

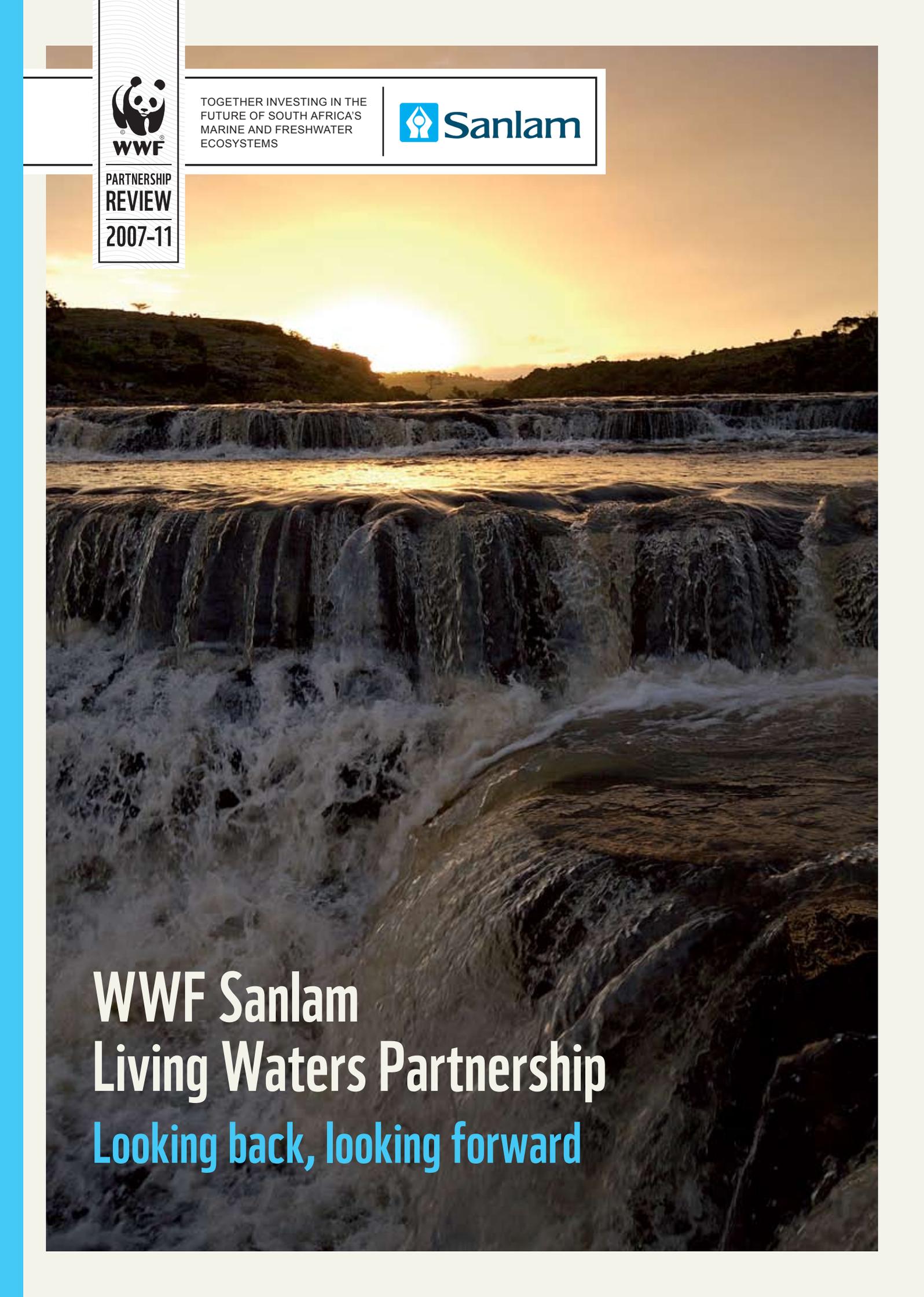


TOGETHER INVESTING IN THE
FUTURE OF SOUTH AFRICA'S
MARINE AND FRESHWATER
ECOSYSTEMS



PARTNERSHIP
REVIEW

2007-11

A wide-angle photograph of a river with multiple cascades and waterfalls. The scene is captured at sunset, with the sun low on the horizon, casting a warm, golden glow over the water and the surrounding landscape. The water is turbulent and white with foam as it falls over dark rocks. The sky is a mix of orange, yellow, and light blue.

