



IUCN ROWA Team

July 2009

## IUCN Regional Office for West Asia (ROWA)

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### Editorial



#### Dear Members and Partners,

The theme of this newsletter is about mainstreaming environmental stewardship in the business sector. IUCN Regional Office for West Asia (ROWA) made headway in working with the business sector by contributing to two workshops on Corporate Social Responsibility (CSR) and for LEED Certification, where our regional office shared IUCN's global programme 2009-2012 and IUCN global experience on Transition to Sustainability and Greening the World Economy.

As part of branding IUCN in the West Asia region as a think-tank for sustainability, the second regional debate on Transition to Sustainability was held in Alexandria Library on June 4<sup>th</sup>, 2009, where key stakeholders from the business sector convened to reflect on the implications of the new financial climate on CSR. The debate outlined both challenges and opportunities for working with private sector in the Arab region.

It was evident that there are emerging pioneers in the business sector who embody CSR as a key component in their corporate strategies and as a driver for innovation.

Moreover, IUCN was invited to be a founding board member for the Green Business Council in Jordan which is testimony to the leading role for IUCN as a credible and science-based organization.

Also, IUCN ROWA is currently working on an economic valuation study for conserved areas to contribute to knowledge in the value of economic services and functions.

All of these activities in the domain of business and biodiversity are likely to transform the conventional models of development and make the business case that we should invest in nature and we cannot invest on a dead planet.

**Odeh Al-Jayyousi**  
**Regional Director**

### Top Stories



#### Environmental Awareness Prize

In line with the IUCN mandate to help the world find pragmatic solutions to our most pressing environment and development challenges, IUCN and InWent honoured the Syrian Arab Republic for presenting the best case study on environmental awareness focusing on water scarcity. Six case studies were presented from Jordan, Yemen, Egypt, Tunisia, Palestine in addition to Syria. [Full Story](#)



## Launching of the Zarqa River Restoration Project

The severely polluted Zarqa River in Jordan has long been considered a source of controversy and drawn complaints from area residents who say pollution levels have become so severe that the river emits a stench, attracting insects, particularly in the summer. The Jordanian Ministry of Environment in partnership with IUCN Regional Office for West Asia (ROWA) launched the Institutional Capacity Building Project for the Zarqa River Restoration. [Full Story](#)



## IUCN calls upon mainstreaming environment in CSR

Corporates are realizing nowadays that Corporate Social Responsibility is no longer defined as a branding and a PR tool for private sector. It is commitment from businesses to contribute to public good in order to enhance the synergies between the three pillars of sustainable development. [Full Story](#)



## REWARD Strategic Workshop held in Sharm El Sheikh

Core partners and core team of IUCN ROWA Regional Water Resources & Drylands Programme (REWARD) were involved in a strategic work meeting to define a strategy for the REWARD Programme. This meeting took place in Sharm El Sheikh during May 16-19, 2009. The meeting focused on incorporating new dimensions in the programme such as ecosystems, drylands, climate change, gender and livelihood security.

[Full Story](#)

## Global News



## Third of open ocean sharks threatened with extinction

The first study to determine the global conservation status of 64 species of open ocean (pelagic) sharks and rays reveals that 32 percent are threatened with extinction, primarily due to overfishing, according to the IUCN Shark Specialist Group.

[Full Release](#)



## World Heritage in Danger - IUCN

The Danger List of World Heritage Sites needs radical change if it is to remain an effective conservation tool, according to a report released today by IUCN.

[Full Release](#)



## World Environment Day - every day

As the world celebrates World Environment Day, the negative impact on people and nature of unsustainable lifestyles and practices are felt more strongly than ever before, according to IUCN. [Full Release](#)

## DG Mission to West Asia



## IUCN Director General in Lebanon to meet with Government Officials and IUCN members

IUCN Director General Julia Marton-Lefèvre has called on the Lebanese government to take an active role as a member of IUCN. Visiting Beirut she stressed to Dr. Berj Hatjian, Secretary General of the Ministry of Environment that this will allow Lebanon an international stage on which it can voice its national environmental priorities.

