

Hrou Abouchrif

Growing up in southeastern Morocco, Hrou Abouchrif learned about the characteristics of pasture plants and their use by village healers while herding sheep and goats with his father along the mountain paths. As a young shepherd he learned about traditional grazing techniques, which favour the natural regeneration of pasture plants. This experience inspired Abouchrif to choose a career as an agro-ecologist. Today, Hrou Abouchrif is the Director of the Association ADRAR, an organization that works to promote social development, protect the environment and fight poverty in the Eastern High Atlas and Ifrane regions of Morocco. In two decades of fieldwork for ADRAR, Abouchrif has contributed to the implementation of projects aiming to conserve—in situ—the diversity of medicinal and aromatic plants, crop plants and birds. These successful projects have involved species mapping, awareness campaigns, and capacity building. Hrou Abouchrif has been involved in implementing a project to promote agrobiodiversity through ecotourism in mountainous Errachidia Province, an area that is particularly rich in local flora and fauna. This innovative project brings farmers and tourist lodge owners together in a campaign whose purpose is to increase the use of local medicinal and aromatic plant species. The project is being implemented in partnership with the Italian NGO UCODEP and the faculty of Science and technology Errachidia. Abouchrif has long served as a symbolic ambassador for the local traditions of this Berber speaking area of Morocco. To ensure the sustainability of his work, Hrou Abouchrif works closely with the Moroccan Ministry of Education to increase environmental awareness and activism among young people.

Dear Sir/Madame,

I would like to submit the candidature for the "Guardians of Diversity" of Hrou ABOUCHERIF, from Morocco.

Please find attached

- the statement describing the nominee's qualifications to be a Guardian of Diversity in the Mediterranean
- the English translation of the letter of support by Association ADRAR you've received in French version.

My contacts, as nominator, are:

Federica D'Amico
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Email: federica.damico@ucodep.org
00212(0)610217371

Sincerely,

Federica D'Amico

Federica D'Amico
UCODEP Maroc
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Candidate:

Hrou ABOUCHERIF

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Since his childhood, Hrou ABOUCHRIF, ADRAR activities director, has acquired an expertise in conservation of biodiversity. He participated with his father in agricultural work in a mountain oasis within the province of Errachidia (South East of Morocco), especially for harvesting and seed selection of cereals: wheat, barley and corn. He also planted different local species of fruit trees, rich in biodiversity.

While accompanying his father in the mountain paths to shepherd a herd consisting of about twenty goats and sheep, he managed to get to know about all species of pasture plants in our region and their use by women village healers. As a young shepherd during school holidays, he got acquainted with the concept of the traditional grazing lands. This traditional management technique was based on the differentiation of paths and so to favour the natural regeneration of pasture plants. The management of these natural resources was done by the Jamaa Village (Jmaa: is a customary community institution whose membership is based on ethnic lineage). These practices have influenced him in choosing a career as agro-economist.

In two decades of fieldwork as an Engineer-Agronomist and Project Manager with the Moroccan association ADRAR, he implemented several programs:

1. Contribution to the conservation of biodiversity in lakes Isly and Tislite

This project is being implemented in partnership with UNDP. Two lakes are listed in the 2005 list RAMSAR (World Wetlands). Raising awareness of local people on the importance of biodiversity conservation, utilization of medical and aromatic plants, mapping of birds living around the lakes.

2. In situ conservation of crop plants in regions of Rich and Betrothal

Project implemented in partnership with several organizations and institutions (including IPGRI, Hassan II Agronomic and Veterinary Institute, the National Institute of Agronomic Research, the Office of Regional Development in Agricultural Value Tafilalet) including the following activities:

- Organization of competitions for the best farmers and seed producers of durum wheat and mountain alfalfa (*Medicago sativa*)
- Organization of awareness campaigns on the importance of conserving species and local varieties

- training of farmers on the improvement of production techniques and marketing
- development and production of leaflets on the importance of in situ conservation of crops
- enactment of demonstration tests on the local production of durum wheat and alfalfa in the Ziz region.

