

# Green Entrepreneurship

## Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre  
for Cleaner Production



### Club Faune et Flore Méditerranéenne: Training and capacity building on environmental conservation in Tunisia

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**Name:** Club Faune et Flore Méditerranéenne

**City, country:** Tunis, Tunisia

**Name of entrepreneur/founder:** Dr. Adib Samoud and Dr. Olfa Abid

#### Description

To sensitize and inform Tunisians, children and adults, by involving them in actions of environmental protection, preservation and development of plant and animal species in danger through studies such as sampling, measurements etc. In the medium term the CFFM wishes to develop an educational program designed to promote and protect the natural reserves of our country and the wealth of the local populations. In the long term, to integrate some animals species like the donkeys in projects of eco-tourism, eco leisure, farmhouses, or like the Sloughi in traditional breeding programs for export. The association also plans to participate in the protection of our forest and coastal eco-tourism through our core programs.

#### Investment

*Start up capital:* 0  
*Rate of return on investment:* We can only finance our activities with no other return.  
*Sources of funding:* Memberships of 20td/each, sponsoring of vet labs, 'adoption' of donkeys campaign.

#### Stakeholders

*Shareholders:* Veterinary labs.  
*Customers:* none.  
*Providers:* none.  
*Strategic partners:* none.  
*European partnership:* the NGO applied in some international calls and they are waiting for project approvals.  
*International partnership (other than european):* none.

#### Employment generation

Not available.

#### Timeline

Date of Start up: As an initiative of Dr. Abid Samoud in 2005, the Club was formally established under the tutelage of ACAM in June 2010 and is completely independent since September 2011. Progresses up to 2011:  
June 2010: Save the Donkey Campaign Cap Bon.  
September 2010: Save the donkey campaign kerKena.  
November 2010: Save the forest campaign Ain Drahem.  
November 2010: Save the sloughis Gisla Ghardimaou.  
December 2010: Save the sloughis Douz. Voluntary vet camp.  
Juin 2011: Save our beaches Bizerte.  
September 2011: March for the e pour le reforestation of Dar Chichou Hammam El Ghzaz wood (region of Nabeul).  
September 2011: Save the donkeys CapBon.  
October 2011: Round table «Le sloughi dans notre patrimoine culturel»  
23 December 2011: Save the sloughis ANA SLOUGHI ASLI TOUNSI. Vet camp at the international festival of the Sahara.

<b>Feasibility study</b>	<p>The founders of the NGO are not professionals and at the beginning it was difficult to launch the association. Now, we act in a timely manner, we carry out field studies to identify areas in which donkeys are most in need, or where the donkey is still the means of transport for goods timber and water. We also identify regions, or the traditions, where the Sloughi still exists and we create the events.</p> <p>At the beginning, to express our passion and our hearts was enough to feel we were doing something good, but now we hope to be accompanied by other NGOs that can help us by initiating projects to give more value to the donkeys and make them even profitable for reproduction and integration into environmental projects, or the creation of donkey farms.</p> <p>We also wish to save the Sloughi the greyhound of the desert from extinction, by integrating it into a program of breeding for export or for ecological and equitable hunting instead of unsustainable hunting practises or massacres with rifles. We recognize the importance of the commitment of volunteers in reforestation actions (save forests), beach cleaning actions (save our beaches) also as a way to raise awareness, to change attitudes and to prevent such environmental disasters.</p>
<b>Geo-social-economic setting</b>	Cap Bon, kerkhena, Douz, Ghardimaou.
<b>Key features</b>	<p>Donkey, sloughi, fauna, flore, environment, heritage, culture.</p> <p>The mission of the NGO is to save the natural heritage of the country and to protect the species in danger.</p>
<b>Overall rational and motivation</b>	Not available.
<b>Strenghts</b>	The enthusiasm of volunteers, the friendly welcoming of local populations and the involvement of children.
<b>Challenges and constraints</b>	The areas in which the club FFM operates are not easily accessible: Means for travels and housing for volunteers are required.
<b>Direct activities and Impacts</b>	<p><i>Social:</i> Club FFM conducts its activities in disadvantaged areas (the donkey is the horse of the poors, the Sloughi is the companion of the Bedouin, the forest is the source of life of for forest areas...).</p> <p><i>Environmental:</i> Club FFM with actions save the beaches and save the forests.</p> <p><i>Economic:</i> The FFM club would like to participate in the launch of environmental projects including the donkey, the Sloughi and forests to improve the income of local populations.</p>
<b>Use of innovative Technologies</b>	Club FFM provides actions, models and samples of the data to the National School of Veterinary Medicine and Veterinary Research Institute to conduct research work.
<b>Evidence of a holistic approach/world view</b>	Our vision of the world is not to develop big urban cities, or to cut off history. We do not want homologation but bio-diversity. We want to give life to authentic villages, the save the rituals and the habits of the inhabitants, simple and dignified lifestyle where each person contributes to perpetuating a unique heritage in its kind.
<b>Scale of benefits</b>	Not available.

**Policies, incentives and regulations needed**

Not available.

**Lessons and recommendations**

More sensitivity towards the importance of certain species of animals for the lives of rural people. Often, animals are only seen as such and not for the work they produce and the traditions they contribute to perpetuate and protect.

**References**

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