

Background information

Shadi al Hroub: A Visual artist from Jordan, born in 1982 found his artistic inspiration while completing his degree in Graphic Design. Al Hroub uses deep colors to emulate the art savage style which displays the cruel and dark side of reality. Honored with numerous organization Awards such as UCDA, Gulf Print, Pandas, SIA and Good 50X70. Experiences in Brand Design, Visual communication and Advertising. Careers with international scale levels. Freelancer artwork with USAID, UNCF and Jordan Education Foundation. Currently works as Lecturer at Dhofar University, University affiliated with American University. Al Hroub career has led him to specialize increasingly in the graphic design major at international scale levels. he have experience in: teach students the necessary skills to become masters in many graphics methods, which is necessary to equip the students for the outside world and their future work environment through effective design and writing skills combined with a clear understanding of the market context. Generally, he always make an effort to keep his research up to date and try to always improve his vision for design and how the use design to solve problems.

2007 until 27th September 2009 | RSCN (The Royal Society for the Conservation of Nature) | as “Education Resources Designer” Campaign Director | Specialist in Publication and Advertising | Amman, Jordan. www.rscn.org.jo.

Responsibilities

- Develop environmental education in schools and Universities.
- Develop and rise new brand | Student Nature Club.
- Manage Nature Action week Event every year “new theme” Campaign Coordinator.
- Contribute on designing publications and event such as world tree day.
- Collaborate with international organization such as IFAW, USAD and IUCN.

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.

The Royal Society for the Conservation of Nature is an independent non-profit non-government organization devoted to the conservation of Jordan's natural resources. Established in 1966 under the patronage of His Majesty the late King Hussein, RSCN has been given the responsibility by the Government of Jordan to protect the Kingdom's natural heritage. As such, it is one of the few voluntary organizations in the Middle East to be granted this kind of public service mandate. As a result of its pioneering conservation work, RSCN has achieved international recognition.

Animal Action Week | "What Lies Beneath the Waves"

The Project focus on marine life through the theme "What lies beneath the Waves". The theme activities focus on Jordan sea outlet in the Gulf of Aqaba, and are designed to raise awareness on the importance of protecting marine species, with target groups (the Royal society for the conservation of nature RSCN, International Found for Animal Welfare IFAW, The Royal marine conservation society of Jordan JREDS and Education Ministry). Topics addressed include acknowledging the human impact on marine life from construction, over fishing, irresponsible diving and littering, as well as identifying the role of citizens in protecting the seas and marine life. Educational awareness activities take place in the schools through open day at the Aqaba Marine Park which also emphasize the significance of marine species globally and locally, especially that are endangered. The Project organizing a drawing competition among the fifteen thousand nature conservation club in schools to design an awareness poster highlighting the importance of protecting marine life. Plays and active dynamic games to improve children's knowledge about the empower them to make a difference are also planned for this open day project.





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Amman - Princess Basma stressed the girl on the protection of the environment and care responsibility of every citizen concerned with the protection of its environment, stressing the need to promote this concept in every society.

They noted at the launch of a week to protect wild animals in the wilderness of 2009 yesterday Jordan, to the development of awareness among people 15 years ago by assessing the environment, respect and belief in the importance of cooperation among all stakeholders.

In turn, considered the Director of the Royal Society for the Protection of Nature Yahya Khalid that the initiative the first activities of the annual campaign to increase awareness of students of school clubs for the protection of nature, within a week program for the protection of wild animals in 2009.

He added that the Assembly began the implementation of the program four years ago in cooperation with the Ministry of Education, which focuses on programs to raise environmental awareness among students in schools, with support from the International Fund for Animal Welfare (IFAW).

The start of the competition, according to Khalid, the start of school through the implementation of awareness-raising activities within the theme of "beneath the waves," according to a program to be implemented in collaboration with the coordinators and supervisors of clubs, nature protection, and is closing after a month and a half ago in the city of Aqaba, within the activities of an open day attended by student activities variety.

For his part, Executive Director of the Royal Society for the Protection of the marine environment. Fadi Sharayihah that the campaign is important for highlighting the importance of care in the marine environment, especially as the theme for this year on "marine life".

And the director of cultural and artistic activities, representative of the Minister of Education Dr. Hani surgeon that the program is a continuation of a number of strategies to preserve the environment of interest to the official bodies and emphasizes their importance.

The representative of the International Fund for Animal Welfare Mahdi Qtrameez Fund's efforts to preserve wild animals from extinction, indicating that it operates through 16 offices spread throughout the world, most recently the establishment of the Office of the Middle East and North Africa in Dubai in 2006, through the adoption of a number of environmental programs and international research that limit the destruction of the environment, in addition to working with the States in enacting laws that prohibit poaching and trade of endangered animals and programs to protect natural wildlife.

He noted that there are only 7 types of endangered sea turtles as a result of theft of eggs and fished and eat plastic waste delivered by people in the sea, where there are about 100 million tons of plastic waste being dumped in the water, causing pollution of the marine organisms that covered as she turns in her body to toxins.

Presented at the conference and a documentary film entitled "Under the Waves," which discusses the problems that threaten the seas and oceans and the marine environment.

