



# 2007

Annual Report

The Royal Society for the Conservation of Nature

برية الأردن  
Wild Jordan



الجمعية الملكية  
لحماية الطبيعة  
RSCN



Helping Nature... Helping People

نساعد الطبيعة... نساعد الناس

## Contact Information

### The Royal Society for the Conservation of Nature

**Address:** P.O. Box 1215  
Jubeiha 11941, Jordan  
**Tel:** (+962 6) 5337931/2  
(+962 6) 5350456  
**Fax:** (+962 6) 5357618  
**Email:** admin@rscn.org.jo  
**Website:** www.rscn.org.jo

### Wild Jordan Center

**Tel:** (+962 6) 4633589/7  
**Fax:** (+962 6) 4633657  
**Email:** tourism@rscn.org.jo  
**Website:** www.rscn.org.jo

### Dana Biosphere Reserve

**Deputy Reserve Manager, Amer Al-Rfou'**  
**Tel:** (+962 3) 2270498/7  
**Fax:** (+962 3) 2270499

### Mujib Nature Reserve

**Deputy Reserve Manager, Mohammed Dheisat**  
**Tel:** (+962 3) 2313059  
**Fax:** (+962 6) 2313059

### Dead Sea Panoramic Complex

**Complex Manager, Alaa Mujahed**  
**Mob:** (+962 7) 6337773

### Azraq Wetland Reserve

**Deputy Reserve Manager, Omar Shoshan**  
**Tel:** (+962 5) 3835225  
**Fax:** (+962 5) 3835225

### Shaumari Wildlife Reserve

**Reserve Manager, Ahmad Shallan**  
**Fax:** (+962 5) 3835225

### Ajloun Forest Reserve

**Reserve Manager, Nasser Absi**  
**Tel:** (+962 2) 6475672/3  
**Fax:** (+962 2) 6475673

### Dibeen Forest Reserve

**Deputy Reserve Manager, Basher Ayasreh**  
**Tel:** (+962 2) 6338935  
**Fax:** (+962 2) 6338934

**English inside cover:** In 1966, the last individual of the Ostrich subspecies, *Struthio camelus syriacus* that used to exist in our part of the world became extinct. Since then, individuals of two other Ostrich subspecies were reintroduced to Jordan in Shaumari Wildlife Reserve, but the Ostrich never managed to get back to the wild.

**English cover:** The Lesser Kestrel, *Falco naumanni* is a globally threatened species. A population of this species ends its migration journeys in Jordan to breed in the Jordanian highlands overlooking the Rift Valley including Dana and Mujib. Protecting this species and conserving its habitats, which includes the agricultural fields adjacent to its colonies, will have major impacts on the livelihoods of farmers and biodiversity since Lesser Kestrels feed on locusts and other potential agricultural pests.

**Arabic cover:** Burqu proposed protected area is made up of a mosaic of different desert habitats including mudflats, basalt hills and gravel plateaus. The area is an Important Bird Area since it includes one of the major permanent water bodies in the Desert, Ghadeer Burqu.

**Arabic inside cover:** Jarba was proposed as a protected area in 1977. Since then, the area has gone under several land use modifications; quarrying and tree plantations. This has led to the loss of biodiversity quality and consequently, its omission from the list of proposed protected areas of the country.

# President's word

RSCN marks its forty-third year at a time when its support base is expanding to represent, in addition to its members and supporters, an increasing number of Jordanians who are keenly interested in protecting the exceptional nature with which the country is blessed. This is a clear statement of the commitment that citizens have made to preserve the natural treasures of their nation for future generations.

Over the years, RSCN has constantly developed and advanced its capabilities in order to perform large-scale duties in conservation that are accepted and supported by the community. This approval is expressed in people's growing desire to protect nature in Jordan, as well as in their recognition of RSCN as the primary organization that has been instrumental in the pursuit of national conservation initiatives.

The rising challenges and growing responsibilities of the Society require a greater strengthening of its institutional structure. Therefore, this past period has witnessed a clear focus on the Board of Directors' involvement in the administration, finances, monitoring, and training within the organization. This enhanced effort must continue to ensure that the Society is able to consistently perform with professional efficiency and a high level of institutional integrity.

In the future, sustaining the Society's activities will require increased financial resources. Despite the income generated by the Society's economic and social development activities, there remains a need for financial support from donors, whether national or foreign. We are hopeful that with more companies becoming concerned with increasing their involvement in corporate social responsibility, we will be able to attract the kind of financial support

that is needed for the Society to achieve its mission to protect the country's biodiversity.

