جذور لبنان
jouzourloubnan.org

معًا نزرع غابات الغد
TOGETHER WE PLANT TOMORROW'S FORESTS

ISSUE 06

وين ما دور
بدي إرجع عالجذور

adoptacedar.org

40 million trees...
It seems like a dream!

printed on sustainable paper

adoptacedar.org

1-2 years old
Cedrus libani

$15

15-20cm

80-100cm

8-10 years old
Cedrus libani

$50

The donation fees cover the plantation, nurturing and protection of each planted seedling.
Every tree which does not survive is replaced the following year.

Adopt your cedar tree today!

Get a certificate with the GPS location of your adopted cedar tree!*

Get a personalized tag with your name installed on the location of your adopted cedar tree!

Take a picture with your newly planted cedar tree and watch it grow!

Surprise your friends and loved ones by adopting a cedar tree in their name as a gift!

*** Ask for your customized certificate design for your PERSONAL EVENT**
(wedding, new born baby, birthday, valentine, ...)

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WORD OF THE PRESIDENT

RAOUL NEHMÉ | PRESIDENT JOUZOUR LOUBNAN

Let's adopt a cedar...

The Norwegian parliament pledged that their government's public procurement policy will become deforestation-free after a members of parliament committee recommended imposing regulations to ensure the state did "not contribute to deforestation of the rainforest".
Once again, this action shows the importance of state commitment and action in protecting and developing forests domestically, in their own countries, as well as on a global scale.

Jouzour Loubnan's tripartite commitment to reforestation (the planting of trees, awareness campaigns to protect existing forest and promote reforestation, and the empowerment of local communities) aims to assist the Lebanese Government, through its Ministry of Agriculture, as well as to succeed in the implementation of the 40-Million Tree Program.

40 million trees... It seems like a dream!

Indeed, it is. But all great things start with a dream and with people who want their dreams to become reality. 260.000 trees planted already. "Not enough" some might say, but a great start and all thanks to the support of our donors and supporters.

Our challenge today is to secure more funding to develop further reforestation activities. This is why we have developed our website www.adoptacedar.org to reach each Lebanese person that wishes to participate in the reforestation of their country, for as low as 15$ per Cedrus libani tree, and to reach out to the Lebanese diaspora to give them strong roots in Lebanon's beautiful mountains.

Raoul Nehmé


تراب بلدي

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ABOUT جذور لبنان

Jouzour Loubnan is a NGO established since 2008 (registration number 491) whose mission is to participate in the restoration of Lebanese woodland and promote sustainable forestation mainly in arid regions. Jouzour Loubnan also focuses on empowering local communities to protect, manage, and benefit from the plantation projects and promotes environmental awareness of natural resources amongst younger generations. To date (2016), Jouzour Loubnan has planted irrigated and protected more than 225.000 trees across the Lebanon.

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OUR SUPPORTERS' TESTIMONIALS

AZADEA FOUNDATION

MARWAN MOUKARZEL
President

"It has been a pleasure to work with Jouzour Loubnan for the past 5 years within Azadea Foundations' national plantation campaigns. **The commitment and enthusiasm of JL's team members inspires us all to become part of this humane and responsible long term mission.** With our commitment to protect the environment and increase the space area of greenery in Lebanon we have indeed created an ideal partnership with Jouzour Loubnan providing a 360 approach to our initiative. Our collaborative campaigns helped develop the knowledge of our employees, gave them new technical skills, and resulted in successful planting of 15,000 trees in Lebanon's woodland. Today we are proud with the grounds we established and trust that have contributed to a better future for generations to come."

le charcutier aoun
لو شركوتيه عون

"Since 2007, with the collaboration of Jouzour Loubnan, Le Charcutier Aoun is participating in the restoration of the Lebanese woodland and contributing in increasing the forest area in Lebanon by planting original species to restore degraded high mountain ecosystems and develop wildlife habitats.
Le Charcutier Aoun has become a part of the emerging corporate Green family of the Green Business Initiative. This Green initiative is to inform and enable the business community on ways to become environmentally friendly. Le Charcutier Aoun is committed to contribute towards raising the awareness on Green issues and saving the environment."

MR. NADIM KASSAR
Deputy Chairman and General Manager

"As part of our commitment to preserve our environment, BLC Bank carries out and sponsors numerous initiatives that strive for a more sustainable future by spreading an eco-friendly culture and raising awareness on the importance of walking the green path.
This is why our collaboration with Jouzour Loubnan is one that we hold dear. **Throughout the years, we have worked hand in hand in order to plant change across Lebanon and increase the country's woodland areas.** More than 10452 trees later, we can proudly state that the best is yet to come."

erga

ELIE R. GEBRAYEL
Chairman and CEO

Since 2010 Erga Group has been committed to Jouzour Loubnan's mission. It became our company's tradition to participate yearly as staff members with their families in Jouzour Loubnan's plantation campaigns to **experience this relationship linking us to mother earth. A feeling that can't be described.**

Annually, Erga's staff members wait for this event impatiently, asking constantly about it whenever they feel the time of plantation is getting closer. They always remind us not to forget it. This is how much they are deeply devoted and committed to it. And should the event be canceled or postponed due to unforeseen reasons, it is a disappointment for the whole team. Nowadays, people are occupied and worried about the problems they are facing in their daily routine; so instead they find relief in persuing activities getting them closer to nature. It became their escape and their relaxation therapy.

We are proud of what we are doing with Jouzour Loubnan. And we want other Lebanese companies to take us as an example and follow us in organizing such plantation days with their staff members. It created a special bond between colleagues that were having a strictly business relationship. Seeing themselves next to each other grubbing the soil with their bare hands and putting a small pine or cedar tree from their roots then covering them back with the soil breaks the ice between any two colleagues that never had any conversation before. **It really connects us as human beings together and with our roots as well.**

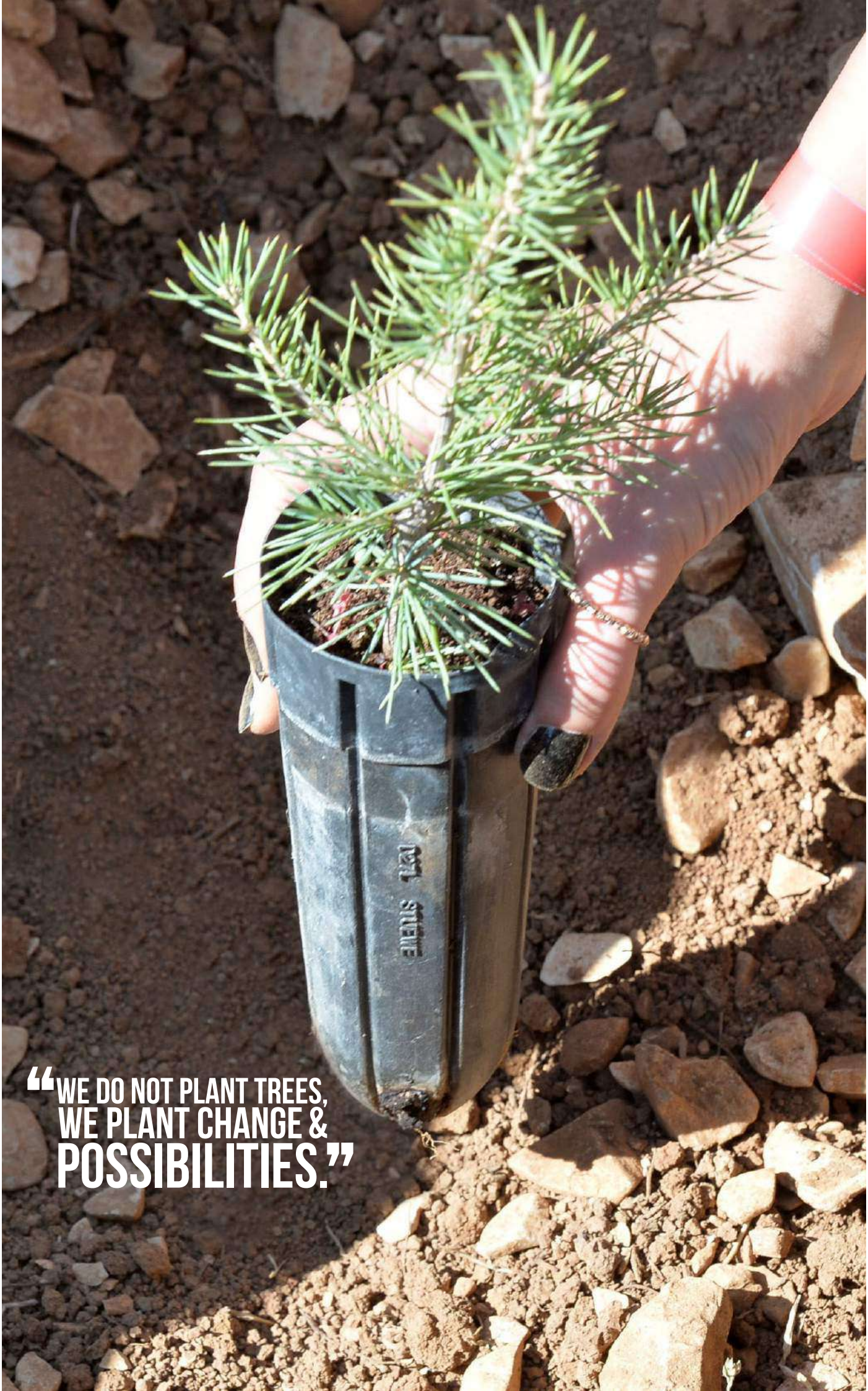
One of the main objectives of Erga's strategy is to promote green culture in its surrounding whether to staff members or clients... We are committed as well with Lebanon Climate Act to minimize our carbon footprint emissions. So this project is covering actions we planned in our strategy and it helps a lot in reducing our CO_2 emissions. It is not only for our sake but it is part of our CSR role, our way of giving back to nature. Despite of being part of Erga's strategy, **it is a big responsibility we feel we owe to our beloved country, Lebanon and the Lebanese society in particular.** We want to play a role in overcoming the global warming and stopping the desertification of Lebanon. We noticed lately the rise of temperature in Lebanon because of the rapid depletion of plant life and the soil degradation.
We consider Jouzour Loubnan as a main partner for Erga and we are at their side to do what is needed to complete the mission we believe in. And together with the good work we can surely succeed.
Let's all work hand in hand for a greener Lebanon.

There is no better future without Corporate

We, at BLC Bank, have adopted Corporate Social Responsibility as one of our core values, where transparency, accountability and ethics lie at the heart of each action we take.

We aim to make a difference in four areas: our Business, our Community, our Environment & our People. We believe in women and their power, SMEs and their potential, green practices and their criticality and our people and their development.

This has led us to become a Bank of reference for sustainable initiatives of which we proudly state our influence on the creation of women empowerment programs in more than forty countries across the globe, our commitment to our employees' advancement, equality and diversity, our head office's retrofit granting us the ARZ-Bronze certification, and our contribution to the UNGC's 2030 Agenda for sustainable development for the wellbeing of our community.



"WE DO NOT PLANT TREES, WE PLANT CHANGE & POSSIBILITIES."

ABOUT AZADEA FOUNDATION:

Founded in 2011, Azadea Foundation is an NGO managed, financed and sponsored exclusively by Azadea Group Board Members and Employees. Its vision is to be the leading regional Foundation in creating and restoring green spaces in cooperation with international non-governmental organizations and governmental agencies.

