

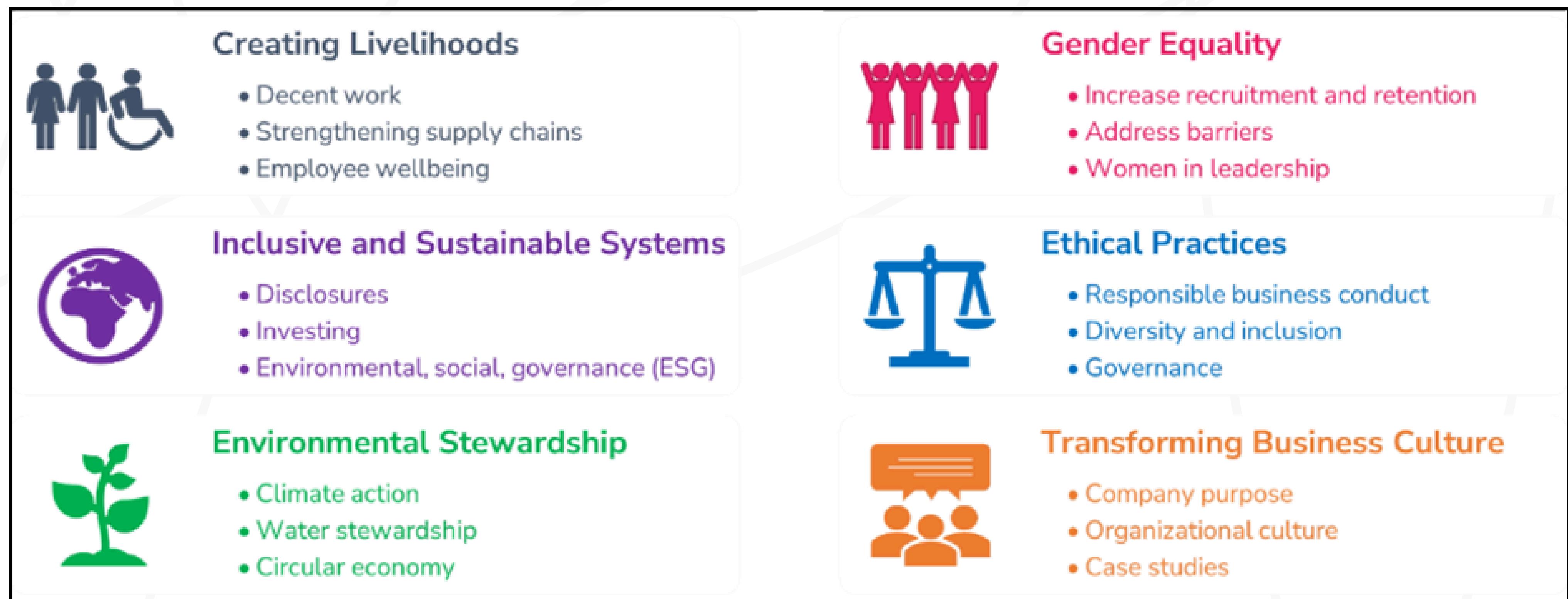


THE PAKISTAN BUSINESS COUNCIL
(A Company set up under Section 42 of the Companies Ordinance 1984)

