



ANNUAL REVIEW '08
40 years of success

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Celebrating
40 years

of success

Over the past four decades, WWF South Africa has maintained a strong tradition of engaging with business, government and broader society. WWF continues to play a fundamental role in the conservation sector, both by executing in-house conservation projects and by making it financially possible for others to undertake related work. As part of the global WWF network, which operates in nearly 100 countries, WWF South Africa is in a unique position, within a developing economy, to generate pragmatic, science-based solutions to global environmental challenges.

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Chairman's Review

Mark Read



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Aletta Jordaan



It gives me great pleasure to present WWF South Africa's 2008 Annual Review. This review is, as ever, not only a presentation of the past year's fiscal position of WWF South Africa, but also a document that gives a succinct overview of the conservation activities of our team. To my mind this review succeeds fully in clearly disseminating the most important components of our core business. I hope that all who peruse this document will find the contents enlightening and will be educated about the current activities of one of our continent's most critically relevant NGOs.

In retrospect I cannot remember a WWF South Africa annual review, which hasn't remarked in one way or another that the previous year was a complex and momentous one for our organisation. The 2007/2008 financial year has certainly been no exception. This is the reality that confronts a team of people dedicated to conserving the biological crown jewels of beautiful South Africa. Each year the pressure from an energy and space hungry nation mounts on increasingly fractured and, in some cases, moribund biological systems. It is a daunting challenge that daily confronts our staff at Millennia Park and Pinmill Farm, and the board commends them for their extraordinary efforts to guide our country to a future where biological sustainability is more than a mere dream.

Under the direction of our Chief Executive, Dr Morné du Plessis, who took up his position in September 2007, there is vigorous activity in all components, be they conservation or the support services that comprise WWF South Africa.

Like a living organism, WWF must evolve to remain a viable organisation. Morné and his executives have been working hard at developing a new managerial model, which, when it is applied to WWF South Africa, will have profound implications for our organisation. The board has no doubt that this looming re-organisation of WWF South Africa will result in an even greater incisiveness with regards to our conservation efforts. Morné will discuss these structural changes at our Annual General Meeting and WWF South Africa's 40th birthday celebrations to be held in the Drakensberg in November. Chief Emeka Anyaoku, the President of WWF International, will be present.

On behalf of the board, I wish to thank all members of staff for their dedication and hard work over the past year.

A handwritten signature in black ink, appearing to read 'Mark Read'.

Mark Read
Chairman: WWF South Africa

Management Report

It is a great privilege to be at the helm of WWF South Africa in the year of our 40th anniversary. During my first few months in office it has struck me just how powerful and respected the WWF brand is in this country. It would therefore be remiss of me not to acknowledge, at the outset, the roles of the founders of this organisation, my predecessors and their staff.

While WWF has a remarkable history of investment and achievement in extending our national protected area estate, conservation of threatened species and habitats, and environmental capacity building, the organisation's penetration into the broader South African society remains limited. However, with the pressures faced by many of our ecosystems – and the services that they sustain (such as clean water and air) – on top of the massive threat of climate change to the environment, people simply have no choice but to take environmental issues seriously. The need for environmental organisations to step up their delivery is greater than ever. In response to this, WWF's resolve has never been stronger to work towards meaningful change.

WWF South Africa is playing an increasingly significant role within the broader WWF network. Several new network initiatives are being developed in which our staff are actively engaged.

WWF South Africa is seen by the rest of the network not only as a credible and competent representative of developing country positions, but also as pivotal in reaching balanced positions on environmental matters.

As an example, South Africa stands to play a vital role in the climate change negotiations in the development of the post 2012 multilateral agreement in December 2009. To this end, WWF South Africa has significantly increased its focus on climate change issues and set up a dedicated group of experts to undertake the work.

To highlight a subset of conservation achievements here would create the risk of relegating equally deserving and important initiatives to lesser status. I therefore urge you to take a moment to familiarise yourself with the deeper content of our work in the rest of this review. Whilst the Annual Review captures many remarkable achievements, I believe that its value also lies in the promise of what lies ahead.

WWF South Africa staff have recently worked hard on developing a single integrated strategy for the organisation which will guide its activities and functioning into the complex future ahead of us (see our Ten Organisational Goals on p. 18). In essence, we will continue to intensify our efforts to engage with all South Africans in addressing both biodiversity and footprint-related

Dr Morné du Plessis



matters, providing science-based answers, and working with constituencies throughout government, business and society to implement lasting environmental solutions.

