

WWF Sanlam Living Waters Partnership Annual Report 2008



Creating Change!

WWF Sanlam Living Waters Partnership
Private Bag X2, Die Boord, 7613, South Africa
Email: livingwaters@wwf.org.za
Web: www.wwf.org.za/livingwaters
Telephone: +27(0)21-8882 837



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I. INTRODUCTION

1.1 Background

'Change' is a word that is on everyone's lips, inspired by the new, young president of the United States of America. And, in many ways, the challenge facing Barack Obama has many parallels with our work. The absolute enormity of the economic and foreign relations challenge facing the new president, is its most outstanding feature. Change is required at such a scale that one cannot be blamed for feeling a sense of despair about whether it really can be achieved. And yet, rather than sidestepping the enormity of the challenge, the Obama camp made 'change' and 'hope' the central pivots of their campaign.

The 2008 WWF Sanlam Living Waters Partnership Annual Report focuses on 'change'. As with Barack Obama, ours is a challenge that at times seems so massive in scale, that one finds it difficult to measure whether we are really managing to create meaningful and sustainable change. In fact, one would be tempted to shy away from these difficult questions and rather simply report on what we have done.

We have decided, instead, to rather focus on the issue of change and try and understand what types of change we have been successful in creating. This report is therefore our first attempt at a new format which uses four monitoring techniques as its foundation.

1. Following our traditional format, we have recorded our **achievements against our strategic targets and milestones**. Headline achievements are recorded in **Section 2**, whilst a complete list of achievements and outputs for 2008 are found in **Appendix 1**.

2. However, we have supplemented this information by recording stories of **most significant change** to improve our understanding of the types of change we are successful in creating. This forms the bulk of this report and was developed through a workshop of narrative stories compiled by programme leaders and their teams. These stories have been compiled into five major stories of change, which are related in **Section 3**.

3. We have **analyzed trends in supporting operational activities**, such as communications and financial sustainability (**Sections 4 and 5**)

4. Finally, we have recorded some **headline statistics on our environmental and social impacts** in order to assess the scale at which we are operating (**Section 6.1 and Appendix 2**).

1.2 Changing to achieve change

Sometimes one needs to change in order to achieve change. This year saw a slight adjustment to the operation structure of the Living Waters Partnership that was necessitated through our growth. Organizational growth has a tendency to lead to over-hierarchical structures that can become cumbersome. In an attempt to counter this and create a flatter structure, the Partnership has removed the Marine Programme and Freshwater Programme management positions, allowing the Keystone Programmes to report directly into the core structures. This new flatter structure (**Figure 1**) facilitates sustained growth and development, learning between keystone initiatives, and allows for fast response times and adaptive implementation.

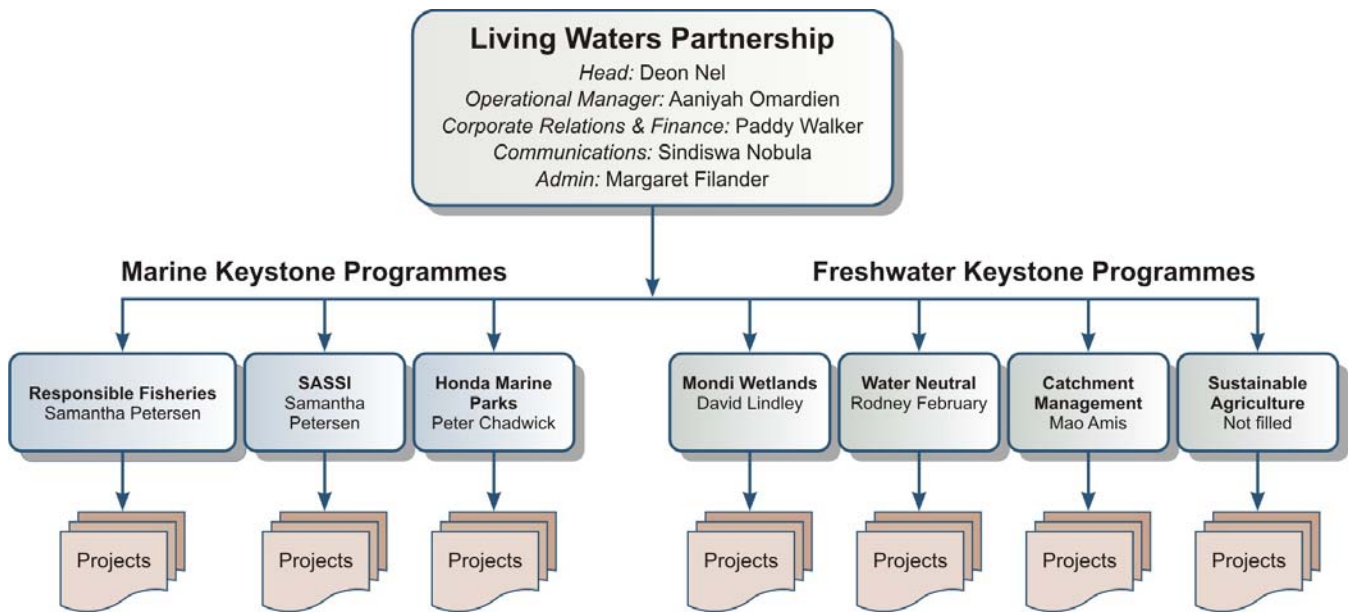


Figure 1: New structure of the WWF Sanlam Living Waters Partnership



2. HEADLINE ACHIEVEMENTS FOR 2008

A complete list of all major achievements and outputs are found in **Appendix 1**. This section seeks to highlight some of the most important achievements for 2008.

2.1 *Freshwater highlights*

In our role of supporting newly developed Catchment Management Agencies, a capacity building programme focusing on maintaining and improving freshwater ecological function within a catchment, was developed and implemented in the Olifants / Doorn Catchment.

Great progress was also achieved in the implementation of our Sustainable Sugarcane Farm Management System (SuSFarMS). The SuSFarMS guidelines and auditing manual was finalized and printed, and a strategy with timelines for roll-out in the Noodsberg area has been developed. A business plan for the development of a support unit for industry wide roll-out was developed and is being assessed.

Furthermore, the SADC technical committee on sugar has asked the Mondi Wetlands Programme to assist in developing Better Management Practices for the region, based on SuSFarMS. In terms of developing market support, WWF has had initial successes in getting SuSFarMS endorsed by The Coca Cola Company (TCCC) as a suitable approach for sustainability assessments.

The development of the WWF Water Neutral Scheme provides an innovative mechanism for encouraging the private sector to increase their water efficiency as well as invest in projects that restore freshwater ecosystems and replenish water to our hydrological systems. To date five companies, with a total water usage of over 3.5 million kilolitres, have committed to the scheme. The support of Professor Kader Asmal, former Minister of Water Affairs and Forestry, as Patron of the scheme, greatly bolsters our reach and impact.

The Wetland Alliance on Training, Education and Research (WATER) has also had great success, in bringing an improved quality assurance and professionalisation to wetland education and training. This will have a profound effect on the way our wetlands are managed.





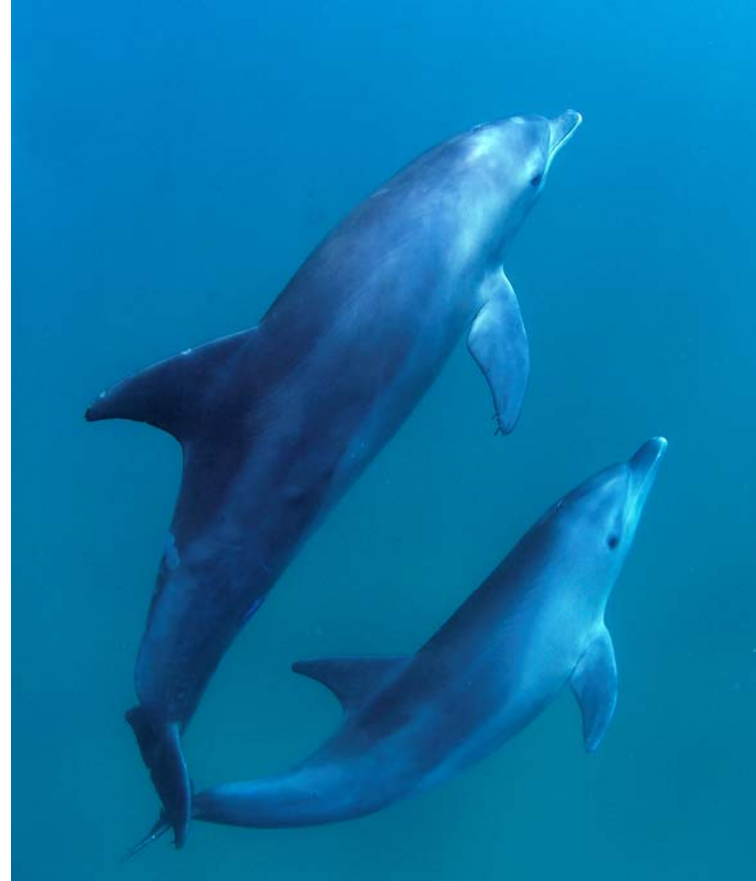
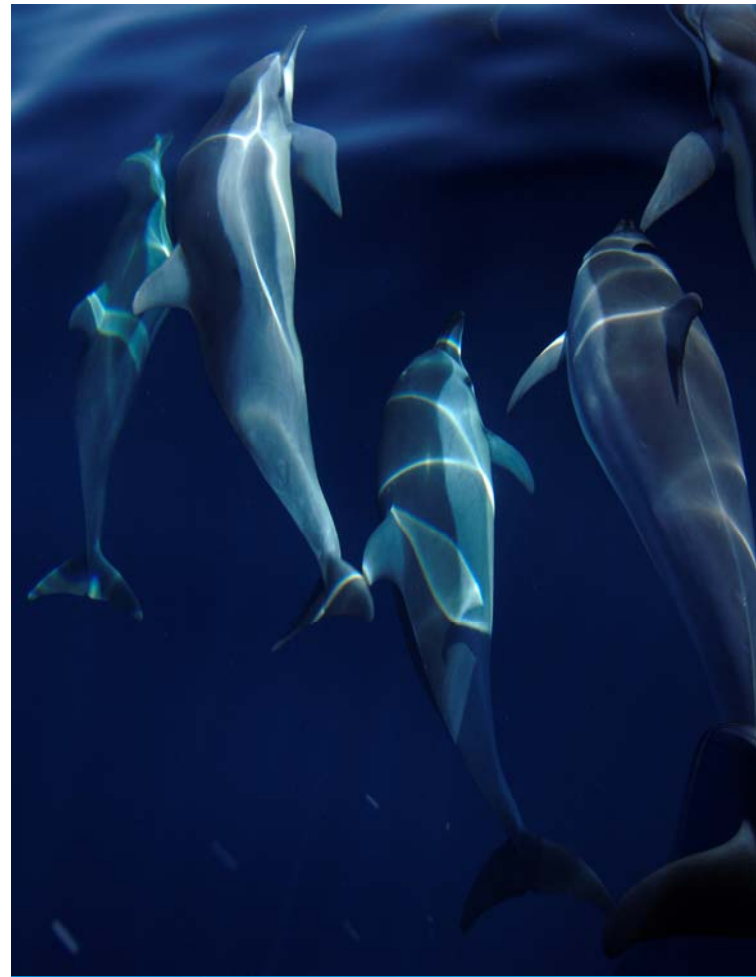
2.2 Marine highlights

In September, the Namibian Cabinet approved a submission to declare Namibia's first Marine Protected Area (MPA), stretching some 120,000 hectares from Meob Bay to Chamais Bay. This came after sustained efforts by WWF in first undertaking a legal review, leading stakeholder discussions to develop a plan that enjoyed majority support, and finally developing the detailed documentation for submission to cabinet.

