

ISSUE # 003
JULY 2013



جذور لبنان

jouzourlibnan.org



ساهم معنا بالتشجير...
لنتنفس هوا نضيف!



71-124 000

معاً نزرع غابات الغد



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WORD OF THE PRESIDENT

IN THE 70'S LEBANON'S FORESTS COVERED 20% OF THE COUNTRY'S LAND; TODAY WE'VE REACHED JUST ABOUT 12%. IN ORDER TO RECONSTITUTE THE WOODLAND COVER LEBANON HAS LOST, WE NEED TO PLANT 40 MILLION TREES AND WAIT A FEW DECADES FOR THE PLANTED AREAS TO BECOME REAL FORESTS WITH SELF-SUSTAINABLE FAUNA AND FLORA ECOSYSTEMS. IN ADDITION, DURING THAT PERIOD, EXISTING WOODLANDS WILL HAVE TO BE SERIOUSLY PROTECTED AND THE DEPLETION DUE TO FOREST FIRES, REAL ESTATE DEVELOPMENT AND TREE CUTTINGS FOR HEATING PURPOSES WILL HAVE TO BE MINIMIZED DRASTICALLY AND COMPENSATED BY PLANTING ANOTHER FEW MILLION TREES. THE MAIN CHALLENGE IS TO FIND THE FINANCING FOR THAT PLAN AND THE PROPER ENVIRONMENT FOR ITS IMPLEMENTATION, AS THE COST OF SUCH PROGRAM IS ABSOLUTELY TREMENDOUS AND MIGHT VERY WELL APPROACH ONE BILLION DOLLARS.

SO, IS LEBANON'S REFORESTATION POSSIBLE?

Most would acknowledge that Lebanon does not have the financial means to ensure the success of such a program: Hence, we would need to solicit international and Lebanese institutional and private donors.

In order to secure such financing, donors have to trust that their generous contributions will be used and managed in a professional and efficient manner by a body that they can rely on and that would provide full transparency.

Unfortunately, most of the donors have very little confidence in many of the Lebanese administrations and more generally governmental bodies. This is why, and in order to face the challenge at stake, an independent national body, ideally a Foundation or a Lebanese Forestry Administration should be created.

This autonomous Foundation would seek local and international, institutional and private financing; it would then receive and manage the funds by subcontracting organisations and monitoring their plantation campaigns. A Board of Directors selected amongst renowned Lebanese businessmen, environmentally active key players and representatives of each concerned Ministry would manage such Foundation.

The board would develop and agree on a long-term reforestation national plan in cooperation with the concerned Ministries, Municipalities and local Administrations and the reforestation would be conducted on the ground by subcontractors and by NGOs with the cooperation and implication of local communities. It would rely heavily on established and recognized reforestation techniques optimizing efficiency and costs and promoting biodiversity and sustainable ecosystems.

This ideal body would supervise and audit the reforestation efforts as well as ensure proper and regular reporting to donors and concerned Ministries and Administrations.

It would propose new laws and regulations as well as social approaches to protect existing Lebanese woodlands and strive to reduce human damages like overgrazing, overcutting, etc. It would finance specific programs aiming at the protection of our existing forests.

Last but not least, and for a greater efficiency, the administrative organizations in charge of both reforestation and protection of the forests should be streamlined by creating one unique Lebanon Forestry Administration, similar to the Office National des Forêts in France – ONF, or to the United States Forestry Services – USFS.

Lebanon's reforestation is a POSSIBLE Challenge!
This is just the beginning...

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TOMORROW'S FORESTS**



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At Fransabank Group, we believe that corporate social responsibility is about making a tangible contribution that improves our community members' lives, forges our country's economic prosperity and serves our national unity. Throughout 9 decades, our CSR endeavors have made us proud of our "citizenship" role and we value today the achievements accomplished to invest in a brighter future; they serve as a rich source of inspiration for the many achievements Fransabank vows to accomplish in the years to come.

All it takes is a clear vision, unwearied determination and continuous action to keep spreading further our promise of better tomorrows.



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JOUZOUR LOUBNAN MISSION

Our mission is to participate in the restoration of Lebanese woodland and promote sustainable forestation mainly in arid regions.



We have chosen to intervene mainly in arid mountainous regions as, on one hand, they are very often dismissed in exiting forestation programs and, on the other hand, the benefits of such forestation are tremendous.

The success of our forestation campaigns resides in our commitment to ensure the appropriate irrigation, guardianship and protection of the trees we plant. This success can be difficult to achieve, more so in arid regions due to extreme weather conditions, lack of surface water, poor soil quality and overgrazing. In order to overcome the issues at hand, we devised a special program taking into account, for each region, all technical and socio-economic aspects related to such complex environments.

As a result, Jouzour Loubnan has **three interconnected goals**:



PLANT MAINLY IN ARID REGIONS

- Increase the woodland area in Lebanon by planting indigenous species to restore degraded high mountain ecosystems and develop wildlife habitats.



EMPOWER LOCAL COMMUNITIES

- Empower the local community to protect, manage, promote and benefit from the projects.



PROMOTE ENVIRONMENTAL AWARENESS

- Promote environmental awareness of our natural resources amongst younger generations, locals and officials.

Financial services through more than **900 locations**

- Money Transfer Service.
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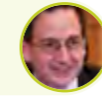
“THE LEADING MOBILE OPERATOR”

touch

a new world

WHO ARE WE?

We are a small group of volunteers and benevolent, coming from various professional and personal backgrounds, namely:



Raoul NEHMÉ, President

Profession: General Manager, BLC Bank
Education: Ecole Polytechnique de Paris & Ecole des Mines de Paris



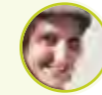
Magda BOU DAGHER KHARRAT, Vice President

Profession: Associate Professor, St Joseph University, Faculty of science
Education: PhD in plant molecular biology, Université Pierre et Marie Curie



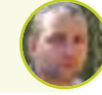
Hani HOYEK, Accounting

Profession: Head of Strategic Development, BLC Bank
Education: Grande Ecole de Commerce EM Lyon



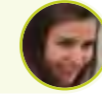
Hiba ABOULHOSN, Communication & Media

Profession: Communication Consultant, National & International Organizations
Education: Master in visual communication, Edinburgh College of Art



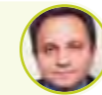
Rami KOZHAYA, Project Management

Profession: Support group coordinator, BLC Bank
Education: MBA - Management of Financial institutions, USJ - Sorbonne - Paris Dauphine

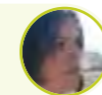


Joelle SAAB, Project Coordinator & Laboratory Technical Manager

Education: MS in Environmental Sciences & Management, USJ

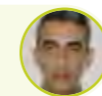


Fadi NASSIF, General Secretary



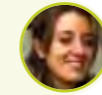
Ghada ZEAITER, Treasurer

Profession: Executive assistant, BLC Bank



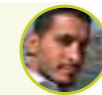
Farid MAALOUF, Engineering Consultant

Profession: General Manager, Metcon United
Education: Civil Engineer, ESIB



Bouchra DOUAIHY, Project Management

Profession: University Instructor - Saint Joseph University and Lebanese University
Education: PhD in Plant Ecology, St Joseph University / Muséum National d'Histoire Naturelle de Paris



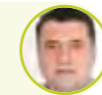
Riad MOUAWAD, Graphic Design

Profession: Art Director, BlackInk - visual communication
Education: Graphic Design, Notre Dame University



Frederic KHALIL, Member

Profession: Managing Partner, BEAR
Education: MBA, Université St Joseph & Paris Dauphine



Charles EL HAGE, Member

Profession: Retired as Senior Vice-president with Booz & Company
Education: Master of Science in Industrial Engineering & Bachelor Industrial Management, Purdue University, Indiana, USA.

Joseph AOUN, Founding member

The 4 sides of our CSR journey



Our Business

We are committed to delivering value that matters to our stakeholders by:

- ^ Complying with national and international laws and regulations in financing.
- ^ Participating in international efforts to combat money laundering.
- ^ Insuring fair and ethical trading with our business partners.

Our People

We are committed to creating growth opportunities for our employees by:

- ^ Providing a healthy and fair working environment.
- ^ Promoting gender equality.
- ^ Providing equal opportunities to all employees and job applicants.

