

في جبل موسى بلبنان ... طبيعي نحميه!

كسروان- الفتوح / جبيل - لبنان

THE ASSOCIATION FOR THE PROTECTION OF JABAL MOUSSA

FIRST FUNDRAISING GALA DINNER

SEPTEMBER 10, 2013

CASINO DU LIBAN - SALLE DES AMBASSADEURS



WWW.JBALMOUSSA.ORG



JABAL MOUSSA BIOSPHERE RESERVE



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



Jabal Moussa... a Story of Passion!

The Association for the Protection of Jabal Moussa (**APJM**) was founded in **2007** by prominent professionals from the region and a few well known public figures who were all driven by the same cause: protecting the rich biodiversity of Jabal Moussa and its cultural heritage from increasing external threats.

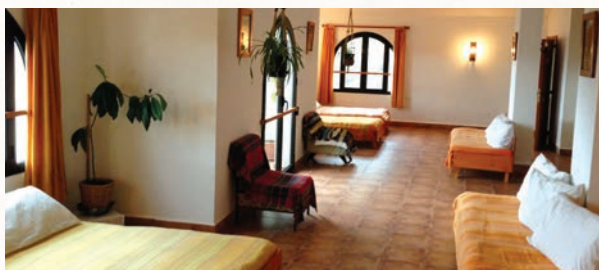
Protecting Jabal Moussa goes beyond protecting the Mountain itself. "Jabal Moussa" is also the seven villages that surround it; it is **Yahchouch, Ghbale, Qehmez, Jouret El Termos, Nahr El Dahab, El Ebreh and Chouwan**; it is thousands of people who take pride in belonging to Jabal Moussa; it is the hikers who walk there, once, twice, tens of times, only to be amazed even more each time; it is our partners and funders who have shared with us the **passion of "Jabal Moussa"**.



Jabal Moussa at a Glance

- Jabal Moussa is home to more than **727 flora species**, out of which 26 are endemic to Lebanon, and 6 to Jabal Moussa.
- It has one of the largest populations of rock hyraxes (the famous **Tabsoon**) ever recorded in the country.
- Jabal Moussa mountain and surrounding villages were designated a **UNESCO Biosphere Reserve** under the Man and Biosphere program in May 2009, making Jabal Moussa the third biosphere reserve in Lebanon.
- Jabal Moussa is a **Global Important Bird Area (IBA)**, with more than 137 migratory and soaring bird species recorded so far.
- Jabal Moussa's rocks are the **oldest outcrops in Lebanon**, dating back to the early Jurassic period around 200 million years ago.
- It includes the most preserved part of the **Roman road** that used to link the coast to the Bekaa.
- It is one of the most important breeding sites for threatened **wolves** and **hyenas**.
- Jabal Moussa is of high cultural value, presenting several spiritual and historical sites: **Adonis Valley** as a death site of god Adonis according to Phoenician mythology; ruins of an **old village** isolated in the mountain; **rock carvings** by the Roman Emperor Hadrian dating back to the 2nd century AD; **Mar Geryes monastery** built on the remains of Roman ruins; and **Yahchouch Cross** erected at the mountain summit in 2000.

... Jabal Moussa is pristine and stunning. We rely on your support to keep it that way!



OUR SUCCESS STORIES

Ecotourism

From dramatic scenic views including the Adonis Valley, and a uniquely rich biodiversity that remains fortunately unspoiled, to cultural and historical features, Jabal Moussa has all it takes to be a major national ecotourism attraction. Our major goal is to unveil the incredible richness of our Jabal to as many people as we can without negative impact on its natural wealth.

Our visitors have increased tenfold in 4 years, choosing their customized package for a guided hike, having lunch at one of the local guesthouses, and staying overnight at a local Bed & Breakfast.

Ecotourism, highlighting our conservation concern, contributes also to the social and economic progress of the area. The whole tourism infrastructure is community-centered. APJM has trained and engaged local guards and guides, who soon became the stewards of Jabal Moussa, joyfully raising awareness among their communities, and adding their own flavor to the hikes and visits.

Visit us... get to know Jabal Moussa... and experience a unique journey in nature!

OUR SUCCESS STORIES

Socio-Economic Development

“صنع أيدينا”... we present to you our line of “Jabal Moussa” food and handicraft products, manufactured by 50 wonderful local women. The project started in 2011, aiming at leveraging the local skills and creating income-generating opportunities. But the results exceeded the expectations. With support from the sisters running the Immaculate Conception school in Ghbaleh, a central kitchen was established within the school premises, and offered the local women a space that allows their skills and creativity to bloom. Unique recipes, thorough quality control, great taste, elegant style... made Jabal Moussa products distinguished and appealing to their clients, allowing them to be sold out and reordered thrice in just 12 months.