Azadea Foundation has hosted five plantation days with Jouzour Loubnan to date, planting over 12,000 trees in the woodlands of Lebanon with the help of over 800 employees, their family members and representatives from local Media. In 2016, Azadea was granted an award by Jouzour Loubnan for being one of the biggest local contributors to the Lebanese reforestation initiative.

Aside from spreading awareness on environmental topics and increasing the space area of greenery in Lebanon, Azadea Foundation has also restored the historical 22,000 square meter René Mouawad, Sanayeh Garden in Beirut and is committed to maintaining it till 2024. The Foundation leads on several educational initiatives such as the pioneer Envirothon inter-school competition that has reached over 600 children so far. It also manages a continuous recycling program across 80 AZADEA stores in Lebanon. All the proceeds of the program go to benefit people with disabilities in collaboration with Arc En Ciel.

ZADEA
FOUNDATION

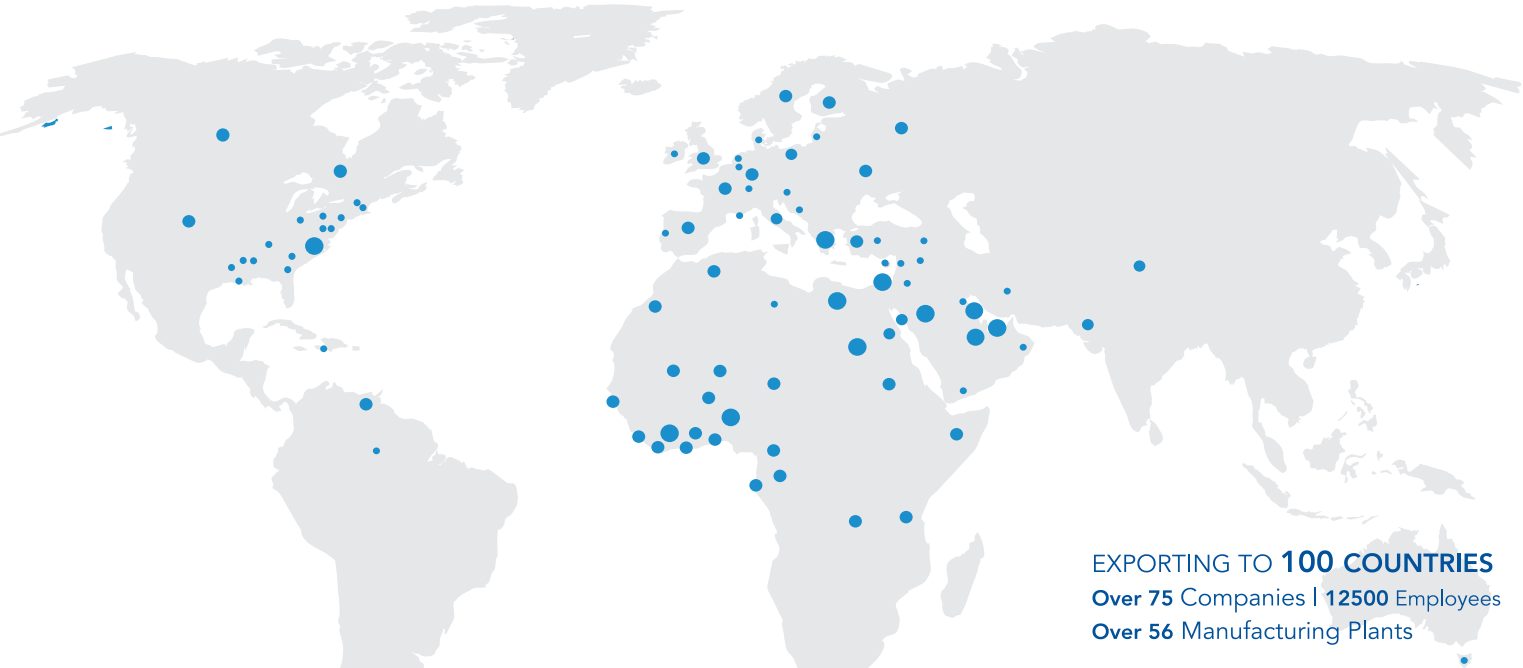
AZADEA FOUNDATION WWW.AZADEA.COM/AZADEAFOUNDATION

INDEVCO

Industrial Development & Consultancy Services

MANUFACTURERS OF

FLEXIBLE AND CORRUGATED PACKAGING, PAPER, AND CONSUMER PRODUCTS

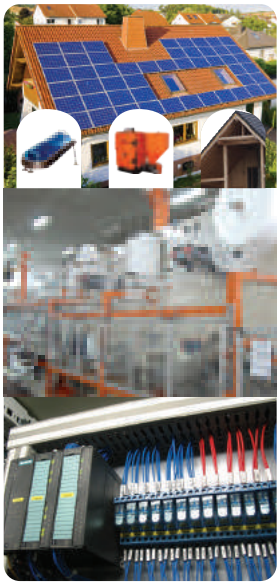


EXPORTING TO **100 COUNTRIES**

Over 75 Companies | **12500** Employees

Over 56 Manufacturing Plants

For over 60 years, INDEVCO has diversified itself to operate globally in worldwide markets, giving rise to **"A Local Multinational from the Middle East."** We are a multicultural organization reflecting our founder's vision: **"What is good for the community is good for the company."**



IFP | Indevco Flexible Packaging
Division of INDEVCO Group

IPM INDEVCO PAPER MAKING
Division of INDEVCO Group

ICP | Indevco Consumer Products
Division of INDEVCO Group

INDEVCO PAPER CONTAINERS
Division of INDEVCO Group

PHOENIX
Member of INDEVCO Group

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Tel: +961 9 209 112
Fax: +961 9 235 736 Ext. 3256

info@indevcogroup.com
www.indevcogroup.com

MEET THE TEAM

RAOUL NEHMÉ | PRESIDENT
Profession: Chairman of the Executive Committee, AstroBank
Education: Ecole Polytechnique de Paris & Ecole des Mines de Paris

MAGDA BOU DAGHER KHARRAT | VICE PRESIDENT
Profession: Head of Life & Earth department, Faculty of Sciences, Université Saint Joseph
Education: PhD in plant molecular biology, Université Pierre et Marie Curie, HDR, Université Paris -Sud

HANI HOYEK | ACCOUNTING
Profession: Business Development, BLC Bank
Education: Grande Ecole de Commerce EM Lyon

HIBA ABOULHOSN | COMMUNICATION & MEDIA
Profession: Communication and PR Consultant, Partner, 'Keep it simple' communications agency
Education: Masters in Communication, Edinburgh University

RAMI KOZHAYA | PROJECT MANAGEMENT
Profession: Alternative Delivery Channels - Bank Audi
Education: MBA - Management of Financial institutions, USJ - Sorbonne - Paris Dauphine

JOELLE SAAB | COMMITTEE MEMBER
Profession: CSR project executive, Arabia CSR Network UAE
Education: Masters in Environmental Sciences & Management, Université Saint Joseph

TONY CHAHINE | SITE CONTROLLER
Profession: Site Controller, Jouzour Loubnan
Education: MS Agricultural Engineering, Lebanese University

RIDA BOUTROS | PROJECT COORDINATOR
Profession: Project Coordinator, Jouzour Loubnan
Education: Masters in Biodiversity: Management and Conservation of Natural Resources

RIAD MOUAWAD | ART DIRECTOR
Profession: Creative Director & Partner, BlackInk - visual communication
Education: Notre Dame University, Graphic Design

FARID MAALOUF | ENGINEER CONSULTANT
Profession: OTV, Execution Director
Education: Civil Engineer, ESIB

CHARLES EL HAGE | MEMBER
Profession: Retired as Senior Vice-president with Booz & Company
Education: Masters of Science in Industrial Engineering & Bachelor Industrial Management, Purdue University, Indiana, USA

FREDERIC KHALIL | MEMBER
Profession: Partner, BEAR
Education: MBA, Université St Joseph & Paris Dauphine

GHADA ZEAITER | TREASURER

FADI NASSIF | GENERAL SECRETARY

JOUZOUR LOUBNAN'S **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 reforestation are tremendous.

The success of our reforestation campaigns resides in our commitment to ensure the appropriate irrigation, nurturing, 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.

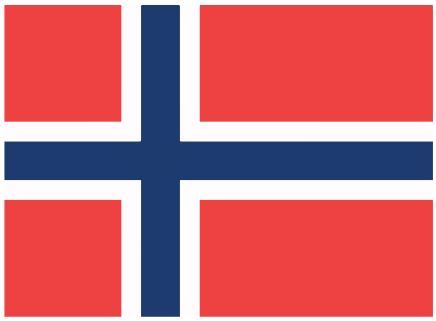
PROMOTE ENVIRONMENTAL AWARENESS

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

FOR MORE INFO PLEASE VISIT OUR WEBSITE:
WWW.JOUZOURLOUBNAN.ORG
OR CALL US ON 71 124000

NORWAY SUPPORTS A FOREST SEED CENTER IN TAL AMARA

Forrest seed center in Tal Amara: Norwegian Ambassador to Lebanon, Lene Lind, visits the site of the new center, guided by Dr. Michel Afram, General Director Lebanese Center for Agricultural Research (LARI). The National Center for Forest Seeds will be located at the LARI facility in Tal Amara.



NEW NATIONAL CENTER FOR FOREST SEEDS TO BE OPENED IN BEKAA

Seeds provide the raw material for all tree planting. A new national forest seed center is being built in Tal Amara with the support of Norway. The center will increase and improve forest seed preservation in Lebanon.

The Ministry of Agriculture in Lebanon and the United Nations Food and Agriculture Organization (FAO) and launched a project entitled 'National Center for Forest Seeds of Lebanon'. The aim is to cover more areas in Lebanon by forests. Many areas are suffering from illegal logging, fires, urban expansion and quarries, resulting in forest losses equivalent to 35 per cent forest coverage.

The National Seed Center will be built at the Lebanese Agricultural Research Institute's (LARI) facilities in Tal Amara. The project will put in place effective mechanisms to monitor seed quality and trace the source of the seed. It will also improve storing processes and the planting and production phases. FAO will support the Ministry of Agriculture and the Lebanese Agricultural Research Institution (LARI) in training specialized and technical cadres, both in Lebanon and through a study visit abroad to increase technical expertise in the field of forest seed management. The project has an estimated budget of roughly USD 370 000, and is funded by Norway.

NORWAY BECOMES WORLD'S FIRST COUNTRY TO BAN DEFORESTATION

Norway has become the first country to ban deforestation. The Norwegian Parliament pledged May 26 that the government's public procurement policy will be deforestation-free.

Any product that contributes to deforestation will not be used in the Scandinavian country. The pledge was recommended by Norwegian Parliament's Standing Committee on Energy and Environment as part of the Action Plan on Nature Diversity. Rainforest Foundation Norway was the main lobbying power behind this recommendation and has worked for years to bring the pledge to existence.

The Case for Deforestation Bans

Forests cover 31 percent of the land on Earth. They are the planet›s figurative lungs, producing oxygen and removing carbon dioxide from the atmosphere. Forests also provide homes to people and much of the world›s wildlife.