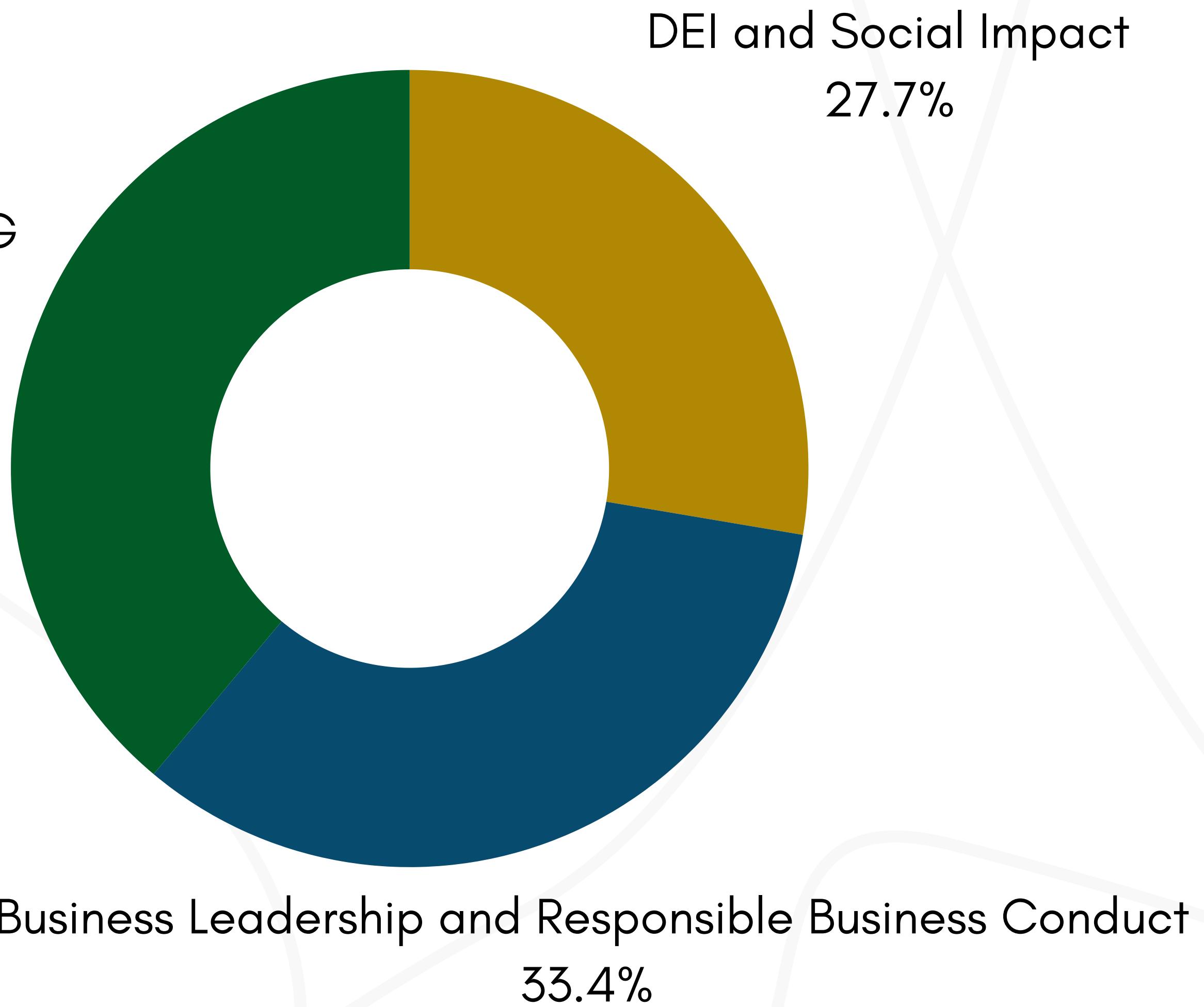
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CERB RECAP