Our Community

We are committed to contributing to the well-being of our community by:

- ^ Supporting sustainable development initiatives.
- ^ Committing to the economic empowerment of women.
- ^ Encouraging and promoting education, art and culture.

Our Environment

We are committed to respecting our environment by:

- ^ Adopting the 3 Rs approach: Reduce, Reuse, Recycle.
- ^ Engaging our stakeholders in our green culture.
- ^ Implementing a green retrofit of all our branches.

Corporate Social Responsibility

We took off on our CSR Journey in 2010 navigating through four axes, guided by our Boomerang Program in order to bring sustainable benefits and well-being to our business, our people, our community and our environment.

تعلق ببلدك

2013 ACHIEVEMENTS



SINCE 2008...

- We planted 121.099 trees:
 - from 25 native species,
 - on more than 3.500.000 m²,
 - in different regions in Lebanon,
 - with the assistance of:
 - over 2000 volunteers,
 - the Lebanese Army and French, Spanish and Nepalese UNIFIL soldiers and officers.
- We actively participated:
 - in many fairs and exhibitions,
 - several workshops and seminars
 - countless local TV and Radio programs.
- We founded and are successfully operating a laboratory for seed germination and conservation
- We've had numerous articles published in several newspapers and magazines.
- We organized two successful Gala diner
- We initiated the GREEN PROGRAM FOR REAL ESTATE
- We launched a massive Awareness Media Campaign on
 - 4 local TV stations,
 - on 5 radio stations
 - and hundreds of billboards, unipoles, etc.
- All of this was made possible by 12 Jouzour Loubnan dedicated members and more than 100 donors.

Naturally Evolving

*The tree is a slow, enduring force
straining to win the sky*

*Antoine de Saint-Exupéry,
The Wisdom of the Sands*



Exclusive Media Representative

Beirut

Baghdad

Damascus

Dubai



TAKING OUR GREEN PLEDGE TO NEW HEIGHTS

Pursuing the LEED certification for neighborhood development.

PLANTATION METHODOLOGY



In order to insure the long term tree survival we have defined a comprehensive program based both on scientific grounds thanks to our partnership with Saint Joseph University, Faculty of science and, on empiric approaches due to the lack of prior experience in the forestation in some of the areas we are planting in:

- We plant only on municipal lands based on a contractual commitment from the municipality to protect the forested area.
- We choose the species amongst the native trees in accordance with the studied ecosystem of the targeted region. In addition, we strive to enhance biodiversity through the choice of various native species including shrubs and small plants well adapted to the local environment and its constraints.
- In regions with overgrazing, we either plant trees over two-meter tall or fence the area to be planted and plant mainly 20 to 30 cm tall trees. In other regions, we plant mainly 20 to 30 cm tall trees.
- We purchase the trees from selected nurseries and for some species like Cedrus libani and Juniperus excelsa we perform genetic analysis in order to guarantee their origin.
- We apply plantation protocols insuring optimal survival rate after plantation. Professional supervision is provided for each forestation campaign.
- We install an irrigation system and insure regular watering and guardianship through local personnel for a period of 3 years. This increases the awareness amongst the local community. The watering frequency is decreased progressively every year.
- We control on a regular basis the status of the trees we have planted, the quality of the maintenance and the irrigation and guardianship services.





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HOW TO GET INVOLVED?



WE ARE ALL CONCERNED BY THE FAST REDUCTION OF NATIVE WOODLANDS AREA IN LEBANON, EVERY ONE OF US CAN CONTRIBUTE TO THE FORESTATION EFFORT. THE MOST OBVIOUS CONTRIBUTION IS THE FINANCIAL CONTRIBUTION OR THE PARTICIPATION TO THE GALA DINNER FOR EXAMPLE. BUT IT IS FAR FROM BEING THE ONLY POSSIBLE CONTRIBUTION.



Celebrating



years with green initiatives

Cimenterie Nationale has been building concrete dreams since 1953. Today, the leader in the cement sector is proud to introduce the Green Belt™ project, a pioneer, ecological, social and environmental initiative through which an area of up to 500,000 m² is to be excluded from the quarry exploitation plan. This entails the first comprehensive quarry integration project that takes into consideration the site's specificity and its ecological preservation in consultation with the neighboring villages.

HOW TO GET INVOLVED?

* **You are young and motivated or have young and motivated spirit**, you can participate in our plantation campaigns. We announce them on our website www.jouzourloubnan.org and on our Jouzour Loubnan group on Facebook.

* **You are a company's manager**, you can organize a planting campaign for the employees of your company and their families: these corporate events have been extremely appreciated by the companies that experienced them. Typically, you arrive on the prepared site in the morning and after a short training, the campaign starts under the supervision of Jouzour Loubnan team assisted by professionals. It lasts for 2 to 3 hours after which, tired but happy, you would gather around a corporate lunch. Quite a happy event, but, as well, quite an awareness experience for all participants about the importance of protecting and developing our woodland heritage.

* **You are in the real estate development field**, you can join our special program: "1m² of newly created forest for each m² built" for a marginal cost of 2\$/m² that can be shared with the acquirer. This program allows you to promote your environmental awareness image and can be used in all of your marketing and sales approaches and promotional materials. A certificate will be provided for each of your clients and your project will be referenced in all of our publications, on our website and our social networks. You may have as well free advertising in our annual magazine.

* **You are socially or politically active**, involved or influential, you may assist in the political awakening of the Lebanese Government and its commitment to implement a serious plan in the regulatory field (recycling, protection against illegal ...), in the application of the law, in the protection and development of our woodland heritage.

ON DECEMBER 9, 2012

a press conference was held at Rose, Gemayzeh to announce the first beneficiaries of Waterfront City Cares. Jouzour Loubnan was selected among the first grant recipients for the "Green program for real estate", receiving a trophy and eight thousands US Dollars to fund the program.



HOW TO GET INVOLVED?

WE CANNOT FORGET THAT THE FIGHT FOR FORESTATION IS A WORLDWIDE FIGHT,

each of us can participate using recycled or certified paper, i.e. paper produced from sustainable forests. You can also contribute by simply using both sides of the papers and recycling them afterward. Not only will you participate in the protection of the worldwide woodland heritage protection, but, in addition, your return on investment will be less than 3 years.

"one m² of forest planted for every m² built"

"ONE M² OF A NEWLY CREATED FOREST FOR EACH M² YOU BUY"



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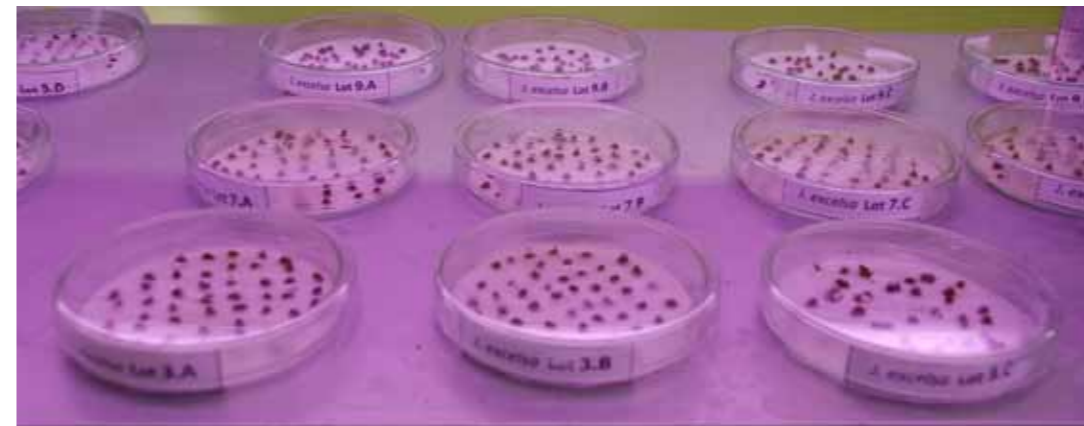
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52 BANKS STREET, BEIRUT DOWN TOWN - DUBAI MALL, DUBAI - MALL OF EMIRATES, DUBAI - ETIHAD TOWERS, ABU DHABI - CITY CENTER, MANAMA - KINGDOM CENTER, RIYAD
 RASHID MALL, AL KHOBAR - RED SEA MALL, JEDDAH - THE PEARL QATAR, DOHA - 360 MALL, KUWAIT CITY - ZARA CENTER, AMMAN - FERRAGAMO.COM

Salvatore Ferragamo

JOUZOUR LOUBNAN LABORATORY



CONTEXT

The regeneration and management of woodlands in the Mediterranean needs particular attention: the role of plant cover is essential for mitigating desertification processes. Forestation is often limited to a narrow number of species which are easy to grow in nurseries. This practice greatly reduces levels of biodiversity and it is even more worrisome with regards to shrubs and minor hardwood which are the greater part of the Mediterranean woody flora.

