

Assad SERHAL

CAREER SUMMARY

I have more than 35 years' experience in the development and management of protected areas in Lebanon. I have worked extensively with the United Nations Development Program-Country office, the Lebanese Ministry of Environment, and non-governmental organizations. I am one of the founders of the Lebanese Environment Forum (LEF), an umbrella organization that encompasses more than 40 NGOs working in environment and development fields. Positions held were President of LEF, SPNL, manager of Al Shouf Cedar Reserve (largest reserve in Lebanon), and initiated six Himas (community-based protected areas) in Lebanon between 2004 and 2006. Technical advisor to Ministry of Environment on hunting related issues, and finally expert in project development. Recently, I have been nominated as a member of the Global Council in BirdLife International, and Middle East chairperson, Coordinated the IUCN Sailing to Barcelona on behalf of the Middle East and Central Asia member countries. Helped Found the Hima Fund, and elected Hima Fund Board Member. I am currently in charge of the programs and projects of SPNL, where my position is Director General.

REGIONAL EXPERIENCE (ALL EMPLOYMENT INFO SPECIFIC TO THE REGION OF THE PROPOSAL)

Society for the Protection of Nature in Lebanon (1984 to date)

As a founding member and vice president I volunteered with SPNL from 1984-2002 in the fields of members' mobilization, awareness campaigns, strategic planning, fund raising, and link with national and international NGO's and governmental organizations.

I have participated in the production of several publications, posters, pamphlets, leaflets, and 5 books; some of which include: Field Guide Birds of Prey in the Middle East, Educator's Guide Services, Wild Mammals of Lebanon, Field Guide to the Birds of the Middle East, A Field Guide to The Mammals of the Middle East, etc. Moreover, my articles on the need to establish a National park system in Lebanon and categories of protected areas helped move forward the understanding of nature conservation in Lebanon. As such I promoted the establishment of several NGO's and a number of Nature Reserves in Lebanon, and secured funds for their operations. I have helped in designing the project proposals for the protected areas in Lebanon that attracted 2.5 million US\$, a first of its kind project for Lebanon. I became the president of the Lebanese Environment Forum (LEF) representing 48 NGO's. In November 2002, I became a full time staff as Director General of SPNL, and the Important Bird Areas program in Lebanon.

Al- Shouf Cedar Society

(1996 to 2002)

As a founding member of the Society, I have helped define its aim and goals, etc. and I am a member of its executive committee. I have trained and managed a Reserve Team of 13 rangers, guides, scientific and awareness officers. I have contributed to the preparation of several awareness publications for the reserve, and was especially involved in the production and training on the reserve management plans. I have ensured liaison with 13 municipalities surrounding the Nature Reserve, and drafted the MOU with the Al-Shouf Cedar Society, governmental agencies, and international organizations. My work entailed many other responsibilities that assumed the financial sustainability of the staff and the Nature Reserve.

Lebanese National Hunting Council (LNHC)

(1984 to 1996)

When I worked at the LNHC, the production of awareness publications especially on wildlife increased tremendously. As an example these include: Game species (produced a book on the Game Birds of Lebanon and the Middle East). I have conducted lectures, seminars, talk shows, etc... at schools, universities, public meetings, Radio & TV. I have coordinated activities and projects for Game birds with municipalities and governmental agencies and represented the LNHC at national, regional and international conferences.

GLOBAL EXPERIENCE

Society for the Protection of Nature in Lebanon

November 2002- Present

Director General

Since 2003, I have succeeded to reposition SPNL as a main leading environmental NGO at the national level.

www.spnl.org

Since 2004 initiated the hima revival in Lebanon (21 himas, approximately 6% of the Lebanese Territory/ IBBA/KBA) & the ME region, and helped initiate The Hima Fund.

www.himafund.org, and now serving as a board member (2013).

EDUCATION

Bachelor of Science - Wildlife Ecology Management
University of Chicago – 1982 Stillwater-Oklahoma, U.S.A

SKILLS

Languages

English (fluent) / Arabic (mother tongue)

Specialized Training

NAAEE – North America Association for Environment Education, Nature Interpretation
Protected Areas Project – Lebanon, IUCN, UNDP, MoE training on protected areas management,
designing and implementing Sites Management Plans
QUEBEC LABRADOR FOUNDATION/ ATLANTIC CENTER FOR THE ENVIRONMENT – Maine USA,
Building Capacity for NGO management, exchange program.
Member of the World Conservation Union Task Force on Protected Areas – Since 1984
RONX 200 – NY – USA, Big Mammals Department, Caring for Wild Animals in Captivity
CANADA BANF BOW VALLEY - Connecting Protected Areas, Nature Coordinator

PERSONAL INFORMATION

Date of Birth

May 5, 1958

Nationality

Lebanese

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