WWF Sanlam
Living Waters Partnership
Looking back, looking forward

VISION OF THE WWF SANLAM LIVING WATERS PARTNERSHIP

Government, civil society and the private sector work together to build a future in which healthy aquatic ecosystems underpin the sustainable development of South Africa and enhance the quality of life of all its people.



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FOREWORD

WWF-SA CEO



The first five years of Partnership between WWF South Africa and Sanlam in support of marine and freshwater conservation has served as a flag bearer for WWF's deepening engagement with the private sector. This relationship is set to continue well into the future on this positive trajectory.

The Partnership is truly deserving of the description of "pioneering" within the environmental sector since it has created a positive and constructive space for

parties from different perspectives to meet to co-create solutions to some of the most important issues facing our society. These include food security (through our fisheries and agriculture work) and water security (through our freshwater programme). The Partnership has also become known for its innovative approaches to connecting our social and economic systems to the ecological systems that underpin them. Examples of this include the SASSI and Water Balance programmes.

However, this Partnership has not only created change in the way society interacts with our aquatic resources, it has also been successful in stimulating and leading change within WWF South Africa. This partnership catalysed a shift from a reactive funding agency approach to a fresh new, proactive and strategic approach to freshwater and marine conservation within WWF South Africa.

Despite the successes of the first phase, we cannot afford to rest on our laurels as there is still much that needs to be done. In many ways the successes of this first phase provide the platform for even greater success in the future. The state of our water and marine resources, remain under critical threat, with new pressures and challenges emerging. This is not unexpected in an emerging nation facing our particular development challenges.

President Zuma's recent State of the Nation address does, however, give cause for concern as it displays an unprecedented emphasis on the development of new large infrastructure.

There is no doubt that hard engineering infrastructure development will play a critical role in our country's future development. However, in my view, the nuance lies in how we will be able to merge hard engineering infrastructure development with the security and management of our ecological infrastructure that provides us with essential resources such as water, food and energy. This will provide a defining challenge for our nation.

This challenge cannot be met by WWF alone and we will need to work closely with partners such as Sanlam. Importantly, the scale of this challenge will compel us to move beyond comfortable philanthropic partnerships to much closer integrative ones which will allow us to deliver sustainable benefits for both people and the environment.

Morné du Plessis

Chief Executive: WWF South Africa

FOREWORD

SANLAM CEO



It is in our nature as wealth creators and protectors to consider the long-term effect of a good investment. We then work hard to ensure that the investment reward matches the expectations of our customers and shareholders. Sanlam has always done this by partnering with experts, using our own skills and muscle to strengthen the collective offering.

It is with the same vigour that we approach the dangers of water scarcity and a world deprived of freshwater

and marine resources. Our partnership with WWF is designed to identify practical and strategic steps that will mitigate the risk to a level that is measurable.

While we aim to raise the bar in good practice for all to follow, our own barometer has been adjusted to enable even more internal changes to make every drop count.

Over the first five years of this groundbreaking partnership, Sanlam has adopted stringent targets to help us set an example. By 2015 we will have reduced our own environmental footprint by 15%.

One of the ways we hope to achieve this is by reducing our water consumption by 10%. Ironically, another way is to increase our use of freshwater significantly. By phasing out plastic bottled water, and relying on tap water instead, our staff will remain cool and fresh while not associated with the manufacturing and transportation impact of bottled water.

By making waves in the ways other corporates consider their roles in water preservation in South Africa, we hope to cause a ripple effect for causes that share a goal. Indeed, government and other business partners are now adding their weight to projects like the Integrated Catchment Management Programme, the Wetlands Programme, the Sustainable Fisheries Programme and the Marine Protected Area programme.

We are excited by the early returns of this investment that ultimately benefits all South Africans. Our extended commitment to another three years will further unlock the potential of water. It feeds the future through healthy crops and prosperous, well-nourished communities. By creating jobs, influencing positive policy decisions while introducing innovative ways to preserve water, the project feeds well into our sustainability efforts. If our water resources are at risk, our future hangs too close to the edge.

We hope our involvement continues to set best practice standards and a wave of behavioural changes that culminate in a future filled with safer, healthy and usable freshwater and marine water resources.