Beside cedars and juniper, many other trees of economic and/or of ecological interest are present in Lebanese mountains. Restoring these ecosystems requires the use of dozens of plant species to rebuild strong and resilient ecosystems. Recent international research results highlighted the positive effects of biodiversity.

Unfortunately, there are few nurseries producing Lebanese native species. Learning how to propagate these 'new' plants properly, including those deserving a wider use as drought-tolerant, can be a great challenge as well as a powerful tool to combat desertification and enhance biodiversity.

Jouzour Loubnan took the initiative of creating the Laboratory for Seed Germination and Conservation (LSCG) dedicated to this purpose.

ACTIVITIES

To date, XX different Lebanese native species were harvested in the wild according to predefined scientific protocols respecting a minimal number of plants and a minimum distance between contributing plants. Seeds were then cleaned, measured, weighted, dried and stocked at 4°C:

- Germination protocols were defined for 25 different species.
- More than 200 seedlings, grown in our germination room belonging to Juniperus, Cedrus, Abies, Quercus, were transferred to a nursery in Kfardebian to be used in our future campaigns in this region.
- More than 150 other seedlings were transferred to APJM (Association pour la Protection de Jabal Moussa) nurseries in accordance with our partnership agreement.
- Bulbs and rhizomes for more than 10 endemic or endangered species have been collected and stocked for ex-situ conservation as well as for a future botanic garden collection.



Moreover, before each plantation campaign with Cedrus libani trees, genetic tests were performed in the molecular biology laboratory of the Faculty of Science at Saint Joseph University to verify their Lebanese origin.

Finally, a study is conducted on the asexual reproduction of Juniperus excelsa in order to respond to the lack of this species in the Lebanese market and thus ensure our plant material for future forestation campaign.



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Salvatore Ferragamo

JOUZOUR LOUBNAN LABORATORY

Activity 1: Seed collection, conservation and germination



SAMPLING STRATEGY:

We sample the population in a way they are genetically representing the species and not contaminated by non-native germplasm material.

We collect from each species 1 to 5 population

or even more according to the biology of the species (pollination mode, seed dispersal mode, distance between populations, corridors, etc.) The more different the populations are the more we have to sample in order to have good genetic representatives of the species. It is better to have more populations than a lot of individuals from a couple of populations, as long as these populations are native. If genetic diversity and genetic distances data are available for the studied populations, population choice should be done according to these data.

We collect 10 to 50 individual per population

according to the surface of the population, the consanguinity rate, the isolated specimens, the occupation of different substrate, etc. Depending on distribution and variability of the microsite you can collect based on microsite differences, if there is not much, than collect by distances.

We collect up to 25% of the seeds per individual,

but if the concerned plant is rare and/or endangered, collect the minimum seed necessary. If the plant is doomed to disappear, we take as much as you can. We collect the seeds all over the tree at different elevation and exposition and we keep the seeds collected from each plant separately.

We collect GPs data, and other information as much as possible. Multiple year collection data could be informative.

After the seeds are collected, they are brought to the Laboratory for Seed Conservation and Germination. Once there, the seeds are treated, cleaned, and made ready either for germination tests or for conservation purposes.

The aim of the tests is to optimize the seed germination percentage especially for the species with a low natural regeneration rate.

In addition to that, scientific research is being conducted on different topics in collaboration with different local and international institutions in order to enrich our knowledge of seeds and their specificities.

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JOUZOUR LOUBNAN LABORATORY

Activity 2: Sowing test in Kfardebian with UNDP



SAMPLING STRATEGY:

We sample the population in a way they are genetically representing the species and not contaminated by non-native germplasm material.

We collect from each species 1 to 5 population

or even more according to the biology of the species (pollination mode, seed dispersal mode, distance between populations, corridors, etc.) The more different the populations are the more we have to sample in order to have good genetic representatives of the species. It is better to have more populations than a lot of individuals from a couple of populations, as long as these populations are native. If genetic diversity and genetic distances data are available for the studied populations, population choice should be done according to these data.

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CHIVAS

LIVE WITH CHIVALRY

JOUZOUR LOUBNAN LABORATORY

Activity 3: Juniper vegetative propagation



The Mediterranean Basin is one of 34 world biodiversity hotspots. The woodlands on the eastern side of the Mediterranean have historically suffered from strong human impacts that have led to significant forest fragmentation, as in the *Juniperus excelsa* woodlands, a major element of the mountainous conifer forests in the eastern Mediterranean Basin. The old juniper woodlands, especially at the higher elevations, are of great biogeographical interest, being the remnants of more widespread ancestral pre-glacial juniper woodlands. Moreover, they also have a high ecological value, being frequently the only tree species able to grow in semi-arid environments and therefore playing an important role in soil protection.

Demand has exceeded supply for conservation plantings of *J. excelsa*, especially for Jouzour Loubnan (JLB) a Lebanese NGO that I'm part of, which the main objective is restoring the native woodlands in high altitude. But unfortunately, there's a lack of *J. excelsa* seedling production in the Lebanese nurseries because of its hard germination and reproduction ability. Hence, some solutions were to be found in order to resolve this problem, like the asexual propagation of this species.

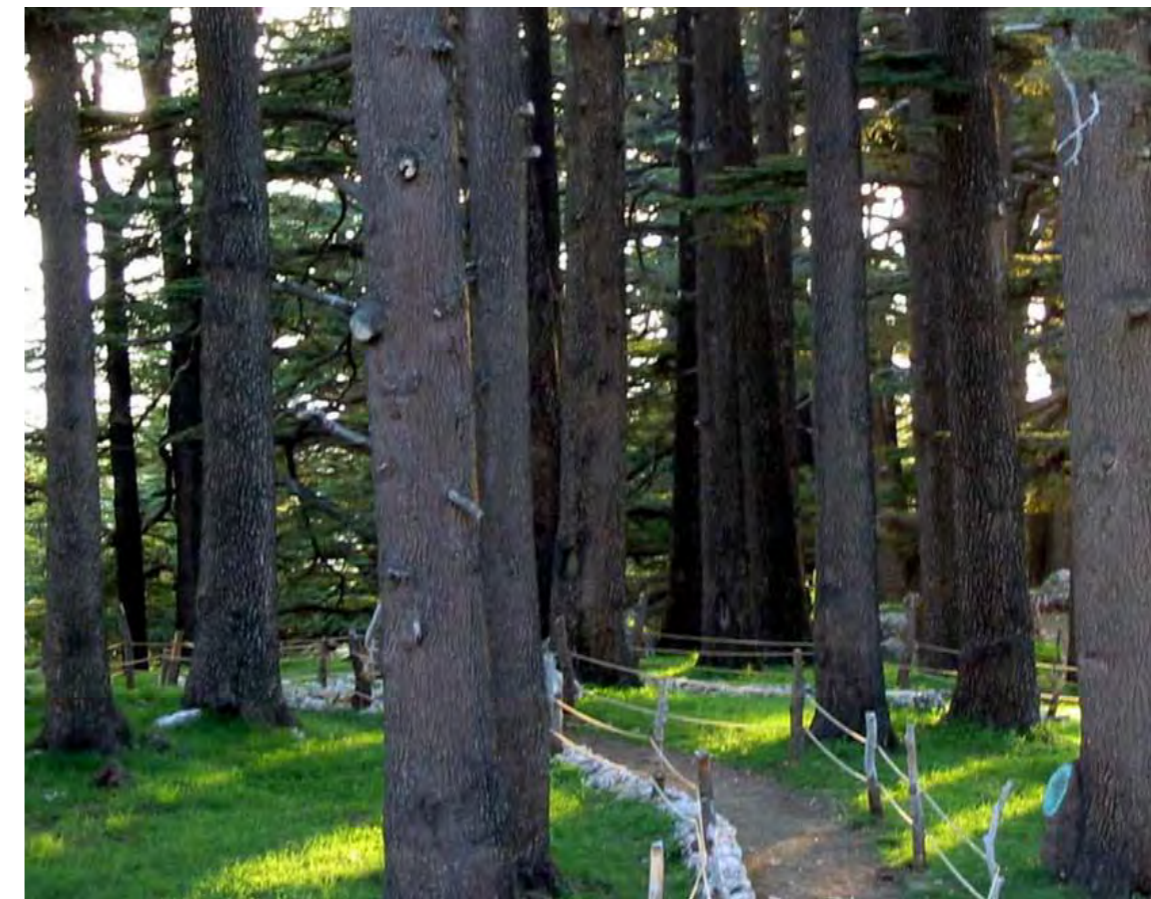
The Lebanese Reforestation Initiative (LRI) is a United States Forest Service (USFS) program. One of the main objectives of LRI is providing technical assistance to the local environmental NGOs and local communities in order to restore Lebanon's natural forests.

