

وين ما دور
يدي إرجع عالجزور

adoptcedar.org 



Co-funded by the
European Union



جزور لبنان
jouzourlibnan.org



Why Jouzeur Loubnan?



جذور لبنان

jouzeurloubnan.org



Our Mission

Promote sustainable forestation mainly in arid regions in Lebanon.

Jouzour Loubnan is a NGO registered on April 17th 2008 under number 491 at the Ministry of Interior



Jouzour Loubnan Goals

- Increase the woodland area in Lebanon and restore degraded high mountain ecosystems**
- Empower the local community to protect, manage, promote and benefit from the projects**
- Promote environmental awareness of natural resources amongst younger generations**



Jouzour Loubnan Long Term Objective

From degraded highland

To a protected
native woodland





Jouzour Loubnan Our Methodology



**Monospecific reforested
area = Fragile ecosystem.**

**Highly diversified area
= Resilient ecosystem**





Jouzour Loubnan Our Methodology

- **Scientific approach for:**
 - Choice of native species well adapted to the local context
 - Enhancement of biodiversity for long term ecosystem resilience and richness
 - Definition of germination and plantation protocols
- **Yet a pragmatic approach:**
 - Trial & error learning process for unknown and unresolved plantation and germination protocols.



Jouzour Loubnan

The team

➤ Twelve members

- Volunteering their time in parallel with their full time job
- Highly educated
- University professors, scientists, lawyers, entrepreneurs, real estate developers, consultants, etc.

➤ Two full time employees

- Scientific, professionals and dedicated

➤ Lots of friends and volunteers

- Dedicating their skills and experience for our activities.

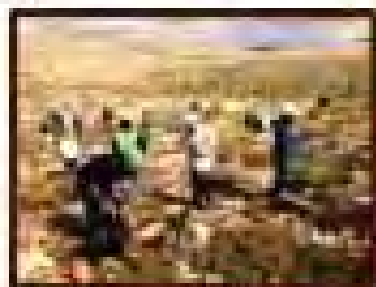


Jouzour Loubnan

So we started planting trees...

SINCE 2008, WE HAVE...

**PLANTED
300,000 TREES**



FROM 30
NATIVE SPECIES



ON MORE THAN 3 MILLION
SQUARE METERS,
I.E. 300 HECTARES,

IN 23 DIFFERENT
REGIONS OF LEBANON.





Jouzour Loubnan

Awareness achievements

Planning for long term sustainability





Jouzour Loubnan

Annual awareness campaign

Planning for long term sustainability

أرضك بحاجة لجذور
نساهم الآن من أجل المستقبل



جوزور لبنان
Jouzour Loubnan

جوزور لبنان 71-124 000

زرعنا 60,000 شجرة
قولكن بحقي؟



نساهم ببناء بلدنا

نساهم معاً
بالتشجير...
لننفس هواء
نظيفاً



71-124 000

جوزور لبنان

بدي شجر لبنان!
بتساعدوني؟



71 124 000

جوزور لبنان



لنساهم ببناء بلدنا

adopt-cedar.org

جوزور لبنان

وین ما دور
بدي ارجع الجذور

adoptcedar.org



جوزور لبنان



Jouzour Loubnan

Scientific achievements

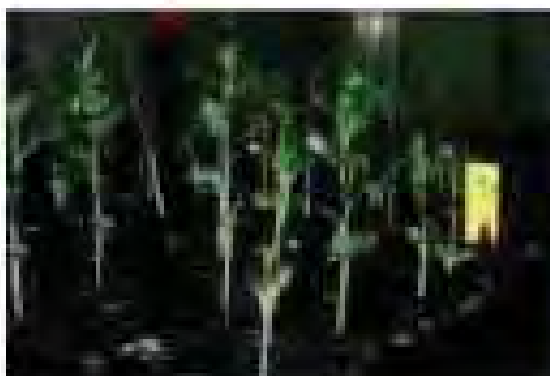
Preparing the future



Faculté des Sciences



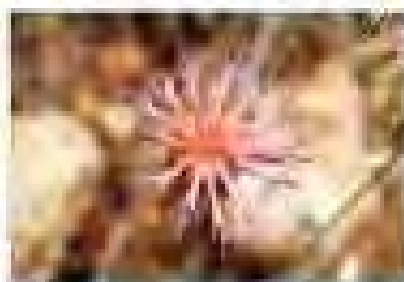
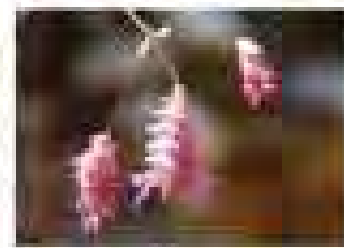
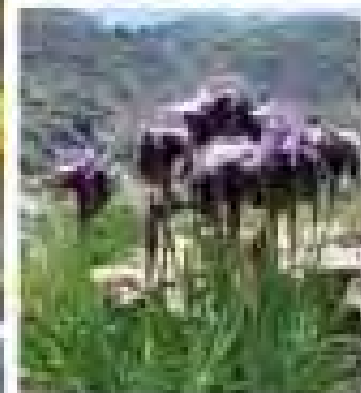
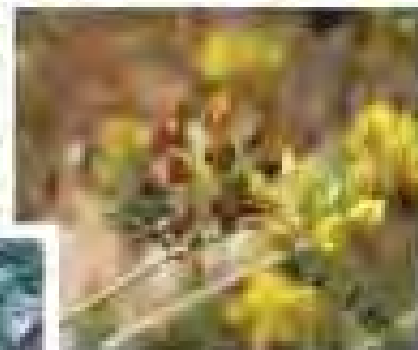
Laboratory for Seed
Germination & Conservation
SEED BANK





Jouzour Loubnan

Lebanon flora :
So rich and so threatened!





Jouzour Loubnan and protecting endangered species



Iris bismarckiana
L'Iris de Nazareth



Iris cedreti
L'Iris des cèdres



Jouzour Loubnan Partnerships

- Car Dealers Program
- Real Estate Program
- Corporate Reforestation Program
- Deloitte & Touche for Auditing
- Other partnerships
- And you?



Jouzour Loubnan

How can you help?

- **Annual Fund raising event**
 - Sponsor
 - Participate with your friends and colleagues
- **Annual Magazine**
 - Place ads or articles about your CSR
- **Corporate reforestation program**
- **Your Special CSR Program**

A society grows great
when old men plant
trees whose shade
they know they
shall never
sit in...

Proverb