In the year ahead we plan to build on the solid foundation of four decades of conservation history, and – with the collective weight of our current loyal supporters and a broadened support base – create an even brighter conservation future for all South Africans.

A handwritten signature in black ink that reads 'Morné du Plessis'.

Dr Morné du Plessis
Chief Executive: WWF South Africa

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Looking back: **40 years**
of conservation

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead



In this, our 40th year, we invite you to join us in looking back over four decades of committed conservation work.

WWF South Africa boasts a proud history: it started as the Southern African Nature Foundation in 1968 when Prince Bernhard of the Netherlands, then president of the World Wildlife Fund, approached Dr Anton Rupert. Dr Rupert garnered the support of a group of South African business people. This small group of individuals realised that something had to be done quickly if South Africa's biodiversity - its plants and animals and the ecosystems they live in - was to be saved for the benefit and enjoyment of future generations.

Long before “corporate responsibility” became a buzz-word, WWF was providing opportunities (worldwide as well as locally) for individuals and organisations to contribute to the well-being of their environment in effective ways.

Hans van Dyk, CEO, WWF South Africa (then SANF) 1976 – 1977

Since its founding, WWF has been dedicated to conserving South Africa's natural heritage, which includes not only plant and animal species, but also people. WWF works to ensure that, through collective custodianship, South Africa's unique biodiversity is conserved for generations to come.

WWF's mission is to stop the degradation of the planet's natural environment and to build

a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

From the purchasing of large tracts of priority land to the milestone release of the fourth founder population of black rhino, WWF has celebrated many successes over the years.

Within the agricultural sector, WWF has supported the development of the successful Biodiversity & Wine Initiative (funded by The Green Trust), the signing of a Memorandum of Understanding with the

sugar industry and the creation of the Southern African Sustainable Seafood Initiative (SASSI).

Very successful community conservation projects have been initiated from the building of Thonga Beach Lodge and Ongoye Campsite through the SappiWWF TreeRoutes Partnership, to our marine projects which include the Shark Spotter Programme, marine turtle monitoring and the co-management of mussel stocks.

WWF has also had to deal with some very sensitive topics and has played a leadership role, locally and internationally, in the debate around the issue of the management of elephant populations. Other key topics include the recreational hunting policy, fallow deer on Table Mountain, Tsitsikamma fishing access and perlemoen poaching.

The expansion of protected areas has been a key focus over the years with significant tracts of land being secured for conservation purposes, such as establishing the Camdeboo National Park in Graaff-Reinet; the Namaqua National Park and the Greater Addo Elephant National Park, as well as the acquisition of the area surrounding the iconic Hangklip near Betty's Bay.

WWF also measures its success on the growing understanding of conservation among individuals in South Africa; the Eco-Schools programme has played an instrumental role in ensuring this growth, as has the Southern African Wildlife College.

It is only through the support of our funders that we have been able to achieve so much over the past four decades and it is with this continued support that we will enjoy additional success in the years to come.

- A significant early contribution by WWF (then Southern African Nature Foundation) was funding the translocation of over 6 000 head of game into the Pilanesberg National Park during Operation Genesis in 1979, the largest game translocation exercise undertaken in the world at that time.

- WWF has provided invaluable project finance and support to the broader South African NGO network.

- The creation of The Green Trust in 1990 resulted in an 18-year partnership with Nedbank which has raised over R86 million for conservation work in South Africa. In 2005, Nedbank also became WWF's first Conservation Partner, committing to work with WWF to improve the bank's own environmental footprint.

- WWF, with support from The Green Trust, has been instrumental in the development of the world-renowned Working for Water Programme and the incorporation of environmental education into the National School Curriculum.

- In 1998, WWF purchased the small property known as Skilpad in the Northern Cape. Today, the Namaqua National Park has a footprint of almost 100 000 ha made possible with substantial contributions from WWF through the Leslie Hill Succulent Karoo Trust.

- In 1998, WWF, together with the World Bank and SANParks, established the Table Mountain Fund, a key partner of the C.A.P.E. programme.

- In 2004, WWF bestowed their highest accolade, *A Gift to the Earth*, on the South African government in recognition of their commitment to conserve 20% of the country's coastline.