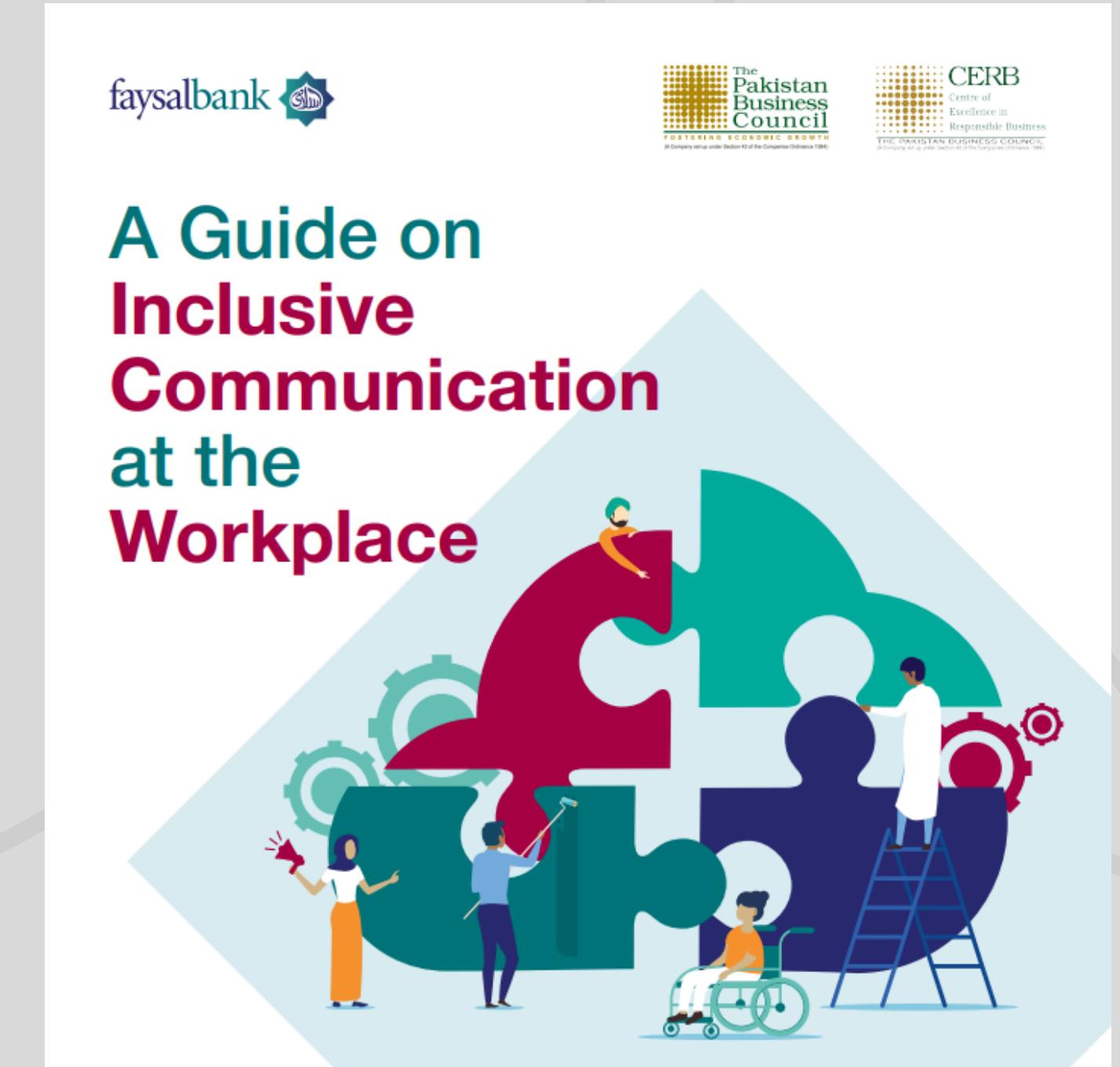
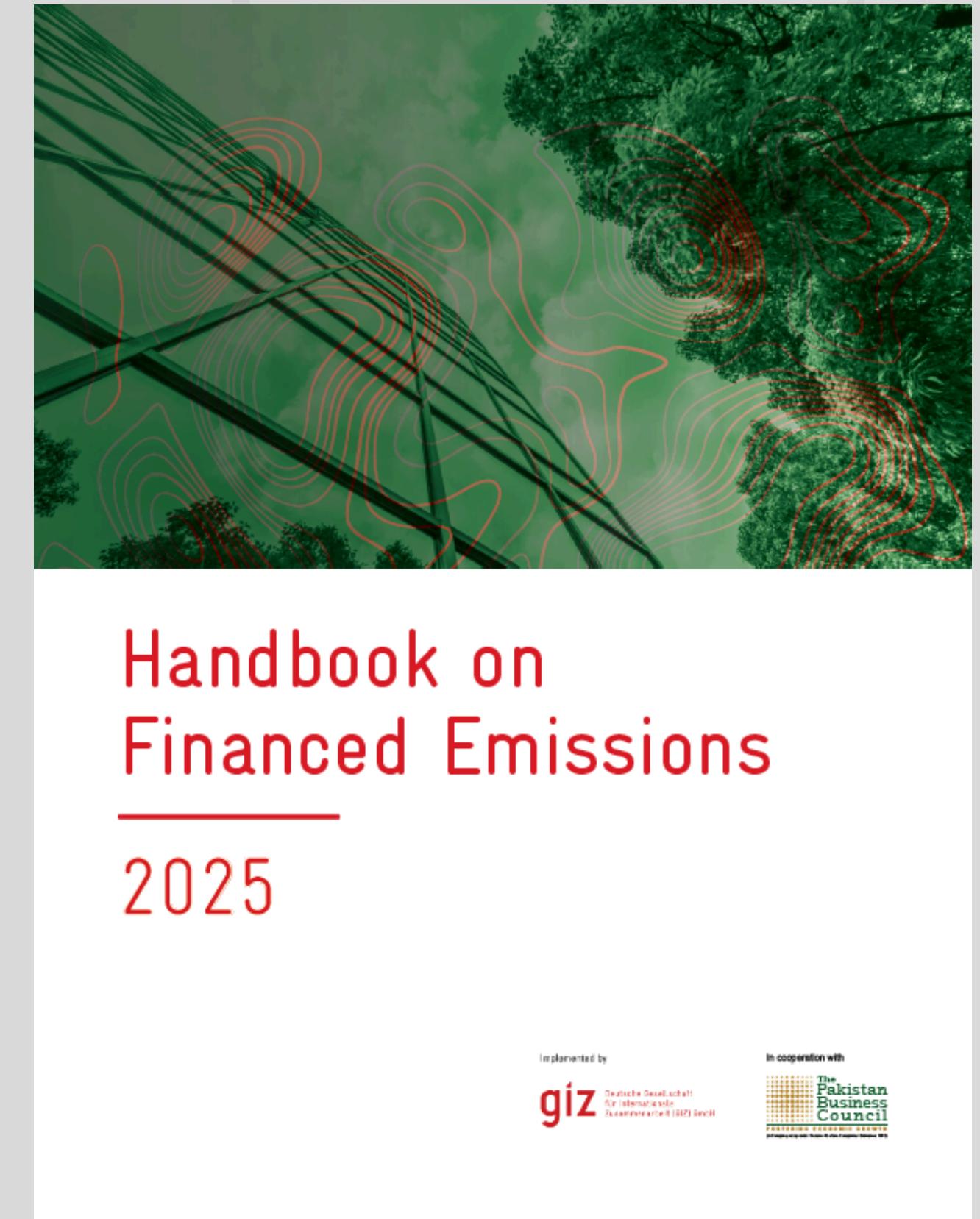
