

## Awareness Campaign in COMSATS University Islamabad, Lahore Campus

The GCF-860 project team carried out a “Say no to single-use plastic campaign at COMSATS University Islamabad, Lahore Campus, aimed to reduce plastic pollution by eliminating single-use plastic items on campus. The campaign involved awareness sessions, student-led initiatives, and collaborations with environmental organizations to promote sustainability. Activities included seminars, social media drives, and on-campus distribution of printing material to encourage behavioral change. The university administration supported the initiative by implementing policies to restrict plastic usage, reinforcing COMSATS' commitment to environmental sustainability.





## Plastic bag ban in Pakistan- Success & Challenges

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Limited support for the ban despite the high level of awareness

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Enforcement of the ban remains a big challenge-people are not deterred (with few exceptions)

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Alternatives are costly and not the real substitute for plastic.

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The success of the Ban is diluting from 90% to around 20% (however, much better than many developing countries).