Our products are being sold at the reserve entrances and in targeted outlets. Jabal Moussa basket gifts have also proven to be excellent Christmas presents for our corporate friends.

APJM has not stopped here. As part of our socio-economic initiatives, we’ve planned to attract more beneficiaries through establishing a second central unit in another village, and to create an online eco-shop for Jabal Moussa.

Food products: forest honey, strawberry and cherry jam, apricot and peach jam, hosrom, thyme, kishk...

Handicraft products: recycled wooden coasters, folkloric dolls, stop doors, embroidered jar covers...

Outlets:

Reserve entrances; Maison de l'artisan - Ain el Mraisseh & Beirut International Airport; L'artisan du Liban - Clemenceau & Achrafieh; Mefteh el Chark - Zouk Mikael; Teleferique - Jounieh; Le Bristol Hotel - Verdun; Les Gourmandises du Bristol - Achrafieh; Awan Tea - Beirut Port; Silk Museum - Bsous



OUR SUCCESS STORIES

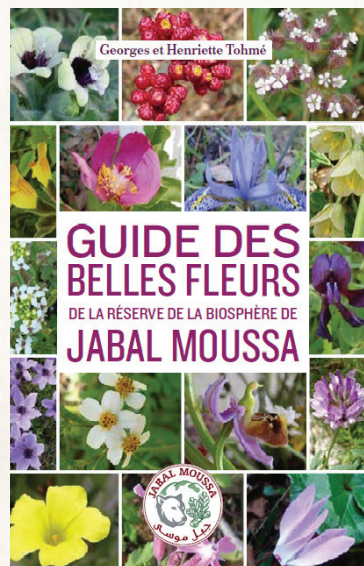
Conservation

Convinced that its conservation efforts would have been useless without public support, APJM has been striving to raise awareness on local and national levels. The findings of prominent professors were translated into educational materials distributed to the public, the latest being the “Guide des fleurs” and the “Guide des arbres” written by Professors Georges and Henriette Tohmé. Our mascot, and the kids’ most cherished environmental character, Tabsoun (or rock hyrax), has been moving from school to school and distributing its book, “Tabsoun Tabsoun!”, to 25,000 students.

As we plant seeds of knowledge on one hand, we plant real seeds on the other. In three villages surrounding the mountain, on property rented from local inhabitants, we maintain three native tree nurseries with a total growing capacity of 40,000 seedlings. With the technical support of Lebanon Reforestation Initiative and the assistance from guides, guards and local volunteers, we collect seeds from trees in Jabal Moussa, and grow them in the nurseries.

You cannot miss our seedlings – you see them on every table. We made them a bit more presentable for this occasion, but this is what one can find in our nurseries. A few more months, and they will be ready for outplanting in the Lebanon Reforestation Initiative project, in our planned rehabilitation projects, or in any project that is still in need of seedlings!

Any interested person can inquire with us. We will be glad to help!



“And there are those who give and know not pain in giving, nor do they seek joy, nor give with mindfulness of virtue; They give as in yonder valley the myrtle breathes its fragrance into space. Through the hands of such as these God speaks, and from behind their eyes He smiles upon the earth.”

Gibran Khalil Gibran

A huge thank YOU for all those attending tonight. Your support really makes a difference!

APJM First Fundraising Gala Dinner – September 10, 2013

A BIG THANK YOU!

CERCLE DES GRANDS AMIS DU JABAL MOUSSA

RAYMOND AUDI, MICHEL EDDE, KHALIL FATTAL, MARCEL GHANEM, PHILIPPE HELOU, ADNAN KASSAR, NAYLA RENÉ MOAWAD, FARID RAPHAEL.

Media Partners



Sponsors-Partners



APJM EXECUTIVE COMMITTEE

CESAR ABI KHALIL, NABIL DE FREIGE, PIERRE DOUMET, SALAH HONEIN,
JOSE SACRE, ARMAND ZOUËIN.

NAYLA ABI KARAM: Project Manager APJM Fundraising Gala Dinner

APJM TEAM:

CHRISTELLE ABOU CHABKÉ: Communication and Ecotourism Manager

ISABELLE KARAM: Administrative Manager

JOELLE BARAKAT: Biodiversity Officer

MARIANA NADER: Financial Officer

ROMAN BRUDER: Forestry Project Coordinator

APJM, Association for the Protection of Jabal Moussa

Tel./Fax: +961 (0)9-643464 Mobile: +961 71-944405

PO Box: 401 - Jounieh Email: info@jabalmoussa.org

www.jabalmoussa.org