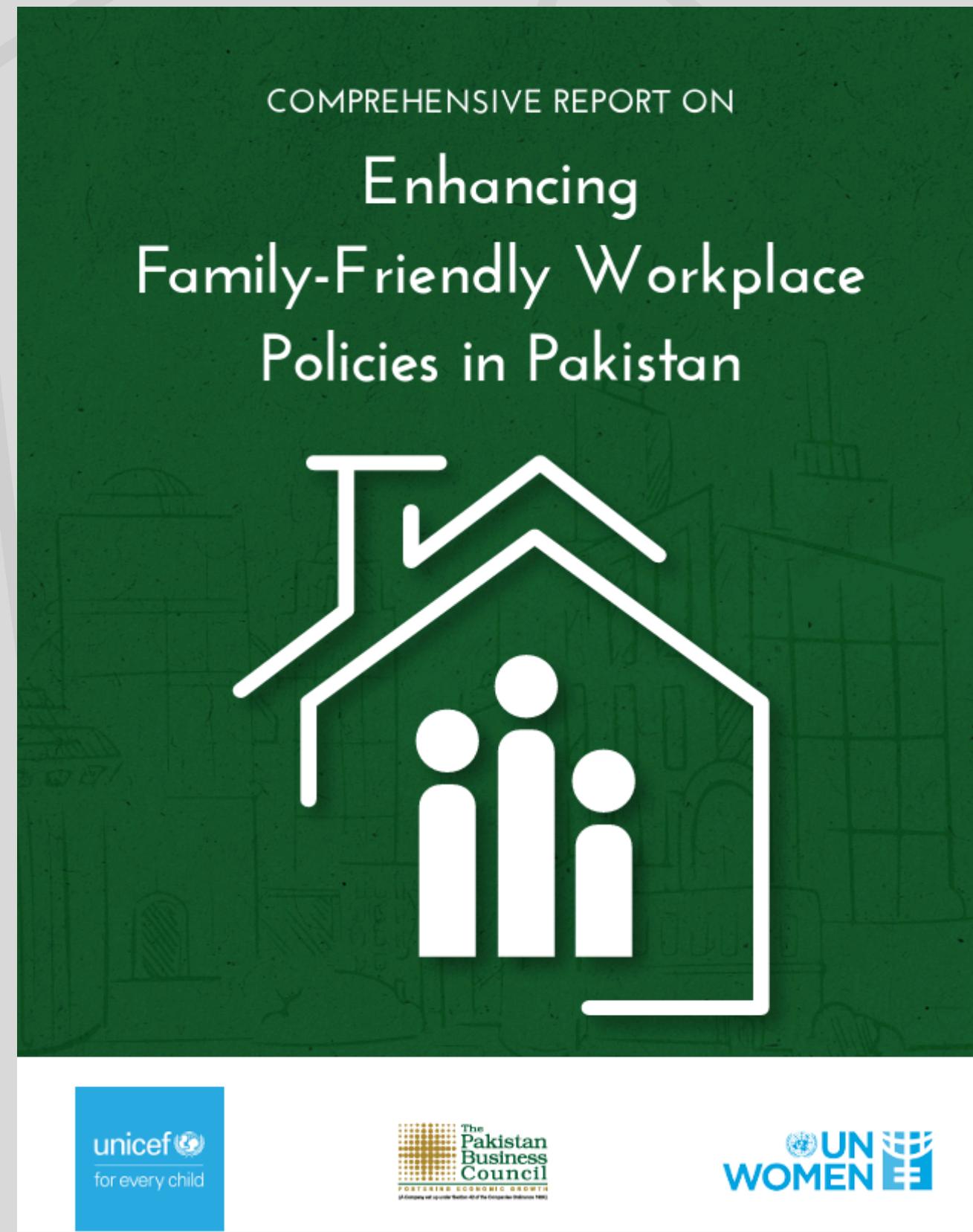
OUR STRATEGIC LENS