Nature conservation is a national duty. As such, RSCN is proud of the cooperative relationships it has established with a variety of official organizations, civil societies, and other community-based organizations in and around its nature reserves. Most recently, the Environmental Police Force was established with the hope that it would contribute to ongoing national efforts.

At present, our country is going through a stage of economic development that may raise the level and frequency of transgressions against the environment. However, RSCN will continue its work to safeguard environmentally-sensitive sites and to protect Jordan's nature reserves by putting in place agreed upon regulations designed to conserve precious natural areas. We hope that we will continue to enjoy support and encouragement from our leadership, which has always been concerned with balancing the requirements of protecting Jordan's nature with the need to spur the country's development. Without such a balance, we would not be able to maintain these exceptional natural treasures for our future generations.

On this occasion, I can only applaud the efforts of the employees of RSCN, who view their relationship with the Society as a translation of their belief in its mission to protect the natural treasures of their country. I would like to thank the society's supporters – individuals, organizations, Jordanians, and friends of Jordan. Without this support, this national organization would never have been able to accomplish what it has accomplished to this day.

**Abdel-Elah Al-Khatib**



### Board of Directors

President	<b>Mr. Abdel-Elah Al-Khatib</b>
Vice President	<b>Mr. Hisham Khatib</b>
Secretary General	<b>Mr. Issa Shahin</b>
Member	<b>Mrs. Leila Sharaf</b>
Member	<b>Mr. Ghassan Asfour</b>
Member	<b>Mr. Adeeb Akroush</b>
Member	<b>Dr. Mohammed Sabarini</b>
Member	<b>Mrs. Zein Shubeilat</b>
Member	<b>Mr. Samer Muasher</b>
Member	<b>Mr. Nihad Zakharya</b>
Member	<b>Ms. Rana Nabir</b>

The Royal Society for the Conservation of Nature (RSCN) is an independent non-governmental organization devoted to the conservation of Jordan's natural heritage. It was founded in 1966, with His Majesty the late King Hussein as Honorary President, and has been given the responsibility to care for and protect the Kingdom's biodiversity. As such, it is one of the few voluntary organizations in the Middle East to be granted such a public service mandate.

### Mission Statement

The Royal Society for the Conservation of Nature aims to conserve the biodiversity of Jordan and integrate its conservation programs with socio-economic development, while promoting wider public support and action for the protection of the natural environment within Jordan and neighboring countries.

### Executive Team

<b>Yehya Khaled</b>	Director General
<b>Chris Johnson</b>	Director of Wild Jordan Division
<b>Mohammad Ali</b>	Director of Administration and Finance Division
<b>Mohammad Abdel Fattah</b>	Director of Conservation Division
<b>Sulaf Mubaideen</b>	Director of Outreach Division
<b>Rajaa Toubeh</b>	Head of Administration Section
<b>Rami Owaidat</b>	Head of Human & Institutional Development Section
<b>Saleem Eid</b>	Head of Finance Section
<b>Maen Smadi</b>	Head of Reserves Section
<b>Mahdi Qatrmeez</b>	Head of Law Enforcement Section
<b>Enas Sakkijha</b>	Head of Research Section
<b>Zaid Goussous</b>	Deputy Director of Wild Jordan Division
<b>Mohammad Al-Tawil</b>	Head of Administration and Finance/Wild Jordan
<b>Nabil Werr</b>	Director of Sales and Marketing/Wild Jordan
<b>Andrea Atalla</b>	Head of Socio-economic Program/Wild Jordan
<b>Osama Hasan</b>	Head of Tourism Facility Development/Wild Jordan

## Protecting Nature By:

- Setting up and managing protected areas to safeguard Jordan's natural environment and biodiversity;
- Conducting research to provide a scientific base to aid conservation efforts;
- Enforcing governmental laws to protect wildlife and control illegal hunting;
- Raising awareness on environmental issues through establishing nature conservation clubs, providing educational programs in reserves, and integrating biodiversity concepts in school curricula;
- Ensuring the socio-economic development of rural communities by creating job opportunities through eco-tourism, craft production, and other nature-based businesses;
- Providing training and capacity building for environmental practitioners and other institutions throughout Jordan and the Middle East;
- Encouraging public participation in RSCN nature activities through membership, events and activities.
- Promoting public action for environmental protection through advocacy campaigns and programs



## Helping Nature... Helping People

RSCN believes that nature conservation and economic development can go hand-in-hand. It also holds the belief that Jordan's nature can provide the basis of an alternative economy for members of poor rural communities that currently have few opportunities to improve their livelihoods.

Within and around its protected areas, RSCN has been contributing to this alternative economy by developing eco-tourism and other nature-based businesses that are generating additional income and social benefits for some of the poorest people in Jordan. By providing tangible benefits, such businesses not only position nature conservation in the "real world", but also create alternative and more benign uses of land, and gradually build-up popular support for both the concept and practice of nature conservation.