Johan van Zyl

Chief Executive: Sanlam

A HEALTHY PLANET ENSURES A HEALTHY FUTURE

“The environment and the economy are really both two sides of the same coin. You cannot sustain the economy if you don’t take care of the environment because we know that the resources that we use whether it is oil, energy, land...all of these are the basis in which development happens.”

— Wangari Mathaai, Political & Environmental Activist
and Nobel Prize Winner (1941-2011).

INTRODUCTION

The wise management of our water resources and aquatic ecosystems is one of the most decisive factors that will affect the socio-economic

development of South Africa and the well-being of the poorest sectors of our society over the next twenty years.

At present usage rates, demand for freshwater will exceed supply by 2025, placing severe pressure on our freshwater ecosystems. Our inshore marine resources, which provide food and income to some of the poorest sectors of our society, are under similar levels of pressure. South Africa's new democracy in 1994 allowed for the development of some of the most progressive and innovative freshwater and marine legislation in the world. However, the implementation of this legislation has proved challenging and simply cannot be successfully implemented by government alone. Only a cohesive and concerted effort from government, the private sector and civil society will ensure success.

The WWF Sanlam Living Waters Partnership has been described as a highly innovative, visionary and pioneering partnership.

In response to this, WWF and Sanlam developed the Living Waters Partnership, with the vision of catalysing concerted action from government, the private sector and civil society around the wise management of our marine and freshwater resources.

The WWF Sanlam Living Waters Partnership, incorporating WWF South Africa's Marine and Freshwater Programmes, was officially launched in August 2007.

Since its launch in 2007, the WWF Sanlam Living Waters Partnership has been described as a highly innovative, visionary and pioneering partnership that has catalysed many successful interventions in the South African marine and freshwater conservation landscape.

In addition to its core work in marine and freshwater conservation, the Partnership also implemented a capacity development programme, the Leaders for Living Waters Programme, which aimed to support the development of local individual champions within WWF's aquatic conservation targets.

Through the five years of the Partnership, the Living Waters Partnership was also very successful in developing a strong public profile on these important issues. The Partnership continues to be viewed as a source of balanced, rational and informed leadership on freshwater and marine management issues.

Overall, the achievements of the WWF Sanlam Living Waters Partnership during its initial five year phase have positioned it very well as a significant player and investor in the management of South Africa's aquatic resources. This report will highlight some of these achievements.

5 YEARS OF THE LIVING WATERS PARTNERSHIP -



R67 MILLION

THE PARTNERSHIP WAS ABLE TO LEVERAGE A TOTAL INVESTMENT OF R67 MILLION FOR ITS WORK, OFF A CORE INVESTMENT BY SANLAM OF R11.6 MILLION¹, RESULTING IN A LEVERAGE OF A FACTOR OF CLOSE TO 6:1.



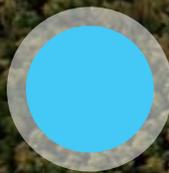
>330

THE PARTNERSHIP CREATED MORE THAN 330 EMPLOYMENT OPPORTUNITIES AS A RESULT OF WWF'S MARINE AND FRESHWATER INITIATIVES.



2 300

APPROXIMATELY 2 300 PEOPLE HAVE BEEN TRAINED IN THE FRESHWATER AND MARINE SECTORS, IN A NUMBER OF INITIATIVES RANGING FROM CATCHMENT AND MARINE MANAGEMENT THROUGH TO SUSTAINABLE SEAFOOD AND RESPONSIBLE FISHERIES.



120 000 HECTARES

WWF HAS INFLUENCED THE DECLARATION OF 120 000 HECTARES OF MARINE ENVIRONMENT AS MARINE PROTECTED AREAS. FURTHERMORE WWF HAS WORKED WITH GOVERNMENT TO PIONEER ONE OF THE LARGEST MARINE PROTECTED AREAS IN THE WORLD (SOME 18 MILLION HECTARES) AROUND SOUTH AFRICA'S PRINCE EDWARD ISLANDS. THIS HAS BEEN GAZETTED BY GOVERNMENT AS AN "INTENTION TO DECLARE" WITHIN THE NEXT YEAR.



