

Firas T. Abd-Alhadi

Firas T. Abd-Alhadi is a communication specialist with 25 years of experience in designing and implementing communication and promotion strategies/plans. He currently works as the Head of Insurance Awareness Division at the Insurance Administration / Ministry of Industry & Trade of Jordan. In this position, he develops and implements outreach strategies, plans and activities to create awareness among different groups of end-users about the various insurance products as to increase insurance contribution to GDP. He has also established working relationships with regional and international insurance institutions as part of a plan for qualifying Jordan to become a regional insurance center.

Prior to joining the Insurance Administration in 2007, Firas worked in several communication positions the latest of which being the Regional Communication and Documentation Specialist in EMPOWERS (Euro-Med Participatory Water Resources Scenarios), an EU-funded regional partnership. Although that was not his first encounter with environmental issues, this project that was implemented in Egypt, Jordan and Palestine during 2003-2007 introduced Firas to the practice of building knowledge communities based on multi-level stakeholder platforms as a means to build individual and institutional capacities for better management and conservation of natural resources.

Firas has been associated with the IUCN since 2009 as a communication consultant and environmental writer and a member in the IUCN CEC since 2012 which he represented in a number of events such as the IUCN West Asia Regional Conservation Forum in 2015 and the IUCN World Conservation Congress in 2016.

He is a board member and communication coordinator of the Arab World Association of Young Scientists (ArabWAYS) and is a co/author, editor and translator of several books and articles on water, the environment and insurance.

Firas holds M.A. in English Literature and a double major B.A. in Arabic and English, both from the University of Jordan in Amman, Jordan.