## Wild Jordan

Wild Jordan is the division of RSCN responsible for developing ecotourism, handicrafts and other nature related businesses that promote and sustain the Society's nature conservation and socio-economic programs.

## Definitions

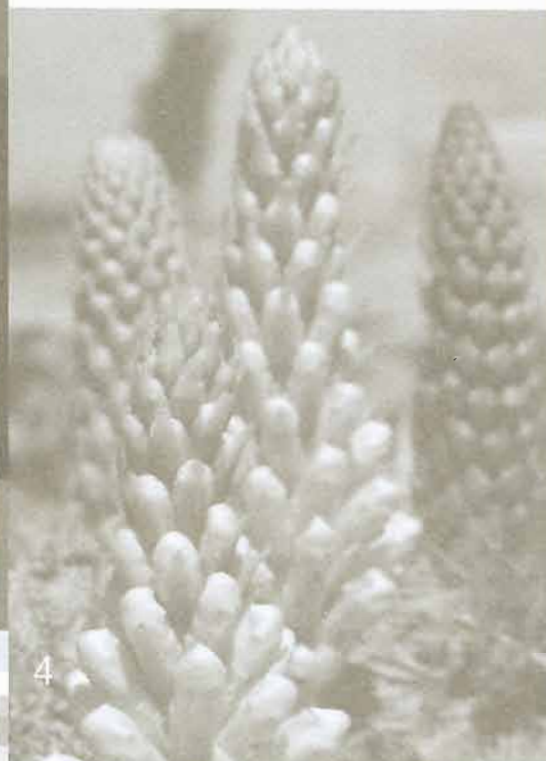
**General Assembly:** All active members of RSCN's membership program.

**Board of Directors:** The governing body nominated by the general assembly to supervise the management of RSCN, consisting of nine elected members, who appoint an additional two members from the General Assembly. Committee member elections are held every four years, with the right to vote exclusively reserved for Jordanian nationals. RSCN members gain the right to vote for candidates after two years of uninterrupted membership, under the condition that the member is a Jordanian national over the age of 20. A member gains the right to run as a candidate for a seat on the Board of Directors after four years of uninterrupted membership in RSCN.

**Executive Committee:** The committee that is charged with implementing the decisions and policies of the Board of Directors and running the organization's day-to-day operations and the internal functions that facilitate the organization's work.

*We present you with the past year's achievements of The Royal Society for the Conservation of Nature, along with our future plans to further protect nature in Jordan.*

**Issa Shahin**  
**Secretary General**



## 2007 Achievements

### **Made good progress in the field of sustainable development**

According to a joint study conducted by Yale University and Columbia University in 2006, Jordan has achieved remarkable progress in the field of sustainable development. This study indicates that the country has shown significant growth in managing biodiversity and ecosystem conservation programs, an achievement that would not have been possible without the efforts of RSCN staff and the continued support of RSCN's Board of Directors, Jordanian Ministries, and other supporting institutions.

### **Integrated important biodiversity areas in national land use plan**

RSCN participated in the development of a land use plan, which took into account all existing nature reserves and other environmentally important areas. This plan aims to maintain the sustainability of natural resources in these areas and to manage investments and urban expansion towards areas with less environmental sensitivity. Among RSCN's achievements is the Ministry of Tourism's acceptance of the terms of reference for the "Development and Preservation Plan for Ajloun Cultural and Natural Landscape" Project.

### **Launched Integrated Ecosystem Management in the Jordan Rift Valley Project**

HRH Prince Zaid bin Ra'ad, Jordanian Ambassador in Washington, signed the Integrated Ecosystem Management in the Jordan Rift Valley Project on behalf of the Jordanian Government and RSCN. The project aims to develop a pioneering national model that introduces the concepts of integrated ecosystem management in land use programs and procedures. This includes establishing a network of protected areas along the Jordan Rift Valley, which is managed by local people and stakeholders. This network consists of four main reserves: Jebal Masauda, Qatar, Fifa, and Yarmouk.

In addition, the project is working to increase RSCN's endowment fund and to promote the financial sustainability for its different programs. This project will also develop a pilot program in order to verify the effects of climate change on ecosystems and biodiversity in protected areas, to design plans to cope with this change, and to respond to it. RSCN officially launched the project on a national level in October through November 2007, with the participation of our main partners. A professional cadre has been recruited for the project, and implementation has begun, with an expected end date halfway through the year 2013.

