

# CURRICULUM VITAE

## SVETLANA BELOVA



4. Date of Birth 9/12/73 | 5. Place of Birth **USSR, Orsk town** | 6. Nationality (ies)/Citizenship(s) at birth **Russian** | 7. Present nationality (ies) /**citizenship (s) Slovakia**

8. Sex **female** | 9. Marital status Married

10. Permanent address Slovakia, Ganovce, Lucna 524/2  
13. e-mail. zapovedniks@gmail.com | 11. Present Address (if different) Telephone No. +421 917 449943 | 12. Office address Slovakia, Poprad, Kratka 1074/14

14. Have you taken up any legal permanent status in any country other than that of your nationality? YES  NO   
If the answer is "yes", which country? **Slovakia**

15. Have you taken any legal steps towards changing your present nationality? YES  NO

### 16. Key qualifications

22-years experience in the development and administration of cooperative international [projects](#) (between Eastern Europe countries, Russia, Ukraine and Kazakhstan) focused on conservation of nature and traditional culture provided added value to local communities (first of all **through rural and eco-tourism development**)

7-years experience in introduction of creativity and innovation to community based rural development (art-projects)

Rich experience in [capacity building programmes](#) for staff of protected areas, SMEs, local and regional authorities (i.e. study-tours, training, conferences) since 2001, main focus – eco-tourism on protected areas, MAB programme implementation

Experience in development of Strategies for eco-tourism development in Pas of Russia and Kazakhstan (Katon-Karagaj BR)

Own experience in eco-tourism (programme of eco-tours to Russian Pas “[Heading towards happiness](#)”) and innovative approaches of rural tourism development in remote areas practically tested in the framework of projects

Excellent fundraising skills and ability to form strong multi-stakeholders international project team and motivate colleagues and partners to achieve successful project results

Non-governmental organisations management experience including staff recruitment, strategic and financial planning, PR, fundraising, PR, business planning, marketing, evaluation of projects and investment activities

17. What is your preferred field of work?

**The conservation of nature and traditional culture providing added value to local communities**

18. KNOWLEDGE OF LANGUAGES. What is your mother tongue? Russian

OTHER LANGUAGES	READ		WRITE		SPEAK		UNDERSTAND	
	Easily	Not Easily	Easily	Not Easily	Fluently	Not Fluently	Easily	Not Easily
<b>English</b>	<b>x</b>		<b>x</b>		<b>x</b>		<b>x</b>	
<b>Slovak</b>	<b>x</b>			<b>x</b>	<b>x</b>		<b>x</b>	
<b>Czech, Polish</b>	<b>x</b>			<b>x</b>	<b>x</b>		<b>x</b>	

19. Specific experience in the region and UNESCO designated areas:

Country	Date from – Date to
Slovakia (Tatra mountains Biosphere reserve)	2010-ongoing
Czech Republic (White Carpathians BR)	2017-2019
Kazakhstan (Katon-Karagay Biosphere reserve)	2013-2017
Ukraine (WHS Ancient and Primeval Beech Forests of the Carpathians)	2011 - 2019
Moscow, Russia – Resource Centrum for Eco-education and tourism for PA in Russia	1997-2010
Archangelsk region, Russia (Kenezero National Park, BR and in tentative list for WHS)	2006 - ongoing
Mary El and Buryatia republics, Russia	2005 – 2008
Belarus, Uzbekistan	2003-2006

