



IUCN Regional Office for West/Central Asia and North Africa (WESCANA)

REACHING OUT:

Dear Members and Partners, Welcome to the 4th issue of the WESCANA E-Newsletter.

Protecting and sustaining both the environment and human well-being requires the development of guidelines and principles upon which each country can determine for itself the most appropriate steps to take towards achieving environmental sustainability.

We, at IUCN WESCANA, are in the process of developing a strategy on integrating Gender Equity and Poverty Alleviation into sustainable development in the region. We recognize that objectives of gender equity and poverty alleviation need to be fully streamlined and integrated into our own institutional policies, systems and processes. We will play a proactive role in operationalising integrated sustainable development in our regional programmes of nature conservation. This will involve explicit consideration of gender equity and poverty alleviation at all stages of the project planning cycle, with targets, indicators and a commitment to monitor progress and assess impact. This will help demonstrate how the three issues are interconnected and how the integrated approach delivers synergies that add value to conservation initiatives.

Dr Odeh Al Jayyousi
Regional Director

FOCUSING:

A just world that values and conserves nature

IUCN with its vision of a “just world that values and conserves nature” supports the new focus of international cooperation on poverty eradication, and in particular the recognition that poverty reduction efforts need to address the multi-dimensional character of human wellbeing, including environmental quality. At the same time, IUCN is concerned that a sophisticated

understanding of poverty, including links to the environment, and the rhetoric espoused by donors and recipients alike, is not adequately reflected in development policy and practice. Clearly more work is required to improve understanding of the links between poverty and the environment, particularly with respect to the interactions between poverty, inequality and biodiversity.



comes in large part from the Millennium Development Goals (MDGs), the foundations of which were laid in the Millennium Declaration, adopted on 8 September 2000 by 189 nations in New York. The Millennium Development Goals commit the international community to an expanded vision of development, one that vigorously promotes human development as the key to sustaining social and economic progress in all countries, and recognizes the importance of creating a global partnership for development. The goals have been commonly accepted as a framework for measuring development progress. However the MDG framework is inherently flawed. Although poverty and environment are closely linked in the real world, there is no coherence in the MDG framework between the goals of poverty reduction and health and the goal of environmental sustainability. Natural resource management is not widely recognized as a key tool for poverty reduction or as an integral element of economic growth strategies. There is a need for better understanding of the critical links between poverty and the environment, as well as innovation in development policy and practice to ensure that such knowledge informs national and international strategies for poverty reduction.

IUCN-WESCANA NEWS:

IUCN WESCANA contributes to strengthening linkages between conservation, gender equity and poverty alleviation

For the WESCANA region, with its 88 members in 25 countries, the challenge is to ensure the development of a strategy that is sufficiently broad-based to be applicable to each member state, and yet is also sufficiently specific to respond to the diversity of local ecological, social and economic conditions. The challenge is significant and the timing critical: across the region, most member countries are off-track on the achievement of 2015 MDG targets for poverty, gender and environment. In many WESCANA countries the situation is



actually deteriorating. Only concerted and focused action will help reverse this trend. In response to these challenges, IUCN WESCANA is adopting a two-fold approach.

First, it recognizes that objectives of gender equity, poverty alleviation and social inclusion need to be fully considered and integrated into their own institutional policies, systems and processes. Second, IUCN WESCANA will play a proactive role in operationalising integrated sustainable development in its regional programmes of nature conservation. This will involve explicit consideration of gender equity and poverty alleviation at all stages of the project planning cycle, with targets, indicators and a commitment to monitor progress and assess impact.

For more information, contact Dona Khanfour:
dok@iucn.org or visit
http://www.iucn.org/wescana/news/fair_trade.html

Fair Trade Jordan

Fair Trade Jordan was launched by a consortium of leading NGOs, The World Conservation Union (IUCN), The Royal Society for Conservation of Nature (RSCN)

and the Jordan Hashemite Fund for Development (JOHUD), with a shared interest in conserving nature, protecting biodiversity, and promoting economic empowerment, human development and full social inclusion. The Fair Trade Jordan Initiative in a three day interactive, informative event focused on encouraging general Fair Trade awareness and presenting Fair Trade products. The event was sponsored by the Enhanced Productivity Program of the Ministry of Planning and International Cooperation.