[Full Release](#)



## Ibis Project Kicks off in Palmyra

IUCN Director General Julia Marton-Lefèvre has officially launched the Northern Bald Ibis Project in the Syrian Palmyra desert. This project aims to establish new standards and practices for protected areas design and management in Syria, where activities to conserve the Bald Ibis will be undertaken in the Palmyra Ibis Protected Area (IPA) which was established in 2004. [Full Release](#)



## DG meets with IUCN members in Jordan

In a warm atmosphere, IUCN Director General Julia Marton-Lefèvre has met with IUCN members in Jordan in the presence of the former Jordanian Prime Minister HE Dr. Adnan Badran and Ministry of Environment Secretary General HE Mr. Faris Al Junaidi, IUCN Regional Councilor for West Asia Eng. Mohamed Shahbaz and IUCN Jordan National Committee Chair Mr. Fadi Sharaiha. [Full Story](#)



## IUCN stakeholder meeting in Palestine

Within the IUCN Director General mission to the West Asia region she also visited Jenin in Palestine where she took a tour to a number of protected areas and sites there. She met with the Jenin Deputy Governor Mr. Abdullah Barakat and the government departments' directors as well as other stakeholders in Jenin. [Full Story](#)



## IUCN and JOHUD collaborate to start up the Eco-Village Project in Ajloun

Source: The Jordan Times

The northern town of Al Wahadneh will become a model eco-village that will apply principles of integrated ecosystem management and responsible use of natural resources to achieve sustainable development. [Full Release](#)

## REWARD News



## Launching IUCN Palestine Strategy

IUCN ROWA has recently launched the Strategy for Nature Conservation and Sustainable Development in Palestine through the IUCN Marj Sanour Project Office based in Palestine. Since the establishment of the Palestine Project, in early 2008, the project team has been involved in various stakeholder meetings and workshops to engage them in the formulation of the IUCN Programme Strategy in the West Bank and Gaza Strip. [Full Story](#)



## REWARD programme presents 5 case studies in WWF

During the World Water Forum in Istanbul - Turkey, IUCN Regional Water Resources & Drylands Programme (REWARD) has presented 5 case studies demonstrating the five REWARD pilot projects in Jordan, Palestine, Egypt and Yemen. [Full Story](#)



## Azraq Project holds its Strategic Meeting in Aqaba

Azraq basin forms the largest resource of good-quality ground and surface water in northeastern Jordan. The ecologically sensitive basin suffers from over-pumping the freshwater to Amman and Zarqa cities and irrigating Azraq farms. The IUCN Azraq Dialogue Restoration Project, one of the most effective yet challenging projects in that area, held its Strategic Meeting on April 15<sup>th</sup> to set up the project action plan for the year 2009. [Full Story](#)



## IUCN ROWA and Birdlife Middle East join forces to save the Bald Ibis

IUCN Regional Office for West Asia (ROWA) has signed a Memorandum of Cooperation with BirdLife International - Middle East to enhance the conservation status of the critically endangered Northern Bald Ibis colony breeding in the Syrian Palmyra desert. Within this agreement IUCN ROWA and BirdLife ME will jointly coordinate and implement the Northern Bald Ibis Conservation Program in the Middle East & Turkey. [Full Story](#)



## “Socotra – The Last Stand” documentary

In coordination with local stakeholders in Yemen and Socotra in particular, IUCN ROWA has produced a documentary entitled “Socotra – The Last Stand”. This documentary promotes the special and unique ecosystem of the Socotra Archipelago. It shows how the islands and the local people there are trying to fit into today's' changing world by facing many challenges to achieve the ecological, cultural and economic sustainability. With increased accessibility and the influence of globalization, the islands are threatened by unsustainable development. [Full Story](#)