3. Promotion of agro biodiversity and ecotourism in mountain areas of Errachidia Province

Implemented in partnership with the NGO UCODEP and the Faculty of Science and Technical Errachidia, this project is currently in implementation phase and has achieved several activities:

- identification of medical and aromatic plants in mountain areas
- organizing campaigns to raise public awareness on the importance of biodiversity
- training of tourist lodges owners on the use of aromatic plants in recipes and preparation of herbal teas
- preservation of local yellow bee
- cultivation for the first time in the area of medicinal and aromatic plant (fennel) in collaboration with farmers

realization of documentaries on ecotourism and biodiversity broadcasted by local and European channel

Chers messieurs

Chères Mesdames,

**Je vous adresse en attaché la lettre d'appui à la Candidature de M. HROU ABOUHRIF,
à la participation aux événements que vous organisez sur le thème de la Bio diversité en ITALIE.
Avec mes salutations**

Omar Chiban

ASSOCIATION ADRAR

10, Rue Ouargha, N° 20

Agdal

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Tel, Fax : + 212 (0) 537 77 91 88 GSM : + 212 (0) 661 36 04 34

Objet : Lettre d'appui à Candidature

L'Association ADRAR, créée depuis 1990, a comme objectif la promotion du Développement Durable, la lutte contre les atteintes à l'Environnement, le développement des services sociaux essentiels et la lutte contre la pauvreté.

Les sites d'Intervention de l'Association se situent dans le Haut Atlas Oriental du Maroc et dans la zone de la cédraie d'Ifrane.

Depuis 20 ans l'Association a noué plusieurs partenariats avec les organismes nationaux et internationaux, publics et privés, poursuivant les mêmes objectifs.

Dans le domaine de la conservation de la Bio diversité, l'Association a cumulé de nombreuses réalisations et a capitalisé ses connaissances et son expertise, notamment grâce à la contribution de son Directeur opérationnel, HROU ABOUCHARIF, Ingénieur agro économiste.

C'est dans ce cadre que l'Association appuie fortement sa candidature pour participer aux événements et manifestations prévues en Italie et dont l'objectif est de promouvoir la conservation de la bio diversité.

Nous sommes convaincus que sa participation contribuera à la promotion du partage d'expériences et donnera l'opportunité, à travers ses interventions et ses commentaires, de connaître le point de vue d'un expert de proximité s'exprimant à partir d'un pays du Sud de la Méditerranée.

Veillez agréer, Messieurs, Mesdames, l'expression de nos salutations distinguées.

Omar Chiban

Président de l'Association ADRAR.

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Subject: support letter to a candidature

Established in 1990, ADRAR is an organisation working for the promotion of the Sustainable Development, the protection of the environment, the development of basic social services and the fight against poverty. Our areas of intervention are the Moroccan Eastern High Atlas and the Ifrane region.

For the last 20 years we've been establishing partnerships with national and international organizations, public and private, sharing the same purpose.

Within the sector of the biodiversity, our organization achieved many outputs and capitalized a strong knowledge and expertise, mostly thanks to the contribution made by its Director, HROU ABOUCHARIF, agro-economist engineer.

Within this framework, the organisation strongly endorses his candidature to take part in the events scheduled in Italy for the promotion of the biodiversity conservation.

We are fully convinced that his participation will significantly contribute to the promotion of experience sharing, giving the opportunity to know the point of view of an expert from a South Mediterranean country, through his interventions and his papers.

Yours truly,

Omar Chiban

President of Association ADRAR.

To whom it may concern:

please find attached the second support letter for the candidature of Mr Hrou Abou Chrif of Morocco.

Regards,

Francesca Gilli

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The candidate Hrou Abou Chrif has been working for the past three years for the NGO ADRAR in partnership with the Italian NGO UCODEP.

Through our shared and common work we got to know Mr Abou Chrif and we appreciated greatly his commitment to biodiversity in the south-eastern Moroccan province of Errachidia.

Mr Abou Chrif is a dedicated worker on the field and his continuous efforts for the conservation of the natural and landscape heritage are greatly appreciated and valued not only by our organization, but also by other international and Moroccan institutions ADRAR has had the opportunity to work with as well as local authorities and institutions.

His ability and promptness to interact with the local populations and the beneficiaries of the projects are remarkable.

He developed his interest and extensive knowledge of the territory and of its flora and fauna since his childhood and strengthened it through his studies as an agronomist with the goal to enhance and improve the situation of local populations and of his territory of origin.

The region of Errachidia presents an outstanding landscape and is rich in local species (both flora and fauna). One should not forget the importance of intangible heritage attached to this Berber-speaking area of Morocco. Mr Abou Chrif acts as a symbolic ambassador for his birth place and its local traditions as he often is a host of the local and national press with the aim to promote and sponsor the landscape, environmental and oral/intangible heritage.

Furthermore Abou Chrif supports sensibilisation activities in the schools with children and teachers and has encouraged the local branch of the Ministry of Education to increase environmental activities with young people.

It is to mention the work that Abou Chrif recently undertook in the mountain lodges of the region to promote and diffuse the concepts of ecotourism.

In view of his life-long efforts and commitment we strongly support his candidacy for the event "Guardians of Diversity".

Faithfully,

Francesca Gilli

UCODEP MOROCCO

Coordinator

ASSOCIATION ADRAR

ITALIA

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