The finalization of a 5 year partnership with Honda, followed shortly on the heels of the launch of our third Marine Protected Area patrol vessel at Robberg MPA. This year, also saw our MPA training course being delivered on the Wild Coast, thus completing training at all MPAs along our coastline.

SASSI, having moved the centre of its focus from the consumer to other components of the chain of custody, has secured more than 40% of the retail market in the SASSI Retailer Participation Scheme. 32 restaurants are also aligned with the SASSI Restaurant Participation Scheme.

In a world first, the Responsible Fisheries Programme, developed a training programme aimed specifically at building the skills of fishing skippers to implement Ecosystem-based Management. The course has been adapted for four major fishing sectors and more than 215 fishing skippers, compliance officers, resource managers, and fisheries observers have completed the course. The Responsible Fisheries Programme is also assisting two fisheries, the South African Tuna Pole and the Mozambique Prawn Trawl fishery, to apply to become certified by the Marine Stewardship Council (MSC). This is the most widely recognized international marine environmental label.



3. STORIES ABOUT CHANGE

Not everything that can be counted counts, and not everything that counts can be counted.

Albert Einstein

Even Albert Einstein, perhaps the greatest scientist of all time, recognized that not everything that was important could be quantified. Much of what is important for us to capture and reflect upon in a report such as this can only be described qualitatively. It is for this reason that we decided to utilize a methodology of telling stories about 'most significant change' to capture some of our impacts during 2008.

Each programme was asked to prepare a number of narrative stories about what they considered to be the 'most significant change' that their programme had been responsible for, or was involved in, during 2008. Programme leaders met in a workshop environment, where each story was told and discussed. Following these discussions, the group decided on five 'most significant change' stories that captured our work for 2008. The stories follow here.

3.1 The viral network of positive change!

As our partnerships with government, the private sector and civil society grow and mature, we are noticing a very interesting phenomenon. Can you imagine a virus that spreads through a population, from individual to individual, but instead of incapacitating its hosts, the virus makes its hosts stronger and more robust by changing the behaviour of the host for the better?

This could be one way of describing the type of change we are noticing in the networks developed by the Living Waters Partnership. Founded on a fundamental relationship with **Sanlam** and a long standing relationship with **Mondi**, the partnership has been able use this foundation to demonstrate success on the ground and build the confidence for further partners to invest. The Partnership now enjoys support from six 'primary partners': **Sanlam, Mondi, South African Breweries Ltd, Pick n Pay, Honda, and De Beers**. Importantly, all these partnerships now extend well 'beyond the chequebook', and include strong environmental sustainability and joint marketing and communications components. Most significantly though, these 'primary partnerships' are enabling the development of further 'secondary partnerships' through associated businesses and suppliers.

This year has also seen a growing maturity in our relationship with government. Both parties (WWF and government) are starting to understand the role of WWF as a supporter and co-implementer of projects, as well as ensuring oversight and accountability. These two roles add much to engendering good governance.

In our work with the public, we are once again noticing this 'viral network' at work. Perhaps the clearest case of this has been the Southern African Sustainable Seafood Initiative (SASSI). After active promotion of the programme in its early years, SASSI now seems to have taken on a media life of its own. Journalists, other conservation organizations, chefs, restaurants seem to be adopting the SASSI advice and guidelines as standard 'better practice' and are promoting it on their own accord. Journalists now refer to SASSI almost as if it were common knowledge, without any intervention from us.

Box I
The WWF Honda Marine Parks story



Photo: P. Chadwick

Marine Parks (or Marine Protected Areas – MPAs) are a cornerstone of South Africa's marine conservation and are therefore a significant focus area for the Living Waters Partnership. Our original successes in this area were made possible through a bequest by Mr Alfons Hacker.

These successes soon attracted the attention of government, who entered an MOU with WWF to co-finance Marine Park activities, and the Cape Action plan for People and the Environment (C.A.P.E), who asked WWF to manage the marine component of this internationally funded programme.

Building on this successful body of work, WWF was able to approach Honda to become a primary partner of this important body of work. Today this partnership encompasses financial, hardware (marine motors and vehicles), sustainability, and communications components. Importantly, marine businesses associated with Honda are now also interested in becoming involved in this work, leading to budding partnerships with Falcon Inflatables (boats) and Garmin (navigation equipment). This is a classic example of how we have been able to grow a network of partnerships around a successful body of work.

Box 2

Restaurant Review:

So long and thanks for the battering...

Paul Ash reviewed the Quayside Cabin, Hermanus, in the Sunday Times Food & Travel Magazine of 16th March, and wrote: "the only sour note to what is otherwise a wonderful place to spend a few hours and eat great seafood is that geelbek (Cape Salmon) and kingklip are on the menu - both fish according to the SASSI are rare and overfished and as such they are a bit like wooden fishing boats, trawlermen and the cape fishing industry - in danger of extinction"

He eventually gave the restaurant a 4 star rating, but added that it "would have been five stars but for the cape salmon and kingklip matter"!

Clearly, such a social network can be very powerful, but also requires very skillful management. By their very nature, such networks do not respond well to centralized 'command and control' management styles, but rather respond to positive reinforcement of the common message that binds the network. Seeing the full fruition of such a network will be a challenging task for the WWF Living Waters Partnership.

3.2 Enabling people to create change

WWF can never achieve the level of influence and change that we would like, simply through our own efforts and re-

sources. The best use of our limited resources is often to empower others with skills and knowledge, and to provide the enabling environment in which *they* can create change.

The application of a few key principles of modern education theory has allowed WWF to create change at several levels; over and above the pure transfer of knowledge.

1. Developing **teams or 'communities-of-practice'** amongst a broad range of stakeholders that should be working together, but don't necessarily understand each other's roles, responsibilities and perspectives or communicate effectively. An interesting example has been the WWF Responsible Fisheries training course, which brings together skippers of fishing vessels, fisheries managers and compliance officers, to develop a common understanding of the challenge of implementing an Ecosystem Approach to Fisheries (EAF). At the end of one course, one fisher acknowledged the important role that Fisheries Compliance Officers (FCO's) play, saying: "*Compliance and industry must hold hands to better protect our fish stocks. Law enforcement is for all of us.*"

Similarly, our Catchment Management training brings together Water User Associations, which are comprised of farmers, community representatives, water managers, and municipal managers, to develop a common understanding of the ecological and management aspects of implementing Integrated Water Resource Management (IWRM).

2. Developing the ability for **practical application, reflection and adaptation of knowledge**. This is done through *in situ* work-place based training and assignments. One example of this is James Turner, skipper at SeaHarvest. He was adamant that there was no seabird by-catch in the trawl fishery, and insisted the estimated 18 000 birds killed per year was an exaggeration. But the course inspired him to investigate for himself. After being back at sea and specifically watching the net cables, James came back to the second training session with a new perspective: *"I admit there is a problem with the albatross – I saw them being hit by the warps myself. The bird-scaring lines are important."*

3. **Quality assurance and professionalisation** of aquatic practitioners. In many cases the demand for fundamental aquatic skills such as delineating wetlands have outstripped the supply, leading to poor information for important decision making, such as protection of our wetlands. The Mondl Wetlands Programme has worked with the Department of Water Affairs and Forestry to ensure that minimum professional standards are upheld. WWF has also been involved in a similar process of setting minimum standards for Marine Protected Area (MPA) professionals through the Western Indian Ocean Marine Science Association (WIOMSA) certification programme. These combined actions are resulting in a significant change in the quality of skills available and ultimately the professionalisation of this sector.

A large part of establishing an enabling environment for change is about creating a safe space where professionals, practitioners, and the broad spectrum of stakeholders can develop and understand their shared vision. WWF has played a critical role in bringing people together in many different forums. Perhaps the

greatest success story of this approach has been the successful announcement by the Namibian government to establish a large Marine Park (or Marine Protected Area - MPA) in the southern part of the country. This was as a result of ongoing efforts by WWF to bring together the many different stakeholders and negotiate a common vision for this area. The Partnership has catalysed many other forums for aquatic professionals and stakeholders to share their experiences and learn from each other, including the Marine Parks Forum, the Wetlands Indaba, as well as 10 Ecological Risk Assessments conducted for the major fisheries in South Africa and Namibia.

Leaders, at all levels of society, can create significant change throughout their careers. The **WWF Leaders for Living Waters Programme**, seeks to develop and enable leaders at a local community level (in association with our field projects), within the structures of our major conservation partners, and within our own structures. This year has seen the development of some inspirational young leaders that will no doubt go on to become vital 'agents of change'.

Box 3/...

Box 3
Communities creating change at Lake Fundudzi

Governance at Lake Fundudzi and the surrounding wetlands was characterised by tensions between different authorities which had a direct impact on how the lake was used and managed. To resolve this issue, the Mondl Wetlands Programme facilitated partnerships between external organisations and the community, which gave rise to a number of projects. For instance farmers started constructing soil erosion control measures in their cultivated lands, after realising that their crop yields could increase as a result of the interventions they had put in place.

The story of Lake Fundudzi and the surrounding wetlands reminds us of the importance of co-operative governance and reveals that raising awareness and building capacity of resource users are critical for improving people's ability to respond to environmental degradation.

Changes achieved through capacity development amongst communities

- ❖ Perceptions of the community towards the environment have changed. People now discuss activities that impact on the lake and the surrounding wetland and develop resolutions.
- ❖ Communities have begun to realise the value of protecting natural resources and the benefits they can gain. e.g. through tourism.
- ❖ Local communities are empowered to participate in the governance of the lake. Village committees were established after the first awareness workshop, to deal with issues relating to the Lake.
- ❖ The communities were empowered with knowledge and skills enabling them to identify and respond to environmental degradation.
- ❖ These changes have resulted in an improvement in the health of the lake. There is more water flowing through the wetlands and this in turn has improved food security among community members who rely on the wetlands.

Box 4 - Justice Ngcengane



Justice Ngcengane was employed as a contractor with Working for Water in 2003, specialising in rehabilitation work. In this position he had no long term security and little ability to build his own capacity or participate in decision making. This year, government poverty relief funding policies demanded that Justice's contract be terminated, with very few prospects in his field.

Justice has been responsible for the overseeing the day-to-day implementation of the Riparian Rehabilitation project this year and in our experience has shown great responsibility beyond that required for his post, as well as an enthusiasm for learning.

WWF convinced the Gamtoos Irrigation Board to employ Justice on a more permanent basis, to retain his expertise in the programme as well as give him some longer term security.

The WWF Leaders for Living Waters programme will assist Justice to complete a horticultural course through UNISA in 2009. This will greatly increase his skills and ability to contribute to the project, but will also improve his future employment potential.

Box 5 - Dudu Khena



We have been very lucky to get someone as competent, dedicated and enthusiastic as Dudu, managing rehabilitation teams for our Water Neutral and Riparian Rehabilitation teams.

Dudu has great people skills, and has the ability to bridge the gap between senior Working for Water managers, project managers, and unskilled people working in the clearing teams. This, as well as being on site for extended periods of time, has given her valuable insights into the day-to-day workings and challenges of the Working for Water operations.

The WWF Leaders for Living Waters is helping Dudu to complete her MSc on riparian rehabilitation techniques. Not only will this improve her career prospects greatly, but will also yield useful information towards our understanding of best management practices.

Dudu's presence in the project has been inspiring to many team members and she is a great asset to the programme.

3.3 *Making the environment everyone's business*

Environmental degradation affects everyone, and everyone can make a difference. The WWF Sanlam Living Waters Partnership has been successful in inspiring a wide range of individuals, organizations and businesses to become involved in our work. At the individual level the list spans a truly eclectic mix of fishermen, farmers, chefs, seafood dealers, IT experts, restaurant owners, amateur botanists, recreational scuba divers, restaurant patrons, and a home for disabled people!