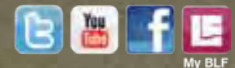
An agreement has been set between JLB and LRI so I can improve my skills and know-how in the vegetative propagation techniques, by doing an internship in the University of Idaho, Center for Forest Nursery and Seedling Research.

My experiments were conducted on *Juniperus scopulorum* a native species in Idaho, since some restriction prohibited the importation of *Juniperus* in the US territories.

Joelle Saab

Project coordinator and Laboratory technical manager





SHOP TO SUPPORT NATURE



Wouldn't it be great if every time you made a purchase, you helped the planet? Now you can! Use the Earth Card from Banque Libano-Française for your daily transactions and make Lebanon greener. BLF will allocate part of the revenues generated from the card to finance eco-friendly projects in Lebanon under the supervision of the United Nations Development Programme - Lebanon (UNDP). This exclusive card, in collaboration with MasterCard® and UNDP, is the first-of-its-kind in the country, made of eco-friendly material, and the perfect way to support nature and protect Lebanon's environment. Going green? Just go shopping!



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Un premier pas vers la solution



LES EFFETS BÉNÉFIQUES DES FORÊTS

Les forêts et le couvert forestier combattent la dégradation des terres et la désertification en stabilisant les sols, en réduisant l'érosion hydrique et éolienne et en maintenant le cycle des nutriments dans les sols. Les forêts protègent les bassins versants, régulent le ruissellement de l'eau et permettent une meilleure infiltration de l'eau dans les sols. L'eau ainsi stockée est progressivement restituée par évapotranspiration dans l'atmosphère : Un arbre dégage de 8 à 10 fois plus d'humidité dans l'atmosphère que la superficie équivalente de l'océan. L'ensemble de ces facteurs crée un environnement favorable à la biodiversité de la faune et de la flore.

En séquestrant le CO₂, elles produisent de l'oxygène et participent à la lutte contre le réchauffement climatique : Plus de 40 pour cent de l'oxygène mondial sont produits par les forêts ombrophiles et le carbone présent dans les forêts dépasse la quantité de carbone atmosphérique actuelle. Ainsi, les forêts du monde stockent 289 gigatonnes (Gt) de carbone dans leur biomasse seulement!

Les forêts couvrent 31% de la superficie terrestre mondiale, abritent plus de 300 millions de personnes et 1,6 milliards d'hommes en vivent. Elles constituent un creuset de la biodiversité en hébergeant plus de 80% des espèces animales ou végétales qui en sont tributaires et fournissent un nombre incalculable de produits et services à l'humanité. Elles font partie intégrante de notre environnement socio-économique, et constituent ainsi une source importante pour la nutrition et la santé humaine, pour des produits usuels comme le papier, le mobilier, les habitations, etc. Qui plus est, la forêt est un lieu de loisir et de détente.

En bref, les forêts sont indispensables pour la survie et le bien-être des 7 milliards de personnes qui habitent la planète.



LES FORÊTS AU LIBAN

Effets bénéfiques des forêts et problématiques
Un premier pas vers la solution



LES PROBLÉMATIQUES

Toutefois, les forêts sont très vulnérables, surtout à la surexploitation par les hommes — comme la coupe sauvage pour fabriquer les divers produits qui en sont issus, ou pour utiliser en tant que source énergétique, ou pour dégager des terrains agricoles ou encore, comme la promotion immobilière irresponsable, le surpâturage... Les changements climatiques induits et les incendies sont bien sûr des facteurs aggravants.

Ainsi, 12 millions d'hectares disparaissent chaque année (soit 12 fois la surface du Liban!), 10 millions d'arbres sont coupés tous les jours (soit près de 4 milliards par an), 50% des forêts ont disparu depuis le début du 20ème siècle et plus de 70 pays ont pratiquement perdu leur couvert forestier.

Au rythme actuel de destruction, les forêts tropicales, poumon de notre terre, qui absorbent 4,8 milliards de tonnes de CO2 chaque année, auront pratiquement disparu d'ici un siècle.

De plus, sur les émissions mondiales de gaz à effet de serre, 17,4% résultent de la déforestation et de la dégradation des forêts alors que les forêts offrent le moyen le plus rapide, le plus rentable et le plus efficace de réduire les émissions mondiales.

Une fois les forêts détruites, l'environnement devient très sec, le cycle de régénération ne fonctionne plus, et la destruction devient irréversible... sauf intervention humaine très coûteuse.

Les conséquences sont bien connues : Erosion du sol, envasement des cours d'eau, désertification, crues, réchauffement climatique, disparition de nombreuses

espèces vivantes, réduction de l'accès à l'eau potable et aux nombreux aliments, produits et services essentiels conduisant à une paupérisation, des exodes, des famines...

Cela vous fait bien sûr penser à l'Afrique et aux nombreux reportages et documentaires que nous voyons régulièrement à la télévision...

Plus proches de nous, de nombreuses régions au Liban subissent le même phénomène, comme le Nord-Est, où la désertification est devenue une réalité : une érosion forte a appauvri le sol ; le peu de fois où il pleut, il y a des torrents et des crues ; un vrai paysage lunaire... Si le nord du Liban vous semble lointain, il vous suffit de regarder nos hautes montagnes que nous appelons 'jurd' : Ces régions montagneuses à moins de 2300 m étaient jadis le foyer de nombreuses espèces végétales comme le cèdre et le genévrier de haute montagne, dont seuls des vestiges sont encore visibles, par exemple à Aakoura.

Les forêts au Liban abritent une des plus riches biodiversités de la région, dont une centaine de plantes endémiques (qui ne poussent qu'au Liban). Ainsi, la forêt d'Ehden comprend 39 espèces d'arbres différents à comparer aux forêts européennes qui n'en comptent que deux ou trois sur plusieurs hectares. Elles ont malheureusement perdu plus de 33% de leur surface en quarante ans et le manteau forestier couvre moins de 13% de la surface du Liban... à comparer aux 33% de la Tunisie! Ainsi, le Liban, notre 'Loubnan el akhdar', est classifié par divers organismes internationaux en zone de 'GRAND DANGER' de désertification.

COMMENT DONC GÉRER, PROTÉGER ET DÉVELOPPER NOS FORÊTS?

La forêt est donc une ressource indispensable. Nous en dépendons tous, et sa préservation et sa gestion durables sont, à juste titre, absolument nécessaires — mais aussi, au vu des facteurs analysés, très complexes.

En effet, il ne s'agit pas d'arrêter la coupe ou le pâturage ou l'exploitation de la forêt sous toutes ses formes, bien au contraire. Il s'agit de les organiser, et même les développer dans le cadre d'une réglementation et d'une gestion pour une utilisation durable qui prend en considération tant le renouvellement de la forêt que les besoins de la population.

Vu les carences de l'Etat, nous pouvons avoir la tentation de nous tourner vers les initiatives privées. Malheureusement, leurs actions ne représentent qu'une goutte d'eau dans un océan de besoins.

Par contre, elles peuvent constituer un complément efficace à l'action de l'Administration, et sont souvent indispensables pour la prise de conscience nationale et le contrôle des responsables par la société civile.

