

## Secure Living in a Healthy Environment

2006: Volume 2

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### Editorial: Odeh Al Jayyousi

Dear Members and Colleagues,



The 4<sup>th</sup> World Water Forum under the main theme “Local Actions for a Global Challenges” was held in Mexico between the 16th through 22nd of March 2006. This major international event on water provided an opportunity for multi-stakeholder participation and dialogue to influence water policy making at a global level in general and in the WESCANA region in particular. HE Khalid Irani, Jordanian Minister of Environment, participated in the WESCANA debate on development and responsible growth. The “Tales of Water” publication was launched which depicts the perception of water issues through the eyes of children.

The new WESCANA Water Programme was launched during the Forum. Realizing the importance of both the sustainable water resources development in the WESCANA region and the sharing of knowledge and experience as an essential tool in integrated water resources management, our aim is to promote sharing of lessons learned throughout the region and provide a central point for networking for researchers, experts, practitioners and other stakeholders with an interest in water resources and wastewater management. IUCN promotes the adoption of ecosystem approach in water management since water is critical and a limiting factor in socio-economic development in West Asia, Central Asia and North Africa (WESCANA) which is generally arid or semi-arid. Having safe and reliable access to water is vital for all living organisms and ecosystems, as well as for human health, food production, and economic development. We look forward to engage our members and partners to evolve a water-knowledge community in WESCANA.

Odeh Al Jayyousi, Regional Director

### Feature: IUCN at the Fourth World Water Forum

#### IUCN at the Fourth World Water Forum (WWF4) in Mexico

The World Water Forum is an initiative of the World Water Council that has the aim of raising awareness on water issues all over the world. As the main international event on water, it seeks to enable multi-stakeholder

Mexico 2006  
4th World  
Water Forum



participation and dialogue to influence water policy making at a global level, thus assuring better living standards for people all over the world and a more responsible social behavior towards water issues in-line with the pursuit of sustainable development. The 4th World Water Forum was held in Mexico between the 16th and 22nd of March 2006, under the main theme "Local Actions for a Global Challenge".

IUCN-The World Conservation Union, using its global experience in field projects and policy formulation, organized and co-organized several sessions in the field of Integrated Water Resources Management, risk management, water and food, water and growth-development, and water supply and sanitation.



To increase awareness about the issues reflected in the themes of the 4th World Water Forum, IUCN also presented the *Tales of Water* project. *Tales of Water* is a multimedia project that lets children from all over the world talk about their bond with water, the source of life. Through their tales, the many water issues facing the different regions of the world are highlighted in an honest and direct way. *Tales of Water* establishes a direct link between the realities on the ground and the main themes of the 4th World Water Forum. It provides a hands-on expression of

'Local Actions for a Global Challenge' through the different ways children view their water realities and tell their water tales. On the foundations of hope and light heartedness, *Tales of Water* makes an urgent appeal for a unified commitment so that our children and future generations may continue to enjoy this precious resource.

### **IUCN WESCANA Water Programme launches its activities at WWF4 in Mexico**

On the occasion of launching the IUCN West Central Asia & North Africa Water Programme, and in parallel with the Fourth World Water Forum, which was held in Mexico during Mar. 16-22, 2006, IUCN WESCANA held its First Regional Water Programme Meeting on March 20, 2006. The meeting was held in the presence of HE Khaled Irani, Jordanian Minister of Environment, Alfredo Guillet, DGCS' IUCN Focal Point and Referee for the Environment at DGCS, and a number of IUCN WESCANA members.



The meeting presented the project's objectives, plans, outputs and activities during the first three months, and highlighting the steps to be taken during the upcoming three months. It also presented the identified water themes and potential nodes for Integrated Water Resources Management in the WESCANA Region.

Two discussion panels took place during the meeting, highlighting the water demand management in a number of countries in the WESCANA region with contributions from a number experts from regional and international organizations, consultants and state members such as CEDARE, CAREC, Jordanian Ministry of Environment and Ministry of Water & Irrigation as well as the Tunisian Ministry of Agriculture and Water Resources.