The Partnership has put its resources into developing specific products that enable people from all walks of life to contribute towards creating change. SASSI is once again a great example of enabling 'joe public' to drive change in an entire industry, through exercising their right to make an informed decision about which seafood product to choose. Through SASSI's robot coded (green, orange, red) fish list, available in wallet card or via the novel FishMS service, SASSI arms 'jane public' with the information to become 'jane the marine conservation activist'. To date, we have distributed more than one million wallet cards and our FishMS service has received more than 45,000 requests – that's 45,000 seafood choices that have definitely been affected through the provision of information. SASSI also has mechanisms by which restaurant owners and chefs can become participants in the programme.

Agriculture covers about 82 per cent of South Africa's land surface and uses approximately 60 per cent of the country's available water, making farmers a key target audience. The Sustainable Sugarcane Farm Management System (SuSFarMS) was developed through a partnership between the Noodsberg

sugarcane farmers and WWF (through our Mondi Wetlands Programme). Currently, some 150 farmers are 'sussed' (i.e. implementing SuSFarMS) and a further 350 farmers are committed to becoming 'sussed' by implementing SuSFarMS as soon as appropriate support structures are in place.

Every second month, the WWF Responsible Fisheries Programme chooses a champion whose story inspires change in the fishing industry, and profiles them in *Fishing Industry News*. One of our champions, Jose Fransisco, is a hake longline skipper who has been instrumental in conducting trials and testing bycatch mitigation measures on his boat. This involved many sea trips that were conducted at his cost. He has also made his vessel, *Seaprize II*, available to the press and media for photo shoots and interviews; all for educational purposes to inform the consumers and fellow fishers about responsible fisheries.

The Reef Atlas project (a partnership between WWF and the SANBI) is involving recreational divers in the mapping and recording of the health of our inshore reefs. These reefs are some of the most highly impacted marine habitats, making them a marine conservation priority.

These stories illustrate how change can be amplified by putting in place products that allow others to make positive choices and changes. As communicated by one fishing skipper, "we are the ones that can make the biggest change. We are the ones who know what's really practical!"

Box 6
Making business sense out of sustainability



Photo: J. Barendse

This story is a celebration of a forward-thinking business. A small family run seafood delicatessen that embraced the challenges and risks of seafood sustainability, went the extra mile to develop innovative ideas to create a new market for sustainable seafood, and established themselves in a niche market for seafood enthusiasts.

In 2006, Jaco Barendse (technical advisor to the Southern African Sustainable Seafood Initiative) walked into the seafood deli at Robberg Seafood Safari's retail store in Plettenberg Bay. 'He would look at the fish that was available and chat to my mom, Karen Kastern, about the different fish that we had on offer with regards to their status on the SASSI list,' says Chris Kastern, manager of the Knysna branch of Robberg Seafood.

This was where the journey began and after many involved discussions and interest from staff at both the Plettenberg Bay and Knysna store on what could be done to increase awareness about SASSI 'a plan was quickly hatched to take all the deli shop staff to Cape Town to attend a SASSI introductory course that was being offered by Jaco at the Two Oceans Aquarium'. With Two Oceans being a long standing supporter and implementing partner of SASSI, Dr Pat Garrat the director of Two Ocean Aquarium happily gave permission for the "Safari" to visit the aquarium.

We saw great potential in SASSI and wanted to align ourselves with a movement whose principles we believed in. In September 2006 we turned down the opportunity for involvement with the Gastronomica Festival in Knysna to take our entire staff to Cape Town to attend the SASSI seminar Jaco would host for us – this on the proviso that we bring back our experience and share it with the Gastronomica participants and festival goes the following year. We had a wonderful time in Cape Town with our staff and a truly unforgettable time at the Two Oceans Aquarium. Our staff responded enthusiastically and upon our return we got cracking with implementing SASSI at our shops and getting consumers aware of the initiative. Our trip to Cape Town was well documented in local press. The general public in Plett and Knysna were immediately taken with SASSI and by keeping in regular contact with Jaco, we turned SASSI into a practical model we could implement in our shops. SASSI colour-coded signs were made for the fish on the deli, posters were put up, talks were held, restaurants were visited, suppliers were made aware of our preference to stock Green-listed species, adverts were placed and soon we were in full swing'.

Since then, Knysna Seafood Safari has had great success with many of their SASSI-driven promotions. From fishing competitions hosted in association with local angling clubs promoting responsible recreational angling, to Rotary presentations and culinary exhibitions with celebrity chefs celebrating cooking with sustainable seafood, their passion has infiltrated into every point along the seafood value chain. Starting with the fishers they source their produce from, to the chefs and restaurants they supply- and most importantly- to their customers. Seafood sustainability has become the 'dish du jour' among garden route locals who now regularly have to sign onto a waiting list to get their hands on 'green' species!

Box 7

Rising to the challenge: the Ocean View Centre for the Disabled



Photo: R. Sedres

Who would have thought that a centre for disabled people, situated in Kommetjie, could be make a difference to the conservation of albatrosses being killed by fishing vessels operating hundreds of kilometres from our shores? In an example of how everyone can make a difference, the Ocean View Centre for the Disabled has been making bird scaring lines. These lines are a low-tech, low-cost method of preventing seabirds from becoming entangled in fishing gear. Despite being required by legislation, the fishing industry has, in the past, not had any reliable source for obtaining bird scaring lines. This team of dedicated individuals are determined to do what they could to ensure the survival of albatrosses. To date they have made over three hundred bird-scaring lines, which is likely to have saved thousands of seabirds.

One of those involved in the making of the toni-lines at the centre, wheelchair bound Tapie Manuel, 66, said he was very happy to be involved in this project. *"It's a challenge for me and I like it ... I love it!"* he said.

3.4 Driving change across the chain of custody

Commodities are traded across a chain of custody. On the one side of the chain consumers drive a demand for certain goods and on the other side producers (e.g. farmers and fishermen) create a supply of goods. In between we find several players, which include processors, wholesalers, and retailers.

In the past, price and quality have been the main drivers of decisions about which goods are traded across the chain. However, more recently, ethical considerations (social and environmental) are increasing in importance as decision-making criteria. A significant change that WWF has been able to create, has been to both increase the importance of environmental considerations across the

supply chain, as well as to assist producers, processors, wholesalers and retailers to respond to these changes.

The Sustainable Sugarcane Farm Management System (SuSFarMS) was originally developed in partnership between WWF and a group of forward thinking farmers in the Noodsberg area. More recently, WWF entered a Memorandum of Understanding with the South African Sugar Association (SASA) to drive a more cohesive body of work between the organizations. This partnership has developed a common appreciation of the role that SuSFarMS can play in enabling the South African sugar industry to respond to increasing environmental considerations and standards in international markets. This has triggered the organizations (SASA and WWF) to investigate how they can work together to facilitate national roll-out of SuSFarMS by jointly providing the necessary support structures. More recently the SADC Technical Committee on Sugar has asked WWF, through the Mondi Wetlands Project, to assist in developing regionally applicable Better Management Practices (BMPs). This will enable the region to respond as a block to these pressures and thereby increase the international market access and security of the region.

The Southern African Sustainable Seafood Initiative (SASSI) aims to promote voluntary compliance to laws and regulations in the seafood trade, shifting consumer demand from unsustainable to more sustainable options (through mechanisms described in the previous section). Early on in the project, it was unclear how local consumers would respond to this new level of information, and if changes in consumer behaviour would really translate to concrete changes in seafood trade and fishing practices. The answer came at the first SASSI workshop for retailers and restaurants, held in Sandton. The meeting was attended by a number of restaurants and seafood suppliers who had been made aware of SASSI through customer's

complaints about species on the SASSI orange list. Initially they were concerned about the implications that SASSI may have on their business, however, a number of the attendee's have gone on to become enthusiastic supporters of SASSI. These include the John Dory's Seafood and Grill franchise, Pick 'n Pay, and Oceanfresh Seafood. John Dory's Seafood and Grill became the first franchise to join the SASSI Restaurant Participation Scheme and its procurement practices with SASSI advice. Pick 'n Pay have gone onto not only align their business with the SASSI Retail Charter, but are a major financial supporter of SASSI. However, the story of Oceanfresh Seafood most clearly demonstrates how change is driven across the entire chain of custody.

Oceanfresh Seafood is involved in both fishing as well as trading seafood, and one of the important products in Oceanfresh's range is deep-water pink prawns from Mozambique. Prawns as a group represent one of the most controversial seafood choices, both from wild-caught sources as well as aquaculture. In the case of wild-caught prawns, this is due to the very high bycatch (the wasteful capture and killing of other sea life that fishers don't intend to catch) associated with this fishery. In response to SASSI, Oceanfresh Seafood are not only aligning their procurement practices with SASSI advice, but are also working with the WWF Responsible Fisheries Programme to evaluate and reduce wasteful bycatch in its deep-water prawn fishery in Mozambique. On the basis of this work, Oceanfresh have decided to pursue the possibility of Marine Stewardship Council (MSC) certification for this fishery.

These are clear examples of how WWF has been able to drive responsible change across the chain of custody, all the way from consumer awareness through to more responsible practices on fishing decks and farmlands.

Box 8
South African Hake trawl fishery eliminates seabird deaths



Photo: S. Petersen

In another example of how consumers are driving change, the South African hake fishery has virtually eliminated their seabird bycatch through changes in consumer demand.

Hake is a whitefish that is highly sought after by the European market, where consumers are demanding environmentally responsible products. These market pressures stimulated the South African Hake trawl fishery to consider applying to become certified by the Marine Stewardship Council (MSC). The MSC is the largest internationally recognised fisheries eco-label, originally initiated by WWF. The SA Hake trawl fishery was successful in its application on condition of a number of corrective actions. One such corrective action was to reduce its impacts on seabirds. Recently it became evident that significant numbers (approximately 18 000 per year) of endangered seabirds were drowned on warp cables (the cable that attaches the net to the fishing vessel).

This fishery has worked with the WWF Responsible Fisheries Programme and BirdLife to conduct a thorough investigation of their seabird interactions and subsequently drove the implementation of seabird scaring lines to keep the birds away from the cables. These voluntary efforts have now become regulatory for the entire industry and bird deaths have been reduced dramatically.

3.5 *Creating space for innovation*

The Living Waters Partnership provides a focused strategic framework while still allowing space for innovative thinking and problem solving. This is evident in number of innovative products that have been developed by the Partnership. These products span novel Information Technology (IT) solutions, financial mechanisms by which businesses pay for services provided to them by ecosystems, pioneering learning materials, and developing new ways of getting the public involved in conservation.

The **WWF Water Neutral Scheme** is a mechanism that seeks to harness private sector commitment for the wise-management of South Africa's scarce water resources. It does so by requiring participating corporations to quantitatively balance their 'water use accounts' by both reducing their water usage and investing in projects which increase supplies of clean fresh water, equivalent to their usage. Whilst the concept of Water Neutrality, based on its carbon equivalent, was first coined during the World Summit on Sustainable Development, it has never been clearly defined and was used more in a qualitative sense. This has weakened the meaning and impact of the concept. The WWF South Africa Water Neutral Scheme can be considered to be a scientific breakthrough, being the first in the world to develop a quantitative framework for this concept. The scientific rationale behind our work is published in the international peer reviewed scientific journal *Conservation Letters*.

Windows on our World: Wetlands (WOW)

is an innovative educational tool that can be applied from a community utilizing a wetland through to a water resource manager. The resource, which comes in an interactive CD or 'poster and cards' versions, allows a learner to explore

wetland management by opening 'windows' to particular problem areas of interest and exploring causes, consequences, roles & responsibilities and possible solutions. The interactive CD allows the user to click on an environmental concern of relevance to their life and work, which will then connect the user, through a system of hyperlinks, to a digital library of information, legislation, management guidelines, photographs and research on the selected topics. This novel resource, allows learning to occur in a very contextualized and applied manner.