20. EDUCATIONAL. Please give exact titles or degree in original language.				
A. UNIVERSITY OR EQUIVALENT Please do not translate or equate to other degrees.				
NAME, PLACE AND COUNTRY	ATTENDED FROM/TO		DEGREES and ACADEMIC	MAIN COURSE OF STUDY
<b>Povolzhskaya Academy of Service, Togliatty, Russia</b>	<b>9/1991</b>	<b>6/1996</b>	<b>Master of arts</b>	<b>Economics</b>
I was trained in special NGO management and development: 2000 – 2003 – trainings 'PR and fundraising of NGO', 'Management of NGO', 'Business communications', 'Participation of NGOs in legislation process' organized by CAF Moscow, Russia.				
B. SCHOOLS OR OTHER FORMAL TRAINING OR EDUCATION FROM AGE 14 (e.g. high school, technical school or apprenticeship)				
NAME, PLACE AND COUNTRY	TYPE	ATTENDED FROM/TO		CERTIFICATES OR DIPLOMAS OBTAINED
		Mo./Year	Mo./Year	
High school 79, Togliatty, Russia		9/1987	5/1991	diploma
International academy of nature conservation, Isle Vilm, Germany	“Ecotourism in Protected Areas of the CIS”	4/2002	4/2002	certificate
Shehter school, Moscow	English course	2/2002	7/2003	certificate
 LIST PROFESSIONAL SOCIETIES AND ACTIVITIES IN CIVIC, PUBLIC OR INTERNATIONAL AFFAIRS				
<b>WCPA/IUCN</b>				
22. LIST ANY SIGNIFICANT PUBLICATIONS YOU HAVE WRITTEN				
Svetlana Belova (2007) Protected areas and benefits: Russian experience. In: Proceedings of the conference "Nature and tourism: tools for sustainability", Rovaniemi, Finland.				
Svetlana Belova and Armen Grigorian (2007). PAs and local communities: problems and solutions, Ecocentre “Zapovedniks”, Moscow.				
(co-author and editor) Friends of protected islands – beginning of movement. – Moscow, 2005. 146				
23. EMPLOYMENT RECORD:				
A. PRESENT FUNCTION (LAST FUNCTION, IF NOT PRESENTLY IN EMPLOYMENT)				
FROM	TO	SALARY PER ANNUM		EXACT TITLE OF YOUR FUNCTION:
MONTH/YEAR	MONTH/YEAR	STARTING	FINAL	
<b>01.04.08</b>	<b>ongoing</b>	<b>22 000 USD</b>	<b>29 000 USD</b>	
NAME OF EMPLOYER: Machaon International (www.machaon.eu)				TYPE OF BUSINESS: <b>conservation of natural and cultural heritage, pro-Biodiversity business development</b>
ADDRESS OF EMPLOYER: <b>Slovakia, Poprad, Kratka 1074/14</b>				NAME OF SUPERVISOR: Jozef Bednar, email jozko.bednar@gmail.com
				NO AND KIND OF EMPLOYEES SUPERVISED BY YOU: 2 scientists various project partners and consultants
				REASON FOR LEAVING:
DESCRIPTION OF YOUR DUTIES				
<b>Management and development of the organisation, fundraising, research activities.</b>				
<b>Establishment of rural guest house, training centre and art-residence "Area of inspiration".</b> Practical work in different aspects of tourism				
<b>Arrangement of 2-3 study-tours to EU per year (for protected areas, local authorities and small-scale entrepreneurs)</b>				
<i>The following international projects <a href="https://machaon.eu/all-projects/">https://machaon.eu/all-projects/</a> development and management experience including staff recruitment and management, budget design, establishment of international cooperation, project evaluation and monitoring:</i>				
<b>12/2019 – ongoing – “Northern Lights - women-led initiatives in inclusive sustainable rural development”</b> pro-biodiversity business <b>and local governance development in Northern Russia</b> / project manager				
<b>6/2017 – ongoing - cultural tourism development through</b> creation of favourable conditions for professional artists and creative people to come to villages located in close proximity to a national park (art-events, festivals, etc.)				
<b>2/2014 – 7/2017 "Golden Altai - the wealth for local development"</b> - rural tourism development in remote villages in or near PAs. Project manager, main duty - capacity-building for local team				
12/2013 – 8/2016 <b>Wooden architecture in cultural landscape – new challenges in modern world</b> / project manager				
10/2011 – 10/2013 <b>'Cultural landscapes – traditions for development'</b> (EU supported)/ Project fundraiser and capacity-building specialist				
The project contributed to the improvement of management-effectiveness of national parks and open-air museums staff and creation of public-private partnerships for cultural tourism development.				
<b>10/2008 – 10/2010 'Kenart – European Cultural Bridge'</b> (EU supported)/International coordinator				
The project enhanced management capacity of Kenozero National Park, local authorities, entrepreneurs and other stakeholders in cultural tourism and engaged local communities in the preservation of cultural traditions. It created employment opportunities thanks to the integration of culture into the socio-economic development and fostered artistic creativity.				
All above-mentioned projects were developed and implemented in cooperation with partners from Czech and Slovak Republics: Ministry of Culture of Czech Republic, National Institute of Folk Culture (Strazhnice), Wallachian Museum in Rozhnov pod Radgoshtem				