## Marine Protected Areas Management Planning Workshop series in Syria

Management planning is considered an essential step towards ensuring proper management of protected areas. Responding to the Syrian Ministry of Environment request, IUCN Regional Office for West Asia (ROWA) in partnership with the Ministry has conducted a series of workshops on Marine Protected Areas Management and Planning for relevant stakeholders in Syria. [Full Story](#)



## Man and Biosphere selects IUCN as an observer

IUCN ROWA was recently selected to become one of the observers in the Man and Biosphere National Committee in Jordan. Initiated by UNESCO, the Man and the Biosphere Programme (MAB) notably targets the ecological, social and economic dimensions of biodiversity loss and the reduction of this loss. Development (DESD). [Full Story](#)



## IUCN assists in preparing and reviewing the Management Effectiveness Report of Protected Areas in Jordan

As part of the Integrated ecosystem management in the Jordan Rift Valley Project, the Royal Society for the Conservation of Nature (RSCN) has approached IUCN to review the Management Effectiveness Report of the Protected Areas in Jordan based on its international standards and expertise in protected areas management. [Full Story](#)



## Satellite tagging of Bald Ibises in Palmyra

On July 1<sup>st</sup> 2009 two sub-adult bald ibises were trapped and tagged with satellite transmitters in Palmyra in the framework of cooperation between the Syrian Desert Commission, IUCN Regional Office for West Asia (ROWA) and BirdLife Middle East. This important achievement came as the culmination of an intensive 5-month field work of protection which started at the return of 5 ibises in February 2009. [Full Story](#)



## IUCN and NCWCD partner to conserve biodiversity in Saudi Arabia

The need for biodiversity conservation in Saudi Arabia has become a rising priority, where good practice and scientific knowledge is highly required. Building on a 20-year-partnership in protected areas management, the National Commission for Wildlife Conservation and Development (NCWCD) has extended the partnership with IUCN Regional Office for West Asia (ROWA). IUCN will provide technical support to NCWCD in the field of biodiversity conservation focusing on effective implementation of the Convention in Biological Diversity (CBD) obligations. [Full Story](#)



## IUCN explores strategic partnership with Oman

Despite its arid climate, the Sultanate of Oman is an area of relatively high biodiversity, which urged IUCN Regional Office for West Asia to explore areas of collaboration and partnership with the governmental and non-governmental sectors in Oman. A team from IUCN ROWA has undertaken a mission to Oman responding to the Ministry of Tourism request to discuss a proposed eco-tourism development project in the Bandar Khiran area. [Full Story](#)



## PA Programme participates in WCPA/CEC Steering Committee Meeting in Ecuador

IUCN ROWA Protected Areas Programme Officer, Khadloun Alomari has participated in the Joint Steering Committee Meeting of the World Commission on Protected Areas (WCPA) and Commission on Education and Communication (CEC) that took place in Quito, Ecuador on 11-15 May, 2009. [Full Story](#)

# World Heritage



## World Heritage Nomination for the Marshlands of Mesopotamia in Iraq

The Marshlands (al-ahwar) of Mesopotamia in southern Iraq, is registered on UNESCO's World Heritage Tentative list in preparation for nominating it to be a natural and cultural (mixed) world heritage site. IUCN ROWA has trained a number of stakeholders mainly represented by the governmental sector in Mesopotamia to start preparing for the nomination file for this site. [Full Story](#)



## Sub-regional meetings on the Second cycle of Periodic reporting in the Arab states

After the first Regional meeting on the Second Cycle of Periodic Reporting in the Arab States which took place in Bahrain in December 2008, the Arab states were divided into three clusters to attend the sub-regional World Heritage Meetings that were held in Jordan, Qatar and Morocco. IUCN Regional Office for West Asia (ROWA) has actively participated in the three meetings represented by IUCN World Heritage Focal Point Ms Haifaa Abdulhalim. [Full Story](#)



