



FUNDING FOCUS FOR THE GREEN TRUST

Latest update April 2009

Background

Conservation is about people! Ultimately, the quality of life of all humans is dependent on a healthy natural environment and to ensure that our natural environment remains healthy requires close partnerships between all sectors of society. Recognizing this, The Green Trust has been a pioneer in establishing partnerships - between poor communities' right through to government ministers - for the benefit of people and the environment.

A key example of a partnership itself, The Green Trust is an associate trust of WWF-SA, the conservation organization, in partnership with Nedbank Green Affinity. Funded solely by Nedbank, The Green Trust nevertheless retains full autonomy, under the leadership of an independent board of directors. All projects are carefully evaluated, and resources allocated at the sole discretion of the Trust.

The Green Trust supports the conservation programmes of WWF-SA, which in turn support the targets of the global WWF network. As a credible conservation organization, WWF is focussed on maintaining a healthy planet for all people. WWF-SA recognizes

that quality of life for all South Africans is dependent on preventing the degradation of the South African natural environment, conserving biodiversity and ensuring that the use of our natural resources is sustainable. WWF-SA and The Green Trust play a key role in facilitating the implementation of activities that contribute to achieving these objectives by actively engaging with a wide variety of partners and networks through project development, financing and programme management.

Funding Focus Areas

Freshwater:

Freshwater is one of South Africa's most limiting resources and its wise use is critical to the sustainable development of our emerging economy. Under current water use practices, it is estimated that South Africa's water demand will exceed availability by the year 2025. It is not an overstatement to say that South Africa's economy and the wellbeing of all South Africans hinges on how we manage our water resources over the next twenty years. Freshwater habitats, such as wetlands and riparian zones, also provide very important ecosystem services such as water purification, flood attenuation, and climate regulation. Destruction of these habitats can have huge socio-economic impacts.

The Green Trust will consider support of projects which contribute towards:

- Integrated river basin management initiatives
- Best management practices and policies in 'high water use' industry or agricultural sectors
- Maintaining and restoring freshwater ecosystems

Marine:

South Africa, situated at the tip of Africa, is surrounded by a spectacular 3000 km coastline and ocean. The strategic importance of this geographical position in global economic affairs and trade has been recognized since the first sail boats plied our oceans. The tip of Africa is the meeting of two great oceanic currents, the warm Agulhas and the cold Benguela. The clash of these two great water bodies creates one of the most complex and diverse marine ecosystems in the world. This system delivers a

diverse array of ecosystem services that amount to some R180 Billion per annum or some 35% of our Gross Domestic Production (GDP).

The Green Trust will consider support of projects which contribute towards:

- Establishing a network of effectively managed and ecologically representative Marine Protected Areas (MPAs)
- Restoring over-exploited fish stocks to sustainably managed levels and reducing the impacts of destructive fishing practices

Conserving Outstanding Places (Fynbos, Succulent Karoo and Grasslands):

South Africa's terrestrial ecoregions¹ comprise some of the most beautiful landscapes in South Africa: the fabled Table Mountain, the wondrous spectacle of Namaqualand's flowers, the open vistas of the Karoo and the glorious peaks of the Drakensberg. These landscapes are at the very heart and soul of South Africa's culture and history – and a critical part of the tourism attraction to this country. Some of them are globally recognized as amongst the outstanding natural places in the world.

Not only are these landscapes aesthetically appealing, but they are important living systems that support a host of plant and animal species. These living landscapes provide a number of services that support human livelihoods and development. Such ecosystem services include provision of soil, pollination, flood attenuation, water capture, filtration and purification as well as carbon sequestration. South Africa's agricultural economy depends almost entirely on the services that natural ecosystems supply. Grasslands, for example, are amongst the most productive landscapes in South Africa and have thus been largely transformed for crop production. They also serve as important pastures for meat production. In the fynbos, important agricultural industries such as wine, fruit, wheat, potatoes and rooibos tea production flourish. At the other extreme, the succulent Karoo is a marginal landscape largely only able to support livestock. Here poverty is increasingly entrenched as subsistence level farmers are forced to continue to exploit the already depleted natural systems.

¹ Ecoregions are landscapes with interlinked ecosystems that contain geographically confined assemblages of natural communities. Ecoregions are also sometimes referred to as "biomes".

The Green Trust will consider support of projects that contribute towards:

1. Ensuring that these landscapes (i.e. fynbos, succulent Karoo, and grasslands) continue to serve people in a productive manner by maintaining the natural integrity of these systems (conserving biodiversity)
2. Ensure that people utilize the land in a sustainable way that benefits them in the long term.

