

# CURRICULUM VITAE

## SVETLANA BELOVA

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2. Surname: Belova
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4. Status: married, 3 children
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### 8. EDUCATION:

Institution	Dates	Degree or certificate
Povolzhskaya Academy of Service, Togliatty, Russia	IX/91 – VI/96	Master of arts in economics
UNESCO Regional Bureau for Science and Culture in Europe, Venice, Italy	X/2017 X/2021	Certificates of participation and confirmation of membership in the International community of the best management practices of UNESCO designated areas
International Academy of Nature Conservation, Isle of Vilm, Germany	XII/2006 V/2005 IV/2002	Certificates of participation in trainings 'Payments for ecosystem services', 'Conservation finance', 'Development of sustainable tourism in protected areas'
CAF Russia	2001-2002	Certificates of participation in a series of training in NGO's leadership
Sechter language school, Moscow, Russia	2002-2003	English course completion certificate

### 9. EMPLOYMENT RECORD:

Organisation	Period	Position held	Reason for Leaving
Association for Nature Conservation 'Machaon International', Poprad, Slovakia	2009 - now	Director and project manager	Interest in an international career
Environmental Educational Centre Zapovedniks, Moscow, Russia	2000 - 2008 1998 - 2000	Deputy director Financial manager	Moving to another country
Royal Society for the Protection of Birds, UK	V-VIII 2008	Expert on eco-business development	End of the contract
Natural Heritage Protection Fund, Moscow, Russia	2007- 2009	Project manager	End of the project
New model company, Togliatty, Russia	1996 - 1998	Company representative in Moscow	Lack of interest in working in commerce

## 10. KEY QUALIFICATIONS:

- ✓ 25 years of experience in the development and management of cooperative international projects (Eastern Europe countries, Russia, Ukraine and Kazakhstan) focused on conservation of nature and traditional culture providing added value to local communities;
- ✓ Excellent fund-raising and marketing skills;
- ✓ Strong leadership skills with experience in establishing, improving the capacity and managing multicultural and decentralised project teams in Slovakia, Russia, Kazakhstan, Armenia, Georgia, Ukraine, Czech Republic;
- ✓ 25 years of experience in management of non-governmental conservation organisations, including staff recruitment, strategic and financial planning, monitoring and evaluation of projects;
- ✓ Rich experience in capacity-building programmes for staff of protected areas, SMEs, local and regional authorities (i.e. study-tours, trainings, conferences), main focus – management of protected areas, sustainable development in rural areas, MAB programme implementation;
- ✓ Experience in the development and implementation of strategies for ecotourism and environmental education in protected areas of Russia and Kazakhstan;
- ✓ Ability to engage and motivate people from different sectors, local actors and stakeholders to help in biodiversity conservation, even in conditions of limited financial resources;
- ✓ Experience in working with governmental structures in different countries;
- ✓ Rich experience in storytelling and working with social media.

## 11. KNOWLEDGE OF LANGUAGES

From 1 (best) to 5 (poor)

	READ	WRITE	SPEAK	UNDERSTAND
Russian	1	1	1	1
English	1	1	1	1
Slovak	1	1	2	1
Czech	2	3	2	2
Polish	2	3	3	2
Ukrainian	1	2	3	1

## 12. MEMBERSHIP IN PROFESSIONAL SOCIETIES AND ACTIVITIES IN CIVIC, PUBLIC OR INTERNATIONAL AFFAIRS

WCPA/IUCN - World Commission on PAs of the International Union for Conservation of Nature.

RISG Europe: EU Regional support group of International year of rangelands and pastoralism

Leading of public initiatives: I Love the Green Tatras, Let's Save Green Ganovce

Machaon International I leading is the member of Mountain Partnership - an international platform under the auspices of the United Nations and CEEWeb for biodiversity - a network of NGOs from Europe working in biodiversity conservation.

