a time line for phase wise reduction/removal of plastic use.
6. Identify and recommend alternatives keeping in view the budgetary constraints.
7. Identify and recommend plastic waste disposal procedures.

GUIDELINES - MARKETING CAMPAIGN

1. Selection of target audience; students, faculty, staff, local community and stakeholders
2. Selection of powerful yet concise, impactful and memorable slogans
3. Campaign Identity; easily recognizable and memorable
4. Create eye catching posters
5. Design informative posters that provide in depth details about the purpose campaign
6. Design stickers with catchy slogans or visuals related to anti-pollution campaign
7. Visually appealing graphics for social media platforms
8. Infographics to educate all stakeholders
9. Create campaign-themed T-Shirts, reusable water bottles, tote bags etc
10. Campus E Newsletter/Emails
11. By implementing the marketing campaign, a culture of sustainability can be created and actively contribute to plastic pollution control in Pakistan
12. Based on audit report, issue a comprehensive directive/policy assigning time based goals

GUIDELINES - IMPLEMENTATION

Sub-Phase # 1 Ban; Most commonly used plastic items.

1. Water bottles, plastic bottles, disposable plates and cups polythene bags
Shopping bags brought by students, faculty and staff members.
2. Consider imposing fine on students carrying plastic bottles/bags
3. Ban cafeterias and eateries to sell/ provide plastic water/ beverages bottles and polythene bags
4. Heavy fine on violators
5. Availability of reusable water bottles/tin beverages and paper/tote bags at campus canteen
6. Encourage students, faculty members and staff to bring own reusable water bottles
7. Phase wise replacement of water chillers with water fountains

Sub-Phase # 2 Ban all SUP cutlery, crockery


1. Ban use of plastic cutlery and crockery in cafeterias, pantries, hostels and tuck shops; replace with steel reusable dishware
2. Encourage students/faculty/staff to bring their own lunch boxes
3. Consider offering discount to students who bring their own lunch boxes
4. Consider rewarding customers that bring their own cup with a discount
5. Ban non-certified compostable tea cups, plastic straws, Plastic Cups & Paper Drink Cups (with plastic lining)
6. Ensure availability of reusable sauces bottles/containers

Sub-Phase # 3 Take measures to reduce the use of paper on the campuses

1. Think before you print
2. Take paperless note
3. Use online or cloud for Storage of your files

4. Hot desking to keep office free of clutter
5. Cultural support and encouragement to save paper
6. Keep recycling bin handy

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