There are 1.6 million people who rely on forests for food, fresh water, clothing, medicine and shelter, according to the World Wildlife Fund. But people also see forests as an obstacle they must remove. Around 46,000 to 58,000 square miles of forest are lost each year—a rate equal to 48 football fields every minute.

Deforestation is estimated to contribute around 15 percent of all greenhouse gas emissions. Not only does deforestation contribute to climate change, it can also disrupt livelihoods and natural cycles, the World Wildlife Fund said. Removal of trees can disrupt the water cycle of the region, resulting in changes in precipitation and river flow, and contribute to erosion.

Source: https://www.ecowatch.com/norway-becomes-worlds-first-country-to-ban-deforestation-1891166989.html

Photo credit: World Wildlife Fund

INCREASE THE **WOODLAND AREA**

JOUZOUR LOUBNAN **ACHIEVEMENTS**

SINCE 2008, WE HAVE...

PLANTED 260,000 TREES

FROM 30 NATIVE SPECIES

ON MORE THAN 3 MILLION SQUARE METERS, I.E. 300 HECTARES,

IN 23 DIFFERENT REGIONS OF LEBANON,

ORGANISED AWARENESS SESSIONS AND WORKSHOPS

TO SCHOOL AND UNIVERSITY STUDENTS, SCOUTS, YOUTH CLUBS, CIVIL DEFENSE, MUNICIPALITY MEMBERS

PARTICIPATED AND NETWORKED

IN FAIRS AND EXHIBITIONS,

LOCAL AND INTERNATIONAL WORKSHOPS AND SEMINARS,

LOCAL TV AND RADIO PROGRAMMES

DESIGNED AND LAUNCHED 6 NATIONAL AWARENESS CAMPAIGNS

6 ANNUAL MAGAZINES,

6 SUCCESSFUL FUNDRAISING DINNERS

INITIATED GREEN PROGRAMMES FOR

REAL ESTATE DEVELOPERS,

CAR DEALERS,

CORPORATE SOCIAL RESPOSIBILITY INITIATIVES,

ONLINE CEDAR ADOPTION

ALL OF THIS WAS MADE POSSIBLE THANKS TO 14 JOUZOUR LOUBNAN DEDICATED MEMBERS AND HUNDREDS OF DONORS, SUPPORTERS AND FRIENDS OF JOUZOUR LOUBNAN

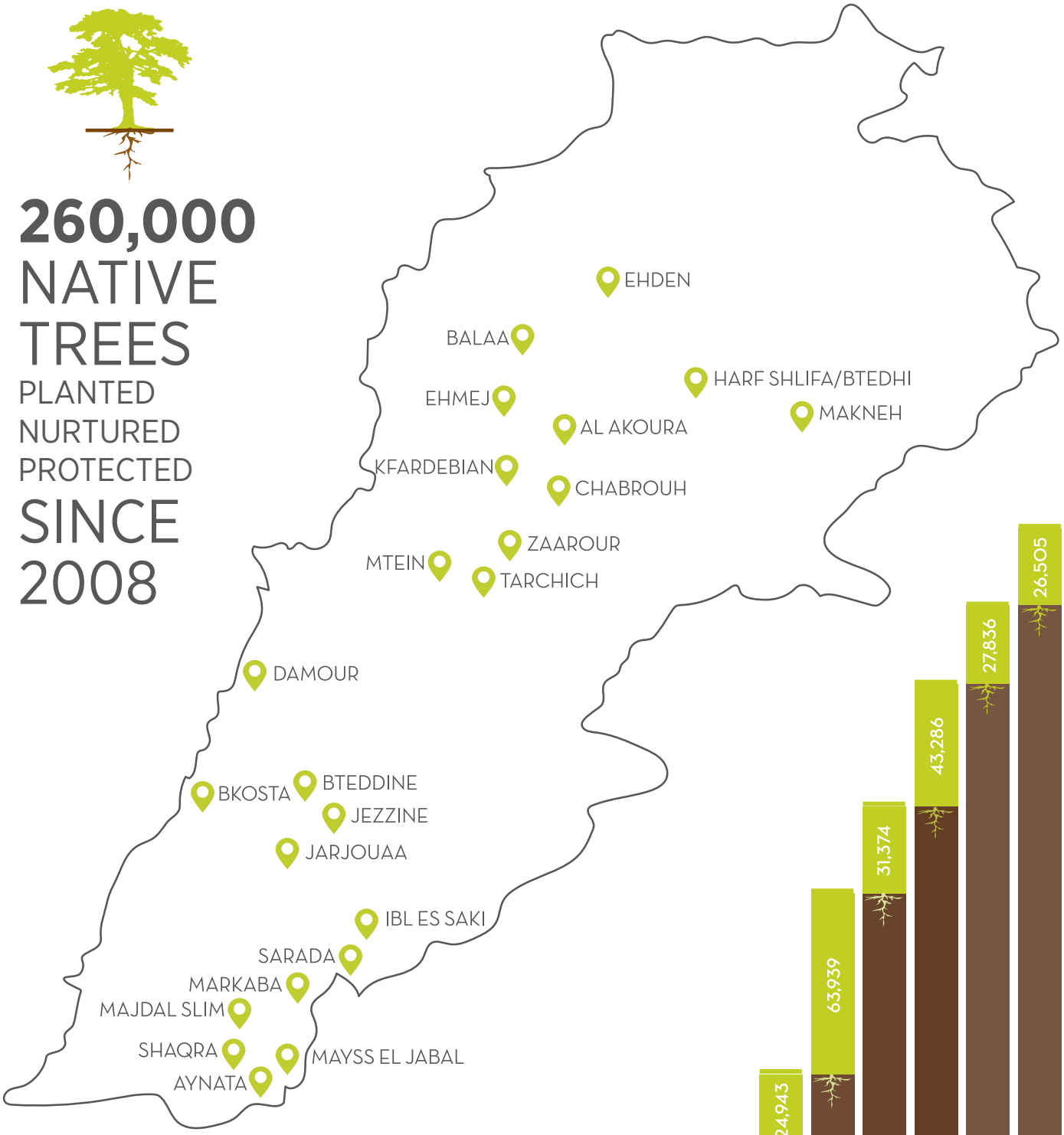
Site	Seedliongs Planted
Kfardebian	142,504
Jezzine	35,172
Harf shlifa & btedii	26,950
Ebl El Saki, Marjeyoun	13,865
Ehmej, Mount Lebanon	10,300
Aynata, South Lebanon	10,099
Chabrouh, Keserwan	7,874
Ehden, North Lebanon	5,600
Zaarour	2,800
Damour	2,500

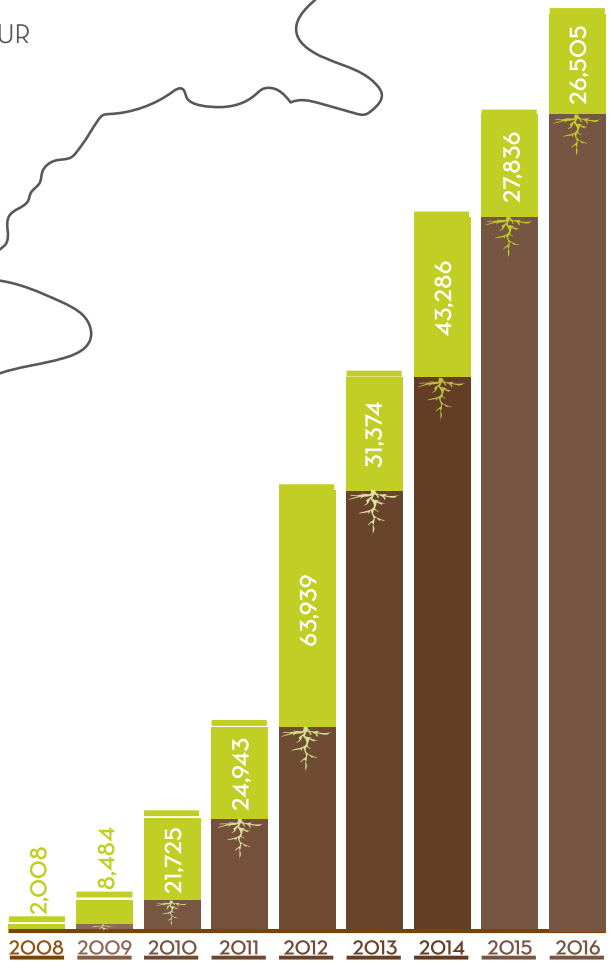
Site	Seedliongs Planted
Bteddine, South Lebanon	500
Tarchich, Zahle Road	418
Al-Akoura, Mount Lebanon	300
Mayss El Jabal, Nabatiyeh	300
Markaba	275
Majdal Slim, South Lebanon	200
Shaqra, Nabatiyeh	200
Balaa, Tannourine	100
Bkosta, Saida	60
Mtein, Mount Lebanon	41

TOTAL OF SEEDLINGS PLANTED SINCE 2008	260,058

EXPLORE OUR **PLANTATION SITES**

260,000
NATIVE
TREES
PLANTED
NURTURED
PROTECTED
SINCE
2008





NUMBER OF SEEDLINGS PLANTED PER YEAR







PLANTATION METHODOLOGY OPTIMIZATION

Throughout the tremendous efforts of reforestation in Lebanon, aimed at restoring and increasing its native biodiversity and green landscapes, Jouzour Loubnan has been eager to explore, adopt, and adapt advanced and innovative plantation techniques to Lebanon, with the ultimate purpose of providing sustainable reforestation at a reasonable cost. Despite its small size, Lebanon boasts some of the region's most diverse ecosystems, due in-part to its unique mountain landscapes, with extreme variability in climate and soil conditions. While this diversity places Lebanon at the core of the largest biodiversity hotspot in the world, countless unmanaged and unsustainable exploitation of the natural resources (i.e. socio-economic, grazing, deforestation, wildfire, urbanisation...) put extreme pressure on the Lebanese woodland. Along with the noticeable impacts of climate change, reforestation efforts in Lebanon face serious threats and constraints which hinder the success and sustainability of this restoration project.

In this context, Jouzour Loubnan's reforestation strategy is targeted toward optimizing plantation methodologies to overcome the burdening threats on the ground. The individual fence has been one of the most successfully adopted techniques, recording considerable achievements over the tested sites since 2013. The individual fencing technique designed by Jouzour Loubnan protects every planted seedling from any anthropogenic, natural, and climatic threat – except for human depredation.

Two types of fence have been tested during the past 4 years: the small fence – used for early planting stages, and the big fence – used for later planting stages.

The small fence (Picture 1) protects the one-year-old seedlings from grazing and wild animals. Other benefits have also been recorded during the experimentation phase, using rocks and gravels around the fence, to firmly hold the seedling in the soil (Picture 2): Those rocks, big enough to reach the level of the seedling's green part, protect the plants from severe climatic threats, providing shade to shield the seedling from direct sunlight in the summer and shelter to protect it from frost and winds in autumn and winter. Moreover, the rocks around the seedling act as a trap for humidity at night and prevent weeds from growing around the seedling and using up valuable water and nutrient resources in the ground.

After 2 to 4 years, once the seedlings outgrow the small fence, we move to the second phase of installing the big fence (Picture 3). The small fence can then be reused for another one-year seedling. The big fence is more complex, consisting of a rounded mesh wire fixed deeply in the ground with 3 iron rods. It requires more material, time and labour than the small fence, and is harder to relocate to other sites.

