

# ZAHER A. REDWAN



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## ***Executive Profile***

Seasoned management professional with twenty years of experience in business development, rural development, and community empowerment. A strategist with a 30-year commitment to environmental conservation, specializing in biodiversity conservation and sustainable development under three key pillars: environment, cultural heritage, and economy. Founder of Green Hand Organization and a consultant on various initiatives, leading impactful interventions that bind communities to nature through proper management, engagement, and resilience-building. Extensive experience in field investigations, ecological assessments, and designing strategies that enhance sustainability and climate resilience. Recognized as an ASHOKA fellow entrepreneur in 2012 for innovative social and environmental enterprise solutions. Proven expertise in coordinating large-scale projects, mobilizing diverse communities, and driving sustainable economic growth. Proficient in Microsoft Office, ChemOffice, and other relevant applications.

## ***Personal Profile***

- Strong background in series of challenging roles within distinct and high-pressured work environments.
- An outgoing people person who can relate effectively with various age groups and special populations.
- Insightful and articulate; adept at group dynamics and motivating others to achieve a common goal.
- Consistently demonstrate a willingness to learn, as well as the ability to exercise good judgment.
- Resourceful and well-organized, skilled in activity planning, task management and follow through
- Keen sense of responsibility, solid professional standards and excellent track record of dependability.
- Highly experienced in reviving & developing authentic goods, creating new products and blending diverse practices and experience towards more sustainable products.
- Highly skilled in developing alternative learning and educative methods for environmental and social concepts.

## ***Career Achievements***

- Established Green Hand Organization from a group of young volunteers affiliated with international organizations like International Union for Conservation of Nature (IUCN), World Health Organization (WHO), World Safety Organization (WSO), UNDP, AMIDEAST, FCA, Union, ... upon different levels and joint ventured projects, and active member in IUCN, APGA, AFED, FCA, BGCI, ERA.
- Established a high standard execution profile of various activities and programs, where I was capable of founding and taking the lead position in the Coalition of Tobacco Control in Lebanon among 20 different foundations and NGO to pass the TC-Law, Executive Management of the Syndicate of Lebanese Artisans. Moreover, to actively re-launching of the IUCN-Lebanon Committee and chairing for the years 2014/2020.
- Created a new standard of doing business for small entrepreneurs working with crafts, authentic products and producers, and leading a momentum of modernizing the use of "authenticity practices" towards establishing the Syndicate of Lebanese Craftsmen & Authentic Producers. This was revealed highly through launching the craft sector of the Shouf Biosphere Reserve, revival of Halfa Crafts in Kwashra - Akkar and establishing the first center for Lebanese Craftsmen in collaboration with the Ministry of Industry.
- Represented Lebanon in many international forums and state a clear professional stand-up for environmental responsible activism.
- Achieved a Patent for the leading and Innovative project: "Mobile Green Hand Botanical Garden".

## ***Qualification Highlights***

- Strategic and Program Planning
- Staff and Management Training
- Budget and Financial Projection
- Conflict Mediation and Problem Resolution
- Thrive in challenging environments. Resourceful; applying key strengths to achieve common goals.
- Mediate using understanding of different viewpoints, improvisation, and strategic communication techniques.
- Demonstrate persistency and creativity, bring projects to good end; willing to "go the extra mile".
- Use ability to interpret broad range of resources - consistent record of effectively analyzing, compiling, and synthesizing data.
- Fluent in Arabic, English and some French
- Recruitment and Employment Expertise
- Executive Presentations and Negotiations
- Public Relations and Liaison Affairs
- Training, Team, and Leadership Development

## ***Professional Background***

**Green Hand Organization** – Founder, President and Chairman of the Board

**1999 – present**

**Authentic Alely – Development Strategy Framework for Alely District**

**2016 – Present**

Responsibilities:

- Building synergies and setting up cooperation agreements with municipalities and key stakeholders.
- Identifying international experts and work closely with them to construct the strategy document.
- Work with diverse partners and stakeholders to assure implementation.