On Friday September 23, a one-day market was held at the Wild Jordan Nature Centre in Jabal Amman. Over 80 small producers from all over Jordan were joined by some



from Lebanon, Yemen and Kazakhstan showcasing a rich variety of environmentally friendly products ranging from food, ceramics, glass, embroidery, etc. The Market was a place for those producers to promote their goods and ideas and to network and build partnerships with like minded and concerned organizations in order to facilitate knowledge sharing. The Market was attended by an estimated 1500 people.

The Market was followed by a workshop on Saturday September 24, held at the Queen Zein al Sharaf Institute for Development. The workshop, attended by over 75 producers and development professionals, provided a platform for debates and discussions to identify opportunities to establish a Fair Trade initiative in Jordan. Participants were also able to learn from the experience of successful regional and global Fair Trade organizations, with experts from Healthy Basket from Lebanon and PhytoTrade from Southern Africa.

On Sunday September 25, a delegation of 10 small-scale producers attended the launch of the UNDP 2005 Global Human Development Report (Trade, Aid and security in an unequal world). The delegation, acting under the umbrella banner of 'Fair Trade Jordan' was there to raise awareness among policy makers of the need for fair trade in Jordan. The event

was held under the patronage of HRH Princess Basma Bin Talal, who also gave the keynote address in which she noted that unfair terms of trade global and nationally undermine the ability of the poor to be self-reliant. Her Royal highness welcomed the presence of the representatives from Fair Trade Jordan and praised their initiative in setting up fair trade systems

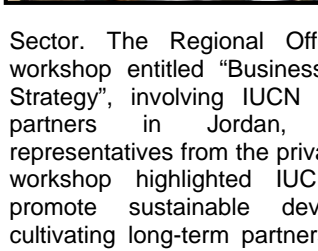


that will contribute to the alleviation of poverty in Jordan. She urged the other delegates to support this initiative that will help guide customers to markets where they can buy products that are environmentally and socially sustainable and made to the best possible standards.

For more information, contact Simon Anstey: simon.anstey@iucn.org

Civil Society and Business team up to promote sustainable development

IUCN WESCANA is developing a strategy to set priorities for Business and Biodiversity initiatives in WESCANA in line with IUCN's objective to implement the global strategy for enhancing IUCN's interaction with the Private Sector. The Regional Office hosted a workshop entitled "Business Engagement Strategy", involving IUCN members and partners in Jordan, and some representatives from the private sector. The workshop highlighted IUCN's plans to promote sustainable development by cultivating long-term partnerships between businesses and IUCN in the region to deliver IUCN's mission.



Specific objectives of the workshop were to identify approaches to build upon the current initiative of promoting "FairTrade" through application of tools like certification, product identification and marketing; and to structure the development of a network of private sector companies with effective Corporate Social Responsibility activities that could be leveraged to enhance CSR work and conservation in the region.

Partnership with big business is a new priority for IUCN, and based on the findings of the workshop, IUCN WESCANA will draft a plan of action highlighting the involvement of business with environment.

For more information, contact Simon Anstey: simon.anstey@iucn.org

Fair Trade Fundraising Iftar

Fair Trade Jordan hosted a fund-raising iftar during the Holy month of Ramadan, at Wild Jordan Nature Centre in Jabal Amman.

Khaled Irani, Minister of Environment, was the guest of honour. He joined stakeholders in order to raise awareness about Fair Trade Jordan. He emphasized on the importance of this national movement which aims at helping solve problems facing small producers across Jordan. At the same time, Fair Trade Jordan gives consumers an



opportunity to use their purchasing power to tilt the balance, however slightly, in favour of the poor.

The Iftar was attended by IUCN members and partners, as well as representatives from the donors' community in Jordan, who came with a shared interest in conserving nature, protecting biodiversity and promoting economic empowerment and human development. A small market of the best 10 local producers was installed, exhibiting products ranging from handicrafts to food products, etc.

A Fair Trade Case from Lebanon: Healthy Basket



Healthy Basket is a socially responsible business in Lebanon, the first of its kind in the Middle East. Its mission is to support, expand and enhance rural livelihoods in Lebanon through the promotion of organic agriculture.