Undoubtedly, this fencing technique is of great importance as it efficiently protects the planted trees from all natural threats – except for human depredation with ATVs, SkiDoos and 4X4.

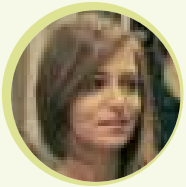
Another bonus is that this fencing technique allows us to forego irrigation and is a successful example of financial efficiency: It recorded similar survival rates (once forest fire and uncontrolled grazing have been taken into account) to fully-fenced sites with drip-irrigation techniques.

Nevertheless, monitoring programs should be applied over a period of 10 years – the time needed for a seedling to establish itself in the soil and survive the innumerable threats. Thus, success in reforestation activities, especially in Lebanon's context, does not rely on the sole efficiency of plantation methodologies, it also relies on continuous and close monitoring.

OUR VOLUNTEERS' TESTIMONIALS

DAVID NOURALLAH

Working with Jouzour Loubnan was a great experience! The working environment is positive and the team is very friendly. It was a privilege to be a part of their vision and plant cedars and hope for future generations in the mountains of Lebanon.



MAIA HAMDOUN

Tree planting with Jouzour Loubnan was an opportunity for me to see how as individuals we are able to preserve our nature and provide a healthy and protected environment, as well as increasing biodiversity in the area. It was my first time to volunteer this past fall, I am glad to be part of this wonderful and green campaign.

PERLA FARHAT

I volunteered as a field supervisor during the plantation season 2016 with Jouzour Loubnan. It was one of the best experiences in my life. Despite the stress-free atmosphere that you reach when you plant trees, sharing with lots of people the expertise and the knowledge on the right way to plant a tree has a special taste!! I learned a lot from this experience, one of the best things I have ever learned is to deal with many people with quite different personalities and to know how to plant in them the love and the respect for nature. In my turn, I encourage many of you to live this experience even if you didn't plant a tree before!! Experts from Jouzour Loubnan will give you the knowledge and you will transfer it to many others. Be one of the fighters towards a greener Lebanon!

MANSOUR ASSAF

I went on more than 6 or 7 reforestation campaigns with Jouzour Loubnan last year, helping and guiding people on the correct methods of planting and caring for the baby trees that were under our care. And I loved the whole experience, seeing people helping each other, while at the same time helping Lebanon's nature by making it more green and healthy. So a big thank you to Jouzour Loubnan and to everything they are doing.

STEPHANIE SLEILATI

The past Fall, I have had the great opportunity to assist Jouzour Loubnan at planting trees in Kfardebian, and what an amazing experience it was. I learned that seedlings, like humans, need to be nurtured and dealt with care, so that they may grow to become strong trees with fierce roots able to withstand the powers of nature. It has truly been an honor to volunteer with Jouzour.

JEZZINE
REFORESTATION PROJECT YEAR 2

co-funded by
the European Union

This project is executed in partnership with the Ministry of Agriculture (MoA) within the framework of the 40 million-tree program, under the EU Agriculture and Rural Development Program (ARDP), and is financed by the European Union and Jouzour Loubnan.

After two years of hardworking and reliable commitment from the local community in Jezzine and from volunteers and supporters, Jouzour Loubnan has the pleasure of announcing the plantation of the remaining parcel of Jezzine plantation site with 17,670 seedlings from 18 different native and local species:

Ostrya carpinifolia, Abies cilicica, Fraxinus ornus, Cupressus sempervirens, Pistacia palaestina, Prunus ursina, Crataegus azarolus, Crataegus monogyna, Acer tauriculum, Styrax officinalis, Pyrus syriaca, Amygdalus orientalis, Cedrus libani, Sorbus torminalis, Juniperus excelsa, Sorbus flabellifolia, Cercis siliquastrum, Pinus brutia

IBL ES SAKI PLANTATION SITE

Situated on an upper hill, sightseeing for the caza of Marjehyoun and Hasbaya, our plantation site at Ibl Es Saki is one of the most precious parts of the country. Not only is it a UNESCO world heritage site, it is also preserved for migrating birds.

Ibl Es Saki is 800 meters above sea level in the southern region of Lebanon, overlooking 'Sahel el Khyam and Marjehyoun". It is rich in its biodiversity and there are many plant species to be found: *anemone, anthemis, centaurea, papaver,* and native trees as stone pine, carob, oak, and juda. We, at Jouzour Loubnan, encouraged the municipality to preserve and maintain the existing eco-system by planting more than 10,000 trees such as stone pine, wild pine, carob, oak, cypress and laurel, and by protecting the pine forest which currently spreads over 34 hectares.

Number of seedlings planted: 13,500

Land surface: 20 hectares

Start of plantation: 2012

End of plantation: Ongoing project

KFARDEBIANE
PLANTATION SITE

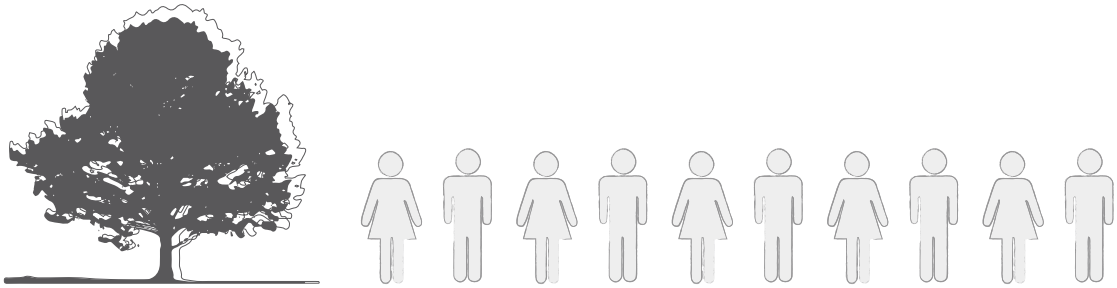
The Kfardebiane planting sites are growing in 3 different locations (near Jonction ski slope, near Warde and near La Cabane) along the road leading from Kfardebiane-Mzaar to the neighboring village of Aakoura, on rocky hills which fluctuate between 2000 to 2050m altitude. The site is rocky and suitable only for *Cedrus libani* and *Juniperus excelsa*. It is next to a ski resort on a popular ATV route, in a highly touristic location. This area is also frequently used for bird hunting and hiking.

Fencing was required to protect the seedlings from grazing and other outdoor activities that might harm the seedlings. More than 142,000 seedlings of *Cedrus libani* and *Juniperus excelsa* have been planted, fenced, protected, and irrigated.

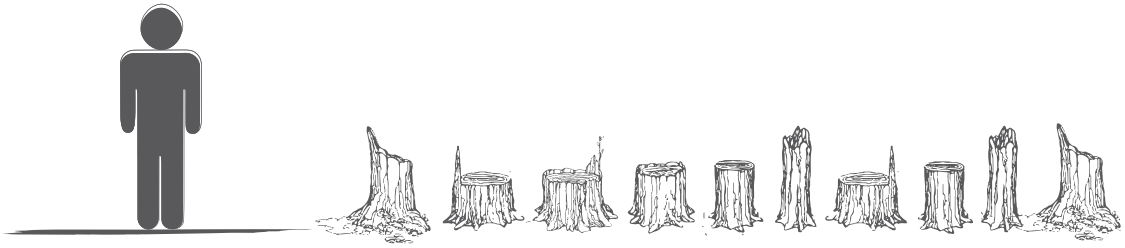
ZAAROUR PLANTATION SITE

The Zaarour reforestation site is situated on the highest mountain in the Mount Lebanon governorate, on a steep slope between 1600 and 1700m above sea level.
The site is a part of the Zaarour ski club area were 2,800 seedlings of *Cedrus libani* were planted over an area of 10 hectares.

A drip irrigation system has been installed for the cedar seedlings to ensure their survival and, each year in the fall, a plantation campaign with different companies and schools join Jouzour Loubnan team to plant a new generation of cedars, increasing the area of Lebanese forest.



ONE TREE PRODUCES AS MUCH OXYGEN AS **TEN PEOPLE** INHALE IN ONE YEAR



ONE PERSON CAN KILL AS MUCH AS **TEN TREES** IN LESS THAN ONE DAY

STOP DEFORESTATION

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CEDARS BOX : Adoption Kit **CEDARS BOX : Ready to Plant**

Thanks to the "CEDARS BOX", *(a concept developed by Clement Tannouri)*, **contributing to the preservation of the Cedar of Lebanon and the reforestation of the country's largest natural heritage, is now Simpler than Ever. Indeed, "CEDARS BOX" gives you the opportunity to adopt a Cedar Tree, give it a Life and a Land on which it can grow so that in turn, it becomes a witness to our existence and history.**

No need to have a green thumb or to climb mountains. In fact, it is the association "Jouzour Loubnan" that will plant the Cedar Tree that you will be adopting. And since the adoption is done online, all it requires is a simple click. "CEDARS BOX" is a generous gesture that is rich in meanings and importance and is within everyone's reach.

For more info: info@cedarsbox.com

Clement Tannouri

CLEMENT **TANNOURI**
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www.**clementtannouri**.com

CORPORATE SOCIAL RESPONSIBILITY

We are all concerned by the fast reduction of native woodland areas in Lebanon, but each of us can contribute to the reforestation effort as individuals. First and foremost you can help our mission and support our activities by contributing financially or by taking part in our fundraising annual gala dinner. Besides donations, you can join our CSR and green programs to help us save Lebanon's forests and green spaces.

ARE YOU A PRIVATE COMPANY AND WANT TO REDUCE YOUR ENVIRONMENTAL FOOTPRINT?

You can organise a planting campaign for the employees of your company and their families or even your clients or suppliers. These corporate events have been extremely well received by our generous supporting partners to date. Typically, the group arrives on site in the morning and after a short training session, the planting campaign begins under the supervision of the Jouzour Loubnan team workers. It lasts for 2 to 3 hours after which, tired but happy, they can enjoy a corporate lunch (some companies have even organised award ceremonies after the plantation campaign). **It is an exciting team-building activity which also raises awareness about the importance of protecting and increasing our woodland heritage.**

GREEN PROGRAMS

ARE YOU IN A REAL ESTATE DEVELOPER?

You can join Jouzour Loubnan Real Estate Reforestation Program: "1m² of newly created forest for each m² built" for a marginal cost of 1$/m² that can be offered with the new house owner. This program allows you to promote an environmental awareness image and can be used in all of your marketing and sales strategies 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. It's ultimately free advertising in our annual magazine.

ARE YOU A CAR DEALER / CAR RE-SELLER?

You can join Jouzour Loubnan Car Dealers Reforestation Program, "One tree planted for each new car sold" is our motto. Practically this will range from $10 to $50 per car sold (depending on the horsepower) which covers the cost of up to 5 trees, including 3-year irrigation, maintenance and guardianship. This program allows you to promote an environmental awareness image and can be used in all of your marketing and sales strategies and promotional materials. A sticker will be co-designed and put on each car sold in order to promote this program and your project will be referenced in all of our publications, on our website and our social networks. Think of it as free advertising in our annual magazine.

ARE YOU A MEDIA, PR OR ADVERTISING COMPANY?

You can support our cause by offering us free ad spaces for our annual awareness campaigns or by covering our activities and spreading the news to the public via different media portals.
Are you socially or politically active or a key opinion leader? You may assist in the political awakening of the Lebanese Government and its commitment to implement a serious plan in the regulatory field in the application of the law, in the protection and development of our woodland heritage.

