



أرزتك هويتك
ARZTAK HAWYTAK

YOUR CEDAR – YOUR STAMP

A PROJECT BY ROTARY CLUB BEIRUT CADMOS
D2452

THE CONCEPT

- SOCIAL ECONOMIC DEVELOPMENT SKEW
- ENVIRONMENTAL INITIATIVE
- SUSTAINABLE
- MESSAGE OF HOPE

THE PROJECT

- A CEDAR ECOTOURISTIC RESERVE IN EHDEN – NORTH LEBANON
- AWARENESS & EDUCATIONAL CAMPAIGNS
- FUNDRAISING
- STRATEGIC PARTNERS



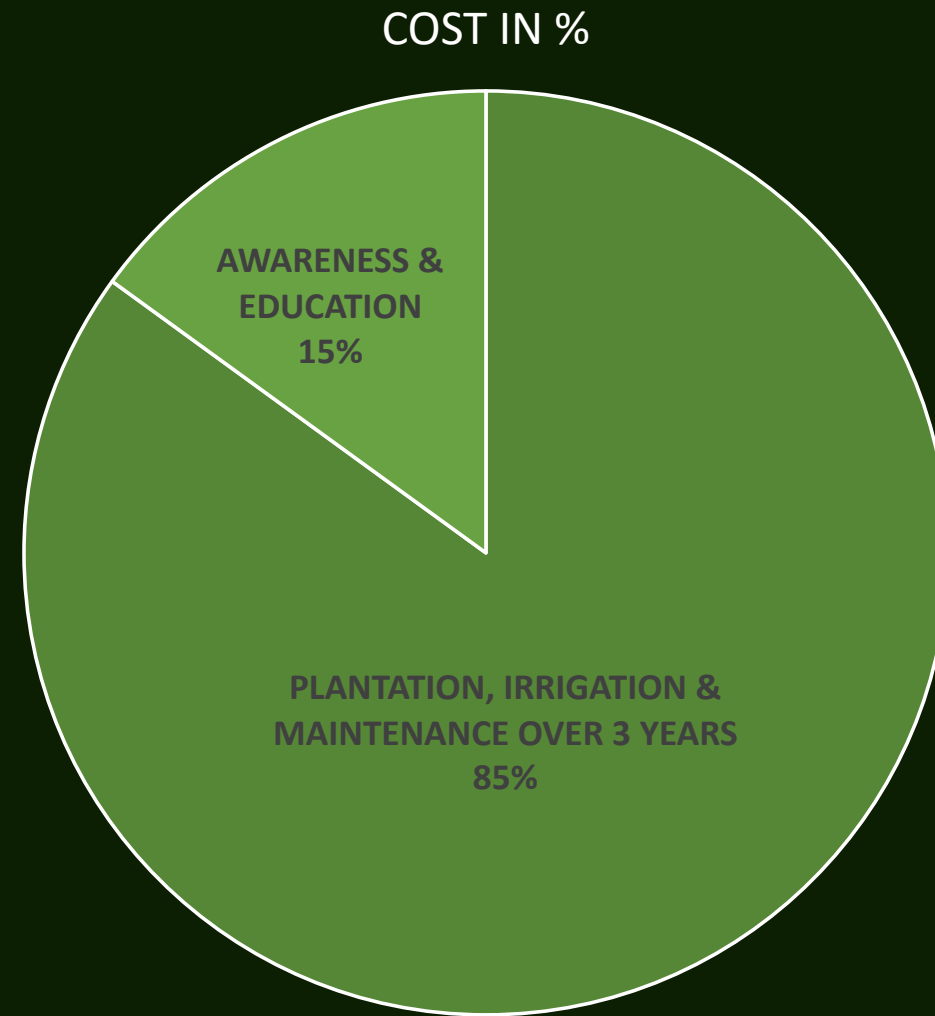
OBJECTIVES

- PLANT 4,000 CEDAR TREES IN EHDEN
- ECO TOURISTIC RESERVE
- JOB CREATION
- ENVIRONMENTAL AWARENESS
- EDUCATION
- MITIGATE CLIMATE CHANGE IMPACTS ON LONG TERM