For more information, please contact Nadia Juhari, Water Programme Coordinator at [nadia.juhari@iucn.org](mailto:nadia.juhari@iucn.org)

### **IUCN WESCANA in Action**

#### **Fair Trade "Making Trade Work for the Poor"**

'Fair Trade Jordan' was catalysed in late 2005 by three leading NGOs: Jordanian Hashemite Fund for Human Development (JOHUD) Royal Society for the Conservation of Nature (RSCN) and The World Conservation Union (IUCN) regional office in Amman. All three organisations have a shared interest in nature conservation, social inclusion, and gender equity and poverty alleviation. Fair Trade Jordan (FTJ) promotes fair trade in Jordan

as a way of making trade work for the poor. FTJ is an umbrella network and an alliance, bringing together public, private and civic organizations all in support of sustainable development.

So far FTJ has undertaken a number of workshops for the conservation and development community in Jordan and regionally, capacity building activities and a series of 'Fair Trade Markets' to connect producers and consumers. The most recent event was held on the 24<sup>th</sup> and 25<sup>th</sup> of March, when FTJ supported a 'Festival of Jordan' (with HRH Princess Basma as Patron) which attracted 1,500 visitors, showcased various products and held a number of forums presenting case studies and discussions around the themes of fair trade.



The core aim over by the end of this year is to create the necessary institutional framework and broad-based support to establish a viable entity (Fair Trade Jordan) that can promote fair trade in Jordan as a way of making trade work for the poor. The IUCN WESCANA Regional Office (on behalf of the FTJ Alliance) received in early March a £15,000 grant from the British Embassy in Amman to assist in the institutional consolidation and specifically:



- Establish and staff an FTJ unit and identify the best institutional basis for FTJ's future (Association, Non-profit Company etc).
- Train a cadre of 25+ staff and volunteers in core skills for FT.
- Facilitate exchanges to successful FT projects regionally.
- Commission a feasibility study on a key product that will deliver most value for Jordan from Fair Trade.
- Work with small producers to upgrade their products towards FTJ standards.
- Hold a series of Fair trade markets to link producers to customers (next market is – 'on 13 May – World Fair Trade Day).

For more information, please contact Lianne Romahi, Fair Trade Jordan Coordinator at [fairtradejordan@iucn.org](mailto:fairtradejordan@iucn.org)

## **IUCN WESCANA Presents Best Practice Guidelines to the International Ecotourism Conference in Oman**

IUCN WESCANA Protected Areas Program participated in the international conference on ecotourism held in Masqat the capital of the Sultanate of Oman in the period between 26<sup>th</sup> and 28<sup>th</sup> February 2006.

The conference was organized by the Regional Municipalities, Environment and Water Resources Ministry in cooperation with the Tourism Ministry in Oman and aim at sharing international knowledge and experiences in the field of ecotourism development and management and its implications to the contexts Oman and the region. More than 40 case studies from around 30 countries were presented to the conference covering many aspects of ecotourism development and management from a broad spectrum of points of views of different stakeholders and interested groups.



IUCN WESCANA PA Program presented a paper on the IUCN's ecotourism guidelines and how they can be adapted to the national and regional levels. IUCN WECANA also supported the participation of three regional experts from Jordan and Yemen who presented working papers from the private sector and NGO perspectives.

The event was held with the participation and support of the United Nations Environment Programme, the World Tourism Organization and UNESCO in addition to the World Conservation Union. The conferees stressed the need to comply with the basic principles of sustainable development and the environmental protection, natural and cultural heritage conservation and the importance of adequate networking among all stakeholders in the tourism industry.

Several recommendations were agreed by the conference, including enhancing international efforts to support environment protection and wise use of its resources in order to achieve a sustainable tourism industry, stimulating national and regional policies and legislations to support the rapid growth of ecotourism, enhancing the partnership between the public and private sectors and the civil society to promote, market and administer ecotourism according to sustainability standards, working towards ensuring the balance between investment in the ecotourism field and sustainable development plans, drafting objective economic assessment mechanisms of natural resources and how to utilize them and undertaking required measures to curb the negative impact of non-sustainable tourism. For more information, please contact Tarek Abul Hawa, Protected Areas Programme Coordinator: [tarek.abulhawa@iucn.org](mailto:tarek.abulhawa@iucn.org)