# 2007 Achievements



## **Opened two important new tourism facilities: Azraq Lodge and Ajloun Cabins**

After its 'soft opening' in 2006, the finishing touches were added to the Azraq Lodge and it opened officially for business early in 2007. This Lodge was created from an old British Field Hospital, which RSCN has owned and used since the 1970's. With funds provided by USAID, these old buildings have been skillfully renovated to provide unique accommodation for tourists visiting the Azraq and Shaumari reserves and the Eastern Desert. Additional tourism facilities were also added to the Ajloun Forest Reserve in the form of 5 wooden 'cabins', each with individual bathrooms and solar hot water, beautifully located in a small forest clearing near the visitor center. The cabins were funded by the Ministry of Planning and provide more sophisticated accommodation to complement the existing tented campsite. Both the Azraq Lodge and Ajloun cabins continue to demonstrate RSCN's pioneering use of eco-tourism as a vehicle for supporting the conservation of protected areas, local community development, and awareness raising.

## **Attracted over 60,000 tourists to RSCN reserves and facilities**

By the end of 2007, more than 60,000 tourists had visited RSCN's six nature reserves and facilities such as the Dead Sea Panoramic Complex. The revenue generated contributed 20% to RSCN's annual turnover and more than 50% of protected area management costs, as well as supporting hundreds of local community jobs. This level of tourism firmly places RSCN as a significant player in Jordan's tourism industry and the major player in the country's eco-tourism sector.

## **Signed Memorandum of Understanding with the Police Department**

RSCN signed a memorandum of understanding with the General Security Department, officially declaring the establishment of the Environmental Law Enforcement Unit (Rangers), which will implement all laws related to environmental protection. RSCN is a member of the steering committee that founded the Rangers; in addition, a liaison officer from RSCN has joined the office of the environmental police unit on a permanent basis to follow up the development of the unit's work and coordinate all its programs with RSCN.

## **Introduced new biodiversity concepts into different curricula**

The Environmental Educational team integrated several biodiversity concepts into the school curricula, including: grade 11 and 6 Geography, and grade 3 Social Studies. The Education Department is currently working on introducing topics on the protection of medicinal plants within the vocational education curricula.

## **Continued to build a strategic partnership with the Ministry of Environment**

RSCN signed an agreement to enhance collaboration and coordination between RSCN and the Ministry of Environment to implement plans and programs that aim to protect Jordan's biodiversity by establishing a biodiversity database. RSCN also obtained permission from the Ministry of Environment to revise the section on biodiversity for the environmental impact assessment.

## **Law enforcement and hunting regulations**

RSCN's team conducted many different field inspections throughout the Kingdom, during which a number of birds and protected animals were confiscated, along with a number of violations issued during the year 2007. These figures have been documented within the hunting license database.

The following table indicates the number of issued licenses, violations, and field inspections:

No. of Field Inspections	1400
No. of Violations	210
No. of Issued Licenses	1700



## New research

- Completed a series of studies on wildlife and biodiversity in the nature reserves. Results of this research provided a scientific base for the revision and development of management plans for the reserves. By use of the Geographic Information System, the research team developed a zoning model plan, which is prepared according to a series of geographical analyses that result in specifying areas with environmental significance, in addition to areas affected by human activity within the reserves; all of which helps in developing the zoning plan for the reserves (see "Protected Areas" section).
- Prepared a local action plan for the protection of the Persian Squirrel in Jordan.
- Set up a practical plan to conserve the Imperial Eagle in Jordan.
- Implemented the National Water Birds Census in humid areas within Jordan for 6 months throughout 2007.
- Participated in preparing a report on the environmental status of Jordan, in cooperation with the Ministry of Environment.
- Collected, documented, and entered pictures and information on various types of plant and animal species found in the reserves, in order to finalize updating and developing a database program, which will be a web-based program that is accessible through the Internet. So far, researchers have translated 60% of all existing information in the database to the Arabic language. The results of these studies were also extended to national institutions and the private sector to be used in future development planning and environmental impact assessment for various economic projects.

## Outreach for Conservation

- Contributed to establishing a new environmental society, Shejara, that aims to conserve trees and forests. RSCN fulfilled all legal requirements for the establishment of this society. The founding committee elected a Board of Directors, chaired by His Royal Highness Prince Hamzeh bin Al Hussein.
- Created a new Advocacy Unit to gain the support of decision makers. RSCN succeeded in obtaining a grant from the USAID funded Jordan Media Strengthening Program, to launch its first Advocacy project, which aims to develop environmental awareness within the media, creating an effective tool for influencing the decision making process in Jordan. This year-long project consists of two parts: (i) launching a training program on a series of environmental issues and concepts for a select group of journalists and forth-year university students from Media and Journalism faculties; and (ii) granting a national award for distinction in environmental journalism/media.