## World Heritage focal point awarded by Hans Seidel and RSCN

The Hanns Seidel Foundation in association with the Royal Society for the Conservation of Nature in Jordan has created a Regional Training Award to give individuals working in environmental organisations. IUCN ROWA World Heritage Focal Point Ms Haifaa Abdulhalim was awarded a USD 4,000 for submitting a proposal on World Heritage Convention Training and Implementation. [Full Story](#)

### Business & Biodiversity News



## IUCN Calls for Reviving the Waqf for Environment Initiative

IUCN, International Union for Conservation of Nature called for developing an institutional model for the environmental Waqf (trust fund) using a modern methodology through a consultation session on the *New Vision on Waqf for Environment and Sustainable Development*, which was organized by IUCN Regional Office for West Asia (ROWA) under the patronage of Minister of Environment HE Eng. Khaled Al Irani and the Chief Islamic Justice Dr. Ahmed Helayel in cooperation with the Jordanian Ministry of Environment and the Jordanian Society for Desertification Control and Badia Development. [Full Story](#)

### Membership News



## Starting preparations for the next Regional Conservation Forum in 2010

After the IUCN 2<sup>nd</sup> Second West Asia Regional Committee Meeting that was held in Amman on March 30-31, 2009, the committee members called for starting with the preparations for the next IUCN 7<sup>th</sup> Regional Conservation Forum (RCF) which is proposed to be held in November 2010. [Full Story](#)



## IUCN Regional Committee for West Asia convenes its second meeting in Amman

IUCN Regional Committee for West Asia (RCWA) held its Second Meeting in Amman, Jordan on March 30-31, 2009 in the presence of IUCN Director General Ms Julia Marton-Lefevre, IUCN West Asia Regional Director Dr. Odeh Al-Jayyousi and RCWA Chair Eng. Mohamed Shahbaz. [Full Story](#)



## Strengthening IUCN commissions in West Asia

IUCN Regional Office for West Asia (ROWA) is in the process to devise a strategy for engaging and activating the commission members in the West Asia Region in a purposeful manner. IUCN ROWA is keen to working with all of the commissions to make a difference in the ONE Programme Concept. Therefore, a number of focal points were from the secretariat and commissions were appointed to take the lead in facilitating the process of strengthening the role of commissions in the region.

[More Details](#)

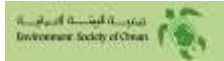
### New IUCN West Asia Members



## Al Shouf Cedar Society (ACS)

The Shouf Biosphere Reserve (SBR) was declared a UNESCO Biosphere Reserve in 2005. Within the Biosphere Reserve is the Al-Shouf Cedar Reserve (the largest in Lebanon) which was declared a protected area by law in 1996 by the Government of Lebanon. Tourism is a major activity in the Shouf Biosphere Reserve. Visitors arrive at one of four entrances namely: Barouk Cedar Forest, Maaser Cedar Forest, Ain-Zahalta/Bmohrai Cedar Forest and Niha Fort.

[www.shoufcedar.org](http://www.shoufcedar.org)



## Environment Society of Oman (ESO)

ESO was founded in March 2004 by Omanis representing different regions and many different professional backgrounds. Membership is open to anyone above the age of 18 who has an interest in conserving the environment and ensuring that Oman's natural heritage remains intact for future generations to enjoy.

[www.environment.org.om](http://www.environment.org.om)

## New ROWA Staff



### Rana Fityani new IUCN REWARD Process Documentation Officer

Rana Fityani has recently been appointed as a Process Documentation Officer for the Regional Water Resources & Drylands Programme (REWARD). Before joining IUCN, Rana has worked as Project Officer at the Arab Women Organization and at the Caritas. She also worked at Darat Al Funun and the Shoman Foundation in Jordan. She holds a Bachelors degree in Psychology and Archeology from the University of Jordan. Rana is also a Human Rights and Gender activist and a child literature author.

## New Publications



### Mainstreaming Sustainable Development in West Asia

#### IUCN ROWA Annual Report 2008

Download [English](#)



### Secure Living in a Just and Healthy Environment

#### IUCN ROWA Brochure

Download [English](#)