## IUCN Update

### IUCN and the Convention on Biological Diversity (CBD) – Eighth Conference of the Parties (COP8) – Brazil, April 2006



This was the biggest COP in the history of the Convention - attended by over 4,000 people, including representatives from the private sector and indigenous peoples groups. IUCN held some 12 very successful side events on a wide range of topics such as the World data Base on Protected Areas; Indicators, including on sustainable use; ABS; Communication, Education & Public Awareness & the CBD, and the Conservation Commons. COP8 provided an excellent example of how different parts of the Union can work successfully together; with eight IUCN Councillors participating as part of a large delegation from the global and regional Secretariat and IUCN Commissions. IUCN was able to extend its influence on COP negotiations and decisions through very timely circulation of over ten Position Papers developed by component programmes, a special web page on our COP8 work, participation in regional and national preparatory meetings and active work of the delegation at the COP. For more details on IUCN statements on key issues please see <http://www.iucn.org/cbd/papers.htm>.

The COP had a very big agenda but considerable attention was given to two main areas;

(1) Marine issues – particularly the conservation of the high seas beyond national jurisdiction. IUCN contributed scientific and technical advice which was well received including a proposal for the CBD to work on developing criteria for the establishment of High Seas protected areas. See

<http://www.iucn.org/themes/pbia/documents/positionpapers/marine-English-formatted.pdf>



(2) Access and benefit sharing – which is one of the most complex and important issues in the CBD agenda in its nexus with the development and poverty reduction agenda. See

<http://www.iucn.org/themes/pbia/documents/positionpapers/ABS-English-formatted.pdf>

There was also considerable discussion on financing issues and in particular on recent developments of the Convention's financing mechanism, i.e. the Global Environment Facility (GEF) – the main body that helps developing countries fund projects and programs to implement the CBD. For more information on GEF's new approach see: [http://www.gefweb.org/Documents/CBD\\_news\\_release.pdf](http://www.gefweb.org/Documents/CBD_news_release.pdf)

Some 36 decisions were adopted on other priority issues, including: island biodiversity; biodiversity of dry and sub-humid lands; the adoption of a framework of indicators; protected areas; the Global Taxonomy Initiative (GTI); access and benefit-sharing (ABS); Article 8(j) and related provisions (traditional knowledge); and communication, education

and public awareness (CEPA). For more information on IUCN at the CBD COP8 see <http://www.iucn.org/cbd/>. For a summary report of the CBD COP8 see <http://www.iisd.ca/vol09/enb09363e.html>.

## New Feature: News from WESCANA Members

### Members showcased their activities at the 4th World Water Forum

The World Conservation Union's Pavilion during the 4th World Water Forum in Mexico provided an exclusive space for IUCN members to share their experiences and activities in sustainable use and management of water.

### IUCN Regional/National Committees in The Hague to examine roles and responsibilities



The meeting of officially recognized National, Regional and Sub-regional IUCN Committees was held end of February in The Hague, the Netherlands. The meeting, graciously hosted by the Netherlands National Committee, welcomed more than 60 Chairs of Committees from around the world. Participants discussed how the Union and its democratic structure can better react to increasing conservation and development challenges facing the world. Also discussed was the role and purpose of IUCN National and Regional Committees, ways to improve the relationship between the Secretariat

and Committees as well as governance and communication within the Union. IUCN President Valli Moosa has laid out some of the key commitments in a statement, and Director General Achim Steiner has summarized the main outcomes of the meeting in a letter to participants.

All WESCANA members are invited to send brief items of interest for posting in "News from WESCANA Members" – a new feature of this newsletter. Submissions should be sent to [wescana@iucn.org](mailto:wescana@iucn.org). Thank you for your participation.



## IUCN Members' Portal



**Get your Password NOW – The World Conservation Union launches a new Portal for its members:** The World Conservation Union has launched an exclusive electronic platform for its members to share knowledge and directly engage with each other.

<http://www.iucn.org/members/portal.htm>

## New Publications

### WESCANA Water Programme Publications

IUCN WESCANA has produced its first regional Water Programme brochure in Arabic & English, Central Asia booklet in Russian & English, and Tales of Water publication, which includes a chapter on Jordan, as well as a number of posters.