The Partnership also tries to make space to constantly challenge our thinking and approaches to achieving our goals. This is done through regular strategic meetings, our annual public symposium, our external expert advisory committees, academic development of our staff, and publication of our work in internationally recognized and peer reviewed scientific journals.

Box 9/...

Box 9

FishMS: Technology and social activism contribute to sustainability

“Imagine this scenario: A woman in Johannesburg, South Africa, stands at the fish counter in her local supermarket and texts the name of a fish to a phone number. Within seconds, she receives back information via a short text message informing her whether the fish is legally and sustainably harvested, and advising her whether “to tuck in, think twice or avoid completely.” The shopper is using FishMS, a text messaging-based service that provides point-of-sale information about the impact of fishing on fish stocks, enabling consumers to make informed choices about the seafood they purchase”

Excerpt from the UN report: Wireless Technology for Social Change: Trends in Mobile Use by NGOs.

When IT whizzes at the company iVeri Payment Technology got hold of the SASSI pocket card, they did not foresee that a small revolution would be sparked. It was a fairly simple matter for them to translate the paper and ink list into an electronic one that could be accessed by simply sending a text message. And so, without ever receiving training in conservation biology, the people at iVeri became environmentalists by translating important conservation information into a language that is accessible to millions of people. When they came to WWF with this concept in December 2006, “FishMS” was formally born.

With FishMS every seafood-lover becomes an informed activist. The service has become one of the most important tools in the SASSI’s consumer awareness campaign, and since its inception has received a total of more than 46,000 requests from over 12,300 individual users. Over 5,000 users have used the service 3 or more times while 14 users have sent over 50 requests. There is also evidence that people do consult FishMS during peak meal times – that is from 12pm to 2pm and 6pm to 8pm, and more than 57% of all requests were made during these hours. In a small telephonic survey conducted recently, the users interviewed agreed that the service had “definitely changed the way they order fish” and that they had all told their friends about using it. Overall, these figures represent a significant increase in consumer awareness which in turn should translate into market signals that will influence the seafood industry in South Africa to move towards sustainability.

FishMS has also received global recognition in the media as a completely novel application of SMS technology to further a conservation cause, so much so that it was included as a case-study in a United Nations Report on the use of Wireless Technology in Social Change. The concept is now being copied by numerous NGOs worldwide.

4. COMMUNICATIONS AND PUBLIC PROFILE

The government is now being warned about a looming water crisis for South Africa in the same way that it was warned a decade ago about the present energy crisis, one of the country's top environmental organizations, WWF, says.

Cape Argus, 14 February 2008

The year started with the country gripped in an energy crisis that could have been avoided with timely investment. WWF used this opportunity to point out that we needed to urgently start investing in the health of our freshwater ecosystems, which supply the country with its precious water resources, if we wished to avert a situation that would greatly exceed the energy crisis we were experiencing.

Having communicated the urgency of the issue, WWF followed this up with specific messages about how everyone can become involved in the wise management of our freshwater ecosystems. The WWF 'Be The Hero' campaign, took water conservation into the homes of ordinary South Africans, while the WWF Water Neutral Scheme provided a mechanism for private sector corporations to invest in water security. The acceptance of Professor Kader Asmal, former Minister of Water Affairs and Forestry, to serve as the Patron of our Water Neutral Scheme, greatly raised the profile and importance of our work.

On the marine front, WWF utilized an international marine conference held in Cape Town, to develop a strong public lobby for the declaration of the Prince Edward Islands. A media visit, to the Durban Market, exposing blatant trade in

illegal species, also attracted considerable media attention.

4.1 Overall impact

This year saw the Living Waters Partnership amass 442 media hits, worth some R13,573,588 in Advertising Value Equivalent (AVE). This was fairly equally shared between marine (R6,991,794) and freshwater (R6,581,793) issues. This coverage has a cumulative readership of 30,417,036 'reader hits'. This is a commendable achievement in a year where the media was dominated by a global financial crisis, an American presidential election, and highly publicized local political developments.

4.2 Trends over time

Overall, media impact continued to grow steady since the start of detailed monitoring in 2005 (Figure 2).

Importantly, the profile of our freshwater work has grown strongly since its inception in 2006, to the present where it now enjoys an equal status to our marine work. Despite a conscience effort to grow the profile of our freshwater work, our marine profile continued to hold its position. However, much of the marine exposure was a result of unsolicited coverage, and it appears that our marine initiatives are reaping the benefits of our investments in earlier years.

4.3 Breakdown of media exposure

Media exposure was fairly evenly spread between newspapers, radio, magazines and online (Figure 3). Not surprisingly only three percent of exposure was in the most sought after television category. However, these 15 television hits accounted for 33% of the total AVE.

Most of media hits were aimed at the general public, while only 16% of hits reached specific resource user groups (such as farmers and fishers) and 8% local communities (Figure 4). While this may seem to indicate that we are not very successful at targeting specific audiences, we should remember that a number of our products (e.g. SASSI) are specifically aimed at the general public.

Most exposure was in the national media (Figure 5), indicating the nature of issues tackled by the Partnership. Of the provincial publications, Western Cape received most exposure, followed closely by the Central Inland (Gauteng, Mpumalanga, Limpopo, North west). Coverage in KwaZulu Natal and Eastern Cape was low and could be improved.

4.4 Communications Synthesis

The data presented here, clearly indicate that the Partnership now holds a central public position, on both marine and freshwater matters. Much of the media exposure is through journalists actively seeking the opinion of staff members, illustrating that the Partnership is seen as a place of credible and rational information.

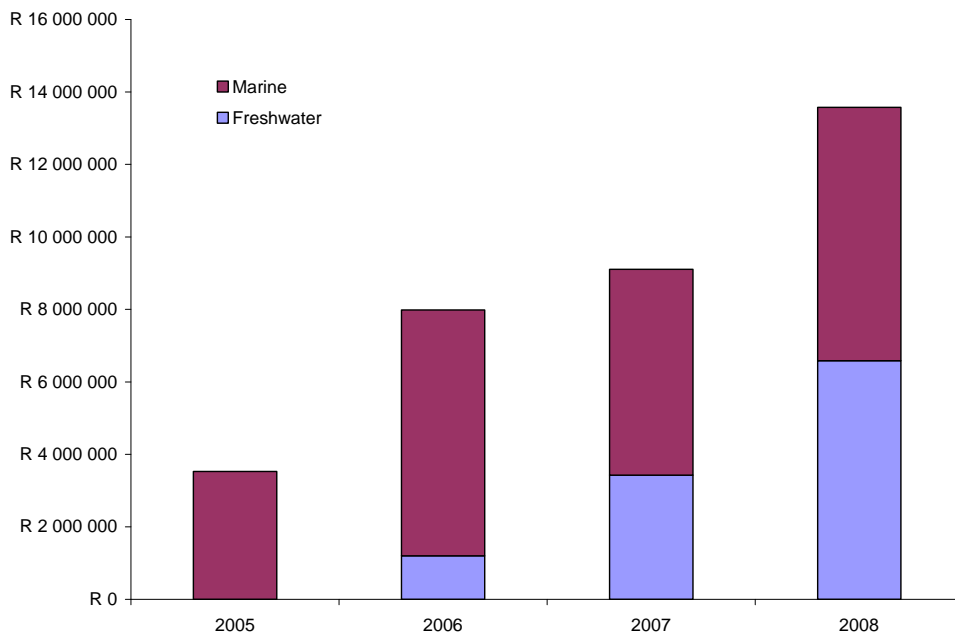


Figure 2. Trends in total annual Advertising Value Equivalent (AVE) for the Living Waters Partnership over time.

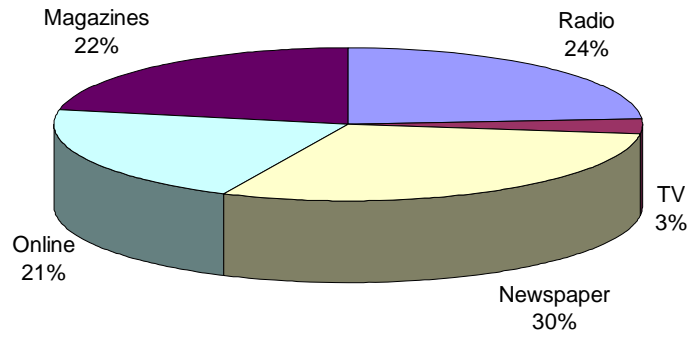


Figure 3: Breakdown of media hits (numbers) according to media type.

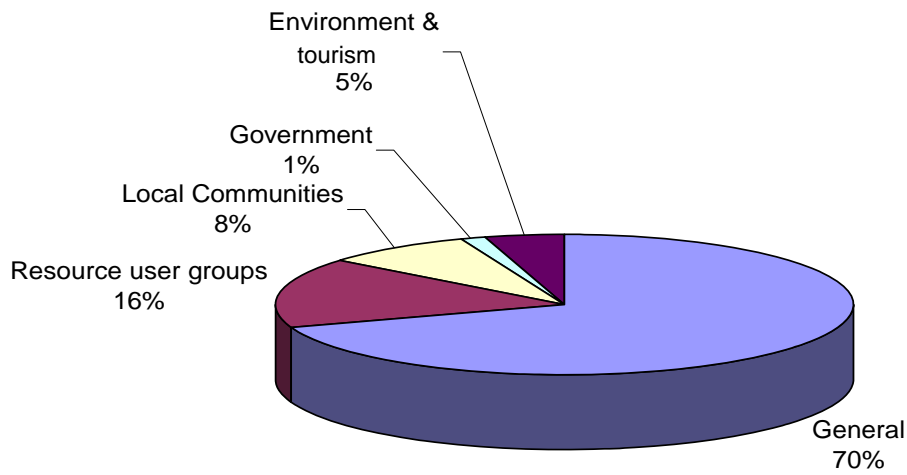


Figure 4: Breakdown of numbers of media hits according to target audiences.

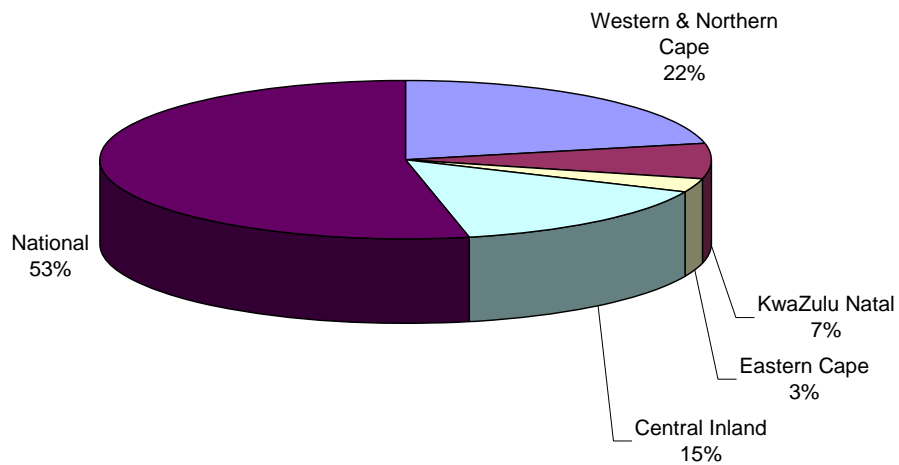


Figure 5: Breakdown of numbers of media hits according to geographic location.

Box 10
Business Day, 17 November 2008

WATER AFFAIRS/Kader Asmal

Moment to drink from well of common responsibility

WATER has been called the oil of the 21st century, with all the political and economic pressures accompanying that. But water provides us with an opportunity to apply hard lessons learned from the profligacy and brinksmanship that's pervaded our management of fossil fuels and, in doing so, find a more equitable, sustainable world.