Conserving

South Africa's
biodiversity

Most tourists visiting South Africa dream of seeing Table Mountain or Kruger National Park. For lovers of nature it is South Africa's distinct fauna and flora that capture the imagination, whether it is our abundant elephant herds or the southern right whales which visit our shores each year. Some come to marvel at our bird life, others to witness the stark majesty of the succulent Karoo or the unique splendour of the Cape Floral Kingdom, but few realise the integral role that WWF South Africa has played over the past four decades in ensuring that these wonders are conserved.

This work has continued in the past year, with numerous projects aimed at conserving South Africa's biodiversity.

The African Wild Dog Project, funded by The Green Trust and implemented by the Endangered Wildlife Trust, aims to expand the range of suitable, safe habitats for wild dogs and other carnivores. The greatest threat to South Africa's threatened species and areas are people and the most effective conservation projects usually include the local communities.

The Black Rhino Range Expansion Project is a prime example of this approach. The project has seen much success over the past year with a particular highlight being the relocation of 11 black rhino into Somkhanda Game Reserve. The local Gumbi community had won the land on which the reserve is now situated as part of a land claim appeal and is committed to conserving it. Since the release of the rhino in November 2007 two calves have been born.

In April, AFGRI, WWF and the University of Pretoria joined forces in launching a vulture project. South Africa's vulture populations are under increasing threat from human activities.

May WWF South Africa continue to build a magnificent natural heritage for many generations to come and may our children's children gratefully say "*my erfenis is vir my moo!*".

Adv Jacques Verster, Director, WWF South Africa (then SANF) 1979 – 1981

Threats include collision with power lines, lethal exposure to agricultural toxins and poisoning. In the case of South Africa's vultures, it is the farming community who can have a significant impact – either positive or negative - on the fate of these birds. One aspect of the project will involve educating farmers of the need to conserve vultures.

People who gain an understanding of nature learn to appreciate it and for this reason WWF is passionate about fostering this love in all South Africans. Over the past year, the SappiWWFTreeRoutes Partnership, together with Birdlife South Africa and the Wildlands Conservation Trust, has introduced a number of community-based tourism ventures in KwaZulu-Natal. These include the Karkloof Conservation Centre, Southern KZN birding route and the Ongoye Birder's Lodge. Through these initiatives, not only are local communities given the opportunity to gain employment from conservation, but tourists are afforded the opportunity to see some of South Africa's rarest birds.

An exciting new partnership with Airports Company of South Africa (ACSA) will provide core funding for the Ecosystem Partnership Programme over the next year.

It is not only local communities and farmers who are responsible for the environment. Every South African is a consumer and therefore wields consumer power. By choosing to support biodiversity-friendly products like Biodiversity & Wine Initiative (BWI) wines, consumers can contribute to conservation in South Africa. Many South Africans are supporting such products. Currently BWI boasts the securing of over 70 000 hectares of land in the Cape Floral Kingdom. The launch of the BWI label in early 2008 also represents a milestone for the initiative as it enables consumers to easily identify and favour BWI compliant wines.

WWF, in partnership with Conservation International, recently launched GreenChoice, which exists specifically to promote biodiversity-friendly products from South Africa's farms and fisheries. While GreenChoice is still in the development phase, South Africans can expect to hear much from the project in the future.

GreenChoice is one more way that WWF enables people to become involved in supporting conservation in South Africa.

- WWF supported the Mammal Research Institute in monitoring the population of southern right whales. Three decades later, the population is now out of trouble.
- The Black Rhino Range Expansion Project, a partnership between WWF and Ezemvelo KZN Wildlife, has seen 67 black rhino successfully relocated.
- WWF has funded the first translocation of elephants from Kruger National Park into Mozambique as part of a new transfrontier park.
- Over the past 10 years WWF, through the Green Trust, has supported wild dog reintroduction and management in KwaZulu-Natal.
- The African Black Oystercatcher Project has assessed population trends of the endemic African black oystercatcher to develop a conservation strategy and model to monitor the biological integrity of the South African coastline.
- The SappiWWFTreeRoutes Partnership helped establish a number of catalytic community based tourism operations that support the conservation of critical forest and wetland habitats in KwaZulu-Natal and Mpumalanga.
- WWF has been key to two mega funding initiatives for conservation of the Wild Coast: the EU funded Wild Coast Community Tourism Initiative (2000 - 2004) and the GEF funded Wild Coast Sustainable Development Project (2005).
- WWF has played a critical role in the development of two important landscape conservation initiatives. These are C.A.P.E. and the Grasslands Programme launched in May 2008.
- The Enkangala Grassland Project, first funded by The Green Trust in 2002, has become a lead implementing agent for the national Grasslands Programme.

