



SEED Awards 2008

for entrepreneurship in sustainable development



Jordan River Peace Park • Jordan/Israel

Establishing a Transboundary Peace Park

One of ten finalists in the SEED Awards 2008

A regional NGO is working with business, municipal and other partners to create a cross-border Peace Park in the lower Jordan Valley. The Park is intended to help protect and restore some of the area's natural resources, foster cross-border cooperation, eco-tourism and biodiversity protection in both countries, and revive and highlight cultural heritage sites.

Goals

The primary goal is to establish a concrete project which exemplifies the need to rehabilitate the Jordan River by creating a space where Jordanians, Israelis and Palestinians can meet freely without the need for a visa or permit.

- **Develop a business plan;** carry out comprehensive feasibility study; secure support for the project from relevant governments; raise funds.
- **Extend an already existing peace island,** restore a former power plant and convert it into a visitor center, rehabilitate old homes of plant workers as eco lodges and restore some of the local historical and cultural sites.
- **Re-flooding** part of a presently dry lakebed to create a bird sanctuary to rejuvenate the area's rich and unique biodiversity.

Most important needs

To ensure the long-term future of this innovative, locally-led partnership for sustainable development, additional contacts, financing opportunities and communication and marketing networks are important. In particular, the following support is needed:

- **Access to expertise:** Assistance on the preparation of the technical and legal issues of creating a trans boundary peace park.
- **Consultancy:** business plan development, funding strategy, marketing.
- **Access to funding:** grants and public/ private partnerships.
- **Networking:** to learn the experience of other transboundary parks.

Lead Partner

EcoPeace/ Friend of the Earth Middle East: Environmental Peace building through concrete projects involving cross border cooperation to manage and protect shared water recourses. www.foeme.org

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About the SEED Initiative

The SEED Initiative identifies, profiles and supports promising, locally-led start-up enterprises working in partnership to improve livelihoods, tackle poverty and marginalisation, and manage natural resources sustainably in developing countries.

Partners in the SEED Initiative are IUCN (the International Union for Conservation of Nature); the United Nations Development Programme (UNDP); the United Nations Environment Programme (UNEP); and the governments of **Germany**, the **Netherlands**, **South Africa**, **Spain**, the **United Kingdom** and the **United States of America**.

SEED Founding Partners