Access to fresh water is directly linked to dignity and the most basic of human rights. Fresh water is a unique resource in the sense that it cannot be owned, yet is effectively owned by all. It is a finite resource and one that, unlike oil, has no substitute. Without it we have no viability as a species and without it we can't hope for economic viability. Failure to ensure judicious use of this resource will put paid to aspirations for the kind of economic growth required to provide our citizens with the basic rights they're entitled to under our constitution.

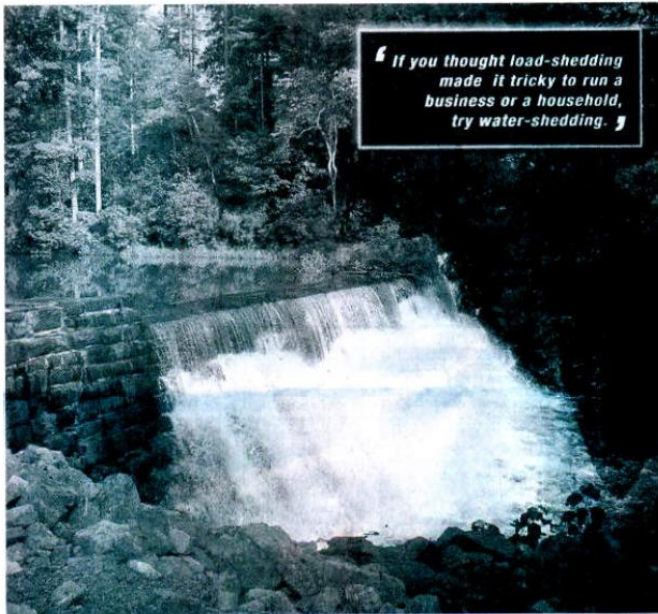
So: no fresh water, no economic growth, no social justice.

There are lessons, too, to be learnt from our electricity supply problems. A willingness to ask the hard questions early on about our management of such basic requirements helps limit painful adjustments later on. If you thought load-shedding made it tricky to run a business or a household, try water-shedding.

The environmentalist George Monbiot recently wrote in the Guardian that the global financial crisis is outweighed by the loss of the ecological resources that sustain us. "The two crises have the same cause. In both cases, those who exploit the resource have demanded impossible rates of return and invoked debts that can never be repaid. In both cases we denied the likely consequences."

He's correct. Yet these two calamities differ in one important and encouraging aspect: the financial one will reach into all our pockets, but fixing it is primarily the preserve of a few, namely the Bernankes, Paulsons, Manuels and Mbwenis of the world. On the other hand, our water supply crisis will also affect us all, yet each human being has the capacity to do something about it. And with the ability to act, comes the responsibility.

About 2.2-billion human beings live in water-stressed catchments. Climate change and other factors



will see that figure double in the next two decades.

It's common knowledge that SA is a water-stressed country and that at current consumption rates our demand for it will outstrip supply by 2015. That overarching imperative demands action and investment. In the past, "investment" has meant building dams. As a result, SA has 539 dams, by far the most of any African country.

Dams do have their place. They store water during droughts, provide irrigation and hydropower, but can and often do have massive social and ecological effects. About 4-million people are displaced by dam projects each year. Like those affected by water shortages, these are generally people with few choices in life.

Too often their use has been injudicious and building them a bigger-is-better, testosterone-fuelled, almost knee-jerk undertaking that triggered or perpetuated social

injustices. This consequence was demonstrated under the previous government, which had an unstated water management policy of "All, for some, for now" rather than "Some, for all, for ever".

The fact that we need fewer, better dams, not more, was driven home by the Commission on Dams, which I chaired in 2000. The investment requires more planning, dialogue and input from all strata of society rather than leaving it up to concrete-happy engineers.

There's certainly room for action on preserving freshwater resources with damming rivers, such as the fact that 7% of our mean annual run-off is consumed by alien vegetation – that's the equivalent of 26 large dams each year.

As I said, with the capacity to act, comes the responsibility. The poor have limited choices, but a large business, with a large water

footprint and ability to act has a moral duty to manage that effect.

The extent to which that has been ignored can be seen by comparing the Working For Water programme, where largely unskilled people – many of them women – removed massive amounts of alien vegetation, in effecting putting millions of litres of fresh water back into the nation's catchments.

Contrast this with the effect of mining operations, which have reaped massive profits while doing little or nothing to prevent the poisoning of water resources through acid mine drainage.

The mining sector has much cleaning up to do, but the private sector in general hasn't until recently begun to assess and act on its effect on freshwater resources.

That's why I was so gratified to become involved in the WWF Water Neutral Scheme, of which I am the patron.

The scheme seeks to harness

private sector investment in the management of our freshwater ecosystems and resources through a three step process of: reviewing their water use; reducing their effects; and replenishing water through quantitative investment in projects that enhance the health of our freshwater ecosystems – the so-called R3 process.

South African Breweries is the first major water user to commit to this novel scheme. While my own palate tends towards another kind of amber liquid, I was gratified to see such proactive action by a major industrial user of fresh water. Sanlam, which has been investing in freshwater management for a number of years now, has also committed to this scheme.

The total annual amount of water used by industrial and urban users in SA, the main target market for the scheme, is about 3 652-million cubic metres. This amount is very similar to the 3 900-million cubic metres of water estimated to be used by invasive alien trees – those 26 dams I mentioned.

Even a modest 10% market uptake of this scheme could therefore deliver significant benefits in terms of increased water yield, management of invasive alien trees, biodiversity restoration and employment creation.

SAB uses about 4l of fresh water to produce a litre of beer. Other industries have a higher ratio of consumption to yield but few are yet taking the first step of voluntarily reviewing what their effect is.

Those that do will come up with a number, a volume of water for which they're responsible – their water deficit, in effect. Seeing that number for the first time isn't an especially comfortable moment but it represents a willingness to ask the hard questions about one's use of a precious resource.

Water availability is one of the most decisive factors that will affect the economic development of this country. Water runs through every layer of our aspirations as a nation. For those who have the ability to act comes the responsibility to make simple, comfortable adjustments now to avoid painful sacrifices later. The invitation is open to all.

■ Prof Asmal is the patron of the WWF Water Neutral Scheme. He is the former minister of water affairs and forestry and former minister of education.

5. FINANCIAL SUSTAINABILITY

The Partnership saw another year of significant growth and its total value now stands at R14,680,661 (Table 1). This has come through the development of exciting new programmes and the ability of these programmes to attract new corporate partners. Interestingly, the ratio of core support to total value of the partnership now stands at 5.08.

Expenditure on programme activity now almost rivals project expenditure, indicating far more resources going into the longer term focused programmes compared to the shorter term project activity.

Table 1: Summary of financial value of the Living Waters Partnership

Core costs	R 2 888 000
Programmes expenditure	R 4 295 313
Project expenditure	R 5 597 348
Direct co-finance	R 1 900 000
Total value of Partnership	R 14 680 661
Ratio of Core to Total	5.08

5.1 Trends in programme and project expenditure

Programme and project expenditure increased greatly to R9,862,661 in 2008 (Figure 6). This is an increase of R3,265,281, or almost 50%, over expenditure in 2007. Most of this increase (R2,632,590) came through growth in the new freshwater programmes.

Since 2001, we have seen a six fold increase in funding for marine and freshwater activities with a total spend of R37 million of this period.

Interestingly, since 2005 when Sanlam first became involved in the Living Waters Partnership, the Partnership has almost doubled its programme and project spend (92% growth) with negligible increase in core expenditure.

5.2 Funding sources

Almost half of our programme and project funding was sourced from the corporate sector (Figure 7). This was followed by The Green Trust, who contributed 17% and WWF-SA funds (donations and bequests) with 16%. Government and Government Aid Agencies (GAAs) together contributed some 10% of funds.

The major source of growth in funding has come from the corporate sector (Figure 8). In 2001, corporate partners and sponsors, made a minor contribution to WWF's aquatic conservation efforts (R375,000). This has grown to almost R5 million in 2008. There has also been a slight increase in funding from WWF-SA donations and bequests. The Green Trust has been a loyal supporter of our work throughout the years, contributing on average, close to R1 million per annum. However, proportionally The Green Trust contribution has decreased from close to 50% in 2001, to 17% in 2008, as a result of greater diversification of funding sources.

WWF SANLAM LIVING WATERS PARTNERSHIP
ANNUAL REPORT 2008

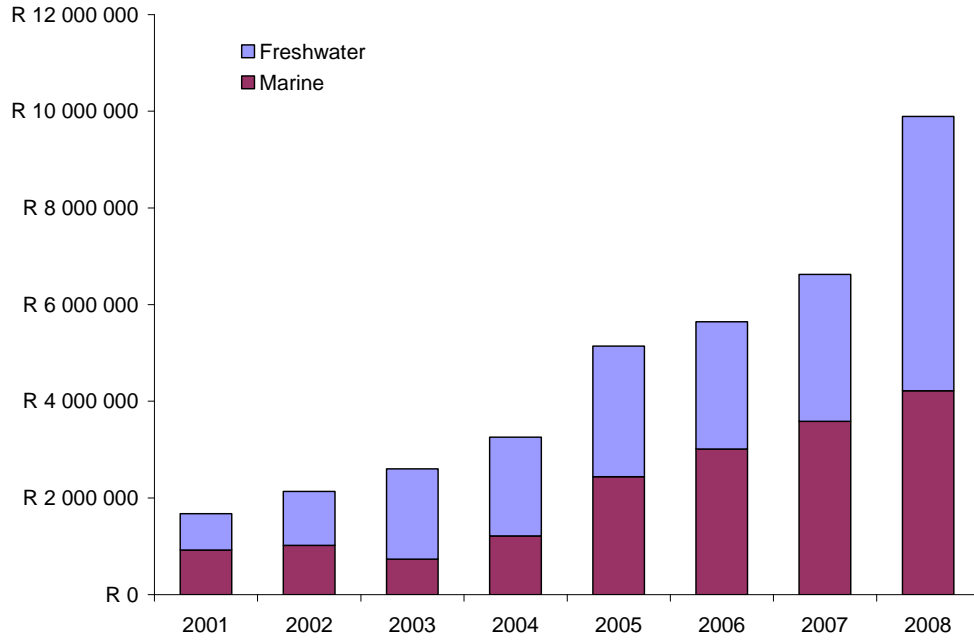


Figure 6: Trends in programme and project expenditure for WWF marine and freshwater activities since 2001.