PLANT WITH A SCIENTIFIC BACKGROUND


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light

ENTER OUR LABORATORY

Université Saint-Joseph de Beyrouth
Faculté des sciences

Jouzour Loubnan in partnership with Saint Joseph University

CONTEXT

The regeneration and management of woodland areas in the Mediterranean needs particular attention as plant cover is essential for mitigating the desertification process.
Reforestation 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 concerning with regards to shrubs and minor hardwood which are hard to grow and make up the greater part of the Mediterranean woodland flora.

Beside cedars and junipers, many other trees of economic and ecological interest grow in our Lebanese mountains. Restoring these ecosystems requires the use of dozens of plant species to rebuild strong and resilient ecosystems. Recent international research results highlight the positive effects of biodiversity.

Unfortunately, there are only 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 but also a powerful tool to combat desertification and enhance biodiversity.

In this context, Jouzour Loubnan took the initiative in 2009 of creating the LABORATORY FOR SEED GERMINATION AND CONSERVATION (LSCG) in partnership with the Faculty of Sciences at Saint Joseph University.

Our Laboratory is located at the Campus of Science and Technology (CST) of Saint Joseph University (USJ), Mar Roukoz, under the direction of Prof. Magda Bou Dagher Kharrat.

The laboratory and its activities are funded by Jouzour Loubnan in addition to external funding, which have contributed to the new laboratory equipment, in order to optimize the germination protocols of endemic species:

- **EcoplantMed** - ECOlogical use of native PLANTs for environmental restoration and sustainable development in the MEDiterranean region.
- **ENPI CBCMED** - cross-border cooperation in the Mediterranean.
- **CEPF** - Critical Ecosystem Partnership Fund.

ACHIEVEMENTS

To date, 246 taxa and 703 accessions of native species were collected in the wild, in accordance with predefined scientific protocol to respect a minimal number of plants and a minimum distance between contributing plants.

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

PLANT WITH A SCIENTIFIC BACKGROUND

- **Seeds** were then cleaned, measured, weighed, dried, and stored at 4°C. Germination protocols were defined for 50 different species.
- **More than 1,000 small seedlings,** grown in our germination room and belonging to different native species, were transferred to a nursery in Bejjeh, Jbeil to be used in our future campaigns in this region.
- **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 were collected and stocked for ex-situ conservation as well as for a future botanical garden collection.

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Growing seeds with IT Innovation

JOUZOUR LOUBNAN **LABORATORY EXPANSION**

Jouzour Loubnan's prerogative is to promote the use of native species in ecosystem restoration projects. Jouzour Loubnan took the initiative of creating the Laboratory for Seed Germination and Conservation (LSGC) dedicated to this purpose.

Since 2008, the laboratory has played a major role in seed conservation and germination in Lebanon with the optimization and development of germination protocols for different species. Plantlets issued from seeds germinated in the laboratory, are withdrawn from the ex-situ situation, hardened in the most suitable way according to species and planted in different ecosystems across Lebanon.

Jouzour Loubnan relies on external funds to develop our research activities. Since 2013, three main projects contributed to the Jouzour Loubnan laboratory:

- **The project ECOPLANTMED: "ECOlogical use of native PLANTs for environmental restoration and sustainable development in the MEDiterranean region" is co-financed by the European Union through the ENPI CBC Mediterranean Sea Basin Program.**
- **"The determination of important plant area and creation of three micro reserves" is funded by the critical ecosystem partnership fund.**

The laboratory was innovated and expanded in 2015 as to meet the requirements of a seed bank. The 90 sqm laboratory includes all the facilities and equipment needed to perform its duties: cold chamber, phytotronic chamber, germination ecophysiology chamber, cleaning and equipment room, and a post maturation room.

To this day, the seed bank has processed more than 26 million seeds for 300 different taxa with around 700 accessions.

Optimized germination protocols are available to the public through **http://www.Lebanon-flora.org**

محمية المتروبوليت
جاورجيوس الحداد
لنبتة السوسن النادرة

SARADA
THE FIRST NATURAL RESERVE TO BE DECLARED ON WAQF LAND IN LEBANON

The concept of a "plant micro reserve" has been introduced in Lebanon. The first impressions were detailed in the previous issue of the magazine and resulted in the inauguration of Al Dichar protected area in Ehmej.

Iris bismarckiana, another endemic species of the southeast Mediterranean region, was found on land belonging to the Catholic church in Sarada. Discussions with the religious dignitaries of the Melkite Catholic Church led to the declaration of a 100 ha natural reserve for the protection of the rare Iris bismarckiana.

An official demand has now been delivered to the Ministry of Environment to seek legal protection and natural reserve status for this 100 ha area in Sarada-Marjayoun.

The reserve is named "Metropolitan Geawargios Haddad Natural Reserve" after the incumbent archbishop who was convinced and supportive of the necessity to preserve the habitat of this amazing plant and the many other species growing in this area.

JOUZOUR LOUBNAN SEED BANK JOINS THE GENMEDA NETWORK

Sharing a common heritage of flora and fauna, having a geographical area with a similar landscape, and facing a similar set of challenges concerning the destruction of the natural environment, Jouzour Loubnan seed germination and conservation laboratory (LSGC) joined in 2016 the GENMEDA network. The GENMEDA network is a platform that brings together 16 different seed banks to focus on the conservation of wild plant species around the Mediterranean basin. GENMEDA mainly deals with the preservation of plant germplasm in seedbanks, the restoration of wild plant populations, and the study of the effect of climate change on the Mediterranean plant communities.

IUCN-SSC CONIFER SPECIALIST GROUP

MEMBER OF THE CONIFER SPECIALIST GROUP AND THE SPECIES SURVIVAL COMMISSION

SSC
Species Survival Commission

Prof. Magda BOU DAGHER KHARRAT, Jouzour Loubnan vice-president, was nominated as a member of the Conifer Specialist Group and member of the Species Survival Commission (SSC), the largest of the six volunteer commissions of IUCN – The International Union for the Conservation of Nature.

The SSC is a global network of scientists, field biologists, and other professionals, all committed to the important work of biodiversity conservation. By combining a broad range of skills and insights, SSC is uniquely placed to identify and promote the necessary actions to stem the loss of the world's biological diversity.

As a member of the Conifer Specialist Group, Prof. Dr. Kharrat will be asked to contribute research to conservation documents such as the assessment of conifers for The IUCN Red List of Threatened Species.

SUSTAINABLE RESTORATION OF MEDITERRANEAN FORESTS:

ANALYSIS AND PERSPECTIVE WITHIN THE CONTEXT OF BIOBASED ECONOMY DEVELOPMENT UNDER GLOBAL CHANGES

PALERMO 19-21 APRIL, 2017

The high ecological value of some Mediterranean forest and wooded areas results from the interaction between natural and human factors, and following a complex dynamic. The abandonment of traditional agro-forestry-pastoral uses may give way to a natural dynamic that turns formerly anthropised areas into forests in spontaneous evolution, over time.

The MEDFORVAL project is financed by MAVA Foundation for Nature and is managed by AIFM (International Association for Mediterranean Forests) as part of the Collaborative Partnership on Mediterranean Forests (CPMF) and the Strategic Framework on Mediterranean Forests (CGFS). It aims to create collaboration between practitioners and policy makers from different countries and sectors of the Mediterranean on concrete measures to protect, manage and restore the ecological values of their respective sites, through networking.

Since 2016, Prof. Magda BOU DAGHER KHARRAT, vice–president of Jouzour Loubnan, has been acting as president of MEDFORVAL scientific committee. She participated in the international conference on "Sustainable restoration of Mediterranean forests: analysis and perspective within the context of biobased economy development under global changes" held in PALERMO 19-21 APRIL, 2017.

Her presentation features experiences on ecological restoration shared by MEDFORVAL network members.

Challenges encountered in different ecological restorations of Mediterranean forests projects were also discussed. Some thoughtful scientific questions were raised, aiming to economically and technically optimize the restoration outcomes. The following subjects are nowadays under exploration:

How to explore and restore below-ground biodiversity; promoting the use of native species; clarifying the effect of nurse-plants and their "facilitation" role; how to select the appropriate genetic resources to be used for reforestation; evaluating the effect of fencing on restored site biodiversity; deciphering the effect of animal wildlife on the long-term sustainability of the restored forests.

https://www.palermocongress2017.com/


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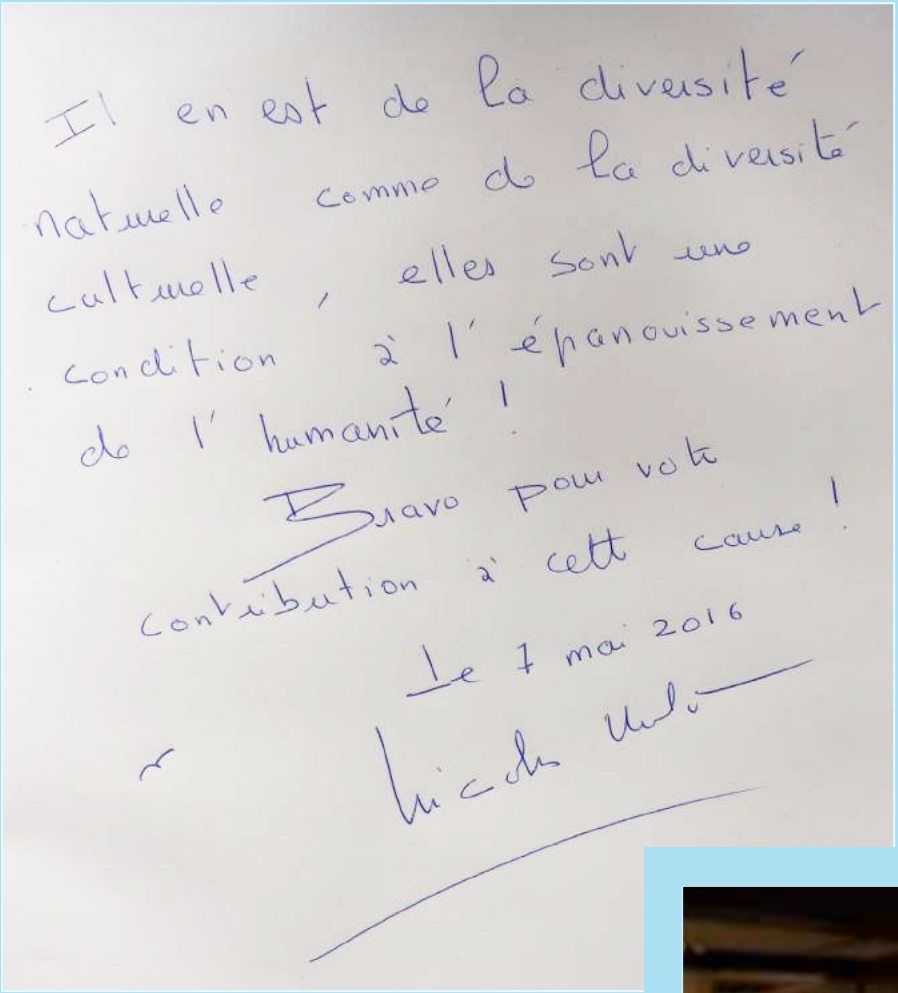
PROMOTE ENVIRONMENTAL AWARENESS



Il en est de la diversité naturelle comme de la diversité culturelle, elles sont une condition à l'épanouissement de l'humanité !