DISTRIBUTION OF THEMES ACROSS ALL ACTIVITIES



PUBLICATIONS FROM THIS YEAR



OVERALL STANDING



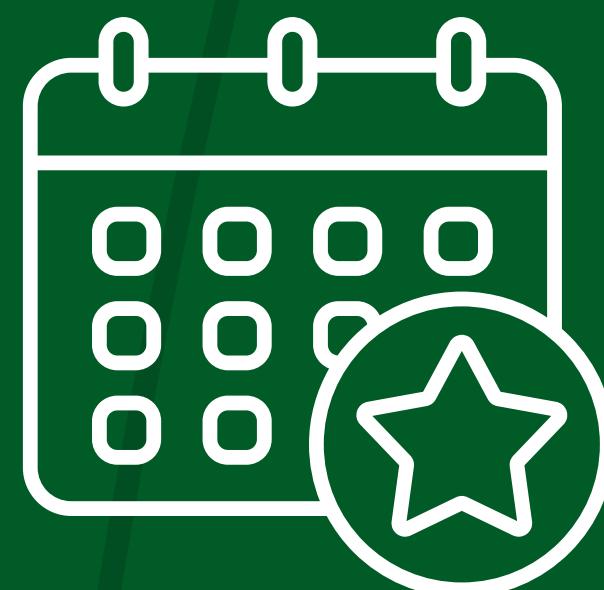
80+

WORKSHOPS



100+

WEBINARS



45+

EVENTS



12

CASE STUDIES



32+

NETWORKING



20

MARKET STUDIES

CORE HIGHLIGHTS

CREATING LIVELIHOODS SUMMIT



The Creating Livelihoods Summit 2025, hosted by CERB at Karachi School of Business and Leadership with support from SDG Leaders; EBM, Faysal Bank, Unilever Pakistan, Standard Chartered and Engro Polymer and Chemicals Ltd., convened over 25 companies and 70+ attendees to drive conversations around sustainable livelihoods.

The event focused on SDG Goals 3, 4, 8, and 10, emphasizing ethical business practices, corporate responsibility, and workforce development. Through six workshops, two panel discussions, and a roundtable conference, industry leaders explored strategies to enhance economic inclusion, employee well-being, and responsible supply chains.

BUSINESS ACTION FOR SUSTAINABILITY SUMMIT



IFC-PBC 'EMPLOYER OF CHOICE' GENDER DIVERSITY AWARDS



CORPORATE PERFORMANCE HIGHLIGHTS

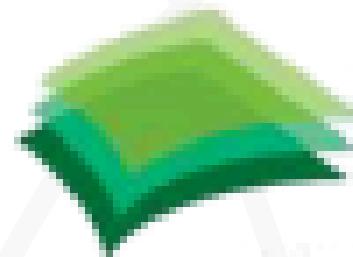
NUMBER OF RESPONDENTS (ORGANIZATIONS)	47	HIGHEST SCORE	108.5/130	MEAN SCORE	68
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SECTORWISE PERFORMANCE

Industry	No of Companies	Industry Average
Textile	07	71.3
Banking	08	80.2
FMCG	05	62.5
Telecommunications	03	76.2
Energy and Power	05	50.7
Conglomerate	03	62.5
Pharmaceuticals	04	64.8
Others	09	N/A

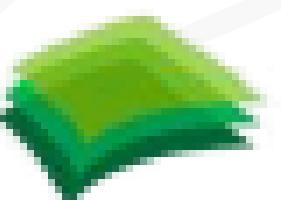
THE TOP TEN COMPANIES

1.



engro fertilizers

2.

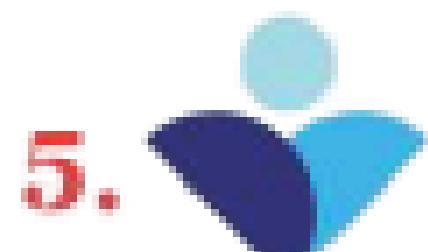
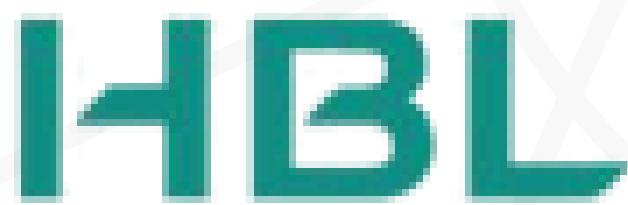


engro polymer & chemicals

3.