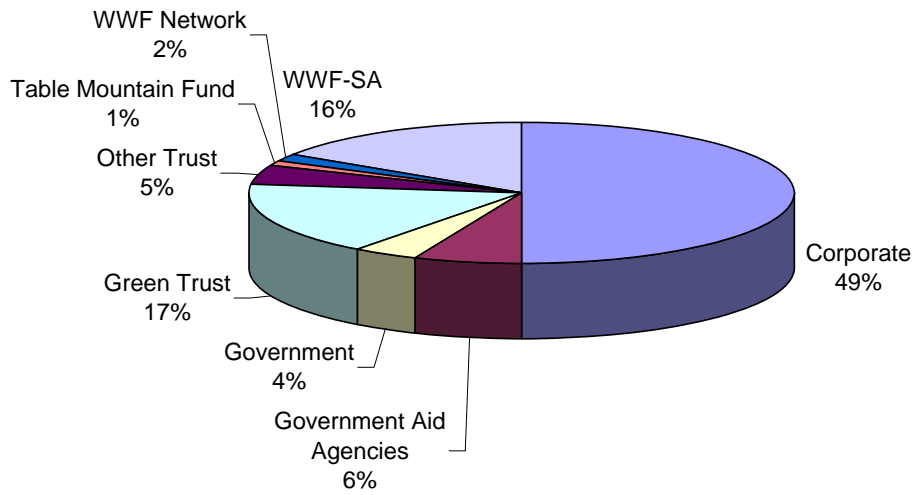


Figure 7: Sources of programme and project funding for 2008

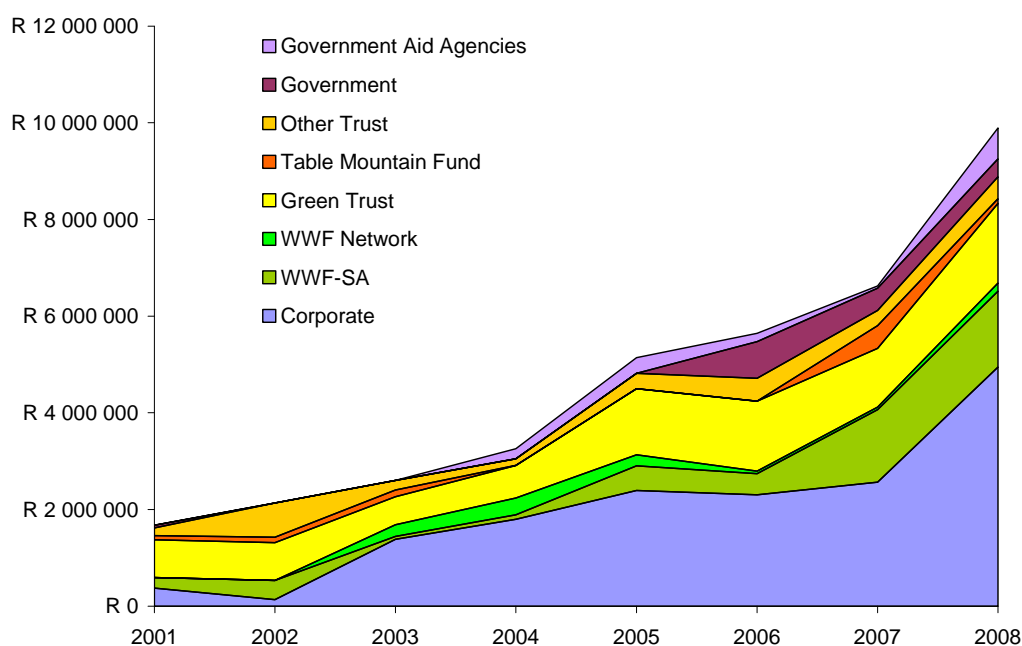


Figure 8: Trends in sources of funds for programme and project expenditure since 2001

5.3 Funding security going forward

Looking forward, the Partnership has secured funding to the value of R42,793,000 up until 2012 (Table 2). Core funding is 100% secured to 2011. Programme funding is 92% secured for 2009, 100% secured for 2010, and 65% secured for 2011. Project funding is slightly less secure, with 75% of budgeted needs secured for 2009 and 45% for 2010.

With the inclusion of 90% assured funding, the secured funding total is raised to over R75 million. Overall, it appears that the Partnership is on a fairly secure financial footing going forward.

Table 2: Secured finances for the Living Waters Partnership 2009 – 2012.

Component	2009	2010	2011	2012	Total
Core	R3,000,000	R3,200,000	R3,350,000		R9,550,000
Programmes	R6,233,000	R6,723,000	R5,507,000	R5,672,000	R24,135,000
Projects	R5,717,000	R3,391,000			R9,108,000
Assured Total	R14,950,000	R13,314,000	R8,857,000	R5,672,000	R42,793,000
90% Assured	R920,000	R11,000,000	R11,040,000	R10,000,000	R32,960,000
Total: + 90% assured	R15,870,000	R24,314,000	R19,897,000	R15,672,000	R75,753,000

5.4 Financial synthesis

The programme has seen phenomenal financial growth over the past few years. This has been through, the maintenance of existing funding income streams (e.g The Green Trust), whilst growing and diversifying other income streams (especially from the corporate sector).

Income from government and Government Aid Agencies (GAAs) remain low and could be areas of growth in the future. However, it should be noted that growth in these areas will come with its own set of constraints. As a Non-Governmental Organisation (NGO), WWF should, almost by definition, not become too dependent on government funding.

Whilst there is great potential for co-plementation (and co-financing) between NGOs and government, NGOs should not simply become an extension of (or consultant to) Government.

Similarly, GAA funding is fairly rigid and comes with burdensome reporting and administrative loads. In many cases, WWF prefers to play a far more adaptable and catalytic role. However, used in the correct instance, GAA funding can be pivotal to getting conservation work (perhaps started with catalytic funding) more programmatically embedded into institutional structures.



6. CONCLUSIONS AND CHALLENGES FOR 2009

Clearly, 2008 has been another very successful year for the WWF Sanlam Living Waters Partnership. This report illustrates how the Partnership has been successful in creating real change in governance, social and economic systems relevant to our aquatic ecosystems and how this in turn is having a positive impact on the management, health and security of our aquatic ecosystems. Clearly we are winning some battles. But the burning question is; are we having an impact at the scale required by the challenge that we face. In order to help us assess the scale of our operations and our impacts, we have started a process of collecting some relevant statistics for all our programmes.

6.1 *Headline statistics regarding scale of impact*

The full list of statistics collected for each programme is tabulated in **Appendix 2**. In **Table 3** we have replicated some of the overall headline statistics of the impact of the Partnership since 2005.

The Partnership has contributed towards over 160,000 hectares of aquatic ecosystems being under better protection, rehabilitation or Better Management Practices (BMPs). This is largely due to the new MPA along the southern Namibian coastline, but also significantly due to sugarcane farms under BMPs, and rehabilitation invasive alien plants through the Water Neutral Scheme. Indeed over 3.4 million Kilolitres of water are currently committed to being replenished through the Water Neutral Scheme.

The Partnership also makes a significant contribution towards social development having created over 190 permanent jobs, of which over 90% are held by individuals from historically disadvantaged sectors of our society. The Partnership has also developed the skills of over 600 professionals since 2005.

The Partnership's ability to leverage change in the market place, is illustrated by the 47,000 requests from the public on its FishMS service and the fact that we have been successful in aligning 40% of the retail market with the principles of SASSI.

Table 3: Some headline statistics of impacts of the partnership since 2005.

Impact	Total
New area under protection, rehabilitation or Better Management Practices (BMPs)	160,758 Hectares
Water committed to being replenished through Water Neutral Scheme	3,419,210 Kilolitres
Permanent employment created	190
Number of people trained	607
Number of training courses developed or improved	58
Number of FishMS requests	47,443
% Retail market aligned with SASSI	40%
Plans, assessments and tools developed for managers	26

In our role of supporting government, we have helped develop 26 plans, assessments and tools for managers.

Considering these statistics, it appears that the Partnership is able to scale up its impacts to a considerable level. However, now is certainly not the time for resting on our laurels and we will need to continue and accelerate this development if we wish to reverse the current trends of ecosystem degradation.

6.2 Challenges and constraints

Much of this report has concentrated on our achievements, but it is also appropriate to reflect on areas where we have not achieved as well as we would have hoped for and try to understand these challenges and constraints.

6.2.1 Lack of integration of our work into the business operations of corporations

Although our relationships with our corporate partners have matured and broadened greatly over the past year, environmental issues still tend to be regarded as a 'soft' Corporate Social Investment (CSI) issue by many corporations, and not a 'hard' business issue. There seems to be a lack of appreciation of the real business risks as well as opportunities for those nimble forward-thinking companies that are able to favourably position themselves regarding the significant water challenges that lie ahead at the local, national and global scale.

6.2.2 Lack of co-ordinated delivery by government

Government normally provides the overall regulatory framework within which specific conservation activities are undertaken by other partners. Failure by government to deliver as expected can undermine in-

vestments made by WWF. One example of this has been the development of community co-management structures along the Wild Coast. Over the past few years, WWF has made significant investments in the training of these community co-management committees, however, failure by government to develop and roll out its subsistence fisheries policy as expected has greatly undermined these efforts.

Similarly, government's failure to move forward as quickly as anticipated on its public promise to develop a MPA around the Prince Edward Islands has slowed delivery on a considerable investment by WWF.

6.2.3 Sustainability of achievements

WWF seeks to catalyze change. However, in many cases, the initial catalytic change is the easy part and the long term sustenance of this change requires careful planning and nurturing.

6.2.4 Social relevance of our work

In many cases it is felt that there is an incomplete understanding by government, the private sector and the public, of the social relevance of our work.

6.3 Responses to these challenges

In response to these challenges it is felt that during 2009 the Partnership needs to:

6.3.1 Frame our business case better

This can be assisted by listening and understanding our corporate partners better, as well as making better use of local and international support structures within the WWF network.

6.3.2 Build better and more co-ordinated relations with government

The Partnership needs to dedicate more time to developing better high level support and developing defined areas of collaboration and better co-ordinated workplans.

6.3.3 Develop a better understanding of sustainable change

When engaging in any new activity, the Partnership needs to clearly understand the governance, social and economic systems within which the activity will take place. It then needs to understand how the proposed activity will influence these systems to sustain the required change.

6.3.4 Develop a broader understanding of the social relevance of our work

Our work needs to be framed within the context of important social issues such as health, food security, water security and social development (through the creation of jobs and skills). The Partnership should seek to further pro-poor solutions to water challenges.

6.4 Staff development

The Partnership views the academic and skills development of its staff as a very important component of our growth and development, both as individuals and as a team.

This year saw Samantha Petersen complete her PhD, for which she earned the top international award from the Convention on Migratory Species for the best PhD thesis on a related topic. Aaniyah Omandien also graduated with her Masters in Science for her dissertation on the capacity development in coastal community co-management projects.

It is an honour to have this caliber of professionals working on our team.





6.5 Final Conclusions

The WWF Sanlam Living Waters Partnership has been successful at creating positive change. This is supported through both qualitative and quantitative evidence presented in this report. The past three years has also seen a significant growth in the Partnership and impact of the change it is creating.

In looking forward, the most pertinent question is 'how sustainable is this change and growth going to be?'

Change becomes sustainable when the behaviour of others is altered in such a way that it no longer requires our intervention. Although the Partnership is still relatively young, and real change requires long term interventions, there is evidence that many of our interventions are becoming etched into the relevant social, economic and governance systems.

However, we need to realize that others will never implement our ideas exactly as we would have and we need to guard against our desire for perfection hindering pragmatic implementation.

Similarly, growth becomes sustainable when it is no longer being driven through a central point in a structure, but is being driven through multiple self-sustaining points within a structure. The new flat structure of the Partnership, with its self-sustaining Keystone Programmes is an attempt at ensuring that our growth is sustainable.

Having made these arguments, we still believe that ensuring sustainability of our endeavors is our greatest challenge in the immediate future, and the Partnership will continue to apply its energy and intellect into this challenge.