## B. PREVIOUS FUNCTION (IN REVERSE ORDER)

FROM	TO	SALARY PER contract		EXACT TITLE OF YOUR FUNCTION:
MONTH/YEAR 5/2008	MONTH/YEAR 10/2008	CONTRACT 9800 USD		<b>Consultant of SME development</b>
NAME OF EMPLOYER: <b>Royal Society for the Protection of Birds</b>				TYPE OF BUSINESS: <b>environmental protection</b>
ADDRESS OF EMPLOYER: <b>The Lodge, Sandy, Bedfordshire, SG19 2DL, UK</b>				NAME OF SUPERVISOR: <b>Jack Foxall Business and Biodiversity Project Coordinator <a href="mailto:jack.foxall@rspb.org.uk">jack.foxall@rspb.org.uk</a></b>
				NO AND KIND OF EMPLOYEES SUPERVISED BY YOU: <b>N/A</b>
				REASON FOR LEAVING: <b>end of the contract</b>
DESCRIPTION OF YOUR DUTIES				
<b>'Developing Pro-Biodiversity Business in the Steppe Zones of the Eurasia region'</b> (EBRD- funded project)				
Collating and processing of relevant information on the entrepreneurial environment in Russia, in particular SMEs operating within the Steppe ecosystems.				
Assessment of potential economic benefits from sustainable land-use in and around high biodiversity value areas that strengthen and diversify the operations of businesses within the Steppe zone and evaluation of the potential of the project to add value to biodiversity conservation through promoting a pro-biodiversity business model.				
Building a database of all relevant stakeholders (central government bodies, local authorities, private sector, financial institutions, land owners and users, and relevant non-governmental organisations) and informing about and engaging them in the process of creating pro-biodiversity business environment.				
FROM	TO	SALARY PER contract		EXACT TITLE OF YOUR FUNCTION:
MONTH/YEAR 9/2007	MONTH/YEAR 5/2008	STARTING 5500 USD	FINAL	<b>Consultant on sustainable livelihoods</b>
NAME OF EMPLOYER: <b>UNDP/GEF</b>				TYPE OF BUSINESS: <b>environmental protection</b>
ADDRESS OF EMPLOYER: <b>Mira street, 19, Volgograd 400131, Russia</b>				NAME OF SUPERVISOR: <b>Natalia Lopanceva, project manager</b> Email and/or telephone: <a href="mailto:natalya.lopanceva@volgawetlands.ru">natalya.lopanceva@volgawetlands.ru</a> <b>+7 8442 33-09-73</b>
				NO AND KIND OF EMPLOYEES SUPERVISED BY YOU: <b>N/A</b>
				REASON FOR LEAVING: <b>end of the contract</b>
DESCRIPTION OF YOUR DUTIES				
<b>'Conservation of biodiversity of Lower Volga Region'</b> (UNDP/GEF project)				
Identification of economic benefits delivered by protected areas of the Lower Volga Region.				
Demonstration of benefits of protected areas (PA) for local socio-economic development to a wide range of local stakeholders (facilitation of a series of workshops for local authorities, PA staff and SMEs).				
Appraisal of implementation of community-based integrated natural resource management, including the integration of sustainable livelihood approaches into protected area management.				
<b>Development of a sustainable livelihoods support programme</b> (including action plan, stakeholder assessment, legislation basis, identification and analysis of internal sources of finance for sustainable livelihoods, capacity building for local authorities, SMEs and PA staff).				
Development of small grant programme for local SMEs.				
FROM	TO	SALARY PER ANNUM		EXACT TITLE OF YOUR FUNCTION:
MONTH/YEAR 3/2007	MONTH/YEAR 3/2009	STARTING 12 000 USD	FINAL 12 000 USD	<b>Project manager</b>
NAME OF EMPLOYER: <b>Natural Heritage Protection Fund</b>				TYPE OF BUSINESS: <b>environmental protection and socio-economic development</b>
ADDRESS OF EMPLOYER: <b>Vyborgskaja 8-3, Moscow, Russia</b>				NAME OF SUPERVISOR: <b>Alexey Butorin</b> Email and telephone: <a href="mailto:butorin@nhpfund.ru">butorin@nhpfund.ru</a> , + 7 499 1598320
				NO AND KIND OF EMPLOYEES SUPERVISED BY YOU: project partners (6), consultants (5)
				REASON FOR LEAVING: <b>end of the project</b>
DESCRIPTION OF YOUR DUTIES				
<b>Lead manager and designer of the project 'Catalyzing local socio-economic development using the natural and cultural potential of the region'</b> (EU grant, 2007-2009). The project addressed biodiversity conservation and livelihoods through rural tourism development in the biosphere reserve (BR) "Kugu-Kakshan" in the Mary El Republic, Russia.				
Main duties included coordination and supervision of all the project activities such as stakeholder analysis, creation of multi-stakeholders institutional mechanism for BR management, training, strategic planning, pilot projects for rural tourism development, marketing research and promotion. Furthermore, I helped to identify and assess economic benefits delivered by Bol'shaya Kokshaga nature reserve, including the values of key ecosystem services for local development. The results were presented to key stakeholders.				
As a result, I influenced that additional investments were made from local administration, the government of the Republic of Mary El and several tourist companies for biodiversity conservation, tourism development and sustainable livelihoods programmes.				