Bravo pour votre contribution à cette cause !

Le 7 mai 2016

Nicolas Hulot

GREEN ACTIVIST HULOT

FRENCH ECOLOGY MINISTER VALUES MEDITERRANEAN FORESTS NETWORK

Green activist **Nicolas Hulot** was appointed as the **minister responsible for environment and energy in the new French government.**

Nicolas Hulot honored Jouzour Loubnan by his presence in their fundraising Gala dinner event held on May 2016 at Le Bristol.

SEED CONSERVATION TRAINING

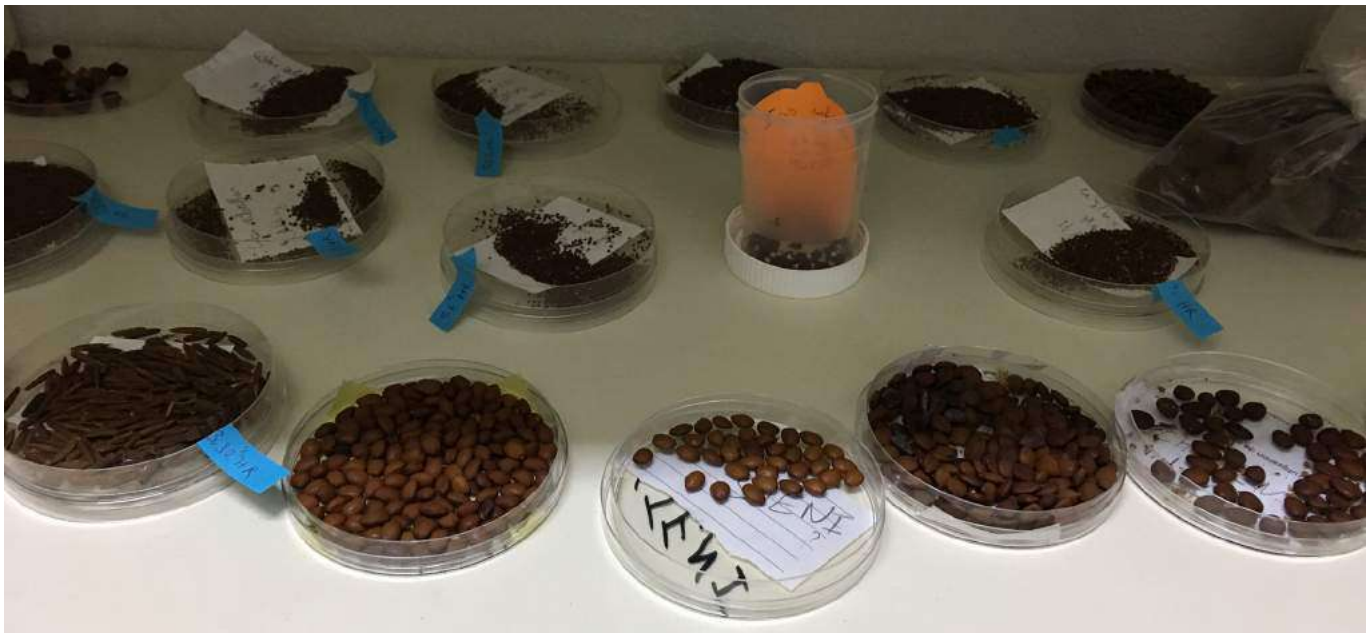
In the framework of the IPAMed project (IUCN-Med's Conserving wild plants and habitats for people in the South and East Mediterranean), the IUCN (International Union for Conservation of Nature) with the collaboration of the Hortus Botanicus Karalitanus, University of Cagliari (UNICA)-Sardinia, (as part of the CAREMEDIFLORA project) has offered Jouzour Loubnan capacity building training.

Faculté des sciences
Université Saint-Joseph de Beyrouth

Anthony Roukoz and Nadine Wazen will each spend two weeks acquiring advanced techniques in the domain. Their training will focus on the ex-situ conservation and maintenance techniques in seed conservation. Ex-situ conservation is the preservation of components of biological diversity outside their natural habitats.

It is a set of protection techniques involving the transfer of a target species away from its native habitat.

The main purposes of ex-situ collections are the rescue and preservation of threatened species and genetic material for reintroduction where a species' continued survival in its native habitat is threatened.



CAPACITY BUILDING
WORKSHOPS IN JEZZINE

co-funded by
the European Union

ECOTOURISM

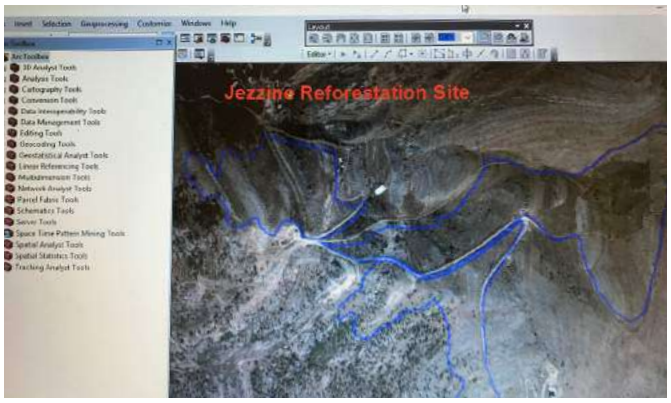
Alternative opportunities and challenges in ecotourism
by Dr. Jad Abou Arrage

FIRE PREVENTION

Forest fire risk management - Risk reduction; Readiness; Fire suppression; Post-fire assessment
by Dr. George Mitri

GIS TRAINING

GIS training and site assessment
by Eng. Tony Chahine



AWARENESS CAMPAIGNS

AWARNESS SESSION AND PLANTATION WITH	DATE AND PLACE	AUDIENCE REACHED
Ali Reforestation Run	May 2016 (7 days across Lebanon - 522 Km)	Locals from Arz, Tannourine, Hadath el Jebbe, Laqlouq, Warde, Mazraat Kfardebian, Chouf, Beit eddine, Jezzine, Bkassin, Wadi al Hujair, Aaitaroun
Green Fest	June 2016 – Hazmieh	Open for public
Ehden Rally Paper	August 2016 – Ehden	45 participants
Naturamis	August 2016 – Batroun	30 students
Notre Dame Louaize	October 2016	35 students
AZADEA	October 2016	30 people
Eco day Tripoli	May 2017	Students of Lebanese University Faculty of Sciences 3
College Melkart	November 2016	40 students - plantation
CTI School	November 2016	Grades 7 and 8
International Forest day in Corporation with FAO	March 2017	online video testimonial
NCS School (plantation)	November 2016	45 students - Grade 12
Ecole Notro Dame de la Paix	November 2016	27 students
Jezzine Youth Hub (plantation)	November 2016	75 participants
Souk el Sabet	November 2016 – Antelias	Open for public
Arrows - Dbayeh	November 2016	300 guests
Scout du Liban	November 2016	20 participants
Université Saint Joseph - Saida	November 2016 - Saida	62 students
Arrows	November 2016 – Dbayeh	Open for public
Association of Civic Responsibility	December 2016	300 guests
SSCC Ain Najem (Guide du Liban)	February 2017	Scout group
SSCC Bouchrieh	March 2017	80 students
Lebanese University Faculty of Sciences	May 2017 - Tripoli	LU students and doctors
Monastère St. Sarkis et Bakhos	July 2017 - Qartaba	100 students
Club Culturel de la Jeuness Franco-Libanaise	August 2017	15 members

ALI REFORESTATION RUN

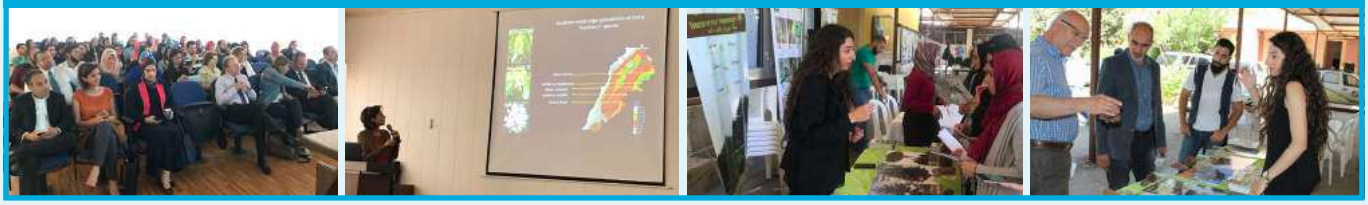
SSCC AIN NAJEM

CTI

COLLEGE MELKART

SSCC BOUCHRIEH

ECO DAY TRIPOLI



EHDEN RALLY PAPER

JEZZINE YOUTH HUB

CENTRE CULTUREL DE LA JEUNESSE FRANÇAISE

NATURAMIS - BATROUN

GREEN FEST - HAZMIEH

MONASTÈRE ST. SARKIS ET BAKHOS - QARTABA

FOREST DAY: 21 MARCH 2017

LA POSTE SPECIAL STAMP EDITION

Our #Lebanese conifer trees are now celebrated internationally!

HAPPY #FOREST DAY to you all!

Initiative of Elie Aouad - LEBA association

LA POSTE

#LOVEFORESTS #INTLFORESTDAY

Thank you Tony Shaheen for joining FAO Forestry in their video campaign to celebrate International Day of Forests!

https://www.facebook.com/pg/Jouzour.Loubnan/videos/?ref=page_internal

LEBANON INDEPENDENCE DAY: 22 NOVEMBER 2017

Spécial | Homme du mois

RAOUL NEHME

« L'ESPRIT "VERT" DES LIBANAIS EST TOUJOURS LÀ ET NE FAIT QUE SE DÉVELOPPER »

Face à la crise des ordures qui enterrent le pays dans une poubelle à ciel ouvert, des initiatives privées cherchent à remédier au laxisme environnemental.
Bassoul-Heneiné SAL, l'importateur officiel de Renault, Dacia, BMW, Mini et Rolls-Royce au Liban, vient d'annoncer son partenariat de l'année 2016 avec l'association Jouzour Loubnan, une ONG qui vise à participer au rétablissement des zones forestières au Liban et à la promotion des pratiques de reboisement durable dans les régions libanaises arides. L'entreprise libanaise s'est engagée à planter un arbre pour chaque voiture ou moto BMW, Mini, Renault, Dacia, Rolls-Royce, BMW Motorrade vendue, un chiffre qui selon les estimations pourrait atteindre les 2000 arbres plantés.
À cette occasion, Spécial a rencontré Raoul Nehme, président de Jouzour Loubnan. Interview.

Pouvez-vous nous présenter l'association Jouzour Loubnan et sa mission?
Notre mission consiste à contribuer à la restauration de la couverture forestière du Liban en boisant essentiellement des régions arides.
A cet effet, nous nous sommes fixés trois objectifs. Le premier consiste à augmenter la surface forestière du Liban en restaurant les écosystèmes dégradés de haute montagne. Le second, à aider les communautés locales à protéger, gérer, promouvoir et bénéficier du boisement et le troisième enfin, de sensibiliser les jeunes générations à la sauvegarde et à la restauration de l'environnement et des ressources naturelles.

Combien d'arbres avez-vous planté depuis la fondation de votre ONG?
Nous terminons l'année 2015 avec plus de 225 000 arbres plantés dans plus de 20 régions au Liban allant du sud au nord et d'est en ouest.