SAVING WATER

SUSTAINABLE SUGARCANE FARM MANAGEMENT SYSTEM (SUSFARMS), WHICH WAS DEVELOPED THROUGH THIS PARTNERSHIP, HAS BEEN ADOPTED BY THE SOUTH AFRICAN SUGAR ASSOCIATION, WITH A COMMITMENT FOR COMPLETE ROLL OUT ACROSS THE INDUSTRY. THIS COULD SEE A SUBSTANTIAL IMPROVEMENT IN THE PRACTICES OF ONE OF SOUTH AFRICA'S MOST WATER INTENSIVE AGRICULTURAL CROPS.

SOME KEY STATISTICS



>60%

MORE THAN 60% OF THE SOUTH AFRICAN SEAFOOD RETAIL MARKET HAS COMMITTED TO SUPPORTING WWF'S SASSI PROGRAMME.



AGENTS OF CHANGE

THE PARTNERSHIP NURTURED A CROP OF YOUNG LEADERS FOR LIVING WATERS WHO ARE NOW ACTIVE 'AGENTS OF CHANGE' IN THE MANAGEMENT OF SOUTH AFRICA'S AQUATIC RESOURCES.



±4,5 BILLION LITRES

WWF'S WATER BALANCE PROGRAMME HAS SECURED A COMMITMENT FROM LEADING SOUTH AFRICAN CORPORATIONS LEADING TO THE REHABILITATION OF 1,500 HECTARES OF CRITICAL FRESHWATER HABITATS. THIS COMMITMENT WILL RESULT IN AN ESTIMATED ADDITIONAL 4, 5 BILLION LITRES OF FRESHWATER BEING SECURED EACH YEAR.



UNPRECEDENTED PUBLIC SUPPORT

WWF'S SASSI PROGRAMME HAS ENJOYED UNPRECEDENTED PUBLIC SUPPORT GLOBALLY, WITH MORE THAN 650 000 INFORMATION WALLET CARDS DISTRIBUTED AND MORE THAN 140 000 REQUESTS BEING LODGED ON OUR FISHMS SMS SERVICE.



>R60 MILLION

THE PARTNERSHIP ENJOYED A PUBLIC PROFILE TO THE VALUE OF OVER R60 MILLION OVER THE FIVE YEARS (FROM OVER 2 000 HITS).

¹Sanlam contributed a total of R11.6 million over five years towards the core operational cost of the Living Waters Unit. An additional R3.6 million was invested directly into project spend. This brings the total amount invested by Sanlam over the five years of the partnership to R15.2 million.

FIVE YEARS OF THE WWF SANLAM LIVING WATERS PARTNERSHIP

10 REASONS TO CELEBRATE

A critical and independent review of the WWF and Sanlam Living Waters Partnership, based on broad consultation with stakeholders, revealed the following ten reasons for this Partnership to celebrate:

60%
CURRENT
SOUTH AFRICAN
RETAIL MARKET
INFLUENCED BY
THE WWF SASSI
PROGRAMME

1. Innovative and catalytic

The WWF Sanlam Living Waters Partnership has developed highly innovative and cutting edge creative solutions for conservation problems. Examples of these include:

The SASSI campaign: this initiative has put sustainable seafood on the map, initially by driving change from the consumer end of the supply chain, and now with restaurants, retailers and the fishing industry. To this end, SASSI currently influences 60% of the South African seafood retail market.

The Shark Spotters Programme: The WWF Sanlam Living Waters Partnership catalysed the Shark Spotters project that employed spotters from the local community to reduce interactions between sharks and ocean users in the False Bay area.

The WWF Water Balance Programme: This programme seeks to challenge and empower corporate South Africa to help create a water secure future by reducing demand, increasing supply and maintaining the health of our high water provisioning catchments.



© WWF-SA

Shark Spotters at Muizenberg beach

Founded on a fundamental relationship with Sanlam, the Living Waters Partnership has been able to use this foundation to demonstrate successes on the ground and build confidence for further partners to invest.

Sustainable Sugar Initiative: The development and implementation of SuSFarMS guidelines for managing sugar farms had the important impact of supporting a move to more sustainable farming practices. Additionally, SuSFarMS has also had broader catalytic impact in terms of being a precursor to the *Good Farming Guidelines* promoted by GreenChoice and taken up more broadly by number of agricultural industries.