Species of Special Concern:

Many species are of special concern because conserving their habitat alone will not guarantee their future survival. WWF focuses its efforts on conserving species that are of special importance ecologically (for example, if they are key elements of the food chain or help the regeneration of habitats), economically (for example, if they are exploited commercially) and culturally (for example, if they are important icons for communities or demonstrate broader conservation needs). By focusing on a small set of species, and by conserving the places they live in, WWF hopes that most of the other species sharing the planet will also be conserved.

The Green Trust will in particular consider support to projects conserving species that are:

- identified as WWF priority species, viz. African elephant, African rhino spp., marine turtle spp., Southern Ocean albatross spp., great white sharks, cetaceans, etc.
- defined as
 - habitat modifiers and keystone species which help ensure the long-term survival and health of many threatened habitats and their associated species.
 - symbolizing key global threats to biodiversity.
 - critical for the health, livelihoods and economic security of local communities when used sustainably.

Climate Change

South Africa possesses an above-average per capita income among developing nations, yet exhibits one of the world's highest levels of income inequality. One in four households does not have access to electricity, yet the country is amongst the global Top 15 in terms of CO² emissions, due to its energy-intensive economy and reliance on

coal for energy generation. South Africa produces 90% of its electricity and 35% of liquid fuel requirements from coal, with the balance of liquid fuels coming from increasingly expensive oil imports, leading to both increased inflation and a widening trade deficit.

The Green Trust will consider support of projects which:

- Promote renewable energy opportunities, particularly where the benefits accrue to socio-economically deprived communities.
- Support adaptation to climate change amongst communities whose livelihoods are directly dependent on natural resources.

Conservation Leadership:

One of WWF-SA's key roles is to encourage all South Africans to take action towards the wise use of the natural environment. Environmental Education is about socially, politically and economically empowering people to be able to take action for their environment, with an ethical and spiritual understanding of its importance to them. WWF strives to improve people's capacity to address environmental problems by encouraging action-based projects. This programme works closely with partners to facilitate environmental education in the school curriculum and also within business, industry and other sectors of South African society.

The Green Trust will consider support of projects which:

- The Green Trust will fund projects that make a catalytic contribution towards the development of the next tier of diverse environmental leaders either at the individual, institutional or sectoral level.

Overarching Principles for Funding and Project Support

Preference is given to funding environmental conservation projects that:

- Are strategic and catalytic
- Contribute towards poverty alleviation and human livelihoods
- Create opportunities for engaging different sectors of society and raising consumer awareness
- Leverage environmental commitments from stakeholders such as industry or government
- Build capacity
- Educate environmental leaders for the future

Projects are funded on a maximum 3 year timeframe, with opportunity for project extension being considered only once, under exceptional conditions. In such instances, there needs to be clear demonstration of a viable sustainability plan.

Factors that can determine success or failure of an application

- Alignment to stated WWF priorities
- Mix of the funding portfolio at the time of an application
- Viability of the project (e.g. insufficient access to resources, inadequate expertise, inappropriate time frame, etc.)

The Green Trust will *not normally* consider support for:

- Conduit organisations which are not the end users of the project funds.
- Organisations which are not directly involved in environmental and biodiversity conservation.
- Initiatives which focus on *ex-situ* conservation activities with little implications for wild populations, e.g. captive breeding, rehabilitation or welfare of individuals.
- Purely academic research not linked to Green Trust supported projects or with little evidence of practical application.
- Core support for organisations and the purchase of capital equipment, including buildings, fencing and vehicles.

- Development of commercial, private conservation enterprises and/or private nature reserves.
- Salaries, except as an integral part of a Green Trust supported project.
- Socio-economic development projects without a core environmental component.
- Production of books, videos or films, except as an integral part of a Green Trust supported project.
- Attendance at and travel to workshops, conferences and symposia or the costs associated with convening these events.
- Individual bursaries and scholarships, independent of existing Green Trust supported projects.
- Expeditions and eco-trips, such as overland trips to raise awareness or funds for conservation.
- Advertising campaigns.

Funding Application Process

The Concept Proposal Screening Process

1. Submit a one to two-page concept outline of the project. This concept proposal should contain the objectives of the project, its approximate time frame (e.g. 3 months, 1 year), a rough indication of what it will cost, and the **organisation** that will carry out the project.
2. Concept proposals are considered at Conservation Project Development and Approval (ConsPDA) meetings. These meetings take place every six weeks. At these meetings, WWF-SA decides whether or not concept proposals are in line with our Strategic Conservation Focus (i.e. this is the first screening of requests for support).
3. You will be notified in writing if your concept proposal has met our initial criteria or not. If your concept proposal is aligned with our Strategic Conservation Focus, an application form will be sent to you.
4. Concept proposals should be sent to: Cynthia Smith

e-mail: csmith@wwf.org.za

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