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Conserving South Africa's
waters

"Cushioned and cosseted, the people of the developing world have had the luxury of closing their minds to the real impacts of what is happening in the fragile and precious atmosphere that surrounds the planet we live on. I wonder how much more anxious they might all be if they depended on the cycle of Mother Nature to water their crops, to feed their families."

The Most Reverend Desmond Tutu

Whilst the Living Waters Partnership has enjoyed wide successes during this past year, perhaps our biggest impacts were attained in our work with business and industry and in capacity development.

Of major significance was WWF's development of the exciting Water Neutral project, which aims to harness private sector support for the wise management of our water resources by asking corporations to balance their water account through a three step process of Review; Reduce and Replenish. Our first investors are South African Breweries and Sanlam who will offset over 1 million kilolitres of water by investing in the clearing of water-intensive invasive alien plants.

After 40 years WWF South Africa embodies a truism that has been confirmed down the ages: without a grand vision and hope there is no conquest of the future. A vision properly matured not only inspires creative actions but it also generates hope. It is within this hope that people normally rise above present crises to explore new possibilities.

Adv Frans Stroebel, CEO, WWF South Africa 1981 - 1988

2008 was also a momentous year for the Mondi Wetlands Programme, with Mondi signing a new five year partnership with WWF ensuring long term conservation of our precious wetlands. Over the past 17 years the Mondi Wetlands Programme (formerly know as the Rennies Wetlands Programme) has moved wetland conservation from being

a side issue to centre stage. This partnership, in collaboration with WESSA and Mazda Wildlife, has been instrumental in irreversibly changing the way government, communities, as well as the forestry and sugar industries manage their wetlands.

This year also saw the finalisation of our Sustainable Sugar Farm Management System (SuSFarMS), which enjoys a commitment from over 600 farmers. WWF has been working with the South African Sugar Association to ensure national roll-out of this progressive farm management system. SuSFarMs has also drawn considerable interest from large sugar buyers such as the Coca Cola Company.

On the marine side, WWF's Green Trust funded Southern African Sustainable Seafood Initiative (SASSI) working in conjunction with our Responsible Fisheries Programme, continues to have a great influence on improving the responsible trade of seafood. Three major retailers (Pick n Pay, Woolworths and Spar) and over

500 restaurants (most notably the John Dory's and Spur franchises) have aligned their business with SASSI. Consumers continue to rely on the SASSI FishMS line to inform their choices with more than 40 000 queries logged on this SMS service to date.