2. Negotiating Solutions

The Partnership has become highly respected for its facilitatory and solutions-oriented approach as well as for its convening power to bring together stakeholders with differing perspectives with the common aim of finding solutions that can be broadly supported. Examples of this include:

The Business and Water Risk round tables: the WWF Integrated Catchment Management Programme convened a series of national water dialogues between the private and public sector to make the business case for water as a shared risk. The outcomes of these sessions were presented at the UN CEO Water Mandate working conference which was held in South Africa in November 2010.

The Responsible Fisheries Alliance: WWF South Africa, together with four major fishing industry players, namely I&J, Oceana, Sea Harvest and Viking, launched the Responsible Fisheries Alliance (RFA). This is the first alliance of its kind in the history of South African marine conservation. The Alliance is a bid to achieve the common goal of ensuring that all stakeholders understand and support the implementation of an Ecosystem Approach to Fisheries (EAF) management in South Africa's fisheries.

The Marine Protected Areas Forum: This annual forum, first convened in 2007, brings together stakeholders involved in marine conservation, in particular MPAs, to address and develop solutions around the threats and pressures facing our marine environment. The forum currently boasts more than 100 members representing six African countries.

3. Credible

The WWF Sanlam Living Waters Partnership has over the past five years, become respected for its scientific and rational stance. This is evident from the strong alliances that the Partnership has with government, the private sector, academia and other civil society groups.

Founded on a fundamental relationship with Sanlam, the Living Waters Partnership has been able to use this foundation to demonstrate successes on the ground and build confidence for further partners to invest. The Partnership now enjoys support from four primary partners: Mondi, Pick n Pay, Honda and De Beers. Importantly, all these partnerships now extend beyond pure philanthropic relationships, and include joint work on sustainability and communications.

The marine programmes have played a very active role in **influencing policy and opinion**. One of the key contributions to this objective has been WWF's comment on the proposed opening of the Tsitsikamma MPA in 2007 and then again in 2010. Furthermore, in 2008 WWF utilised an international marine conference held in Cape Town to develop a strong public lobby for the declaration of the Prince Edward Islands MPA.

WWF has also launched several reports related to implementing an Ecosystem Approach to Fisheries (EAF), in particular Ecological Risk Assessments, which



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African black oystercatchers in a marine protected area.

The Living Waters Partnership created a significant media profile around the water crisis in South Africa.

were an important stepping stone for the implementation of this holistic approach to fisheries management. With regards to freshwater issues, the Living Waters Partnership **created a significant media profile around the water crisis in South Africa** in 2008 and was a leading voice in the desalination debate in 2010.

The Partnership's relationship with relevant government departments has also grown significantly since its inception. 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.

4. Enabling people to create change

From the onset, the WWF Sanlam Living Waters Partnership acknowledged that it could never achieve the level of influence and change that it would like to through its efforts and resources alone. As such, the Partnership identified that one of the best uses of its resources was through empowering others with skills and knowledge, and to provide the environment in which they can create change.

The application of a few key principles of modern education theory has allowed the Partnership to create change at several levels, over and above the pure transfer of knowledge. A few examples illustrate this:

Developing teams or **'communities-of-practice'**, amongst a broad range of stakeholders that should be working together but do not understand each other's roles, responsibilities and perspectives or communicate effectively. A good example of this has been the WWF Responsible Fisheries training course, which brings together skippers of fishing vessels, fisheries managers and observers as well as compliance officers, to develop a common understanding of the challenge of implementing an Ecosystem Approach to Fisheries.

Similarly, the Partnership's **catchment management training** brings together local Water User Associations, community representatives, water managers and municipal employees to develop a common understanding of the ecological and management aspects of implementing Integrated Water Resource Management.

5. Far-reaching influence

The Partnership has developed some key initiatives that have had national, regional and international influence.

For example, in 2008 the Namibian Cabinet approved a submission to declare Namibia's first 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.

Similarly in 2009, the then Minister of Environmental Affairs, Marthinus van Schalkwyk, announced his intention to declare the world's fourth largest MPA around South Africa's Prince Edward Islands. The islands are located almost 2 000km south off our coast in the Southern Ocean, and form an important global biodiversity hotspot. This announcement came almost five years after Minister van Schalkwyk initially announced his intention to declare the MPA. WWF worked closely with the then Department of Environmental Affairs and Tourism to complete a thorough planning and stakeholder consultation process. Financing for much of this planning was obtained from Sanlam and the Charl van der Merwe Trust.