Nous faisons donc face à une problématique à plusieurs dimensions, tant politiques que financières, tant scientifiques que techniques :

- Comment le gouvernement va-t-il organiser gérer et développer ce patrimoine ?
- Comment le financer, alors que le seul coût du reboisement est d'environ 8.000 \$ / hectare soit 80 millions de dollars pour juste 1% de couverture forestière et ce, sans compter le coût de la protection contre les incendies, de la gestion, etc.
- Comment protéger la biodiversité et faire les études et recherches scientifiques nécessaires ?
- Quelles sont les techniques de reboisement les plus efficaces en fonction de chaque région ?

La dimension politique est la clef du succès.

Aujourd'hui, les responsabilités sont partagées entre le Ministère de l'Agriculture et celui de l'Environnement avec beaucoup de bonne volonté, peu de moyens, une confusion certaine et une efficacité somme toute, marginale.

Les expériences internationales réussies sont toutes basées sur deux facteurs essentiels. D'abord, une volonté politique forte de succès. Ensuite, la mise en place d'une administration dédiée, compétente et professionnelle, loin de la politique politicienne et des changements d'orientations politiques.

Un premier pas vers la solution...

Le premier pas coule donc de source...

Il faudrait créer un Office National des Forêts dont la mission serait : Maintenir et développer la santé, la diversité et la productivité des forêts Nationales, afin de subvenir aux besoins des générations présentes et futures.

Ses activités principales seraient donc la gestion des forêts et des ressources forestières (bois, chasse, cueillette, etc.), l'afforestation et le reboisement, la protection des forêts, l'exécution des lois et règlements via des gardes forestiers, la proposition de lois et règlements, les recherches et développements scientifiques et, enfin, la coordination des initiatives privées.

Le reste des problématiques sera alors bien plus aisé à résoudre. En effet, nombre de financements internationaux sont disponibles sous réserve de compétence, de professionnalisme et d'apolitisme et les aspects techniques et scientifiques peuvent s'appuyer sur les compétences actuelles des ministères qui seraient transférées à l'Office National des Forêts, les universités libanaises,

les expériences internationales et les financements internationaux. Mais, pour cela, il y a un préalable : une prise de conscience nationale de la société civile et des politiques dans leur ensemble. Face à un tableau aussi sombre, on doit constater une éclaircie : Cette prise de conscience s'est fortement améliorée, malheureusement, 'grâce' aux feux de forêts terribles qui ont ravagé nos forêts ces 5 dernières années.

Pour terminer, je voudrais citer un proverbe grec :

« Une société est civilisée quand ses hommes âgés plantent des arbres à l'ombre desquels ils savent qu'ils ne s'assiéront jamais... »

Mais, saurons-nous avoir la sagesse de ces hommes âgés ?



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OPERATION 7ÈME JOUR DE L'UNIVERSITÉ SAINT-JOSEPH

Saving Endangered Orchids



A travers son partenariat avec la cellule reforestation et Biodiversité de l'O7, Jouzour compte sur le bénévolat des étudiants et du personnel à participer dans des campagnes de boisements en plantant des arbres ou à aider Jouzour Loubnan à encadrer des volontaires qui plantent.

Jouzour Loubnan s'appuie sur les étudiants bénévoles de la Faculté des sciences ayant déjà une formation scientifique dans le domaine de la biodiversité et de la reforestation pour présenter des conférences ou des ateliers de sensibilisation à l'environnement.

Ainsi, une dizaine d'étudiants en Licence Sciences de la Vie et de de l'USJ a participé à la foire organisée par la « Lebanese Reforestation Initiative » LRI, le 20 avril 2012 dans le village de Qlaia au Sud Liban pour y présenter l'atelier sur la reconnaissance des conifères présenté et animé par des étudiants de l'USJ.

Encadrés par Dr. Magda BOU DAGHER KHARRAT, professeur associé à la Faculté des sciences de l'USJ et vice-présidente de Jouzour Loubnan, des groupes d'étudiants de première année de Licence en Biologie ont visité une dizaine d'écoles de différentes régions du Liban pour une séance de sensibilisation à l'environnement. Au cours de cette visite, une conférence sur la Biodiversité, son importance, son utilité et sa fragilité est présentée en s'attardant sur le contexte libanais.

Les plantes endémiques occupent une place privilégiée au cœur de la cellule reforestation et Biodiversité. Après le succès du sauvetage par transfert de l'Iris de sofah, c'est l'Astragale de Beyrouth « Astragalus berytheus » qui tracasse les cellules aujourd'hui.

L'astragale de Beyrouth jadis présente à grande échelle à Beyrouth a vu son aire de répartition se rétrécir sous l'effet de l'urbanisation galopante. Un seul et unique stand est encore connu aujourd'hui. Quelques mètres carrés accueillent les derniers représentants de la population beyrouthine qui se comptent sur les doigts d'une main. Ce dernier emplacement n'est plus là pour longtemps. Des travaux de construction s'annoncent sur ce site mettant fin à l'existence de cette population.

La seule solution demeure leur transplantation vers des lieux sûrs. Dans le cadre de l'Opération 7ème jour, des étudiants de la Faculté des sciences de l'USJ ont commencé cette opération de sauvetage en mai 2012. Le premier individu de cette plante a été transféré vers un lieu écologiquement équivalent à son milieu d'origine : le jardin botanique du Campus des Sciences médicales de l'Université Saint- Joseph.



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JOUZOUR LOUBNAN IN EHDEN



Name of the village: Ehdén
Altitude: 1400 – 2000m
Population: 35,000 habitants
Village area: 27 km²
Machaa area: 15 km²
Date of beginning of the plantation: 18 November 2012
Area planted (number of trees): 2000 trees
Species plantes: Lebanese Cedar (Cedrus libani)
Plantation with: Local volunteers
Number of volunteers: 20

QUESTIONS FOR THE PRESIDENT OF THE MUNICIPALITY:

Why planting in your village?

Ehdén has always been known for its greenery and especially Ehdén's Nature reserve. Therefore, one of the goals of the Municipality and the Horsh Ehdén Committee is to enlarge and expand this green area around the village and the reserve.

Added value of the project

The major added value of the project is the continuous monitoring and maintenance from Jouzour Loubnan which raises highly the success probabilities of the planting.

Relation with Jouzour Loubnan

The relation between the municipality and Jouzour Loubnan was an outstanding one where it was formal and friendly at the same time. The team is fun and professional at the same time!

Future projects

Hopefully, we will be having further planting campaigns in Ehdén's area as well as recycling campaigns in public and private schools in Zgharta.

Global opinion

We, as Zgharta-Ehdén, thank Jouzour Loubnan for all their efforts in replanting Lebanon hoping it will regain one day its title as "Green Lebanon".



JOUZOUR LOUBNAN IN EHMEJ

Name of the village: EHMEJ

Altitude: 1140m

Distance from Beirut: 1 hour (25 mn from Byblos)

Population: 4,500 habitants

Village area: 17.42 Km² (1742 Hectares)

Machaa area: around 5 Km²

Date of beginning of the plantation: May 2009

Area planted (number of trees): Around 750.000m² 7,926 trees planted

Species planted:

Plantation with: (Involvement of local community and other volunteers): Several plantation days took place in 2 locations of the village, with the collaboration of volunteers from the local community (villagers), the scout of Lebanon and other institutions (USJ + other Universities' students, Schools and companies).

Number of volunteers: Between 50 and 150 volunteers for every plantation day (except the one for "Scout du Liban" where we had 550 scouts).

ABOUT EHMEJ:

Unspoiled forests, cliffs, and valleys, Ehmej is a good destination for your adventure travel all year round. Friendly villagers and stunning natural views make Ehmej an ideal destination for escaping the city.

Hiking tours can be arranged through the Municipality or if you're feeling daring, trail maps are available for free at the Municipality. Just look for the trail signs with the Ehmej Bear!

HOW TO GET THERE

Take the north highway leading to Jbeil. Once there, exit the highway and take the internal road that climb toward Ehmej going through the following villages: Hboub, Braij, Raas Osta, Annaya, Kfarbaal, Ehmej. OR...

Take the north highway and exit in Naher Ibrahim, the road goes through the following villages: Bir el Heyt, Kou3 el Mashnaka, Kartaba, Mazraeet el Siyed, Laklouk and Ehmej.