## Environmental education

RSCN carried out activities with students from Nature Conservation Clubs (NCCs) in schools throughout the year. These activities reinforced the important concepts of protecting biodiversity. RSCN also carried out an awareness campaign on the Bovidae family, taking action against the diminishing number of gazelles and deer in Jordan. The campaign was carried out by NCC students under the slogan "saving what remains of Jordan's deer and gazelles," demanding the immediate protection of these animals and their habitats.

RSCN adopted a new SMS communication program for networking with Nature Conservation Club coordinators throughout Jordan.

RSCN also revised and improved its environmental education programs by:

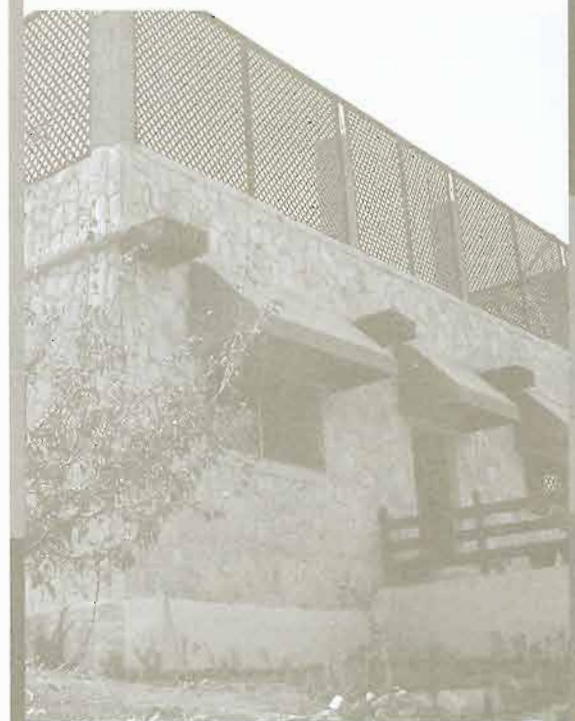
- Developing a new NCC strategy, in cooperation with representatives of the Ministry of Education and NCC coordinators, to clarify the NCC vision and future 5-year plan. The new strategy is being implemented by the Environmental Education Section in various NCCs throughout the Kingdom.
- Launching the second phase of the "Birds Know No Boundaries program" for the academic year 2007-2008. The first phase included a special competition where 15 students were selected to participate in a training program on birds, which was implemented as a joint initiative between RSCN's Education and Research sections.
- Linking RSCN's bird website to the Ministry of Education website, as well as having several educational CDs installed on the Ministry's website.



## Wild Jordan

- Wild Jordan continued to expand and develop its work in integrating socio-economic projects with nature conservation. Its marketing and sales programmes were very successful in 2007, increasing sales of nature products well above the set targets. It also managed to closely meet its marketing target in ecotourism.
- With support from the USAID's Siyaha Project and the Hanns Seidel Foundation, Wild Jordan successfully pioneered partnerships with the private sector in its craft enterprises. These included the launch of a new jewelry collection designed by Nadia Dajani, one of Jordan's top jewelry designers, and the development of the 'Orjan' olive-oil soap brand with soap-making expert Dina Azar. These talented entrepreneurs worked with RSCN's target local communities in Ajloun, Mujib and Dana to develop new and exciting products that are greatly boosting sales and improving the livelihoods of many poor families.
- To support the development and sales of the Orjan soap brand, Wild Jordan created the 'Soap House' in Jabal Amman, in partnership with the Hanns Seidel Foundation. The Soap House is being used to train women from Ajloun villages near to RSCN's Forest Reserve to make high quality soap and also to provide a unique sales outlet in Amman. The EU provided most of the funding for the project and the Soap House was officially opened in October 2007 under the patronage of the EU Ambassador.
- In addition to opening new tourism facilities in Azraq and Ajloun, the Wild Jordan team completed the refurbishment of the Dana Guesthouse and redesigned the dining and reception areas in the Feynan Eco-lodge. Maintaining and developing RSCN's tourism facilities is a full-time task for the Wild Jordan facilities team and is critical to ensuring that the thousands of visitors using RSCN tourism sites have a good experience.
- Visitor numbers to RSCN reserves and facilities showed a healthy increase in 2007, reflecting the hard work of the Wild Jordan marketing team and on-site tourism staff. As shown in the table below, the Dibe'en Reserve continued to attract large numbers of day visitors as a traditional picnic place for local people. Dana maintained its role as the leading site for international visitors and the Dead Sea Panoramic complex had its first full year of operation and attracted an encouraging 20,000 people. Overall, RSCN's sites attracted over 60,000 visitors in 2007 (excluding the local day visitors in Dibe'en), which represented a very significant contribution to Jordan's tourism industry, as well as to the protection of nature.