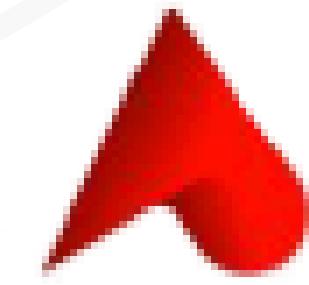


4.



EBM

6.



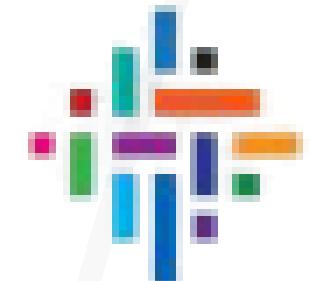
Bank Alfalah

7.

Standard Chartered

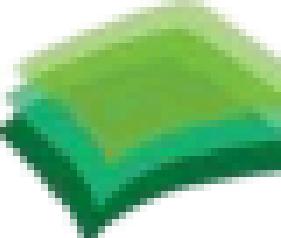


8.



iTecknologi
Group of Companies

9.



engro corp

10.

faysalbank



THE CATEGORY AWARD WINNERS

Gender Inclusive
Climate Action



Promoting Women
in Leadership



Pay Equity and
Fair Wage



Family-Friendly
Workplace



Creating Respectful
Workplaces



Rising Star



CLIMATE2EQUAL

CERB kicked off Phase 2 of the IFC-PBC Climate2Equal Platform, with a total of six workshops delivered over the year, supporting the private sector to address climate risks while closing gender gaps.