And discussed the film work of the International Fund for Animal Protection ifaw which means the protection of the marine environment and the protection of animals and protect them from the research vessel its own that roam the seas and oceans of the world to save the whales and conduct scientific research and locate the animals, counting the preparation and prosecution of illegal hunters, as well as to save the whales, which is approaching from the beach and fight environmental pollution resulting from fuel ships. The film reflects the risks that threaten the Red Sea and Gulf of Aqaba is designed according to the documentary films in the Assembly Shadi al Hroub, which is inspired by the idea of competition, which will inspire the students design a poster for the competition and to identify the animals in the sea. The focus of the program a week of wild animals for the year 2009, students on the definition of marine life in the Gulf of Aqaba and it's full of sea creatures that contribute to maintaining biodiversity in Jordan. And public events are held in cooperation with the Royal Society for the Protection of Marine Environment and the authority of Aqaba Special Economic Zone.

The week of wild animals the most prominent annual educational event, which is directed to the objectives of protection of wild animals in Jordan during the past two years.

The major events held in the first week of the month of May each year to comply with the end of the school year for students and events open days for schools. It includes a week of animals a variety of activities including interactive activities fall within the open days in the reserves and field visits to the reserves involved students in the schools, also held a series of scientific lectures, specialized and issue a range of publications and brochures specialized subject of wildlife and protection of internationally and locally, and to cover events through the media, written and visual throughout the week to ensure that the target to the largest possible segment in Jordan. And called the project a year coincides with the beginning of the second semester of the academic year, and by launching a contest week, which is circulated to all schools in the Kingdom (3000 School) in partnership with the Ministry of Education, where he was coordinating with school districts (36 Directorate).

The campaign targeted more directly than a thousand club for the Protection of Nature in the schools of the Kingdom of trace directly to the Royal Society for the Protection of Nature and distributed all over the Kingdom, with the reactivation of the competition through educational centers in the natural reserves distributed throughout the Kingdom. The aim of a week of wild

animals in 2009 to preserve the marine life in the Gulf of Aqaba in a sustainable manner, the definition of the types of marine organisms students in Jordan, the most prominent of these endangered marine organisms.

In addition to the identification of threats to marine organisms in Jordan and the world and adopt a positive attitude towards the protection of marine life in Jordan, and the definition of laws and international conventions on the protection of marine life.

Year's competition focused on the search for information for marine animals that live in the Gulf of Aqaba and student discrimination between these types and find solutions to keep them from extinction attributable to the causes of fishing and environmental pollution in the Gulf. And with the participation of the specialized committees are selected winning entries which are used in publications to the International Fund for Animal Welfare and the Royal Society for the Protection of Nature

THE JORDAN TIMES



AMMAN - Pollution and random hunting are among the main threats facing marine creatures and placing many among globally endangered species, ecologists warned on Tuesday. With plastics constituting more than 90 per cent of marine waste, estimated at more than 100 million tonnes, many marine creatures such as turtles and sea birds are dying after swallowing plastic bags, according to the International Fund for Animal Welfare (IFAW.) Statistics show that

worldwide, each individual annually uses up to 300 plastic bags, which are carried away by winds to the seas and oceans, or dumped there, IFAW representative Mahdi Qatramiz said yesterday, noting that plastic bags take hundreds of years to decompose, thus increasing the number of endangered creatures.

Qatramiz, who also heads the Royal Society for the Conservation of Nature's (RSCN) conservation and hunting regulation section, added that hunting and trading in marine creatures is causing the extinction of many species. "Random hunting is spreading, such as hunting certain kinds of sharks for their fins or collecting eggs of sea turtles from beaches although the majority are considered globally endangered," Qatramiz said, calling for raising public awareness on the need to preserve marine life.

Meanwhile, Princess Basma Bint Ali, chairperson of the Jordan Royal Marine Conservation Society (JREDS), said preserving marine life is not the responsibility of a certain entity but a shared one. She added that protecting the environment involves people, public and private institutions as well as NGOs. To this end, the RSCN in cooperation with IFAW, yesterday launched the 2009 Animal Action Week, seeking to acquaint students with marine creatures living in the Gulf of Aqaba, the country's sole sea outlet. The annual event will include several activities designed to preserve marine life including a competition in which more than 3,000 schools across the country will take part, RSCN Director General Yehya Khalid said yesterday.

Participating students will study different types of marine creatures living in the Gulf of Aqaba and threats to their survival, then come up with solutions to protect them.

Winners will be announced in the first week of May during an open day that will be held in Aqaba. Mervat Batarseh, head of environmental education at RSCN, said the competition and activities to raise students' awareness on the need to protect nature are long-term efforts.

"Changing people's attitudes and habits is not an easy task, it takes time and the results appear in the long-term... we are creating an aware generation," Batarseh told The Jordan Times. Reputed for having one of the world's most unique coral reef systems, Aqaba's Red Sea waters are a prime attraction for both tourists and divers. Some of the underwater treasures include around 127 species of hard coral and 300 kinds of soft coral, and thousands of plants and animals that have coexisted in the gulf for hundreds of years. Thoughtless littering on the public beach, however, continues to pose a threat to the fragile marine habitat. The southern shoreline is often strewn with all kinds of rubbish - from cigarette butts and soda cans to plastic bags.

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