Reserve	Facility Number of Visitors 2007
Ajloun Forest Reserve	5598
Dana Biosphere Reserve	21000
Azraq Wetlands Reserve	2681
Shaumari Reserve	6612
Mujib Nature Reserve	7079
Dibe'en Forest Reserve	66000
Dead Sea Panoramic Complex	20000





### Protected Areas

RSCN continuously works to monitor and evaluate the effectiveness of reserve management plans in integrating nature conservation programs and socio-economic development; in addition to evaluating the application of the World Conservation Union's (IUCN) categories.

### Dana Biosphere Reserve

- Prepared the reserve management plan for the next five years; all the reserve's decision-makers were consulted to develop with a unified vision for the reserve's goals.

Established a monitoring program for soil erosion as a pilot project in Rummana Mountain.

- Conducted a study on grazing exclosures in the reserve, as a part of a controlled grazing program.
- Conducted a preliminary survey on owls.



### Mujib Nature Reserve

- Prepared the reserve's management plan by completing an area evaluation plan, inspection plan, grazing plan, and northern regions development plan.

- Promoted jewelry production in Mujib Nature Reserve through a partnership with famous jewelry designer Nadia Al Dajani. A special exhibition was held in the Wild Jordan Nature Center to launch this new line of jewelry.

- Conducted a set of studies on medical plants in the reserve, including their distribution and medical composition. The results of this research will be sent to development projects around Mujib Nature Reserve.

- Concluded the development of an educational program for Mujib Nature Reserve, which focuses on medicinal plants and herbs. RSCN has published a medicinal plant guidebook for school students, as well as set up an educational garden and laboratory onsite for students, with the participation of a number of school students.

- Prepared medicinal plant samples, which will be introduced to the market in the form herbal tea infusions.

- Set up a grazing plan in collaboration with local communities.

- Implemented a small rodent supervision plan in the reserve, in addition to submitting a report on it.



### Ajloun Forest Reserve

- Finished the building of 5 new chalets in Ajloun Forest Reserve; these chalets were fully constructed by RSCN staff, and have already begun accommodating the reserve's visitors.

- Implemented the Roe deer monitoring program, and the preparation of a practical plan to monitor it in the coming years.

- Conducted a forest inventory in collaboration with USDA Forest Department.

- Developed a soap-making project, training a group of local women from Orjan village to make all-natural soaps. This project was funded by the European Union and Hanns Seidel Foundation.

- Completed updating the reserve's education programs, which focus on concepts of forest protection.

### Dibeen Forest Reserve

Dibeen Forest Reserve continued to implement its projects according to a previously set management plan:

- Developed a range of handicrafts products to create jobs for targeted local community members from in and around the reserve, which were launched in the Wild Jordan Center.
- Implemented a tourism plan, establishing entrance regulations and control.
- Implemented Stone Martin monitoring program.
- Completed preparation of Dibeen Forest Reserve herbarium.
- Completed updating the reserve's education programs, which focus on concepts of forest protection.

### Shaumari Wildlife Reserve

- Prepared a plan for the development of Shaumari Wildlife Reserve under the title of "Sustainable Management of the Arabian Oryx". An agreement was prepared in cooperation with the Ministry of Environment to implement the Arabian Oryx protection plan, funded by the environmental compensations of the Gulf War.

### Azraq Wetland Reserve

- Concluded the revision of the reserve's management plan.
- Revived a large section of the reserve's natural resources.
- Offered logistical services to initiate national dialogues concerning the Azraq Basin.
- Succeeded in increasing the number of endangered Killifish, which now inhabit the reserve through breeding programs, after ensuring the absence of its natural enemies within its habitat.
- Conducted a bird ringing program to study migratory birds in Azraq Wetland Reserve.
- The British University (UCL) in collaboration with the American Institute for Archeology carried out archeological excavation in the reserve.
- Promoted ecotourism by linking RSCN's sites to surrounding archeological sites in the Eastern Desert.
- Established a recreational site in Azraq Wetland Reserve.
- Completed studies on water characteristics.
- Completed studies on changes in habitats within the reserve.
- Prepared a map of plants in the reserve for distribution.

### Wadi Rum

RSCN finalized the terms of the Wadi Rum Area agreement with Aqaba Special Authority. Subject to this agreement, RSCN specified the training needs of the Wadi Rum Protected Area team and provided them with technical support for several research and training programs.