C2E - PLEDGE SIGNING



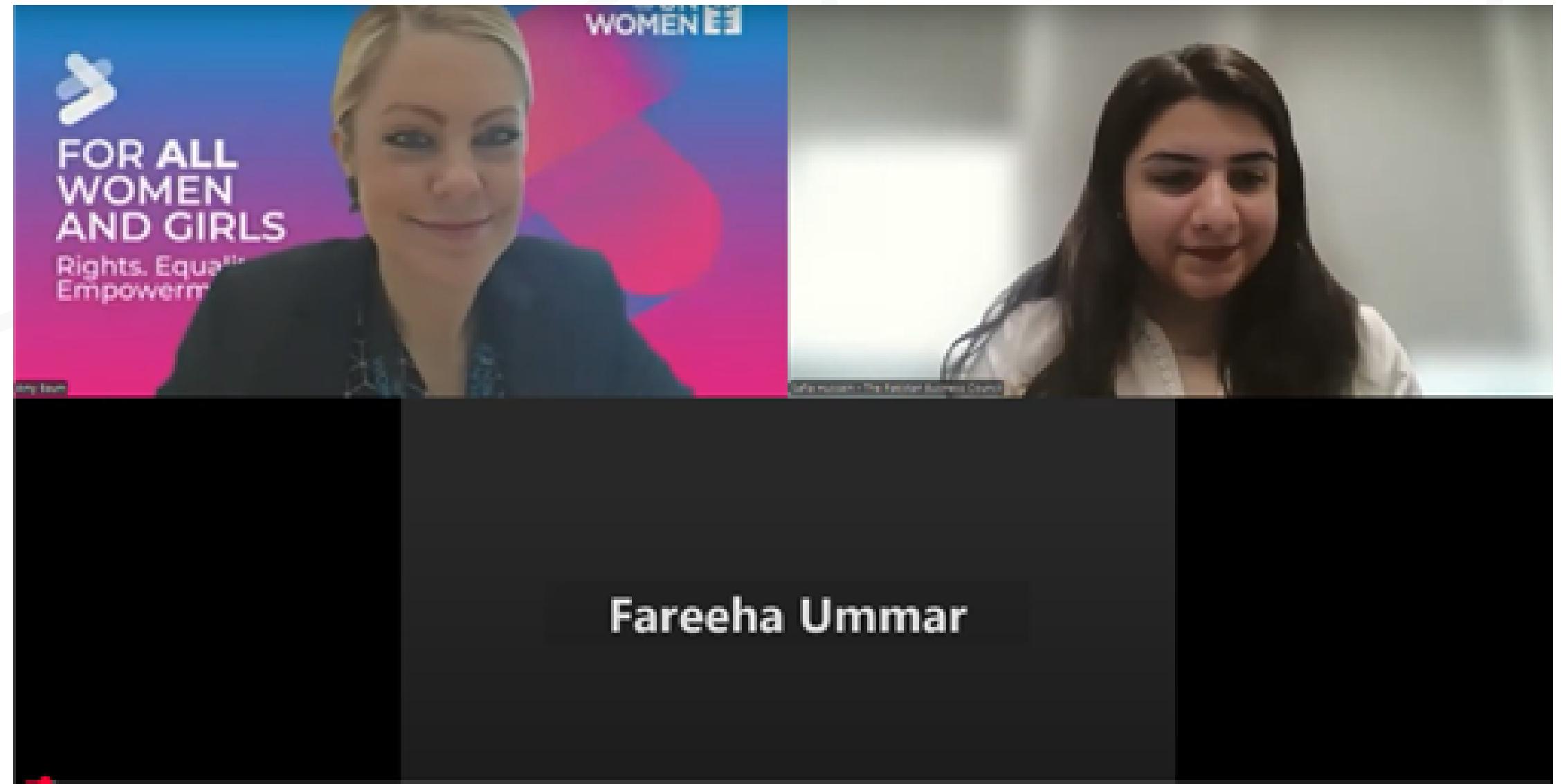
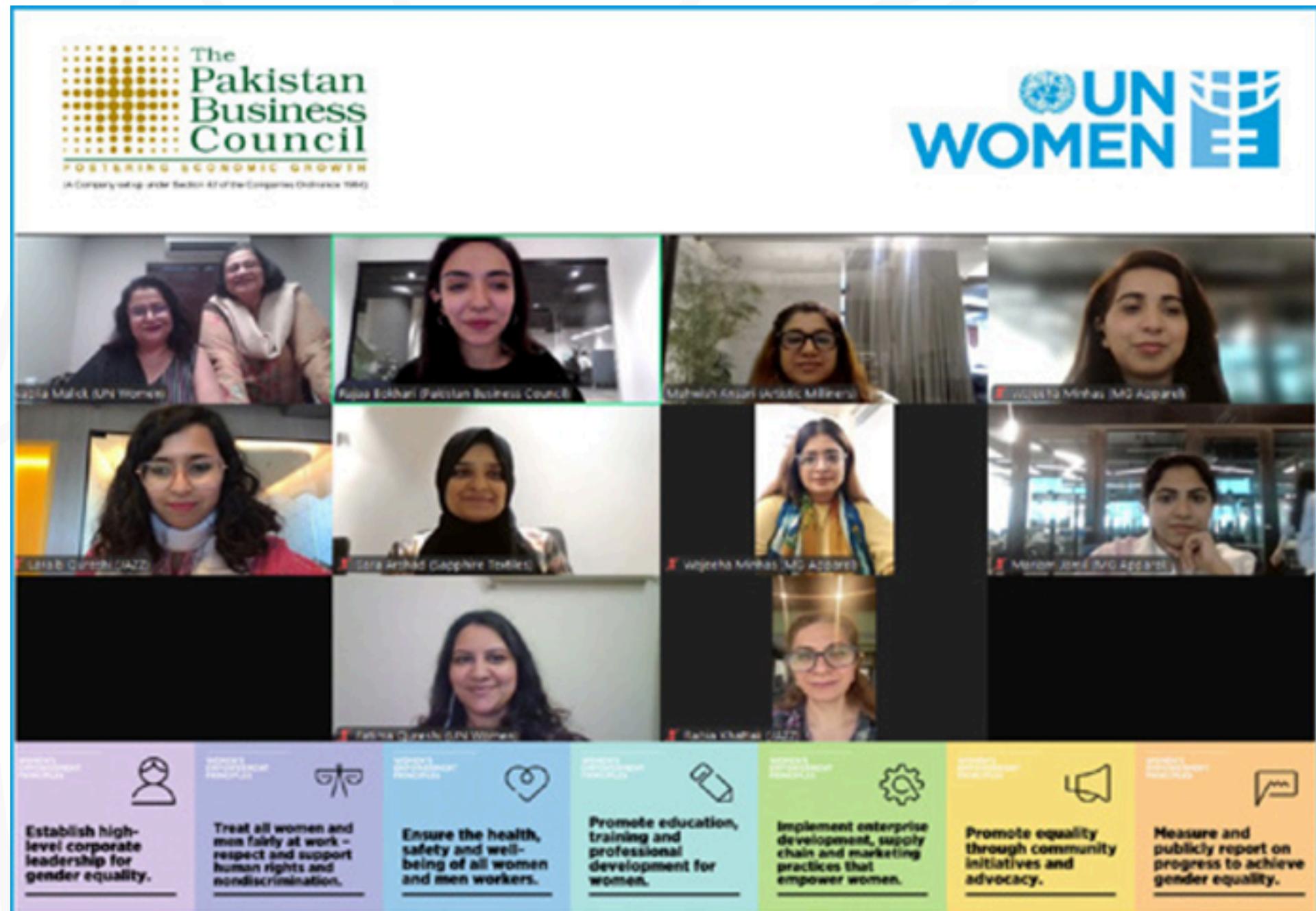
Climate2Equal

Call to Gender Inclusive Business-Led
Climate Action

The formal pledge signing for Climate2Equal Phase 2, where 12 leading companies committed to embedding gender equity into their climate action strategies.