QUESTIONS FOR THE PRESIDENT OF THE MUNICIPALITY:

Why planting in your village?

Ehmej Municipality is trying long time ago to protect the green area in the village knowing the importance of the reforestation and the protection of the existent biodiversity. And when we felt we are meeting our needs and objectives with Jouzour Loubnan NGO, we strived to perform our duty in the best way we can to achieve our goals.

Added value of the project

Reforestation of an area of 750,000 m² that became arid in the last 2 decades. Protection of an endemic specie called Iris sofarana found in the region by Dr. Magda Kharrat and their university students.

Relation with Jouzour Loubnan

It started in 2009. It is very successful relation where we aim to preserve the existent different species of the region, and we look forward to increase the green land in the "Machaa" of the village to cover the biggest part of the 5 km² with Cedar and Junipers.

Future projects

New plantation campaign to be scheduled for 2014 in a new area of the village.

JOUZOUR LOUBNAN IN EBL EL SAKI

Name of the village: Ebl El Saki

Altitude: 700m

Population: 3,500 habitants

Village area: 8.1 Km² (810 Hectares)

Machaa area: 1.5 km²

Date of beginning of the plantation: February 2013

Area planted (number of trees): 550,000 m² 2,065 trees

Species planted:

Plantation with: Local community, UNIFIL (French and Spanish contingents) and Lebanese Army Forces.

Number of volunteers: Zero for the first plantation campaign.

QUESTIONS FOR THE PRESIDENT OF THE MUNICIPALITY:

Why planting in your village?

Ebl El Saki is known for its important location over the hill whereby it is considered as an international spot well documented for migratory raptors and soaring birds.

The presence of globally and regionally threatened soaring bird species in Lebanon such as Dalmatian Pelican, Greater Spotted Eagle, Egyptian Vulture, Pallid Harrier, Imperial Eagle, Lesser Kestrel, and Corncrake stresses on the importance of this area of Lebanon on an international scale. A very large number of migrating soaring birds in spring and autumn, including at least 100 rare species drive us to protect this territory and to maintain its greenery.

Added value of the project

The plantation project with Jouzour Loubnan helps us to increase the green area in the village. We aim as well to protect the site of birds' migration.

Relation with Jouzour Loubnan

A new relation established in 2012 after a visit to the reserve "Hima Ebl El Saki" where Jouzour Loubnan team found the interest to continue the plantation already started long time ago by the municipality (and stopped in the last years). A very good relation was built with the NGO over the last 12 months, and the municipality is willing to provide the best support and help in order to succeed the on-going plantation project.

Future projects

To continue the plantation of 6,000 trees in 2013. And to finalize the forestation of the 850,000 square meters in 2014.





Tomorrow
needs
commitment



Fondation Crédit Agricole Suisse is proud to assist Jouzour Loubnan with its tree-planting program in the Kfardebian region of Lebanon. As the very first initiative supported by our young Foundation, the Kfardebian project consists in planting and maintaining seedlings of nearly 10,000 Juniperus excels (Greek Juniper), an endemic species of high-mountain Juniper, over an area of 200,000 m². Reforestation being an important issue for Lebanon, Fondation Crédit Agricole Suisse is pleased to be involved in this project and thanks Jouzour Loubnan for its commitment.

Face the future with peace of mind.

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SPECIAL KFARDEBIAN

Kfardebian – Ouyoun El Simane forestation project. 26,097 healthy Cedar and Junipers trees growing in 450.000 sqm of protected land. But how did we get there?

IN 1997, THE MUNICIPALITY OF KFARDEBIAN FENCED AND PLANTED A LARGE NUMBER OF CEDAR TREES ON A 10.000 M2 OF MUNICIPAL LAND. UNFORTUNATELY, THE FENCE WAS CUT OPEN AND THE CEDAR TREES WERE MADE FOOD TO SHEEP AND GOATS. IN 2008, WE REHABILITATED THE FENCE, PLANTED 570 CEDAR TREES AND INSTALLED A DRIP IRRIGATION SYSTEM – 250 OF THE PLANTED TREES WERE OVER 1M HIGH ENSURING A HIGH VISIBILITY OF THE PROJECT BY THE MAIN ROAD LEADING TO WARDE SKI SLOPES.

The results were very encouraging:

The shepherds became our friends and environmentally conscious neighbors, the trees indulged within their new home, the locals supported us actively by joining us in most of our plantation campaigns, and the irrigation system worked well ... *“What better reasons could we have wished for to enlarge this forest.”*

In 2010, and thanks to the technical support of Bureau Technique pour le Development (BTD) and specially Mr. Tony Komati, we extended the fence to 450.000 sqm, noting that the lowest point is at 1990 m and the highest at 2110 m.

The new extended project was inaugurated this same year by his Excellency General Michel Sleiman, President of the Lebanese Republic and in the presence of Mr. Ziad Baroud, Former Minister of Interior, Mr. Fadi Abboud, Minister of Tourism, Mr. Garo Haroutounian representing the Minister of Environment as well as regional officials and

many locals from the village. It was a festive day for the families of Kfardebian full of hope for their village's nature and environment.

Since this date and up until November 2012, over 1500 volunteers and 12 corporations participated in reforesting this protected land. With around 15 sqm of land provided for each tree planted, the whole area is now covered with around 26.097 wonderfully growing cedar and junipers trees.

In addition, the fenced area has recovered a wide range of its fauna and flora, a biodiversity which had no chance of survival prior to the birth of this project.

On the other hand, scientific studies are currently being conducted in this area to elucidate the impact of grazing on natural soil seeds bank and the possibility for long term grazed areas to recover.



THE PLANTATION PROJECT HAS BEEN COMPLETED

but the protection and the irrigation will continue as long as the trees will need us
Jouzour Loubnan team is very grateful to

- **ROGER AKIKI**
from Kfardebian: our forest guardian, who daily, for the last 3 years takes care of the trees.
- **DORY SASSINE,**
from Kfardebian: our fence guardian, maintaining the 3000 m long fence in perfect shape.
- **NAIIM MHANNA**
from Kfardebian: always there to help.
- **TONY MHANNA**
from Faraya: our road guardian, maintaining our service roads to help the water trucks reach the tanks.
- **NAJEM AKIKI**
from Kfardebian: our water guardian, the only Water Tank driver who accepted to provide us permanently with water.
- **ZIAD AKIKI**
from Kfardebian: installed the irrigation network.
- **ENG. FARID MAALOUF**
from Feytroun : our site guardian, supervising constantly and technically the site

As without their dedication and professionalism, Jouzour Arz Kfardebian Project wouldn't have been such a success. Jouzour Loubnan team is very grateful to the municipality of Kfardebian and especially to its members and its current President Mr. Jean Akiki.

KFARDEBIAN – SAHEL EL MIDAN FORESTATION PROJECT

Ouyoun El Simane forestation project, in all its aspects, boosted our confidence and improved our technical know-how which is key to our plantations on the Afqa Plateau (or Jroud Keserwen) known for its rough climate and environmental conditions. So our next mission was to find another spot on this plateau to expand our plantations:

After days of trekking, off roading, GPS tracking, and mapping in the Jroud. After many hours of hard negotiations with the shepherds, the municipalities and the deputies of the region. After a long research to determine and carve out potentially mined zones After considering the 4 wheel drives, Quads and Skidoo's needs ...

We finally succeeded in assigning a 3.000.000 sqm land (the equivalent of 410 football courts) to host over 120.000 trees. The terrain is located a 1000 m after la Cabane. The left side of the fence is adjacent to the road leading to the Bekaa valley. The lowest point is at 1950 m and the highest at 2065 m. During the winter season, the roads are closed with meters of snow and hence the area remains protected. On October 14, 2012. During a festive ceremony under the patronage of the President of the Lebanese Republic, along with the participation of officials and the community of Kfardebian region; Jouzour Loubnan and USAID (through its Lebanon Reforestation Initiative - LRI) announced, the launch of a joint forestation campaign aiming to plant, irrigate and protect 120,000 native trees in Ouyoun el Siman, Kfardebian.