Quel est le principal défi auquel vous faites face en tant qu'acteur dans le secteur environnemental?
Le principal défi est la cohabitation avec les bergers. En effet, les plus grandes surfaces qui peuvent être reboisées font l'objet d'un pâturage excessif qui ne peut être juste interdit sans trouver, soit des sources de revenus alternatives pour les familles qui en profitent, soit des solutions techniques alternatives.

Quelle est votre position sur le dossier actuel des ordures?
En tant qu'ONG, nous nous concentrons sur notre mission qui est déjà assez complète. A titre personnel, je dirais qu'il nous suffirait de copier ce que font d'autres pays en commençant par le tri à la source. Pourquoi réinventer l'eau chaude ?

Spécial | 90

Quel est l'état des lieux des réserves naturelles et de la biodiversité au Liban?
Le nombre de réserves naturelles au Liban augmente: nous sommes passés de 10 à 17 réserves naturelles sans parler d'autres modes de protection tels que les réserves de la biosphère et les sites naturels. Ce sont des sanctuaires pour la biodiversité sauf qu'ils ne sont pas tous gérés et protégés comme il se doit. Des efforts sérieux sont donc à déployer pour ce faire d'autant plus que la biodiversité au Liban est exceptionnelle et que nous avons des espèces qui ne se trouvent nulle part ailleurs dans le monde.

Ainsi, restaurer des écosystèmes diversifiés du point de vue espèces mais aussi du point de vue génétique en tenant à ne planter que des espèces natives, est au cœur des engagements de Jouzour Loubnan et ce, grâce à l'apport scientifique de l'Université Saint Joseph avec qui nous avons forgé un partenariat solide.

Les Libanais sont-ils concernés en matière de développement durable?
Jouzour Loubnan a commencé ses activités en 2008 grâce à des financements par des sociétés et personnes libanaises. Depuis, nous avons constaté une très grande évolution dans les mentalités d'une part et dans la motivation de nombreuses sociétés petites et grandes à développer des programmes de Responsabilité Sociale des Entreprises (RSE) ou, en anglais, Corporate Social Responsibility (CSR). Ainsi, nous recevons de plus en plus de demandes non sollicitées pour financer et / ou participer à des campagnes de reboisement.

Vous avez récemment lancé une initiative dans le cadre du développement durable avec la compagnie Bassoul Heneine, que pouvez-vous nous dire sur ce partenariat?
Cette initiative est très importante en soi puisqu'elle permet en quelque sorte de compenser l'empreinte carbone de l'un des secteurs qui émet le plus de CO2 dans le monde et plus particulièrement au Liban qui est un « Hot Spot » du changement climatique – c'est-à-dire un pays en grand danger de désertification – avec une hausse de 2 à 3 degrés à l'horizon 2050. De plus, ce programme qui s'étend sur une période de cinq ans, met en relief l'importance de la pérennité de l'action dans le domaine environnemental en général et dans celui de la reforestation en particulier.
Des initiatives comme celle prise par Jouzour Loubnan et Bassoul Heneine sont à multiplier. Elles garantissent la durabilité des projets de reboisement qui ne se limitent pas à planter des arbres ponctuellement mais à restaurer des écosystèmes forestiers à une échelle spatiale plus importante, et à penser à leur connectivité et résilience face aux changements futurs.
La multiplication des initiatives locales est d'ailleurs l'un des défis que s'est fixée, comme objectif, la COP21 à Paris.

Quelles sont les autres actions actuellement mises en œuvre par Jouzour Loubnan pour assurer la sécurité environnementale au Liban?
Nos deuxième et troisième objectifs vont indirectement au-delà de notre mission dans la mesure où ils visent à responsabiliser les communautés locales et à sensibiliser les jeunes à l'importance des questions environnementales.

Ainsi, nous organisons des conférences et ateliers dans les écoles et universités ainsi que des campagnes de plantation pour des volontaires et les employés des sociétés et

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INTERVIEW WITH RAOUL NEHME

JOUZOUR LOUBNAN PRESIDENT

Spécial | Homme du mois

leurs familles. Nous visons ainsi à sensibiliser les jeunes et les moins jeunes à l'importance de la biodiversité qui est exceptionnelle au Liban, au rôle essentiel des forêts et de la reforestation pour lutter contre une désertification rampante qui touche déjà fortement bien des régions dont l'Anti-Liban.

De plus, nous diffusons tous les ans une grande campagne publicitaire dans la quasi totalité des médias au Liban afin de rappeler que chacun de nous peut faire la différence en participant directement ou indirectement à la protection des forêts et à la reforestation.

De même, les programmes du type de notre partenariat avec Bassoul Hneine vont participer à cette sensibilisation: chaque acheteur de voitures ou de moto BMW, Renault ou Dacia va entendre parler de ce programme et pourra être fier d'avoir participé à l'amélioration de notre environnement.

Notez-vous une réelle coopération ou implication de la part du Ministère de l'Environnement et des instances gouvernementales concernées?
Notre coopération avec le Ministère de l'Environnement, mais aussi le Ministère de l'Agriculture, qui est responsable du reboisement au Liban, est essentielle. En effet, il est de notre devoir de nous placer dans le cadre des Master Plans existants et, en particulier, de contribuer au projet ambitieux de planter 40 millions d'arbres.

Selon un objectif fixé il y a deux ans, le ministère de l'Agriculture souhaitait reboiser 70 000 hectares, avec 40 millions d'arbres, où en sommes-nous au jour d'aujourd'hui?
Un projet de cette ampleur qui devrait nous permettre de retrouver une couverture forestière de 20% doit être planifié avec soin. A commencer par trouver les surfaces à reboiser puis à établir le choix des espèces pour chacune de ces régions et réhabiliter des pépinières pour produire des plantules de qualité etc...

A ma connaissance, ces études viennent d'être achevées par le Ministère de l'Agriculture. Il faudra maintenant trouver les fonds nécessaires et la méthodologie de travail pour l'implémentation de ce projet ambitieux qui ne pourra être réalisé qu'étape par étape.

Par ailleurs, sous l'égide de ce programme, Jouzour Loubnan est en train de planter à lezoine trente deux mille arbres grâce à un cofinancement de l'Union Européenne.

JANINE AYOUB

RAOUL NEHMÉ, DITES-NOUS TOUT!

Quel est votre plus grand souhait?
La paix dans le monde entier à commencer par notre région.

Du Liban vert, que reste-t-il aujourd'hui?
Pas grand-chose... Le pourcentage de surfaces boisées en Tunisie est supérieur à celle du Liban ! Mais, heureusement, l'esprit « vert » des Libanais est toujours là et ne fait que se développer...

Si le Liban était une chanson, ça serait?
Anaa w'hal bir de Wadih El Safi.

Votre escapade naturelle préférée au Liban?
La montagne.

Le premier arbre que vous avez planté?
Un peuplier de 3 mètres malheureusement décapité par un Ski Doo.

Une citation qui vous représente?
C'est la citation de Jouzour Loubnan : « A society grows great when old men plant trees whose shade they know they shall never sit in ».

Que faut-il vous souhaiter?
De la persévérance.

Spécial | 92

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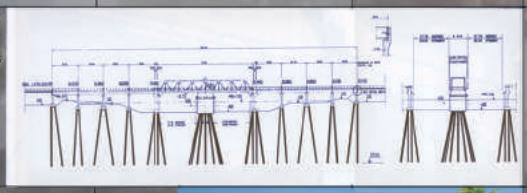

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AGRICULTURE AND RURAL DEVELOPMENT PROGRAMME (ARDP)

1. BALAMAND UNIVERSITY
2. AL SHOUF CEDAR SOCIETY
3. LEBANESE UNIVERSITY
4. JABAL MOUSSA
5. JOUZOUR LOUBNAN
6. CTFC

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1. BALAMAND UNIVERSITY

The desire and motivation of the community in Mounjiz (Akkar) in combination with the mission of the Institute of the Environment (IOE) at the University of Balamand (UOB) to participate more effectively in the advancement of ethical and competent environmental practices, have driven the development and implementation of the project "Assisting Reforestation and forest Development Activities in partnership with local Communities" with the acronym ARDAC which means in Arabic "your land".

The project is funded by the European Union (EU) through the "Agriculture and Rural Development Programme" (ARDP) of the Ministry of Agriculture (MOA) and implemented by the Land and Natural Resources (LNR) Program at IOE-UOB in partnership with the municipality of Mounjiz (2014-2018). It addresses many challenges of the 40 million trees programme in Lebanon including the proper implementation and management of reforestation/afforestation activities.

The project started by conducting a full socio-economic and environmental census, comprising gender assessment, and youth needs audit. Some of the main activities of the project included 1) the development of a local inventory report of Land-Use Land-Use Change and Forestry (LULUCF) sector to help in monitoring changes in greenhouse gas (GHG) emissions and removals throughout the implementation of the project, and 2) the implementation of reforestation activities by demonstrating best approaches/methods of forest landscape restoration. In this context, the local community and civil society organizations were invited to participate in a 1-day event for the plantation of 450 seedlings over a 5-dunum area.

Also, non-destructive sampling methods have been designed and tested for the first time in Lebanon for monitoring growth performance of forest tree seedlings. These included the use of a handheld spectro-radiometer for measuring spectral signatures of young seedlings.

In addition, a resource management plan of the existing mixed forest (including dense cover of laurel trees) has been developed, and a feasibility study and business plan for the community-based enterprise of laurel products is being prepared. Until present, several training workshops have been conducted in the village of Mounjiz. These include:

1. A training workshop to train local participants on collecting laurel seeds, and producing, planting and maintaining their seedlings.

2. A training workshop to train women on processing laurel leaves and laurel oil.

3. Training workshops on extracting crude oil from laurel berries and essential oil from laurel leaves. Equipment for processing both types of oil were supplied to the municipality of Mounjiz.

Training on the extraction of crude oil from laurel berries

Dr. George Mitri
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University of Balamand (UOB)
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http://www.balamand.edu.lb/Academics/CentersInstitutes/IOE/InstituteProjects/ARDAC

2.
AL SHOUF
CEDAR SOCIETY

AL SHOUF CEDAR SOCIETY:
A KEY FACTOR IN THE LEBANESE FOREST MANAGEMENT SCENE

Al-Shouf Cedar Society (ACS) was established in 1994 with the specific objective of leading the management of the Shouf Biosphere Reserve (SBR). Over the ten past years, ACS has designed and implemented a portfolio of projects for a total budget of almost 2,000,000 USD. Most of these projects have targeted grassroots, rural development, awareness raising and environmental education, and training. Different achievements of the ACS and other organizations and institutions that have projects under the "Agriculture and Rural Development Programme" (ARDP), funded by the EU have been recorded. For example, ACS developed a pilot Adaptation and Restoration Plan (ARP) that covers an ecological corridor connecting the Beqaa Valley and the Ammiq wetland in the east to the western slopes of the Shouf Mountains.

These projects have also brought connectivity between cedar forest patches in high mountain denuded areas by supporting the establishment of many plants that improve soil fertility and facilitate the natural colonization and growth of many other plant species and by increasing ecological significance.