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Appendix 1: Achievements and Outputs in 2008

WWF Freshwater Achievements and Outputs – 2008

Target 1: Integrated Catchment Management initiatives lead to sustainable water resource management and restoration of ecological processes, in priority catchments by 2015

Outcome 1.1 Freshwater biodiversity and ecological needs are identified, prioritized and incorporated into Catchment Management Strategies and local government plans (e.g. IDP's)

Achievement/Output	Main Partners
Implementation of the National Freshwater Ecosystem Priority Areas project, which will inform spatial management of freshwater ecosystems at a national scale	SANBI, WRC, CSIR
Development of a management tracking tool for Crocodile West Water Management Area	CSIR, Monash Univ

Outcome 1.2 Catchment Management Agencies and other institutional structures are equipped with skills and capacity to effectively implement the Water Act and Catchment Management (or interim) Strategies

Achievement/Output	Main Partners
Capacity development course for Catchment Management Agencies and Water User Associations developed and delivered in the Olifants-Doring Water Management Area	DANIDA, DWAF

Outcome 1.3 Ecological reserves are determined and operationalized

Achievement/Output	Main Partners
National situational assessment of the implementation of the 'Ecological Reserve' has been commissioned	DWAF, UCT
Contributed towards the development of the wetland reserve determination methodology, and co-authored the vegetation component of this method	DWAF

Target 2: Better management practices and policies in high water-use and impact sectors, contribute towards the sustainable water resource management and ecological processes by 2015

Outcome 2.1 Better management practices (BMPs) and Environmental Management Systems (EMS) widely adopted and implemented by the Forestry sector

Achievement/Output	Main Partners
Developed and implemented a case study site to improve catchment management in the plantation forestry sector by optimizing crop per drop of water used.	Mondi, University of KwaZulu-Natal

Outcome 2.2 Better management practices (BMPs) and Environmental Management Systems (EMS) widely adopted and implemented in the Sugar Industry

Achievement/Output	Main Partners
Finalized and printed 500 Sustainable Sugarcane Farm Management System (SuSFarMS) user manuals	Noodsberg Cane-growers
Developed the strategy for rolling out SuSFarMS with the Noodsberg Cane-growers, including a farmers awareness and education programme	Noodsberg Cane-growers
Developed and refined the SuSFarMS audit protocol including an audit sheet	Noodsberg Cane-growers
Developed a Business Plan for the SuSFarMS Support Unit for roll-out of SuSFarMS at industry wide scale. This initiated a feasibility study commissioned by the South African Sugar Association (to be concluded February 2009)	SASA
Linked SuSFarMS into the global Freshwater Conservation agreement between WWF and The Coca Cola Company (TCCC).	Noodsberg Cane-growers, TCCC
Endorsement by The Coca Cola Company (TCCC) of SuSFarMS as a suitable approach for sustainability assessment and reporting. Commitment from TCCC to support refinement of auditing protocol	Noodsberg Cane-growers, TCCC
The MWP is asked by the SADC Technical Committee on Sugar (which SASA chairs) to help develop regionally applicable better practices based on SuSFarMS.	SASA, SADC Technical Committee
Completed first phase of the Amatikulu small scale sugarcane farmer project to investigate the feasibility of implementing SuSFarMS at a small scale grower level	South African Sugarcane Research Institute
SuSFarMS was used as model for developing a Generic Farm Management applicable to other crops. This has been accepted in principle by Green Choice partners.	GreenChoice

Outcome 2.3 Water efficiency strategies in other sectors result in the decrease in water demand and impacts

SAB Ltd, Sanlam, De Beers, Woolworths, Sonae Novaboard and several other corporations committed to becoming Water Neutral and implementing water reduction strategies as well as replenishing their water use	Working for Water, SAB Ltd, Sanlam
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Target 3: Maintain and rehabilitate, where necessary, at least 20% of each freshwater ecosystem type in a “natural” state by 2015

Outcome 3.1 Design and manage protected areas to better conserve freshwater ecosystems

Achievement/Output	Main Partners
Implementation of the National Freshwater Ecosystem Priority Areas project that inform how we prioritize and systematically protect our freshwater ecosystems	SANBI, CSIR, WRC
Promoting wise use of wetland resources on communal and commercial farmland through the KwaZulu Natal Stewardship Programme.	Ezemvelo KwaZulu-Natal Wildlife
Three irreplaceable wetlands on private land are in the processes of being secured through the KwaZulu-Natal Stewardship Programme	Ezemvelo KwaZulu-Natal Wildlife, and landowners

Outcome 3.2 Support the development of freshwater habitat rehabilitation and management programmes that promote poverty alleviation and biodiversity conservation

Achievement/Output	Main Partners
Developing operational protocols for active rehabilitation following clear felling of invasive alien trees. 14 hectares of riparian area rehabilitated along the Baviaans river in the Kouga Catchment	Working for Water and Working for Wetlands
Pilot Water Neutral rehabilitation sites established in Table Mountain National Park and in the Kouga Catchment of the Eastern Cape, through investment by SAB Ltd	SAB, SANParks, Terrapi
Wise use of wetlands programme initiated to support Working for Wetland rehabilitation activities at two key wetlands	Working for Wetlands
Socio-ecological research of the communally owned Sambandou wetland in Limpopo has been completed, providing a better understanding for the reasons for past and current wetland management	Stockholm Environmental Institute, University of KwaZulu-Natal
The initial wetland rehabilitation phase of Sambandou, initiated and supported by the Mondi Wetlands Project, has been completed	Working for Wetlands

Outcome 3.3 Build the capacity of institutions mandated to manage and rehabilitate freshwater habitats (especially wetlands)

Achievement/Output	Main Partners
Contributed to the development and evaluation of a wetland delineation course for consultants and relevant government department officials	DWAF
Development and implementation of a formal assessment methodology for wetland delineation, leading to the professionalization of the field of wetland practice	DWAF
Draft guidelines for water use license application reports (similar to environmental impact assessments) developed with DWAF	DWAF
Research towards the development of guidelines for promoting the sustainable cultivation of wetlands for subsistence farmers (to be used by agricultural extension) completed.	University of KwaZulu-Natal
Three courses on wetland functioning, law, and management run for 115 government and sugar industry officials	SASRI, Gauteng Wetland Forum
Trained 14 trainers from DWAF, other government Departments, NGO's and SADC countries in environmental education practice	WESSA (SustainEd)
Implementation of a support programme for training providers contracted to develop wetland rehabilitation courses for Working for Wetlands	SANBI (Working for Wetlands),
Development of guidelines and a template for the development of Teaching and Learning Support Materials for Working for Wetlands	SANBI (Working for Wetlands)
Developed new interactive teaching resource, "Windows on our World: Wetlands". 500 resource packs distributed	DWAF, SANBI
72 people trained on wetland basics and how to use the new wetland education training resource "Windows on Our World: Wetlands"	DWAF, Ezemvelo KwaZulu-Natal Wildlife, Eco-Schools,
Co-ordination of 7 training providers to develop and improve 24 Working for Wetlands courses in a variety of vocational, life, construction and business skills	DWAF, Fluvius, GDACE, University of Pretoria, Imperata, Maccaferri
Evaluation of University of Pretoria wetland course on delineation, legislation and rehabilitation, with a report recommending how the course could be better run	University of Pretoria
Development of a database of wetland interest groups and experts; a database of training opportunities; and an inventory of teaching and learning support materials focusing on wetlands	
Analysis of Working for Wetlands training needs complete	SANBI (Working for Wetlands)
On-going research assessing the wetland training needs of DWAF in KwaZulu-Natal, National Department of Agriculture, Umgeni Municipality, and environmental consultants	DWAF, Dept of Agriculture, and consultants.
3-year MoU and funding agreement signed with SANBI for WATER	SANBI (Working for Wetlands)

WWF Marine Achievements and Outputs – 2008

Target 1: Establish a network of effectively managed and ecologically representative Marine Protected Areas (MPAs) covering at least 20 % of all marine habitats by 2020.

Outcome 1.1 Appropriate plans are in place for the establishment of a comprehensive and ecologically representative network of MPAs

Achievement/Output	Main Partners
Spatial plans and documentation supporting the development of the Namibia's first Marine Protected Area, completed	Namibian MFMR, NACOMA
Guidelines for the development of Offshore MPAs developed and published	SANBI
Collaboration developed with French scientists to develop a regional conservation plan for the area surrounding the Prince Edward and Crozet Islands	DEAT, French scientists
Project to assess the role of offshore platforms in protecting benthic biodiversity and fish on the Agulhas Bank, developed and implemented	Petro-SA, SANBI

Outcome 1.2 MPAs are promulgated that contribute towards a comprehensive and representative network of MPAs

Achievement/Output	Main Partners
Final documentation for the proclamation of Namibian MPA submitted to the Namibian Minister of Fisheries	Namibian MFMR, NACOMA
Minister of Environmental Affairs lobbied to go ahead and proclaim the Prince Edward Islands, by means of letters, petitions and press statements	DEAT
Developed information materials for the newly declared Stilbaai MPA	DEAT, CapeNature

Outcome 1.3 Management of all MPAs are equipped with adequate skills and resources

Achievement/Output	Main Partners
Robberg MPA equipped with 6,5m semi-rigid patrol vessel with 2xHonda75hp engines	WWF, HONDA, Falcon Inflatables, Garmin
Bettys Bay & Stilbay MPA Management Plans developed	DEAT & MCM, WWF Consultants
Wild Coast MPA Management teams undergoing the WWF MPA Certificate Training	WWF Consultant & EPB
MPA training process formally accredited with the South African Wildlife college	South African Wildlife College
MPA management forum attended by 40 national MPA managers and one representative from Mozambique	DEAT

Outcome 1.4: MPAs enjoy wide support, especially from neighbouring communities

Achievement/Output	Main Partners
Piloting the use of volunteer recreational SCUBA divers to assist with underwater marine monitoring the Table Mountain National Park MPA	SANParks, SCUBA clubs, SAEON
Piloting the use of community coastal monitors to collect shoreline data on recreational usage and fish catches, in the Table Mountain National Park MPA	KEAG, SANParks, UCT
Development of a business plan for a better cohesion between coastal community projects in the Cape Peninsula (including shark spotters, coastal monitors, SANCCOB)	KEAG, SANC- COB, SANParks, CapFish, UCT

Target 2: Restore at least half the over-exploited fish stocks to sustainably managed levels by 2020, whilst maintaining or improving the state of other stocks.

Outcome 2.1 Consumers are aware and utilize buying power to reduce impacts on over-exploited fish stocks

Achievement/Output	Main Partners
Over one million SASSI pocket cards distributed and consumers reached	DEAT, Two Oceans Aquarium, EKZN Wildlife, SAIAB, Ushaka, Bayworld, TRAFFIC, EWT, Sharklife, Pete Goffe- Wood
More than 45 000 requests received on the SASSI FishMs service from 12 300	iVeri Payment Technologies
SASSI profiled at various consumer food shows and festivals such as Good Food and Wine Show, Sunday Times Food Show, and Gastronomica Food Festival	
Received 51 media hits with an AVE of R4,212,761 with a cumulative readership/viewership of 1,003,879	
New SASSI website is completed and up and running	

Outcome 2.2 Voluntary compliance is increased in the seafood industry

Achievement/Output	Main Partners
40% of retail market aligned with SASSI. Pick n Pay & Woolworths signed onto Retailer Participation Scheme. Oceanfresh, John Dory's and Spar committed to adopting SASSI's guidelines in their seafood procurement	
32 restaurants signed up to the SASSI Restaurant Participation Scheme	Pick n Pay, Green Trust
First hotel, Vineyard Hotel and Spa, signed up to SASSI	
Business plan developed for the roll-out of the Restaurant Participation Scheme	Pick n Pay, Green Trust
Benefits being developed for restaurant participants; including profile on Diningout.co.za	Diningout.co.za
Delivered 5 restaurant training workshops	
Development of restaurant manager and waitron training process	Liz McDaid
Development of a SASSI module for chefs and culinary students with two prominent culinary training facilities	
Delivery of SASSI introductory module to 5 culinary training facilities	

Outcome 2.3 Compliance and management officials have skills and knowledge to support SASSI

Achievement/Output	Main Partners
52 compliance staff trained	RMB, I&J, Seaharvest
Draft penalty guidelines developed for compliance officers	Christine Riddel

Outcome 2.4 Management is based on sound research, preferably contributed by civil society and communities

Achievement/Output	Main Partners
Reef Atlas Project launched to get volunteer SCUBA divers to map reefs and record data on health of reefs	SANBI
Piloting the use of volunteer recreational SCUBA divers to assist with underwater marine monitoring the Table Mountain National Park MPA	SANParks, SCUBA clubs, SAEON
Piloting the use of community coastal monitors to collect shoreline data on recreational usage and fish catches, in the Table Mountain National Park MPA	KEAG, SANParks, UCT
Development of a business plan for a better cohesion between coastal community projects in the Cape Peninsula (including shark spotters, coastal monitors, SANCCOB)	Consultant, KEAG, SANCCOB, SANParks, CapFish, UCT

Target 3: Apply an Ecosystem Approach to Fisheries in South Africa and reduce the impacts of destructive fishing practices to acceptable levels by 2012