So the work began ... and in less than 2 months (October, November) we gathered a team, who despite the changing weather conditions at 2000 m, was capable of completing the fencing of the whole terrain (10.000 m

length) and the plantation of 41.350 trees! 80.000 trees remain to be planted, irrigated and taken care of ...

Jouzour Loubnan team is very grateful to our partners USAID / LRI Team for their financial and technical support *Maya Nehme: Sahel el Midan forestation project - Project Coordinator and LRI Silviculture Extension Specialist *Richard Paton: LRI Project Director. *Joyce Bejjani: LRI Institutional Development & Communication Specialist.

Jouzour Loubnan team is also very grateful to *Eng. Farid Maalouf from Feytroun, our project's problem solver, he is the site technical supervisor, coordinator and the plantation foreman. *Dori Sassine from Kfardebian, the man who installed one of the longest fences in Lebanon in a record time. *Toni Mhanna, from Faraya, thanks to his expertise the service roads are completed despite the very difficult terrain. *Hanna Sebios from Hrajel : Intermediary between Jouzour and the shepherds as well as the guardian of the protected area. *Boutros Sakr, from Kfardebian: the holes maker, he masters his bobcat machine like no one does.

With the honest devoted skills of each one of them, we are still Planting Tomorrow's Forests!

HANI HOYEK – Project Coordinator & Co-Founder of Jouzour Loubnan



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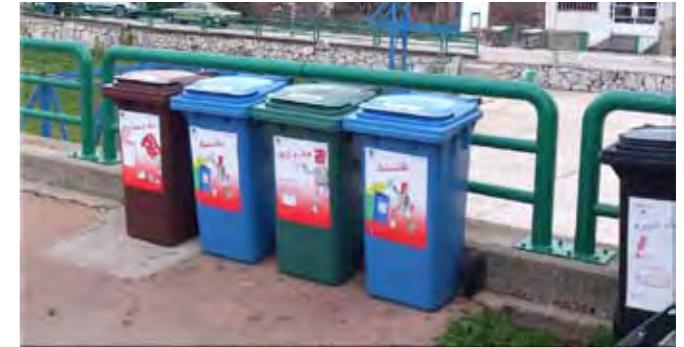
ARCENCIEL

Arcenciel is a 27 year old non-profit organization working with and for the persons in difficulty, authorized on the 21st of November 1985 by the Lebanese Ministry of Interior and recognized of public utility on the 18th of November 1995. arcenciel overall mission is to participate to development. arcenciel is active through more than 10 centers throughout the Lebanese territory and through seven programs: agriculture; employment; environment; health; mobility, social, youth.

Arcenciel's environment mission is the preservation and development of natural resources. This mission is achieved through three main fields of activity:

1. Waste management
2. Education and awareness of sustainable development
3. Training and consultancy

Sodak sorts out In 2009, arcenciel launched a pilot project named "bouchons roulants", in order to increase awareness regarding sustainable development through waste sorting and recycling: each ton of plastic caps collected by the public and sold by arcenciel to a recycling plant helps financing the production of a wheelchair in arcenciel's workshops, offered to a person with disability. Thanks to the public commitment, this project has led to very successful results, largely mobilizing and motivating the Lebanese population. Therefore, in collaboration with other NGOs, this initiative is being extended now to other types of recyclable waste and types of social services, under the name "sodak sorts out"!



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SPOTLIGHT ON ENVIRONMENTAL INITIATIVES



JABAL MOUSSA A HIDDEN TREASURE

Just 50 km from the capital Beirut, stands Jabal Moussa Biosphere Reserve (JM BR), a unique mix of biodiversity and history, located in Mount Lebanon in the Caza of Keserwan between Nahr Ibrahim and Nahr Ad Dahab rivers.

Although it is located in the middle of intense human activities, JM BR remains pristine and rich in biodiversity. Its slopes are covered with dense forests and woodlands of oak, with an undercover of several rare and endemic plant species (727 flora species were identified so far of which 7 are endemic). Threatened and rare mammals such as wolves and rock hyraxes, still thrive in this protected environment (25 species of mammals were identified to date). JM BR was also designated as a Global Important Bird Area (IBA) by BirdLife Intl.

Rich with various archeological and spiritual sites, Jabal Moussa reveals the interdependence of Man and Nature throughout history: ruins of an old village isolated in the mountain; rock carvings of Roman Emperor Hadrian; Roman stairs along the mountain's Southern slope; mystic Adonis Valley as a death site of God Adonis according to Phoenician mythology; Mar Geryes Monastery; and a Cross at the mountain summit.

The natural and cultural heritage of Jabal Moussa became increasingly threatened by extensive illegal quarrying and unsustainable resource exploitation, which drove members of the local communities to establish the Association for the Protection of Jabal Moussa (APJM) in 2007, with the aim to conserve the biodiversity of Jabal Moussa and preserve the cultural heritage of the Mountain and its surrounding villages (Yahchouch, Qehmez, Mchati, Ebreh w Chouwan, Ghbeleh, Jouret el Thermos).

Since its establishment, APJM has recorded many achievements, and acquired new levels of designation for Jabal Moussa. After the Ministry of Agriculture declared the mountain a Protected Forest in 2008, the JM Mountain and surrounding villages were designated UNESCO Biosphere Reserve under the Man and Biosphere program in May 2009, making it the third biosphere reserve in Lebanon. In 2012, JM was declared a Natural Site by the Ministry of Environment.

As part of the MAB program, Jabal Moussa Biosphere Reserve addresses human livelihood improvement and nature conservation through a participatory and adaptive management. Beyond the conservation of the existing natural and cultural heritage, APJM encourages the socio-economic development of the local communities through the creation of income generating and sustainable activities.

THE MORE PEOPLE DISCOVER THE BEAUTY OF THIS VALUABLE MOUNTAIN, THE MORE THEY WILL CARE ABOUT IT AND PROTECT IT!

You can visit APJM website www.jabalmoussa.org
Facebook page "Jabal Moussa Biosphere Reserve"
contact us on info@jabalmoussa.org
Call **09-643464 / 71-944405** for more information on how to book your hiking trip to Jabal Moussa, a national treasure filled with historical and natural wealth.



Thus, the activities initiated by APJM fall into one of the three following categories:

1- Conservation: Studies and scientific research projects; Degraded sites rehabilitation; "Tabsoun Tabsoun" environmental awareness kids' book; Flower and tree guides; 3 local tree nurseries supplying seedlings for reforestation in the area and across Lebanon (APJM enhanced its Mchati and Yahchouch nurseries productivity through the Lebanon Reforestation Initiative introduction of modern planting containers that help grow more robust seedlings with enhanced root structures, the installation of protective greenhouses and more effective irrigation systems...)

2- Socio Economic development: Production and marketing of "Jabal Moussa" food and handcraft products in targeted outlets and exhibitions...

3- Ecotourism: Increasingly popular in Jabal Moussa, and its network is further expanding: trails with signage and panels, packages for guided hikes, trained guides and forest guards, local guesthouses and Bed & Breakfast, leaflets, books, website, Facebook page...



SOLID ROOTS FOR A SUSTAINABLE COMMUNITY

Our aim is creating long-term value for all stakeholders on a socially and environmentally sustainable basis and making a positive contribution to the project's neighborhood and its surrounding vicinity. Waterfront City is proudly going green. We are implementing BREEAM certification (Building Research Establishment Environmental Assessment Method), to ensure that our project complies with the highest standards in terms of environmental efficiency in construction.

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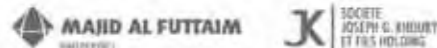
Also, our Business Park will be targeting the LEED certification and will offer green spaces, efficient floor plates, Grade A infrastructure, but most importantly, an inspiring and healthy environment to insure the peace of mind that is vital to a healthy work environment.

Furthermore, in our continuous commitment to corporate social responsibility, Waterfront City launched Waterfront City Cares. This initiative extends from the pledge of Waterfront City to invest 1,000 USD from the sale of each apartment into a fund that is committed to fulfilling the project's responsibility to the community.



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A MAJID AL FUTTAIM COMMUNITY



SPOTLIGHT ON ENVIRONMENTAL INITIATIVES



AT BANQUE LIBANO-FRANÇAISE GREEN BUSINESS IS GOOD BUSINESS!