FROM	TO	SALARY PER ANNUM		EXACT TITLE OF YOUR FUNCTION:
MONTH/YEAR	MONTH/YEAR	STARTING	FINAL	
3/1998	4/2008	10 000 USD	14 000 USD	<b>Deputy director</b>
NAME OF EMPLOYER: <b>Environmental Educational Centre Zapovedniks</b>				TYPE OF BUSINESS: <b>environmental protection</b>
ADDRESS OF EMPLOYER: <b>Moscow, Starokonusheny pereulok, 12</b>				NAME OF SUPERVISOR: <b>Danilina Natalia</b> T e l + 7 ( 4 9 9 ) 2 5 2 - 9 5 - 0 4 , e m a i l : <b>danilina.zapovedniks@gmail.com</b>
NO AND KIND OF EMPLOYEES SUPERVISED BY YOU: <b>6 - scientists and managers</b>			REASON FOR LEAVING: <b>changing the place of living</b>	
<b>DESCRIPTION OF YOUR DUTIES</b>				
<p>My duties as a deputy director were: fundraising, organisational development, strategic planning, PR, business planning, marketing, evaluation of projects and investment activities.</p> <p>Moreover, I participated in design and implementation of more than 10 projects (including international) focused on biodiversity and culture conservation and integration of protected areas and open-air museums to the regional social-economical systems.</p> <p><b>1/2007 – 4/2008 Regional manager and designer of the project 'Enhancing biodiversity conservation and eco-tourism in Russia' (DEFRA grant)</b></p> <p>Coordination of development and promotion of ecotourism in 10 Central-Siberian PAs: assessment of the attractiveness/potential of the PAs for ecotourism (field visits and test-tours) and its possible impact on ecosystems and their biodiversity, assistance to PAs in tourism development and improvement of local livelihoods (i.e. training, creation of ecotourism projects or tours, identification of financial sources for these projects and infrastructure development, and promotion of ecotourism to international visitors through the creation of the multi-lingual web-site <a href="http://www.ecosiberia.org">www.ecosiberia.org</a>), working with local authorities and demonstrating of benefits of protected areas for local development.</p> <p><b>2/2008 – Consultant on sustainable livelihoods in the project “Biodiversity Conservation in the Altai-Sayan region” (arrangement of series of workshops for PA staff, local entrepreneurs)</b></p> <p><b>1/2005-12/2007 Task manager on conservation finance mechanisms in project 'Strengthening the network of training centres for PAs management through demonstration of a tested approach' (UNEP/GEF project)</b></p> <p>My role included analysis of world experience introducing payments for ecosystem services and appraisal of the potential to create an environmental trust fund in Russia (under Biodiversity Focal Areas BD1 and BD2) as well as special training of PA staff in conservation finance. <b>I also participated in organisation of training and study-tours</b></p> <p><b>5/2005 – 5/2007 Coordinator and designer of the project 'Catalyzing civil activities and local socio-economic initiatives using the potential of Protected Areas and PA-based NGOs' TACIS/IBPP programme funded by the EU</b></p> <p>Community-based integrated natural resource management project including the integration of sustainable livelihood approaches into Protected Area management objectives. This has primarily involved the development and implementation of 2 integrated programmes on the basis of 2 nature reserves that have provided and/or supported micro-credit facilities, public-private partnerships (multi-stakeholders coordination mechanisms at the regional level); development of local business development units (including training in marketing, financial and business planning), and eco-tourism.</p> <p><b>2004 Project manager of the project 'Development of the Conception of work on Environmental Education and Public Awareness for conservation and sustainable development of wetlands at the Lower Volga region' financed by UNESCO</b></p> <p>Preparing the concept and contents for training modules for different target groups.</p> <p><b>2003-2005 Project designer and manager of the project 'Zapovednaya Ecoseminaria – Key to Raise Civic Activity in Regions' supported by the MOTT Foundation</b></p> <p>Capacity-building programme for PAs staff, administration of 27 projects focused on the development of civic initiatives to support various protected areas in Russia, and the establishment of cross-sector cooperation between PAs, NGOs, business sector and authorities.</p>				