### 13. EXAMPLES OF RELEVANT FUNDRAISING AND PROJECT MANAGEMENT EXPERIENCE

13.1. Association for Nature Conservation Machaon International, all projects are presented [here](#)

Title of the project, donor, place and period of the implementation	Role in the project
'Living Landscape' – increasing water retention capacity in the landscape (Norway grants and Czech State Fund for the environment, 2023-2024)	Project coordinator in Slovakia responsible for preparation and presentation of a case study in Slovakia in cooperation with scientists
<a href="#">'Creative Mountains'</a> – preserving and promoting nature and cultural heritage of mountain areas (Armenia, Georgia, Slovakia, European Commission grant, 2022-2024)	Project management and fund-raising. In 2023, the project was shortlisted for the Mountain Innovation Award at the Mountain Innovation Fair in Bolzano. About 3 million people around the world got the chance to learn about unique nature and folk culture in the mountains and how this is being preserved and revitalized by local stakeholders thanks to professional videos, photos and attractive texts shared by bloggers and photographers in social media and websites.
<a href="#">Training centre for protected areas staff</a> (2009-now, financed from participants fees)	40+ study-tours organized for staff of PAs, open-air museums, eco and cultural NGOs and decision-makers from post-soviet countries dealing with different aspects of PA management, cultural landscape conservation and sustainable rural development
<a href="#">'Areas of Inspiration</a> - linking art and nature conservation' (Slovakia, Czech Republic, Estonia and Ukraine, European Commission grant, 2017-2019)	Project management and fund-raising, organization of art symposia and exhibitions in order to promote natural and cultural heritage through art
<a href="#">Wooden architecture in cultural landscape – new challenges in modern world</a> (Slovakia, Czech Republic, Ukraine, Russia, European Commission grant, 2013-2016)	Management and fundraising of project focused of conservation of valuable cultural landscapes in national parks, historic villages, museum-zapovedniks and open-air museums from degradation and gradual disappearance
<a href="#">'Golden Altai – wealth for local development'</a> (Kazakhstan, European Commission grant, 2014-2017)	Management and fund-raising of the project focused on ecotourism development in the Katon-Karagai biosphere reserve and buffer zone of Zapadno-Altaysky zapovednik. The project was selected by EU Commission as the best case-study project and highly appreciated by beneficiaries and stakeholders in Kazakhstan.
'Together for Tatra mountains' (2021-now, funded from private donations)	Advocacy, outreach and communication work for conservation of biodiversity of the High Tatras
'Northern Lights' – women-led initiatives in inclusive sustainable rural development (Russia, the EU Commission grant, 2019-2022)	Project management and fund-raising. Integration of sustainable livelihood approaches into protected areas management objectives. Expert advice and supervision in pro-biodiversity business development (capacity-building, small grants programmes, marketing, entrepreneurs networking)

'Restoration of mountain meadows in Vernar and use of their biomass' (Slovakia, GEF/UNDP grant, 2012-2014)	Project management and fund-raising, expert advice in sustainable natural resource management
'KenArt - European cultural bridge' (Russia, European Commission grant, 2009-2010)	Preparation of the project proposal and coordination of the international cooperation. The project has been selected as the best project of the EU-Russian co-operation in the cultural field

13.2. Environmental Educational Centre "Zapovedniks" (<https://www.wildnet.ru/>)

<b>Title of the project, donor, place and period of the implementation</b>	<b>Role in the project</b>
' <u>Enhancing biodiversity conservation and eco-tourism in Russia</u> ' (12 PAs in Central Siberia, 2007-2008, DEFRA grant)	Project development and management The project helped to improve biodiversity conservation and to promote ecosystem services provided by PAs through education, capacity-building, sustainable tourism development and promotion to European market.
'Establishment of Nuratau-Kyzylkum Biosphere Reserve as a Model for Biodiversity Conservation in Uzbekistan' (subcontract from UNDP/GEF grant, 2006)	Expert on the development of an integrated and participatory approach to in-situ biodiversity conservation by integrating conservation and rural development objectives in order to achieve conservation and sustainable livelihoods.
'Strengthening the network of training centres for PAs management through demonstration of a tested approach' (2005-2007, UNEP/GEF grant)	Task manager on conservation finance mechanisms and capacity-building for PA staff (including Central Asia)
'Catalyzing civil activities and local socio-economic initiatives using the potential of Protected Areas and PA-based NGOs' (2005 – 2007, zapovedniks Baikalsky and Bolshaja Kokshaga, Russia, European Commission grant)	Project development and management Integration of sustainable livelihood approaches into PA management objectives (stakeholders engagement, support of pro-biodiversity business development (training in marketing, business planning, establishment of micro-credit facilities)
'Development of the Conception of work on Environmental Education and Public Awareness for conservation and sustainable development of wetlands at the Lower Volga region' (Russia, 2004, UNESCO grant)	Project management and preparation of the concept and contents for training modules for different target groups, work with stakeholders and decision-makers