### Dead Sea Panoramic Complex

- Opened Complex at the start of 2007, with restaurant fully operational.
- Opened nature shop and service center.
- Prepared tourism plan.
- Set up special cameras in order to begin monitoring nearby bird nests.



## Institutional, Financial, and Administrative Development

- Prepared a strategy to improve and enhance RSCN's internal electronic network, aiming to link all outlets and reserves with each other through a web-based system. This plan includes the development of three specialized systems for human resources, finance, and tourism bookings.
- Implemented a plan to enhance the performance of its staff, according to the annual assessment of training needs. RSCN has offered more than 50 training programs in different subjects to build the capacities of its staff.
- Actively managed RSCN's endowment to raise investment revenue to 15% of the capital sum. RSCN is seeking more funds to increase the endowment fund, in order to ensure the sustainability of its activities.
- Merged the headquarter's PR team with the Wild Jordan marketing and sales team to create a single marketing and PR department based at the Wild Jordan Center. This move enables the two teams to pool human and financial resources and jointly develop a single marketing strategy for RSCN and Wild Jordan that capitalizes on opportunities to use the strengths of each to promote the other.

## Regional Activities

### Hanns Seidel Project

RSCN's training team organized over 30 nature conservation training programs and study tours for professionals from RSCN and neighboring Arab countries. These programs included subjects such as ecological research, reserves management, eco-tourism management, environmental law/enforcement, environmental education curricula development, and other subjects related to institutional management.

### Biodiversity Conservation through Eco-Tourism in the Mashreq Region project

In collaboration with the Swiss Agency for Development and Cooperation (SDC), RSCN has achieved the following:

- Funded an environmental association project (Mada) in Lebanon to help them prepare for the establishment of a National Park in the northern mountains.
- Signed an agreement with the Syrian Society for the Conservation of Wildlife (SSCW) in order to fund an eco-tourism project on the shores of Jabboul Lake in the Aleppo province.
- Supported a wetland restoration project at Kfarzabal in the Bakkar Valley.
- Finalized an agreement with four Lebanese NGOs to start an eco-tourism pilot project in the Bakkar Valley centered on the marshlands of Ameeq.
- Implemented a "change agents" training program to create a team of Arabic speaking experts in institutional development.

## Awards

- Feynan Eco-lodge received an international commendation under the title "Best Overseas Tourism Project" from the British Guild of Travel Writers. The Eco-lodge won the award because it fulfilled all the required standards, which include ensuring benefits to the local community and the environment.
- RSCN won the second rank of the Microsoft Award, which will contribute to the implementation of systems that will develop information management within RSCN.

## Achievements in Cooperation with National Institutions

Continued efforts to reduce environmental pollution in Fuheis. In an attempt to mitigate the impact of pollution caused by the cement factory in Fuheis area, the Fuheis branch of RSCN continued coordination efforts with civil society organizations to find solutions for this ongoing problem. RSCN also continued meetings with the Ministry of Environment to increase pressure on the cement factory to decrease pollution in the area.



## 2008 Plans

- Continue implementing the Jordan Rift Valley Project. The project will work on establishing four new reserves in the upcoming six years, located in Yarmouk, Fifa, Jebal Masauda, and Qatar.

Establish the Burqa Reserve in the Eastern Desert, to be funded by the Gulf War Compensation Fund; a fund established for countries that suffered environmentally in the aftermath of the war.

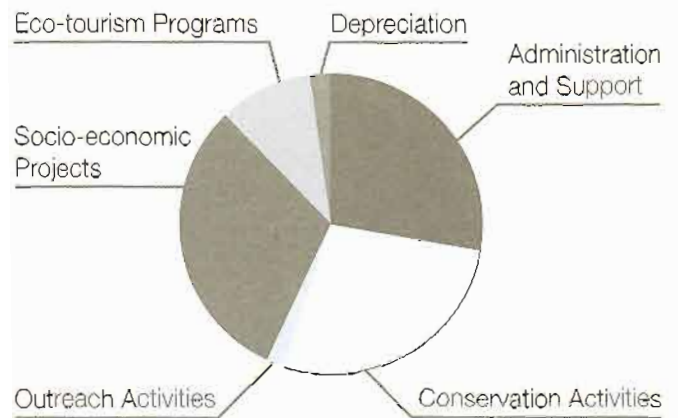
Complete and officially launch the national strategy for protected areas.