The Water Futures Partnership seeks to demonstrate how leading global companies can get involved in catchment management.

On the freshwater front, WWF South Africa is involved at an international level with SABMiller and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on a Water Futures Partnership. The aim of this alliance is to implement sustainable water management and poverty alleviation initiatives in catchments on which the brewery is dependent. This alliance will demonstrate, for the first time, how a leading global company can use innovative water footprint and water risk tools and contribute to improved catchment management public dialogues around water.

WWF South Africa together with WWF Netherlands and the WWF East Africa office is working in the trans-boundary Zambezi basin in partnership with the Netherlands government and key stakeholders in the region. WWF-SA is leading the component of the project that defines Freshwater Resource Areas critical to maintaining environmental flows through the basin and its biodiversity. The Freshwater Resource Areas in the entire Zambezi River Basin to date have not been well understood; this assessment will provide a good understanding at a landscape level of the dynamics that contribute to sustaining environmental flows on the Zambezi River. WWF-SA is also working in partnership with the CSIR and the Peace Parks Foundation in this work.

6. Creating employment opportunities

A total of 332 people were provided with employment from various Living Waters Partnership's projects since 2008. Examples of employment opportunities created include:

- a. Innovative programmes such as the bird-scaring line construction with the Ocean View Association for Persons with Disabilities have had enormous social benefit to a marginalised group.



© ROGER SEDRES (COMMISSIONED BY WWF-SA)

Making tori-lines at the Ocean View Association for People with Disabilities; the tori line team.

- b. Alien clearing for the Water Balance Programme.
- c. WWF also catalysed the Shark Spotters programme, an early warning system to prevent shark attack and reduce shark-human conflict. Today this programme employs 14 people.
- d. Successful candidates from the Marine guide training course have been employed.

7. Creating a new skills paradigm for the better management of our aquatic resources

A total of 2 248 people have been trained as a result of the Partnership's marine and freshwater work over the past five years. Examples include:

- a. The Marine Protected Areas, Responsible Fisheries and Catchment Management Agency training courses have all contributed towards building the capacity of our aquatic stewards.
- b. The Leaders for Living Waters Programme identified, nurtured and supported 17 young individuals to gain skills and pursue careers in the aquatic conservation sector.
- c. The Living Waters Partnership has supported staff growth and six postgraduate degrees have been earned with the support of WWF.

Leaders for Living Waters

One of the major challenges facing environmental management in South Africa is the development of the next tranche of environmental leaders with the appropriate skills, knowledge and motivation to capitalise on the significant opportunities provided by a country blessed with rich natural capital and very progressive environmental policies and legislation.

In response to this challenge, WWF and Sanlam dedicated funds to assist in the development of the next tier of leaders in the conservation of our aquatic resources through the WWF Sanlam Leaders for Living Waters Programme.

The vision of the Leaders for Living Waters Programme was to assist in developing a new tier of leaders and champions for the wise management of our aquatic resources. The programme seeks to employ a highly selective and targeted individual approach to give effect to this vision.

The programme targeted and developed leaders within key conservation partner agencies, the WWF Sanlam Living Waters Partnership programmatic structures and at a local community level in association with our site-based projects.

The programme will seek to develop leadership and skills through the following interventions:

- **Training:** Developing knowledge and skills by providing financial support and guidance for training, and supporting the development of relevant and appropriate training opportunities
- **Work experience:** Developing practical working experience through internship programmes (both within partner structures and within WWF)
- **Career planning:** Providing assistance with career planning and development
- **Broadening experiential understanding:** Through interchange visits and secondments

Since the establishment of the programme in 2008, 17 young individuals have benefited through the abovementioned interventions.

R60 MILLION
TOTAL ADVERTISING
VALUE EQUIVALENT OF
THE PARTNERSHIP'S
MEDIA PROFILE OVER
THE FIVE YEARS.

8. Creating public awareness and mobilising support

WWF has raised the public profile of the importance of aquatic conservation in South Africa with an approximate total average Advertising Value Equivalent of R60 million over the five years of the Partnership. The Partnership's communication and media efforts achieved two key outcomes, namely: (1) Positioning the strategic importance of water at the centre of the economic development debate, and (2) mobilising the public into a powerful collective to engage in marine management issues.