In addition, ENPI project targeted 25 hectares of ecologically valuable land within in the Municipalities of Barouk, Maaser Al Shouf, Atanit and Mrusti that were

SHOUF BIOSPHERE RESERVE

محمية الشوف المحيط الحيوي

successfully planted and restored. The process included the formulation of participatory forestation/restoration protocols and their implementation, and the development of monitoring and management plans, entrusted to a consortium including the Municipalities, the local communities, and the authorities of SBR. SBR is currently working on three guidelines on sustainable forest management in Lebanon: guidelines for ecosystem based, climate-resilient restoration practices and methodologies, guidelines for small-scale business development linked to forest management, and the guidelines for local public institutions on sustainable forest management and forestation in Lebanon.

These projects have succeeded in achieving many accomplishments and in strengthening the resilience of Mediterranean Landscapes to Socio-economic and climate change to preserve and enhance the biodiversity at all levels- biological, ecological, economic, and cultural... in addition to enhancing the habitat functionally and restoring species in the mountain cedar forest.

The many projects initiated by SBR designed innovative strategies to strengthen sustainable land uses and tourism development, created pilot projects in villages surrounding the protected areas, implemented a pilot landscape restoration plan to increase the resilience of climate change of river and forest ecosystems, built an extended network of partners among public administrations, NGOs and community groups to ensure the expansion and continuity of the restoration work.

SBR also succeeded in the maintenance of the sites, the continuation of the capacity building programme, the support to sustainable rural development, and awareness raising and communication. Finally, the action will support the rural economy of the target areas, by promoting income diversification among the local communities, partnership building, communications, fundraising, travel and missions and many others.


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3. LEBANESE UNIVERSITY

الجامعة اللبنانية
UNIVERSITE LIBANAISE

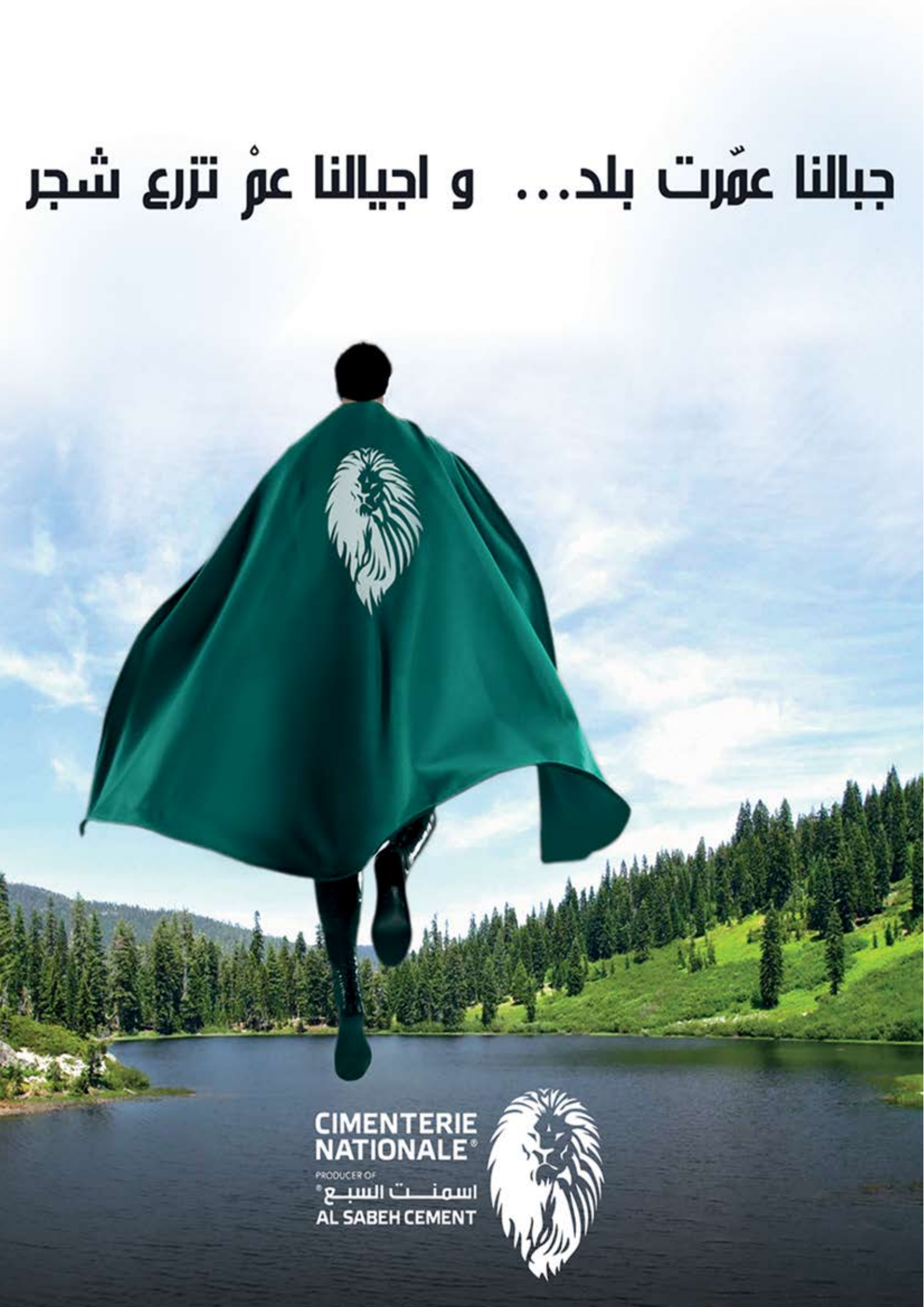
Providing a technical basis for the 40 million trees programme in Lebanon: establishment of a network of pilot field trials for assessing sustainable, innovative techniques enhanced forest restoration techniques, including capacity building and social inclusion of local actors in the Municipalities of Baalbeck, Hasbaya, Kawkaba and Aramoun

The initiative is being implemented by the Lebanese University – Faculty of Agricultural and Veterinary Sciences through a developmental project funded by the European Union within the framework of the Agriculture and Rural Development Programme (ARDP) in collaboration with the Ministry of Agriculture (MoA).

The project aimed at providing a technical basis for the 40 million trees programme in Lebanon mainly by the reforestation and/or afforestation of 220 dunums over 3 areas in Lebanon: Baalbeck, Hasbaya, and Kawkaba. Moreover, the project will establish a network of pilot field trials for assessing sustainable, innovative and enhanced forest restoration techniques in addition to capacity building and social inclusion of local actors in target Municipalities. After the launching of the project, coordination meetings and focus groups with beneficiaries were organized to initially communicate the project and acquire their collaboration and follow-up during the implementation procedures. Phase 1 of the project encompassed of collecting background data, plot and land preparation as well as the afforestation of 20% of the total areas of three regions: Baalbeck, Hasbaya and Kawkaba. These activities were conducted after elaborate planning and analysis of previous experiences, site data collection, identifying suitable species and nurseries. During the phase 2, follow-up coordination meetings with the beneficiaries were conducted to convey updates and progress of the project and to acquire their collaboration during future activities. Moreover, further data collection, plot and land preparation as well as the afforestation of the remaining 80% of the total areas of two of the allocated regions including Baalbeck and Kawkaba were conducted. Seminars, workshops and site visits for pre-planting and inspection purposes also took place.

Concerning the species selected in each site, species were identified according to the suitability map published on LRI's website, and based on the updated vegetation map of Lebanon *(see www.lri-lb.org)*. The table below represents the selected species in each site:

SITE	SPECIES
Kawakaba	Pinus pinea, Ceratonia siliqua, Laurus nobilis, Crataegus monogyna and Rosa canina
Hasbaya	Pinus pinea, Ceratonia siliqua, Laurus nobilis and Pinus Brutia
Baalbeck	Quercus calliprinos, Quercus infectoria, Amygdalus spp. and on higher elevation Juniperus spp.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4. JABAL MOUSSA

This project aims at improving the overall performance of the agriculture sector and the livelihoods of rural and farming communities in order to achieve sustainable food security and the development of rural communities. Activities include the preparation of the agricultural strategy 2015-2019, the creation of an Agriculture and Rural Development Programme (ARDP)

Budget: €14 000 000
Financing instrument European Neighbourhood Policy Instrumentb 2010
Date of project 2011-2019
Implementing partner Ministry of Agriculture
Beneficiaries Lebanese agricultural and rural sector EU Infrastructure & Natural Resources

Agriculture Management Information System, the preparation of the agricultural census and the reinforcement of the agriculture statistical office of the Ministry, the capacity building of the phytosanitary and veterinary services of the Ministry, the rehabilitation of Kfarchima laboratory, the creation of a guarantee fund dedicated to agriculture with Kafalat, the construction of 8 medium-size hill lakes for irrigation and forestry actions aiming at developing a forestry mapping and implementing 6 pilot projects across the country.

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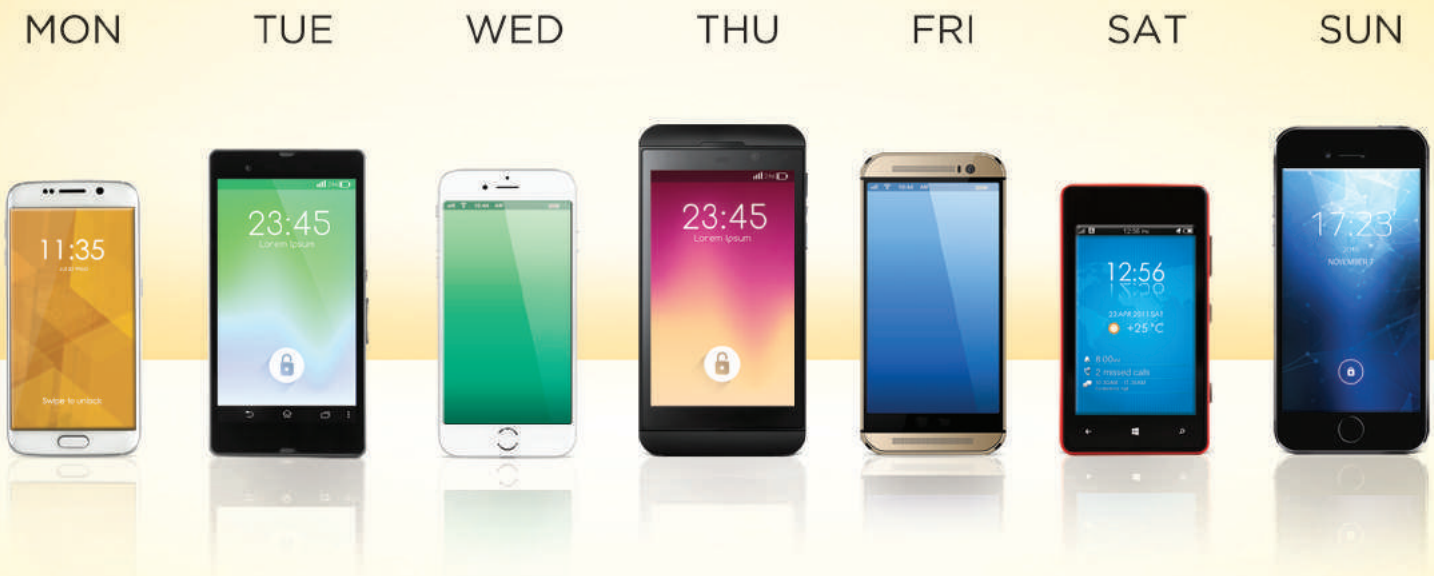

كل يوم تلفون جديد، كل يوم يومك.

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