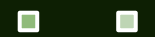
ADOPT A CEDAR

- CERTIFICATE OF ADOPTION
- GPS COORDINATES



■ PLANTATION, IRRIGATION & MAINTENANCE OVER 3 YEARS

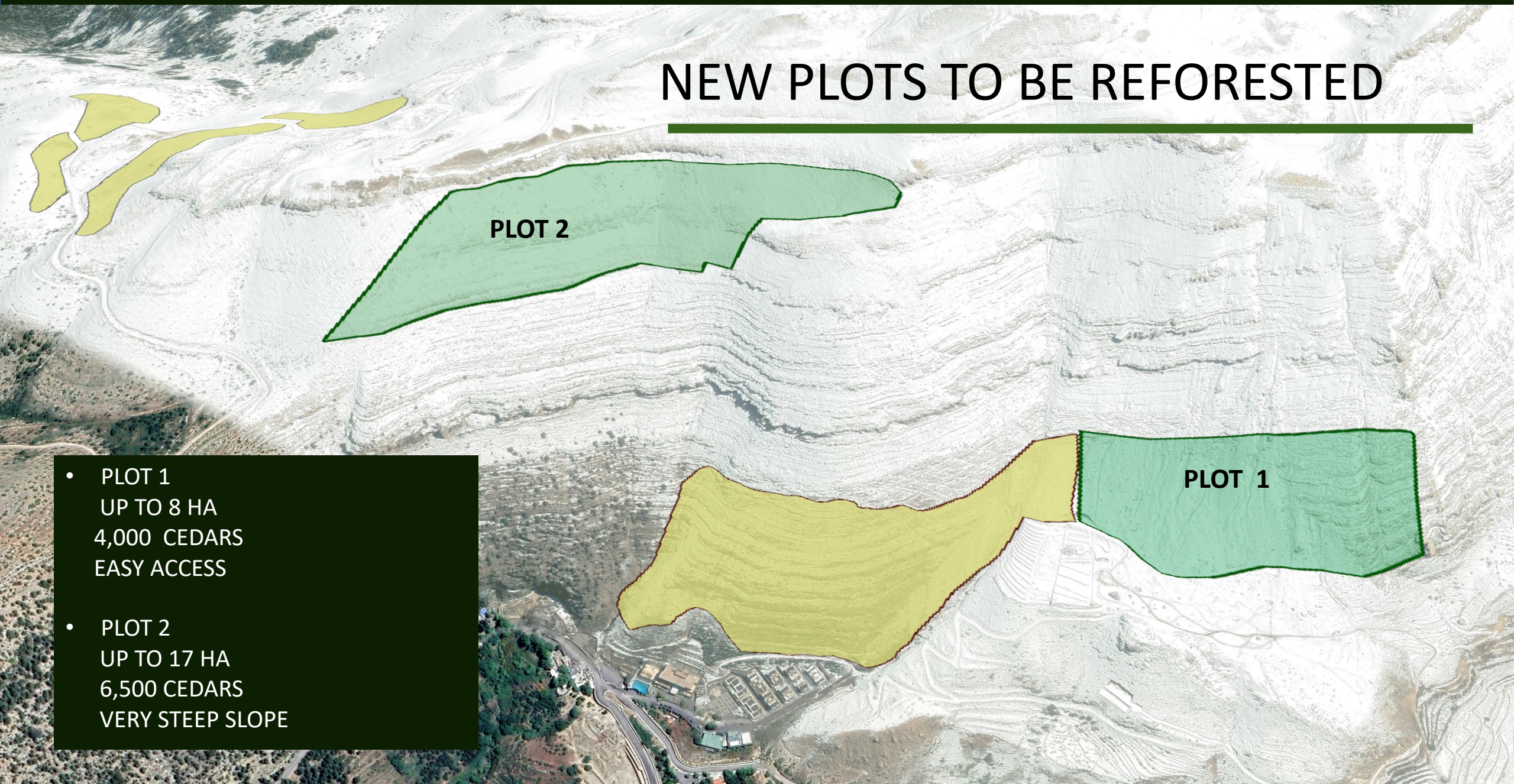
■ AWARENESS & EDUCATION



REFORESTED PLOTS

- PERIOD 2012-2021
- AREA 11.4HA
- NB. CEDARS 8,380
- SURVIVAL RATE > 90%

NEW PLOTS TO BE REFORESTED



PLOT 2

PLOT 1

- **PLOT 1**
UP TO 8 HA
4,000 CEDARS
EASY ACCESS
- **PLOT 2**
UP TO 17 HA
6,500 CEDARS
VERY STEEP SLOPE

BENEFIT FOR THE REGION

- INCREASE THE FOOTPRINT OF EXISTING REFORESTED PLOTS
- DEVELOPMENT OF AN ECO TOURISM RESERVE
- RESTORE & PROTECT ECOSYSTEM IN TARGETED AREA



THE BENEFICIARIES

- REGIONAL VOLUNTEERS
- LOCAL NURSERIES IN THE NORTH AREA BY THE PURCHASE OF 4 000 CEDARS AND OTHER TREES & SHRUBS FOR THE REFORESTATION ACTION
- ECONOMIC AND PROFESSIONAL DEVELOPMENT OF NURSERIES THROUGH TRANSMISSION OF KNOW HOW AND EXPERTISE
- WORKERS AND SERVICE PROVIDERS (OVER 2000 MEN-DAYS DURING THE PROJECT'S LIFE SPAN)
- LOCAL FARMERS AND BUSINESSES - SUPPLY OF SEEDLINGS, EQUIPMENT & SUPPLIES
- LOCAL GUESTHOUSES, HOTELS, RESTAURANTS, GUIDES , NEIGHBORING RESERVES & SMALL ENTERPRISES BY DEVELOPING ECO TOURISM IN THE REGION
- SCHOOLS & STUDENTS. ENVIRONMENTAL EDUCATION NOT PART OF THE LEBANESE CURRICULUM
- GENERAL PUBLIC – AWARENESS & EDUCATIONAL CAMPAIGNS