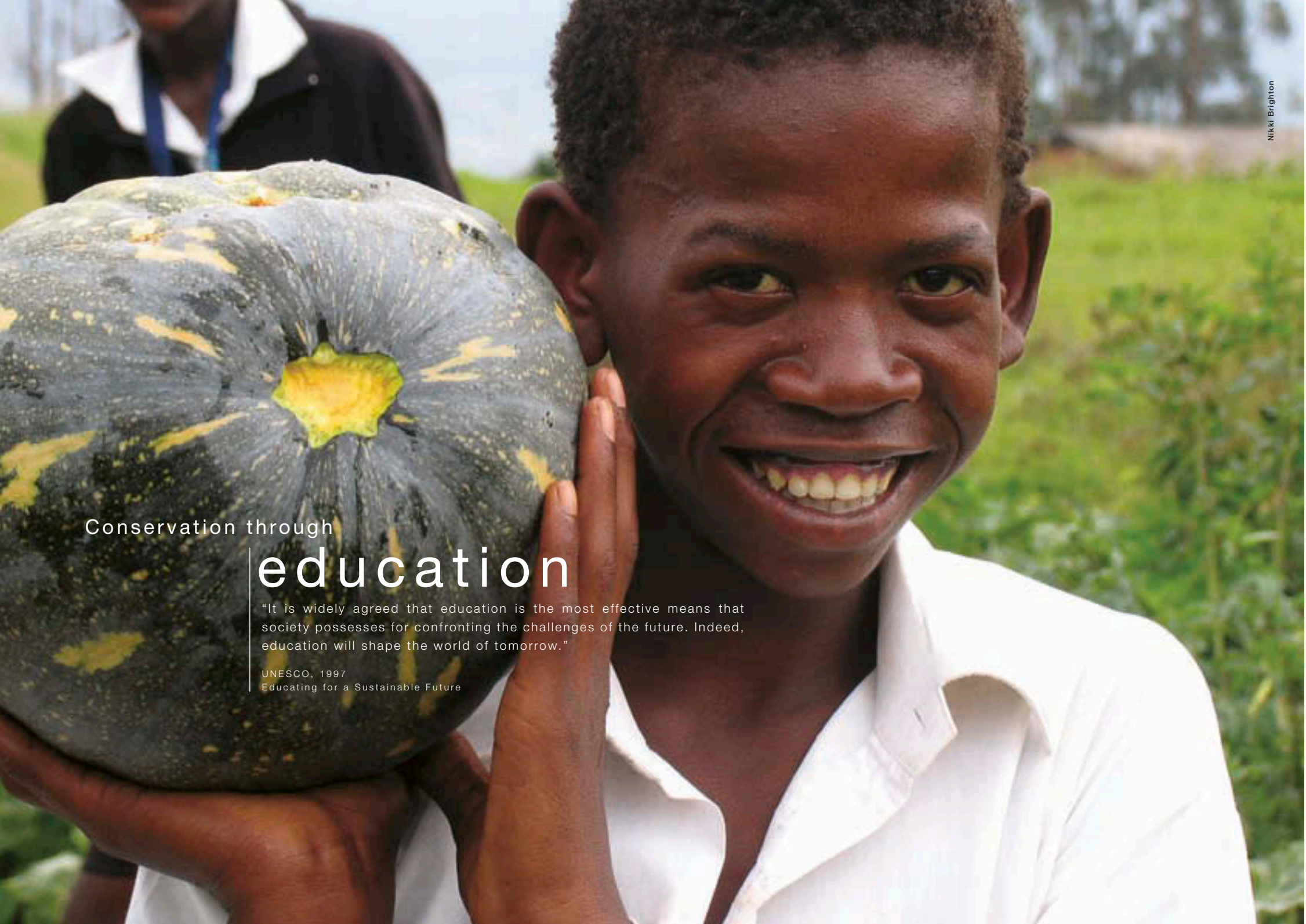
One of the most exciting developments on the capacity development front has been the development of our Responsible Fishing training course that is currently being rolled out to fishing skippers and crew, as well as fisheries compliance officers. The training course has been extremely well received by the fishing industry who now, for the first time, understand how marine ecosystems function and why certain regulations have been put in place. It has also been instrumental in developing a common understanding between fishers and compliance officers.

On the freshwater front, WWF developed and implemented a capacity development course for the newly established catchment management structures. These new structures are in the process of being put in place for the 19 water management areas in South Africa, and have the primary mandate for the management of our rainfall catchments. Our capacity development process seeks to enhance the understanding of freshwater ecosystems amongst these bodies. The course was very successfully piloted in the Olifants/Doring catchment and is now ready for roll out at a national scale.

- Over the past 12 years, WWF has worked through its Mondi Wetlands Programme to change the way the plantation forestry industry manages its wetlands.
- In 2000 WWF raised funds and secured corporate support for the biggest ever bird rescue globally, after the Treasure cargo vessel sank off the coast of Cape Town.
- WWF's biggest freshwater achievement to date has been the role it played in founding Working for Water, the globally renowned invasive plant control programme.
 - WWF played a key role in founding and supporting the innovative Working for Wetlands Programme in 2000, which rehabilitates degraded wetlands and facilitates better management.
- WWF, through the Green Trust, supported the development of the first community based co-management structures for the harvesting of intertidal resources in KwaZulu-Natal.
 - Over the past four years the Southern Africa Sustainable Seafood Initiative has had a major impact on seafood trade in South Africa, reaching more than one million seafood lovers and aligning more than 40% of the retail market with its principles.
- The past two years have seen WWF working closely with the trawl and longline fisheries to develop and implement measures that reduce the unnecessary killing of seabirds and other vulnerable marine species.
 - WWF commissioned the development of an innovative "learning through doing" six month training course for marine protected area management teams. To date 84 marine conservation professionals have graduated from this course.
 - WWF has played a critical developmental role in the implementation of a progressive new fisheries management paradigm, the Ecosystem Approach to Fisheries, in South Africa and Namibia.

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Thinking ahead

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MARINE



Conservation through
education

“It is widely agreed that education is the most effective means that society possesses for confronting the challenges of the future. Indeed, education will shape the world of tomorrow.”

UNESCO, 1997
Educating for a Sustainable Future