- Develop an archiving system to document all data and information in RSCN and reserves.
- Complete reserves' assessment and publish a national report on the condition of reserves in Jordan in cooperation with the World Conservation Union.
- Prepare a special file on Mujib Nature Reserve according to the UNESCO standards as a prelude to seeking its designation as a biosphere reserve.
- Extend RSCN's eco-tourism operations in the south by linking Dana with Petra and the new protected area of Jebel Mauda.
- Pioneer working partnerships with private sector investors and operators to jointly develop and manage RSCN's eco-tourism ventures.
- Continue to study the status and distribution of biodiversity in Jordan as a basis to improve strategies and management plans.
- Launch Award for Excellence in Environmental Journalism and Environmental Journalist Strengthening Program, as a tool to influence the decision making process.
- Prepare matrix of concepts for medicinal plants and integrate them into new school curricula, as well as create a teacher's manual on concepts and terminology related to medicinal plants and herbs.
- Commission an independent institutional review of RSCN and prepare a "transformation strategy" to enable the Society to accommodate and successfully manage the rapid expansion of its role and activities.

# Revenues & Expenditures 2007

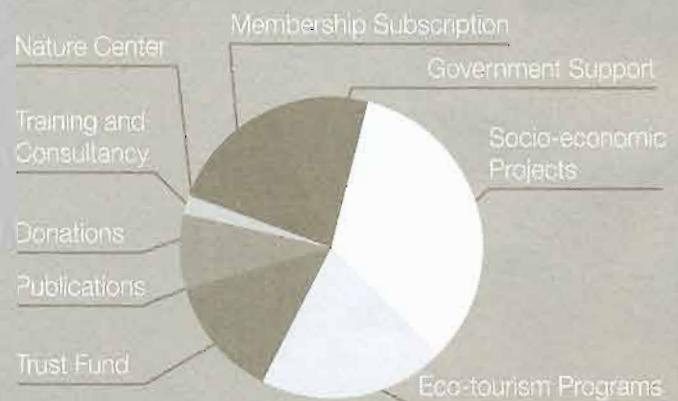
## Expenditures

	JD	%
Administration and Support	759,676	28%
Conservation Activities	731,777	27%
Outreach Activities	62,170	2%
Socio-economic Projects	834,883	31%
Eco-tourism Programs	272,619	10%
Depreciation	57,672	2%
Total	2,718,797	100%



## Revenues

	JD	%
Government Support	270,000	11.1%
Socio-economic Projects	789,996	33.5%
Eco-tourism Programs	475,548	20%
Trust Fund	300,000	13%
Publications	10,034	0.1%
Donations	194,005	8%
Training and Consultancy	41,670	2%
Nature Center	272,077	12%
Membership Subscription	7,163	0.3%
Total	2,360,493	100%



Deficit 359,304

Number of RSCN's Staff 2007 329

### Definitions

**Administration & Support:** Salaries, vehicles, communications, buildings (rent, maintenance, infrastructure), stationery, materials, machinery, furnishing, and internal employee training.

**Conservation Activities:** Research, law enforcement, and wildlife protection.

**Outreach Activities:** Environmental education, regional training, reserve awareness programs, exhibitions, publications, fundraising activities, public relations.

### Socio-economic Projects:

- Socio economic projects for local communities around reserves, such as stoneware, dried fruit, herbs, silverwork, candle-making, etc.
- Eco-tourism programs.

# Special Thanks

We would like to thank all RSCN members, as well as national and international partners who have supported our work.

## **Jordanian Partners & Supporters**

ARAMEX – Department of Lands and Survey – Directorate of Public Security – Governor of Ajloun – Governor of Jerash – Governor of Karak – Governor of Madaba – Governor of Tafila – Governor of Zarqa – HIKMA Pharmaceuticals – Jordan Tourism Board – Ministry of Agriculture – Ministry of Education – Ministry of Environment – Ministry of Finance – Ministry of Planning – Ministry of Tourism and Antiquities – Ministry of Water – Royal Badia Force – Royal Jordanian Airlines

## **International Partners & Supporters**

Birdlife International – British Embassy – Canadian Embassy – European Commission – Ford Award – German Technical Cooperation (GTZ) – Global Environmental Facility/World Bank – Hanns Seidel Foundation – Japanese Embassy – JICA – Jordan River Foundation – Netherlands Embassy – Small GEF Program – Spanish Embassy – Swiss Agency for Development & Cooperation – UNDP – UNESCO – USAID – WEPIA

We work hard to protect nature. Your support at any level can help us fulfill our mission, helping nature...helping people. Support The Royal Society for the Conservation of Nature, contact us at [donate@rscn.org.jo](mailto:donate@rscn.org.jo) or donate today by direct deposit at: Account # 26666/500, Arab Bank, Jubeiha Branch, Jordan.

Join the ranks of RSCN's members and let your voice for nature be heard; email us to subscribe at [member@rscn.org.jo](mailto:member@rscn.org.jo).