It links producers with consumers via a community supported agriculture program. Sharers purchase a share of the farm's harvest in advance and they get a weekly basket of organic fruits and vegetables



of the season in return. Today 150 sharers receive a weekly basket from some 50 organic farmers from different regions in Lebanon.

The networking between small producers in different parts of Lebanon ensures an economically viable supply size and a

regularity of supply throughout the year to the consumers. It offers training to small producers on relevant agricultural issues. Last but not least it facilitates group organic certification by an international body.



Healthy basket can be seen as an example of a public-private partnership between a development agency and a socially responsible private business. For more information, contact Rania Touma: 'rania.touma@aub.edu.lb'

MEMBERS NEWS:

The Jordanian Arab Women Organization celebrates the International Poverty Day

On 17 October, representatives from the Jordanian women organizations met at the Arab Women Organization (AWO), Mosawa Centre, to celebrate the International Poverty Day and express solidarity with the World March of Women which gathered representative s of women from all over the world, in Burkina Faso to end the Relay festivities of 2005 by handing in the "Woman Charter for Humanity" and the Quilt woven by women from over 90 countries to the UN Secretary General.



Under the slogan "Women's rights are human rights", Jordanian women reiterated the need for commitment to the MDG Goals. Being signatory to the MDGs, Jordan should work hard on poverty alleviation, Gender equality and environment protection, in particular.

During 2005, the Jordanian Women Organizations resounded through scores of campaigns and ongoing activism by thousands of members and the Mosawa network to put women's human rights squarely on the national agenda, which is being revised these days.

While widespread awareness and vibrant activities have been undertaken, Jordanian women's lives and their security remain vulnerable to increasing violence and human rights abuses.

For more information, contact Leila Hamarneh, AWO: awo@nets.com.jo

Anakeed al-Khair: Community Based Sustainable Development in Jordan

Anakeed al-Khair (Cluster of Goodness) is a cluster of related projects founded under the auspices of Badia Research & Development Center and funded by Ministry of Planning and International Cooperation. The integrated projects aim toward socio-economic and environmental transformation in a group of villages in the northeastern Badia of Jordan. Anakeed al-Khair focuses particularly on the challenges and opportunities generated by community-based development initiatives to enliven and reshape their own sustainable futures. The villages initiate environmentally sensitive income-generating projects which are mutually supportive.



The participatory research methods employed in this project reveal that traditional socio-cultural perceptions, values, and practices significantly influence the level and manner of engagement in the development process. Therefore factors such as formal education, non-traditional leadership, age and gender play crucial roles in the process. Results of the research also underscore the importance of building credibility and reliability in development initiatives to regain the trust of local communities towards development and to endorse participation in the development process.

Anakeed al-Khair has so far involved 14 villages with a population totaling over 7,700. A



Co-operative Society has been established to ensure ongoing local community involvement. The primary aims of the project have been the following:

1. to create jobs for the community: at the time of writing 12 permanent positions have been created, and 100 seasonal jobs;
2. to implement sustainable farming systems (organic farming);
3. rebuild traditional cultural heritage and add value to Bedouin industries such as wool and tent manufacture;
4. to provide training to the community in order to build capacity for income generation;

5. to establish local communication networks within the cluster of villages.

This collaborative approach to development (government, NGOs and research institutes) provided the advice, training and support to the local community that will qualify them to extend and run their activities in a sustainable way.

For information: Rima Ras: rima@hcst.gov.jo

Poverty in Jordan



The Arab Group for the Protection of Nature (APN) participated in a Workshop titled "Poverty in Jordan and ways to alleviate it" on June 15th 2005. The workshop was organised by the Labour Educational Unit in coordination with the Rehabilitation and Care Organisation, Women Group Fighting Illiteracy, and the Civil Group for Poverty alleviation in the Amman Centre for Human Rights. This workshop discussed poverty in Jordan generally, facts and ways to alleviate it.

At the end of the workshop, recommendations were discussed out of which six were suggested by APN representative, Mrs. Razan Zuayter, to combat and alleviate poverty in Jordan. For more information, contact Razan Zuayter: agnature@go.com.jo

IUCN NEWS:

IUCN launches \$300 Million initiative for Poverty Reduction

The World Conservation Union launched the Conservation for Poverty Reduction Initiative, a worldwide programme of action to secure and improve livelihoods through the improved management of ecosystems in Africa, Asia and Latin America.

