



JABAL MOUSSA BIOSPHERE RESERVE

REPORT FOR THE YEAR

2013



This report summarizes the work of the
Association for the Protection of Jabal Moussa (APJM)
for the year 2013 as managing body of Jabal Moussa Biosphere Reserve.

"For those who have eyes to see and ears to hear, the forest is at once a laboratory,
a club and a temple"

Lord Robert Baden-Powell

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Jabal Moussa was designated a UNESCO Man and Biosphere Reserve in 2009. The evolution since then has been tremendous, due to the efforts of the Association for the Protection of Jabal Moussa (APJM) and its faithful partners, ranging from locals, to national donors and international organizations.

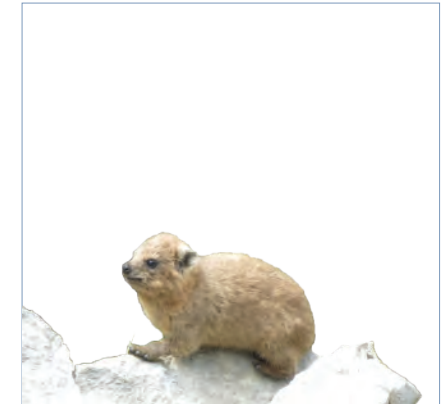
Looking back at 2013, one realizes that, in spite of the insecure political and economical situation, Jabal Moussa has had its most successful year so far: widely campaigning for wildlife conservation, initiating efficient reforestation activities, actively enhancing the welfare of local communities.



WHAT WE ACHIEVED... WITH YOUR SUPPORT

The achievements realized amid the challenging times spring from the solid backing APJM received in 2013 - and continues to receive - from its supporters.

But this year, for the first time, APJM fielded an open call for support in its mission to conserve Jabal Moussa; and the answer was impressive: businesses, banks, individuals, media, public and political figures responded enthusiastically.



All this strengthened the belief of APJM team in its mission and helped it move closer towards achieving it. But most of all, it added more responsibility on APJM team and raised the bar higher for the year 2014.

Building on yesterday's successes...
to face future challenges...



SAVING OUR NATURAL HERITAGE

Raising Awareness

We believe that the future of Jabal Moussa heavily relies on the support of people and their belief in the importance of conserving it.

Campaigning for the conservation of nature, and Jabal Moussa in particular, is at the heart of all our conservation efforts.

Following the publishing of the flowers' guide in 2012, the tree guide, "Guide des arbres, arbustes, arbrisseaux et fougères de la Réserve de Biosphère du Jabal Moussa ", written by Professors Georges and Henriette Tohmé, was published and distributed, with the financial backing of Byblos Bank.



"Tabsoun Tabsoun! " (Hyrax Hyrax!) the kids' book written by Najib Kassir is being distributed on a national level to all Grade 2 students in public schools, an initiative backed by Rotary Club - Beyrouth, Murex and Cimenterie Nationale. This book aims at introducing the youngsters to the natural heritage found in Jabal Moussa and the importance of conserving it.

25,000 STUDENTS WILL RECEIVE THE TABSOUN BOOK!

“The more one sows,
the greater the harvest.”

Orison Swett Marden



Restoration & Reforestation

APJM established its third native tree nursery in Qahmez where seeds collected from the mountain are sown and grow to become healthy seedlings.

The first two nurseries served nationwide reforestation initiatives and were rendered state-of-the-art by the Lebanon Reforestation Initiative, a project funded by the United States Agency of International Development (USAID) and implemented by the United States Forest Service (USFS).

Three objectives are behind the establishment of the Qahmez nursery: increasing the overall growing capacity of our tree nurseries to reach 40,000 seedlings yearly; expanding the range of local beneficiaries; producing seedlings to be used in our own reforestation activities (described on the right).

The first reforestation project started in 2013, aiming at restoring the degraded Qahmez entrance and establishing a forest as a memorial to Tareq (or TJ) Saade, a committed Lebanese environmentalist who passed away in 2012.

Personally funded by TJ's parents, the project was launched in September 2013. The site was successfully planted with 1,600 seedlings produced in our tree nurseries.

APJM has developed the restoration plans of two degraded sites inside the reserve. The rehabilitation plan for an abandoned limestone quarry was backed by HSBC Bank.

A comprehensive survey of a damaged part of the Roman Stairs was backed by Banque Libano-Française (BLF). In 2014, the ongoing partnership with BLF will significantly advance the implementation of this vast rehabilitation and ecotourism project.

“The increased capacity and vitality of APJM's nursery production will continue to provide, for years to come, high-quality native tree seedlings” LRI report





Climate Change

Jabal Moussa was selected as pilot site for the regional project "Maximize the production of goods and services of Mediterranean forest ecosystems in the context of global changes", funded by FFEM (Fonds Français pour l'Environnement Mondial). Studies have started to assess the current status of the reserve and to model future impacts of climate change on it.