PROJECT COST

- THE GLOBAL GRANT TO COVER REFORESTATION OF PLOT 1 WITH 4000 CEDAR TREES AND OTHER SHRUBS INCLUDING 3 YEARS MAINTENANCE FOR A TOTAL VALUE OF \$ 102,800 .
- IT ALSO COVERS EDUCATION & ENVIRONMENTAL AWARENESS CAMPAIGNS AS THE LATTER IS NOT INCLUDED IN SCHOOLS' CURRICULUM
- ALL CONTRIBUTIONS FROM CLUBS AND DDF ARE WELCOMED AS EACH PENNY COUNT.

ACTIVITIES PUT IN PLACE SO FAR

- IDENTIFIED LOCAL PARTNERS TO ENSURE SMOOTH RUNNING OF THE PROJECT
- ORGANISED A PRESS CONFERENCE AT UNIVERSITY ESA (ECOLE SUPERIEURE DES AFFAIRES) END SEPTEMBER TO ANNOUNCE LAUNCH OF THE INITIATIVE
- FUNDRAISING WITH LOCAL PARTNERS
- CREATED "ARZTAK HAWYTAK" PAGES ON SOCIAL MEDIA: LINKEDIN, FACEBOOK, TWITTER, INSTAGRAM AND YOUTUBE
- PUT IN PLACE AN ONLINE PLATFORM FOR INDIVIDUAL DONATIONS "SUSTAINLEBANON.ORG" IN PARTNERSHIP WITH BANK BEMO
- HELD A BOOTH TO SELL CEDAR TREES AT THE CONFERENCE OF "LEBANESE BUSINESS COUNCIL IN ABU DHABI" IN NOVEMBER 2022
- ORGANISED A CHRISTMAS CHANT FUNDRAISING EVENT IN LEBANON IN DECEMBER 2022

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WhatsApp

MENU

أرزتك هويتك" مبادرة "روتاري بيروت
قدموس" لإنشاء محمية من 10,452
شجرة أرز في إهدن

7:14



أرزتك هويتك
ARZTAK HAWYTAK

IMAGINE ROTARY

أرزتك هويتك" مبادرة "روتاري بيروت
قدموس" لإنشاء محمية من 10,452 شجرة أرز
في إهدن

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إسبرك لتلقي أبرز وأهم
الاخبار على هاتفك

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LOCAL PARTNERS



❖ GEORGES KHABBAZ, A WELL KNOWN LEBANESE ACTOR AND LONG TIME ENVIRONMENTAL ACTIVIST IS THE PROJECT AMBASSADOR

- ❖ EHDEN MUNICIPALITY WHO GENEROUSLY OFFERED A MUNICIPAL LAND OF 25 HA TO EXECUTE THE AFFORESTATION PROJECT AND ESTABLISH A RESERVE SOLELY DEDICATED FOR ECOTOURISM ACTIVITIES WILL BE IN CHARGE FOR SUSTAINING THE PROJECT ON THE LONG RUN
- ❖ BEMO BANK HANDLES THE ONLINE PLATFORM « SUSTAINLEBANON » AND ADOPTED 200 CEDAR TREES FOR THEIR « BACK TO THE ROOTS » PROGRAMME
- ❖ JOUZOUR LOUBNAN NGO WHOSE MISSION IS THE REFORESTATION OF MAINLY ARID REGIONS WITH NEARLY 400,000 TREES ALREADY PLANTED NATIONWIDE, WILL IMPLEMENT THE INITIATIVE AND ENSURE ITS SUCCESS BY PLANTING, IRRIGATING, PROTECTING, AND NURTURING THE CEDAR TREES FOR 3 YEARS AND BEYOND.
- ❖ UNITED NATIONS GLOBAL COMPACT NETWORK THAT AIMS TO MOBILIZE A GLOBAL MOVEMENT OF SUSTAINABLE COMPANIES WILL BE PROMOTING THE INITIATIVE AND WIDENING ITS REACH

TOGETHER

- LET'S MAKE A DIFFERENCE
- LET'S PLANT A SEED OF HOPE
- LET'S IMAGINE A GREENER LEBANON AND LEAVE A GREENER LEGACY FOR GENERATIONS TO COME

BECOME OUR GLOBAL GRANT INTERNATIONAL PARTNER



ساهم معنا تنرّجّع لبنان أخضر

TOGETHER FOR A GREENER LEBANON

ENSEMBLE POUR UN LIBAN PLUS VERT

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