



WWF-SA
Conservation
Champion



Are you a Conservation Champion?

In recent years there has been an increasing desire from landowners and farmers in the wine industry to address their environmental concerns in a more holistic manner, well beyond their farm gates. Many landowners are already leading the way by using innovative approaches that take conservation action to new heights.

Best practice criteria for becoming a WWF Conservation Champion:

- ✓ An independent IPW audit score of 70% or more for farm and/or cellar.
- ✓ Online registration and completion of baseline carbon footprint using the free online tool, the 'Confronting Climate Change' carbon calculator (www.climatefruitandwine.co.za).
- ✓ Demonstration of exceptional environmental commitment and leadership in water conservation, energy conservation and/or biodiversity conservation.
- ✓ A signed environmental management plan, including farm maps, to be co-developed by WWF team and the landowner. It must include detailed targets to encourage continuous improvement and must be monitored annually.
- ✓ A completed and signed WWF Landowner agreement (MoU contract) that confirms the farm's commitment to being part of the programme and outline's WWF's role in support.
- ✓ Usage of the sugar bird & protea logo on promotional material in line with the WWF Conservation Champion brand guidelines.

Carbon calculator

The carbon footprint calculator is a free online tool that offers various levels of technical assistance and relevant resources to help you to understand what to measure and how to go about completing your carbon footprint. It offers step-by-step guidance and illustrative examples of how managing your inputs, such as electricity and fuel usage, can have an immediate and direct impact on cost savings.

Water Stewardship

Becoming a good water steward is a long-term journey that progresses from step 1 to 4 as outlined below:

1. Become water aware (gather info & understand any water-related risks)
2. Understand your farm's water sources & usage
3. Implement best water practice steps at farm level
4. Become involved in water stewardship beyond the farm by contributing to effective water management in the catchment.

The WWF Conservation Champion & Fresh Water teams will set up frameworks to support you through the process - one step at a time.

Benefits of being a WWF Conservation Champion:

- Opportunities to develop joint marketing and communication campaigns facilitated through the various platforms (Social media - Facebook & the Champion Wine Farm Guide App).
- Access to potential additional funding for conservation initiatives on your farm, i.e. information boards, walking trails, camera traps, community gardening, etc.
- Exclusive use of WWF's Conservation Champion 'sugarbird and protea' label for use on wine products and the WWF association in brand promotion material.
- Free extension support from WWF South Africa through on farm assessments and regional technical workshops.

KEEN TO APPLY? WWF welcomes new Conservation Champion applications so please keep in touch if you would like to set up an appointment for one of our team to come and discuss this with you. Tel.: 021 881 3086, email: Jlsham@wwf.org.za.