« Je tiens à souligner le dynamisme de votre équipe ainsi que la pertinence des actions qu'elle conduit sur une zone riche en biodiversité mais particulièrement sensible aux pressions de l'urbanisation. Je suis certain que votre association sera un partenaire important du projet régional dont l'un des sites pilote est Jabal Moussa pour le Liban »

Didier Simon, FFEM



INSPIRING TOURISTS TO CARE

4014 hikers in 2013!

Unspoiled biodiversity, dramatic scenic views, impressive landscapes, historical features, culture and tradition... many assets in Jabal Moussa draw tourists from Lebanon and all over the world. The objective of APJM for the year 2013 was to receive additional numbers of tourists, but most importantly to inspire them and to engage them further in its mission.

Tourists were invited to visit the nurseries, participate in the planting activities, and contribute in the local economic development.

As a result, Jabal Moussa received 4,014 visitors in the year 2013 -as opposed to 1,853 in 2012 -; 100 groups were accompanied by a local guide; 751 visitors were hosted for lunch at a local guesthouse; dozens of trees were planted by tourists.

Many thanks go to tour operators, schools and corporate friends who visited us! Your enthusiasm feeds ours!

A joint effort by an enthusiastic corporate backer, Khalil Fattal, and an experienced tour operator, Michel Mfarrej, will yield an exceptional new trail departing in the village of Chouwen, meandering through the bushy humid forest overlooking the majestic canyon of Adonis River, passing through the laurel-scented forest of El-Ebreh, and finally looping at the lake of Chouwen. More on this in 2014!



"The valley is very beautiful and dramatic (...) The reserve is fortunate to have such an able and committed team. I was very impressed with what the Association is doing in Jabal Moussa"

Derek Plumbly, United Nations Special Coordinator for Lebanon



FOR JABAL MOUSSA... FOR ITS PEOPLE!

صنع أيدينا

صنع أيدينا ...the line of Jabal Moussa food and handicraft products, on sale since 2012, was well expanded in 2013, generating more considerable income to the skillful local women producing it.

APJM strived to increase the quality and quantity of the products, while creating marketing opportunities to promote them. In 2013, 11 new distinguished products were added to Jabal Moussa line; 7868 items have been sold so far; 7 new outlets were adopted.



Enhancing welfare

With the financial and institutional support from Drosos Foundation, APJM initiated the Community Development Project, a 2-year project that aims at achieving a better, sustainable quality of life for the communities living in and around Jabal Moussa. While the project activities have just been launched, local beneficiaries already expressed their interest in its outputs. APJM team started raising awareness among the local youth on the natural and cultural heritage of Jabal Moussa: 260 school students from Yahchouch, Ghbaleh, Kfour and Mayrouba, as well as 3 local youth groups were visited. Four sustainable income generating opportunities have been so far identified: beekeeping, edible and aromatic plant harvesting, mushroom growing and sustainable pruning. 54 beekeepers have been visited, and ways to cooperate have been thoroughly discussed.



WORKING IN PARTNERSHIP

First fundraising event

APJM organized its first fundraising event, at the Casino du Liban, and called the Lebanese society to contribute to its conservation mission. Support for Jabal Moussa came in diversified aspects: some donated; some attended the event; some invited their friends; some offered visibility, others their creativity; and some played music and sang! They had one thing in common: they all shared the Passion for Jabal Moussa . The event, planned and organized by Nayla Abi Karam, was highly publicized by LBCI, and the advertising campaign was creatively conceived by Impact BBDO. Some highlights from the event: A documentary on Jabal Moussa was shown

http://www.youtube.com/watch?v=L_3VMFDAF-4

during the event and appeared repeatedly on Kalam El Nass show; "Le Cercle des Grands Amis" was launched (Raymond Audi - Michel Eddé - Khalil Fattal - Marcel Ghanem - Philippe Helou - Adnan Kassar - Nayla Moawad - Farid Raphael); Marcel Ghanem and APJM paid tribute to Professors Georges and Henriette Tohmé for their committed conservation efforts; APJM honored Impact BBDO; "Monday Blues Band" rocked the stage; Jabal Moussa seedlings and jams were distributed.



Together for Conservation

APJM was able to expand its network in 2013. New links were established with local ministries, mainly the Ministry of Agriculture and the Ministry of Environment. APJM has proven to be an active member of the IUCN Lebanon Committee, and its members were elected as Vice-Chair and Secretary of the Committee.



A big Thank You goes to the media partners who helped showcase the event: LBCI, Pikasso, Voix du Liban, L'Orient Le Jour, Al Nahar, Al Safir, Lebanon Opportunities, and to the event's sponsors who believed in our mission: Banque Libano-Française, Impact BBDO, Murex, Hypco, BLC Bank, Cimenterie Nationale, Choueiri Group, Medco, Adir/Mearco/AXA insurances, Saradar Group, Khalil Fattal et Fils, Groupe Cavalier Holding, Indevco Group, Association Philippe Jabre, Mercuphar Group, Events & More, Gemayel Printing, Kettaneh, Tinol, Ksara, Libano-Suisse Insurance, Etablissements Antoine Massoud, Les Affiches de l'Annonce, Mr Avedis Demirdjian, Mr Nagib Zeidan, Ms Maria Audi and Mr Alexis Habib.



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