By joining this initiative, the signatories signaled their resolve to ensure that sustainability efforts in Pakistan are not only environmentally sound, but also inclusive, equitable, and grounded in evidence-based practices.

UNWEPS



As a WEPs Ally, CERB hosted two online workshops supporting Pakistani businesses in translating their Gender Gap Analysis (GAT) results into action. With hands-on guidance from UN Women, participants learned to identify priority areas, use the WEPs Monitoring & Evaluation Framework, and apply the Action Planning Tool to move from assessment to implementation across workplace, marketplace, and community dimensions.



SDG LEADERSHIP PROGRAMME

AN INITIATIVE BY CERB, PAKISTAN BUSINESS COUNCIL

The SDG Leadership Programme at CERB recognizes industry leaders that are championing SDGs that are relevant to business. Through webinars, workshops, and awareness events we share best practices, and train companies on how they can contribute and report on particular SDG targets.

Under the SDG Leadership Programme, we host workshops and Summits (**Creating Livelihoods and Business Action for Sustainability**) with various companies.

SDGs for the private sector





Standard
Chartered 

Developing Employee Wellness Programs



 engropolymer & chemicals

Pathways to Success: Employee Training and Education

Pathways to Employee Growth and Success



 National
FOODS
SINCE 1970

 engrofertilizers

Breaking Boundaries: Preparing Women for Leadership Roles



 SECMC
Sindh Engro Coal Mining Company

Balance for Better: Gender Equality a Driver for Inclusive Growth

Baithak for Change - International Day for the Elimination of Violence Against Women

Corporate Water Stewardship with AWS



**Empowering Supply Chains through
Upskilling and Compliance**

**Responsible Business Conduct in the
Supply Chain**



**From Targets to Transparency —
Mastering SBTi & IFRS S2 Reporting**



**Building Blocks for Successful DEI
Strategies**



Building an Inclusive Infrastructure



**Designing an ESG Strategy — Metrics,
Materiality & Impact**



**Reporting Ready — Preparing Teams
& Systems for ESG Reporting**



**GRI in Practice — Enhancing Climate
Accountability Through Reporting**



**Climate Risk Fundamentals —
Awareness, Assessment & Action**

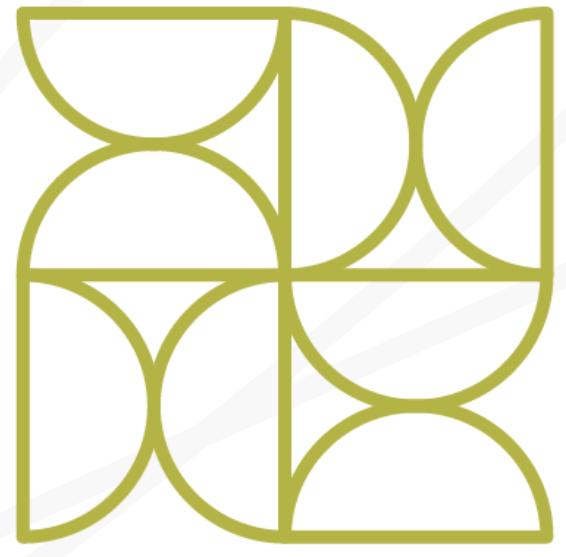
IALOGUE ON THE ECONOMY

Climate Resilience: Who Pays the Price of Delay?



Pakistan is already absorbing the economic cost of climate inaction through disrupted supply chains, heat driven productivity losses, declining agricultural output, and limited access to finance.

Moderated by Nazish Shekha from CERB, the session brought together Senator Musaddik Malik, Sam Waldock, and Syed Jamal Baquar to reflect on the shift needed from reactive crisis management to long term resilience building. The discussion highlighted gaps in governance and policy execution, and the importance of stronger public private collaboration to unlock climate finance and scale resilient solutions.



CERB[®]
Sustainability
Directory

The CERB Sustainability Directory is a platform for businesses to showcase their commitment to transparency, equity, and environmental responsibility



Haven't submitted yet?
Join the movement



NOTABLE PARTNERS



- Launch of the Financed Emissions Handbook
- CERB participated in the Paris-Aligned Finance Fellowship



- Launch of Report: Building a Case for Green Business in Pakistan
- Fellowship for Finance Professionals



- 4 workshops held as UNWEPS Allies
- CERB presented on Family Friendly Workplace Policies on UN WEPS conference.



- Launch of Comprehensive Report on Family Friendly Workplace Policies
- MoU Renewal