Around 70% of the world's poorest people live in rural areas, and depend heavily on natural resources for food, fodder, fuel and medicines. In some cases, such as medicines and fuel wood, their dependence reaches 100%.

Yet they often do not have security of tenure and access to the lands, resources and markets that they depend on. Any effort to address poverty therefore requires addressing the rights of the poor, promoting adoption and implementation of policies that improve gender and social equity, and encouraging better governance of natural resources.

The Initiative started with 20 projects that focus on poverty reduction, implemented in cooperation with a vast range of members and partners in twenty countries of Asia,

Latin America and Africa, with an investment of US\$ 25 million per year.

The plans are to include new partners and projects to expand and upscale the Initiative to reach more poor rural communities. In the end, the World Conservation Union aims for a total investment of US\$ 300 million worldwide to make a difference to the livelihoods of 50 million rural poor.

Poverty & Conservation Facts

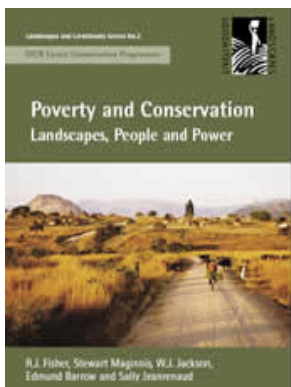
About 2.7 billion people live on less than \$2 a day. This is almost half of the world population. Many of them, over a billion people, live in extreme poverty with less than \$1 a day to spend.

Hunger kills 10 million people a year. About 798 of the 842 million of the poor and hungry live in rural areas, and depend on the productivity of ecosystems for their livelihoods.

About 7,000 species of plants and several thousand species of animals have been used for human food at one time or another. Wild sources of food are particularly important for the poor and landless.

Unsafe water and sanitation kill 1.7 million people every year. According to WHO, about 6% of the world's burden of disease is water related.

Poverty and Conservation: Landscapes, People and Power



The IUCN Forest Conservation Programme recently launched a new book "Poverty and Conservation: Landscapes, People and Power" which highlights the need to

address economic and social objectives in conservation work. The book concludes that environmental conservation can and must contribute more actively to poverty reduction, and development agencies should pay more attention to the role of natural resources in livelihoods. The book is printed by an FSC certified printer, the industry stamp of approval for environmentally and socially responsible forest products.

<http://www.iucn.org/themes/spg/portal/text/povertyconservation-book.pdf>

MEMBERSHIP INFORMATION:

A growing Union - 25 members more!

The 64th IUCN Council meeting has admitted 25 new members to the World Conservation Union (IUCN). The new members, originating from almost all regions, include from WESCANA the Association of Retired Persons of the Department of Environment from Iran and The Nature Conservation Association of Sugd Region (NCASR) from Tajikistan. The new members include government agencies, international and national NGOs. With these additions, the total number of IUCN members has increased to 1,096, including 82 State members, 112 Government Agency members, 785 National NGOs, 84 International NGOs and 33 Affiliate members.

A Networking Opportunity for IUCN Members in 2005! Have you updated your organization's information in the Membership Database? Download the form in Ms Word and in PDF <http://www.iucn.org/members/portal.htm>

Complete and e-mail the completed and signed form to dok@iucn.org or to membership@iucn.org.

Members' meetings

We kindly remind you to send us all information on members', National/Regional Committee meetings taking place in your country. This information needs to be uploaded and up-dated on the Knowledge Network. Please send information to Dona Khanfour: dok@iucn.org

Maintaining up-to-date information in Knowledge Network

Just to remind you again that in readiness for the launch of the IUCN Membership Portal, it is absolutely crucial that the information for members in the Knowledge Network is maintained and updated. We thank you in advance for continuing helping us with this important task and sending us updated information on new contact details. You can send information to Dona Khanfour at dok@iucn.org

Contribution and Feedback:

We encourage all of our members and partners to share their thoughts and stories with us. Please send your news, events or successful stories, or any feedback to share with all WESCANA members and partners. Via e-mail to Dona Khanfour at dok@iucn.org

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