**Authentic Alely Medicinal Edible Aromatic Plant Center – AAMEAC**

**Established in 2025**

- Post Harvesting, Advanced Production and Packaging Center for MEA Plants in Ainab – Alely District.
- Funded Partially by SIF (French) and GIZ (German).

**Green Hand Organization – FDA Facility**

**Established in 2024**

- Packaging and Labeling Facility in Alely – Alely District.
- Partnership with Levantine LLC in the USA, and the Products are sold on the Amazon Prime Platform.

**Authentic Alely Craft Center – AACC**

**Established in 2023**

- Mega Project constructed over a land fill in Ainab – Alely District.
- Funded by UKAID and Implemented by UNDP.

**Casa Verde Gourmet Wild Herbs and Fruits Production Lines**

Responsibilities:

- Researched and developed five gourmet products lines, based on ethnobotany practices and modern cuisine demands.
- Recognized as a SWITCHER at SwitchMed Connect in Barcelona in 2015.
- Selected Speaker regarding authenticity and rural development linked to biodiversity.

**Enhancing sustainable livelihood & promoting community management of SBR**

Responsibilities:

- Developed the craft sector and built capacity, empowered and set up a marketing strategy for the surrounding villages.
- Assisted in the products value chain programming and control of resources from all sources of funds, prepare and monitor situation of all kinds of resources and set prompt planned activities and as well work on making recommendations for remedial action.

**Mobile Green Hand Botanical Garden "mGHBG"**

Responsibilities:

- Established the first Botanical Garden for native species, with related research and training center.
- Established the patent for the mobile Botanical Garden for native species, with a tailored interactive educational program.

**Syndicate of Lebanese Craftsmen and Authentic Producers**

**2015 - Present**

Position: President – Establishing the Syndicate to empower the Green Hand relevant beneficiaries.

Responsibilities:

- Empowered local producers, women and young people, to achieve economic livelihoods through local agricultural and biodiversity products.
- Empowered small producers in value chain.
- Created an enabling environment to empower members economically and socially and
- Facilitated access for local producers to market.

**International Union for Conservation of Nature - IUCN National Committee.**

**2014 - 2020**

Position: Chairman

Responsibilities

- Executed the first west Asia regional biodiversity forum.
- Prepare briefs, background information, periodical reports, subject matter related technical reports and statistical data on status of program/project activities.

**DROSOS**

**2016**

**Product Development" Fishermen wives' empowerment**

Position: Consultant

Responsibilities:

- Identified problems, proposed solutions and action and followed-up with relevant departments and other stakeholders, government offices, and other organizations to expedite implementation and meet targets.
- Provided programming and administrative support to the project.
- Assisted in the programming and control of resources from all sources of funding, prepared budget estimates and expenditure forecasts by analyzing and monitoring situation of resources as compared to planned activities and making recommendations for remedial action.

**World Health Organization – WHO****2015-2016****Position:** Lead - Head of Project**Responsibilities:**

- Provided day-to-day support to various teams, including communicating and assisting with field-office requests.
- Represented WHO's interests and provided advice on the management of projects.
- Organized the various professional people working on a project and made sure that all the goals of the project were met.
- Carried out risk assessment and made sure the quality standards were met.

**Al-Shouf Cedar Society****2013-2019****Position:** Lead Consultant**Responsibilities:**

- Developing a genuine link between the rural community and the reserve objective, especially with the producers, harvesters, craftsmen and farmers.
- Providing training and capacity building to targeted groups on sustainable measures and environmentally friendly practices.
- Developing training manuals and participating in strategies.

**Chemonics – Lebanon Civic Initiative****2008-2009**

United States Agency for International Development (USAID) OTI Office

**Position:** Project Development Specialist,**Responsibilities:**

- Planned, developed, designed and implemented projects through NGOs and nascent youth groups.
- Evaluated programs and projects, coordinated project activities, collaborated with project team members, developed measurable project goals and objectives, and monitored progress toward achievement.

***Private Business*****Baz Authentic Market****1995-Present**

Baz Authentic Market, established in 1945, is a cornerstone of Lebanon's cultural and intangible heritage. A leading institution in traditional Arabic and Lebanese medicine, it preserves and revives the legacy of herbal remedies, diverse herbs, essential oils, spices and spice mixes. Renowned for its authenticity and organization, Baz Authentic Market remains one of Lebanon's most respected and influential establishments in the field.