The multi-year green strategy of Banque Libano-Française (BLF) is based on actively participating in shaping environmental policies both on the local and regional scales, communicating the Bank's vision to the public while raising green awareness among its internal and external stakeholders in addition to developing eco-friendly products and services. Maurice Iskandar, Head of the International Division and Member of the Executive Committee at BLF, highlights the sustainable initiatives accomplished by the Bank.

WHAT WERE THE MAJOR GREEN INITIATIVES YOU ACHIEVED SO FAR?

We were the first institution in the MENA region to launch in 2011 a sustainable energy finance initiative with the International Finance Corporation (IFC), member of the World Bank Group. This ongoing program is providing us with the necessary tools (energy calculators, staff trainings, etc) and know-how to help Lebanese companies use resources more efficiently, enhance the competitiveness of their products and services, improve profitability, while helping protect the environment. Recognizing our operational environmental impacts, we also finalized a Green Building Assessment in 4 of our premises and we will implement the recommendations in order to improve our own environmental footprint.

WERE THERE ANY INTERNAL GREEN INITIATIVES?

We were one of the first banks in Lebanon to implement starting 2009 virtual desktops in all our branches. This set-up reduces 90% of the time the IT Division spends on the maintenance of computers, curtails costs and saves energy. We also started installing in 2009 a highly energy efficient IP telephony, where the equipment is made of environmentally friendly recycled products. In 2011, BLF launched its "Green Ambitions" campaign to reduce paper use and to promote recycling at the Bank premises. Today, we are proud to have recycled over 163 tones of papers, the equivalent of 2769 trees. On the electronic waste level, BLF has already donated 621 items (PCs, printers, phones, ect...) to Beeatoona, a not-for-profit association that works towards a sustainable environment.



www.aljadeed.tv

SPOTLIGHT ON ENVIRONMENTAL INITIATIVES



AT BANQUE LIBANO-FRANÇAISE GREEN BUSINESS IS GOOD BUSINESS!

ARE THERE OTHER COMMERCIAL INITIATIVES YOU ACCOMPLISHED?

In 2011, we signed with Agence Française de Développement (AFD) a line of credit for hospitals amounting to Euro 18 million to finance or refinance loans to private hospitals, with a stated objective to reduce regional imbalances in Lebanon in terms of access to healthcare and to preserve the environment, particularly through the elimination of industrial and hospital waste.

Moreover, in partnership with the UNDP-Lebanon and MasterCard®, we launched in 2011 the Earth Card, a unique card on the Lebanese market. It helps preserve the environment in two ways: one, it is made of eco-friendly material, and two, a percentage of the revenues generated from the card are channeled to environmentally friendly projects in Lebanon through an annual Earth Card Competition. In the first Earth Card Competition in 2012, three winning projects were awarded the BLF – UNDP prizes amounting to USD 40,000: Green Roofs project at the Lebanese Canadian Modern School in Rashaya Alwadi, Energy Saving Technology in Batroun and Intelligent street lighting in Assia Municipality. In January 2013, BLF was awarded by the Minister of the Environment H.E Mr. Nazem Khoury, the National Green Award for the launching of its Earth Card.

In addition, BLF has granted, as at March 2013, more than two thousand interest-free solar water heater loans thus gaining a wide recognition as a proactive and innovative bank.

DO YOU SUPPORT GREEN SOCIAL INITIATIVES?

BLF supports many green initiatives! BLF has for example planted over 5500 trees since 2008, in partnership with Jouzour Loubnan, in several regions in Lebanon. In 2012, BLF also teamed up with the Association for the Protection of Jabal Moussa (APJM), an NGO focusing on the conservation of biodiversity and preservation of the cultural heritage in Jabal Moussa.

For more information about BLF green ambitions, please visit:

www.eblf.com/en/Green_Ambitions



SAMSUNG

Leading the chorus of technology



SPOTLIGHT ON ENVIRONMENTAL INITIATIVES



FAO INVESTMENT CENTRE

I see cranes over construction of tall buildings from my windows. I am in Vietnam, writing this article, while my mind hovers over the beautiful landscapes of Lebanon. It is funny how images of Lebanon frequently pop up in my mind, together with images of forest landscapes of other countries that I have accumulated over the years.

I am a frequent visitor to Vietnam since 1994 and I have been witnessing its rapid economic development for the past 20 years. I am staying on the 8th floor of a small hotel. Surely the landscape and skylines of this war-devastated socialist country have completely changed since my first visit. But the impacts of economic development are also changing rural landscapes. Vietnam is one of the few countries that has increased forest areas.

In 1943, Vietnam had 14.3 million ha of natural forests, covering 43% of the total land area of the country. However, forest area fell rapidly and by 1990 covered just 9.18 million ha or 27.2% of the total land area. Between 1980-1990, Vietnam lost an average of 100,000 ha of forest per year. Since 1995, however, forest area has increased as a result of forest rehabilitation and plantation programs funded by the government and international donors. By the end of 2006, forest area in Vietnam reached 12,874 million ha (38% forest cover), of which 10.41 million ha were natural forests and 2.46 million ha were plantation forests.¹

Costa Rica is another example. Nowadays, Costa Rica is a leader and famous for nature conservation. Many natural forest areas have been conserved as National Parks, and eco-tourism is contributing to economic development of the country. But the country has a long history of deforestation which, by 1983, had seen the disappearance

of 86% of its forests. Costa Rica, now a fairly developed nation, had to go through mass destruction to reach its current state of being a leader of forest conservation. Costa Rica acquired a solid awareness of the value of environmental conservation starting from the late 80s and since then has seen forests beginning to come back.

The clear vision of reversing the deforestation trend and public awareness made the two countries increase their forest cover. Lebanon is now looking in the same direction. The road in front of Lebanon will not be a flat and simple one. It will be difficult compared to these two countries. The reduction of forest restoration costs is the most acute one. In Vietnam, it is tropics and can't be compared simply with the costs of forest restoration in Lebanon. Lebanon needs more time in reducing costs. On the other hand, Lebanon has strong support from its public and from its diasporas, which you don't see in other countries.

When I was working in a developing country, a farmer said to me after my preaching on the importance of trees, "Mr Taka, I can't eat trees." The success of Vietnam and Costa Rica is not in reforestation technology. It is in people. I believe that Lebanon has a lot of potential in restoring its forests because the biggest push for this change is coming from the public. The Food and Agriculture Organization (FAO) of the United Nations is committed to bringing success to the National Reforestation Program (NRP) and to supporting the government and people. We will be looking at all aspects of NRP and forest restoration to make sure it is an achievable and sustainable goal. I am happy that I am a part of this relatively new initiative and will be witnessing a change that has already begun.

TAKAYUKI HAGIWARA
Senior Natural Resources Management Officer
FAO Investment Centre

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BACK TO THE ROOTS

www.erga.com

INTRODUCTION TO FAIR TRADE LEBANON

Fair Trade Lebanon is born out of the will of a few Lebanese to change the lives of the most disadvantaged people in rural Lebanon. Having noticed an under-employed agricultural potential as well as some unique traditional skills in the regions, they chose fair trade as a means of building export opportunities for small producers and for food-processing cooperatives. In 2005, a contact was established with a French importer, Artisanat Sel, who had agreed to accompany our adventure. This initial partnership was, in fact, very decisive for the establishment of the Fair Trade Lebanon association, officially founded in March 2006.

LES OBJECTIFS :

1. FAIR TRADE LEBANON wants to identify the Lebanese regional produces; FAIR TRADE LEBANON wants to contribute to informing all about the richness and the uniqueness of this Soil.
2. FAIR TRADE LEBANON wants to make it possible for everyone –especially for the Lebanese diaspora– to purchase an exceptional product that reminds them of the country, the village, the sun and the Mediterranean.
3. FAIR TRADE LEBANON wants to offer a viable economic model to the farmers and the women's cooperatives in the distant regions.
4. FAIR TRADE LEBANON wants to fight against desertification, rural exodus, poverty, and mostly, against despair.
5. FAIR TRADE LEBANON wants to introduce to the whole world those men and women who struggle hard to promote their ancestral skills, their story.

Today, Fair Trade Lebanon is the leading actor of fair trade in Lebanon. Our goal is to become a unifying network of domestic producers (cooperatives and small family farms) willing to participate in the dynamics of fair trade. For further details: www.fairtradelebanon.org

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