Outcome 3.1 Appropriate management structures are in place for the implementation of an EAF

Achievement/Output	Main Partners
Ecological Risk Assessment (ERA) conducted for the Namibian Rock Lobster fishery and the South African line fishery.	MCM, DEAT and MFMR, Namibia
A decision support tool designed to track the implementation of an Ecosystem Approach to Fisheries has been developed and is being piloted.	MCM, DEAT and MFMR, Namibia, Barbara Paterson
Namibian and South African Hake trawl Ecological Risk Assessments were conducted.	MCM, DEAT and MFMR
Proposed revised structures (EAF Management Working Group) to incorporate EAF considerations to MCM which have been adopted.	MCM, DEAT

Outcome 3.2: All stakeholders have the capacity and skills to implement an EAF

Achievement/Output	Main Partners
A training programme, equipping skippers with the knowledge and skills to fish responsibly, was developed and adapted for the following sectors: South African Hake trawl, Namibian Hake trawl, Large pelagic longline, tuna pole, and the small pelagic purse seine fishery.	Seaharvest, I#J, Green Connection
Approximately 215 skippers, compliance staff, fisheries observers, resource managers completed the WWF Responsible Fisheries Training Course.	Seaharvest, I#J, Green Connection
Training Manuals and an interactive training DVD developed for the Responsible Fisheries training course	
In the process of developing a Responsible Fisheries training process for crews	Green Connection
In the process of developing unit standards for the accreditation of Responsible Fisheries training course	

Outcome 3.3: All stakeholders understand and support the implementation of an EAF

Achievement/Output	Main Partners
Quarterly Responsible Fisheries newsletters are circulated to all stakeholders	
Numerous articles published, radio and TV (50:50, ETV) interviews, public talks, cartoon series	Fishing Industry News
An EAF booklet, Responsible Fisheries Brochures, and banners developed	Grindrod, MACS
Published a WWF Report Series: Bycatch in southern African trawl and longline fisheries	
New Responsible Fisheries Website developed	
Involved in a number of events: Tuna derby, Women's Regatta, Volvo Ocean Race, ACAP	

Outcome 3.4 Economic and other incentives for EAF implementation are developed

Achievement/Output	Main Partners
Facilitated the Marine Stewardship Council(MSC) pre-assessment for the Tuna Pole fishery including a project to address barriers to certification i.e. stock identify through genetics and the development of a management plan	Fresh Tuna Export Association
Facilitated MSC pre-assessment for the Mozambican deepwater prawn trawl fishery and developed a project to address a potential barrier to certification (i.e. assessment of bycatch)	Ocean Fresh
Investigating the development of a Responsible Fisheries Alliance with the major fishing companies	

Outcome 3.5 Ecosystem impact assessments and mitigation trials are conducted and recommendations communicated to MCM

Achievement/Output	Main Partners
Assisted Mozambique prawn trawl fishery to undertake a bycatch assessment project (underway)	Ocean Fresh
An assessment of the bycatch caught in the Inshore Hake fishery has been completed	UCT
Ocean View Home for the Disabled continues to construct bird-scaring lines and line cutters to reduce the bycatch of seabirds, turtles and sharks	Total
Assisted in the finalization and adoption of the National Plan Of Action: Seabirds	
Influenced the amendment of seabird regulations for pelagic longline fishery	
Influenced the development of closed areas for the small pelagic fishery to protect foraging areas of top predators	

Appendix 2: Statistics regarding scale and impact

Core operational statistics

1. Operational statistics

1.1	Number of Projects	30
1.2	Number of active Keystone Programmes	5
1.3	Number of permanent employees	27
1.4	% Black	33%
1.5	% Female	63%
1.6	Number of Degrees obtained	2

2. Finances

2.1	Income: Core	R 2,888,000
2.2	Expenditure: Programmes	R 4,295,313
2.3	Expenditure: Projects	R 5,597,348
2.4	Direct co-finance	R 1,900,000
2.5	Total value of Partnership	R 14,680,661
2.6	Ratio of Core to Total	5.08
2.7	Number of corporate partnerships	6

3. Communications

3.1	Media hits	442
3.2	Total Advertising Value Equivalent	R 13,573,588
3.3	Total readership (cumulative 'reader hits')	30,417,036
3.4	% Media hits: Resource users	17%
3.5	% Media hits: Local community	8%
3.6	Publications/reports produced	4
3.7	Scientific papers published	3

Marine conservation statistics

M1	Marine Protected Areas	2008	Since 2005
M1.1	New MPAs declared: influenced by WWF	120,000 hectares	
M1.2	Proposed new MPAs: influenced by WWF	18,063,300 hectares	
M1.3	Number of MPA professionals trained	17	97
M1.4	Number of MPA management plans developed	2	5
M1.5	Employment opportunities created	12	37
M1.6	Equipment supplied (Rigs, boats, motors etc)	1	3
M1.7	Systematic conservation plans developed	0	2
M1.8	MPA Forum Attendees	52	
M2	Sustainable Fish Stocks		
M2.1	Number of retailers aligned to SASSI	3	
M2.2	% Retail market aligned to SASSI	40%	
M2.3	Number of people trained	120	
M2.4	Number of restaurants aligned	32	
M2.5	FishMS requests	23,645	47,443
M2.6	FishMS: unique users	6,349	12,400
M2.7	FishMS: % enquiries about red species	8%	
M2.9	Wallet cards distributed	30,000	1,000,000
M2.10	Readership (consumers reached)	1,003,879	
M3	Responsible Fisheries		
M3.1	Number of fisheries moving towards certification	3	
M3.2	Number of skippers and compliance officers trained in WWF Responsible Fisheries Course	215	
M3.3	Policies and regulations influenced	5	
M3.4	Number of birdscaring lines constructed	112	376
M3.5	Employment opportunities created	8	8
M3.6	Ecological Risk Assessments conducted and/or reviewed	4	10
M3.7	Number of fisheries sectors implementing the WWF Eco-system Approach to Fisheries management tracking tool	2	2

Freshwater conservation statistics

F1	Integrated Catchment Management	2008	Since 2005
F1.1	Number of Catchment Management Agency (CMA) people trained	63	
F1.2	Number of freshwater systematic conservation plans being developed	1	
F1.3	Number of CMA's implementing management tracking tools	1	
F2	High water impact industries		
F2.1	Number of farms implementing SuSFarMS	150	
F2.2	Hectares of farms implementing SuSFarMS	40,000	
F2.3	Number of farms committed to SuSFarMS	400	
F2.4	Hectares of forestry wetlands under better management (e.g. management plan being implemented)		
F2.5	Number of companies committed to Water Neutral	5	
F2.6	Kilolitres of water committed to Water Neutral	3,419,210	
F3	Rehabilitation and Protection of habitats		
F3.1	Hectares under rehabilitation through WWF projects	358	
F3.2	Number of jobs created by Water Neutral and rehabilitation project	120	120
F3.3	Wetlands in stewardship agreements	3	
F3.4	Hectares of wetlands under stewardship agreements	400	
F3.5	Communities engaged in wetland conservation	4	
F3.7	Wetland tools developed	6	6
F3.8	Number of people trained in wetland management and environmental practices	93	
F3.9	Number of new training courses being developed	24	
F3.10	Number of courses and materials being reviewed and evaluated	30	
F3.11	Number of awareness, education and training materials distributed	500	

Appendix 3: List of publications

Scientific Papers:

Nel DC, Marais C, Blignaut JN (2008) Water Neutrality: A first quantitative framework for investing in water from South Africa. *Conservation Letters*, doi: 10.1111/j.1755-263X.2008.00035.x

Petersen SL, Phillips RA, Ryan PG, Underhill LG (2008) Albatross overlap with fisheries in the Benguela Upwelling System: implications for conservation and management. *Endangered Species Research*, doi: 10.3354/esr00132

Grantham HS, Petersen SL, Possingham HP (2008) Reducing bycatch in the South African pelagic longline fishery: the utility of different approaches to fisheries closures. *Endangered Species Research*, doi: 10.3354/esr00159

Wolfaart AC, Underhill LG, Nel DC, Williams AJ, Visagie J (2008) Breeding success of African penguins *Spheniscus demersus* at Dassen Island, especially after oiling following the Apollo Sea spill. *African Journal of Marine Science*, 30, 565-580

Watkins BP, Petersen SL, Ryan PG. (2008) Interactions between seabirds and deep-water hake trawl gear: an assessment of impacts in South African waters. *Animal Conservation*. doi:10.1111/j.1469-1795.2008.00192

Reports:

Nel D.C. & Ouardien, A. (eds) (2008) Towards the Development of a Marine Protected Area at the Prince Edward Islands. WWF Report Series – 2008/Marine/001.

Petersen, S.L., Nel, D.C., Ryan, P.G. & Underhill, L.G. (2008) Understanding and Mitigating Vulnerable Bycatch in southern African Trawl and Longline Fisheries. WWF South Africa Report Series – 2008/Marine/002.

Curnie, H., Grobler, K. & Kemper, J. (eds) (2008) Namibian Islands' Marine Protected Area. WWF South Africa Report Series – 2008/Marine/003.

Kotze, D.C. & Traynor, C.H. (2008). Guidelines for Assessing the Sustainability of Harvesting Herbaceous Wetland Plants. WWF-SA. Stellenbosch, South Africa. 12 pp

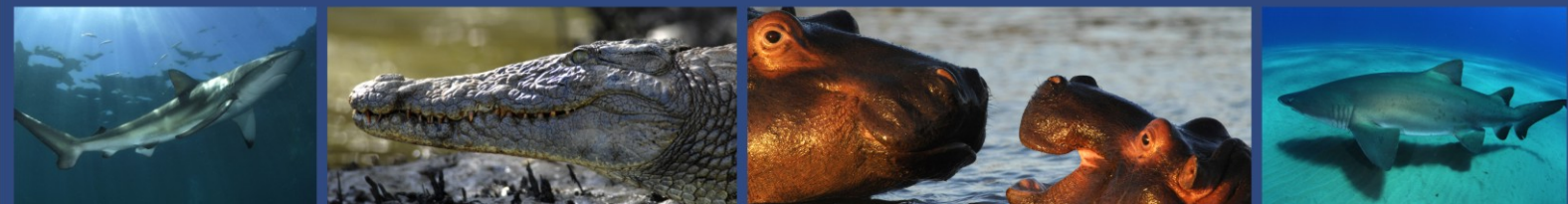
Theses:

Petersen S (2008) *PhD Thesis: Understanding and Mitigating Vulnerable Bycatch in southern African Trawl and Longline Fisheries*. University of Cape Town, South Africa

Ouardien A (2008) *MSc Thesis: Proposing a Capacity Development Framework for Co-management: Review of capacity development practice in South Africa*. University of Cape Town, South Africa

Appendix 4: List of supporters and collaborators

Anglo American Chairman's Fund
Cape Action Plan for People and the Environment (C.A.P.E.)
CapeNature
Charl van der Merwe Trust
De Beers
Department of Environmental Affairs & Tourism: Marine and Coastal Management (DEAT: M&CM)
Dyer Island Cruises
Falcon Inflatables
Fresh Tuna Export Association
Garmin
John Dory's
Hacker bequest
Honda
Irvin & Johnson
Iveri Payment Technology
Mondi
Oceana Brands Ltd
Oceanfresh Seafoods Ltd
Petroleum South Africa
PGW-Eat
Pick n Pay
Rand Merchant Bank Fund
South African Breweries Ltd
South African National Parks
Sanlam
Sea Harvest
Spar
The Green Trust
The Table Mountain Fund
Tony & Lisette Lewis Foundation
Total Foundation
Woolworths
Working for Water (Department of Water Affairs and Forestry)
WWF Australia
WWF United States – Sustainable Fisheries Fund



WWF Sanlam Living Waters Partnership
Annual Report 2008