**Position:** Owner, family business***Education*****▪ Graduate of the JHSPH Global Leadership and Certificate Program**

Selected along 100 social leaders from the world through a process carried out by Bloomberg Initiative. Johns Hopkins Bloomberg School of Public Health, Baltimore – USA, 2012

**▪ Diploma in "Environmental Management towards Sustainable Development"**

Research: "A Guide for Organizing Herbal Life in Lebanon and Syria"  
Maastricht School of Management, MSM – Netherlands, 2010

**▪ Master of Science Organic Chemistry**

Beirut Arab University (pending thesis presentation) – 2003

**▪ Bachelor of Science Analytical Chemistry**

Beirut Arab University – Graduation year July 2000

**▪ MBA program (Major in Economics)**

Arts, Science & Technology University in Lebanon

***Affiliations***

- ASHOKA fellow, 2013 (Selected as an Environmental/Social Entrepreneur along with a dignified prize)
- Arab Forum for Environment and Development – AFED
- International Union for Conservation of Nature – IUCN
- Lebanese Coalition for Tobacco Control, 2010
- Lions International, 2010
- Frame work Convention Alliance, 2009
- Slow Food International, Italy, 2006 -2008
- Rotaract Club, (founding member) Aley – Lebanon, 2000
- Lebanese Red Cross, Aley, 2004

## *SUPPLEMENTAL*

### *Training and Certificates*

- **"IUCN – WCC, World Conservation Congress"**  
IUCN, France – Marseille, September 2021
- **"MIT PAN ARAB AWARD" – Semi Finalist**  
Semifinalist for the mobile Botanical Garden Program – April 2018
- **"Global Entrepreneurship Summit - GES"**  
Panel Speaker in two sessions, Morocco, November 2014
- **"IUCN – MAVA Project, training on ecosystem services/management/fundraising/..."**  
IUCN, Jordan, 2013 – 2015
- **"IBF – International Business Forum"**  
GIZ, Istanbul, October 2013
- **"IUCN – WCC, World Conservation Congress"**  
IUCN, South Korea – Jeju, September 2012
- **"Global Leadership Program"**  
John Hopkins School for Public Health, JHSPH, USA, Baltimore 2012
- **"Management of Managers - MOM"**  
International Union against Tuberculosis and Lung Diseases, Authorized IACET provider, Cairo, Oct 2011
- **Arab Forum for Environmental Development Annual Conventions**  
Nov 2009, 2011, 2012, 2013
- **"Lobbying and Advocacy"**  
USAID, AMIDEAST, Beirut – Lebanon, April 2011
- **"Communication, Management and Leadership - CML"**  
International Union against Tuberculosis and Lung Diseases, Authorized IACET provider, Cairo, Dec 2010.
- **"Fourth Regional Capacity Building Workshop on the Framework Convention for Tobacco Control"**  
Framework Convention Alliance, Jordan, 2010
- **Coalitions for Effective Tobacco Control Workshop"**  
International Union against Tuberculosis and Lung Disease, WHO, Beirut 2010
- **"Third Regional Capacity Building Workshop on the Framework Convention on Tobacco Control"**  
FCA EMRO FCTC, Tunisia 2009
- **"News letters writing skills"**  
USAID, Beirut - Lebanon. May 2009
- **"Photojournalism and Photography Training"**  
USAID, Beirut - Lebanon. May 2009
- **"Programs assessment and strategical planning"**  
USAID, Cairo- Egypt, February 2009
- **"Using the Awareness Tool Kit about Fighting the Forest Fires"**  
AFDC, FAO, COOPERAZIONE ITALIANA, Ministry of Environment. 2008
- **"Creating and Implementing Eco-tourism Programs and Activities"**  
Hanns Seidel Stiftung, AFDC, Al Shouf Cedar Society. 2008
- **"NGO Training on Collaboration"**  
USAID, AMIDEAST, CAMPBELL UNIVERSITY. 2008