Highlights around the first outcome include:

The launching of the WWF Blueprint Report In 2009. The Blueprint (prepared with assistance from Pegasys Strategy and Development), outlines 10 key action areas for government, the private sector and civil society to ensure that healthy freshwater ecosystems continue to underpin economic and social well-being in South Africa.

The 'Business of Water Series' with the Business Report which ran during 2009/10 was aimed at creating a greater awareness of the water challenge facing South Africa and also mobilising the private sector and civil society to become responsible stewards of our scarce and threatened freshwater resources. This entailed putting together a team of experts in the South African freshwater sector to write a series of well-planned articles and opinion pieces themed 'The Business of Water' which were published in the *Business Report* every month for 11 months. This set of articles was based on the 10 key areas of action that were outlined in the WWF Water Blueprint. The series was well received by the public and was lauded as a success.

The acceptance of the late Professor Kader Asmal, former Minister of Water Affairs and Forestry, to serve as a Patron of the Water Balance Programme when it was first launched in 2008, did much to raise the profile of this important body of work and also highlight the seriousness of South Africa's water situation (see figure 1).

WWF was also a leading voice in the desalination debate that gained prominence in the first half of 2010.

In terms of mobilising the public to play a more active role in the management of South Africa's marine resources and ensuring a more sustainable seafood industry, the clearest case of this has been the WWF SASSI programme. Before the launch of SASSI in 2005, the sustainability of South African seafood stocks was not high in the consciousness of the average South African. Fast forward to the present, following active promotion of the programme in the media and other platforms, SASSI has now taken on a public profile life of its own. The media, the hospitality industry, seafood traders and other conservation organisations seem to be adopting the SASSI advice and guidelines as standard 'better practice' and are promoting it of their own accord.

Additionally, when the programme first started there were very few, if any, retailers in South Africa that had taken any kind of stand on sustainable seafood procurement practices. Spurred on by the rapid growth in consumer awareness around the issue, the South African seafood industry has now come to realise that sustainability issues are important to their customers and their business. There is now an ever-growing demand on the WWF Sustainable Fisheries team to engage with the industry on these issues.

9. Driving change across the value chain

Price and quality are traditionally the determinants of decisions about how goods are traded across the value chain. However, more recently, ethical considerations (social and environmental) are increasingly important as decision-making criteria. The Living Waters Partnership has been successful in increasing the importance of environmental

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 brinkmanship 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.

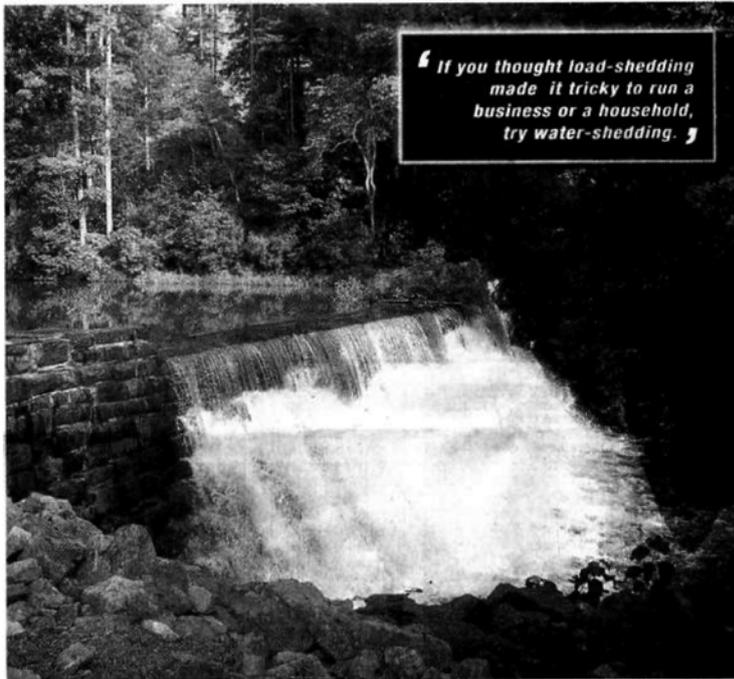
So: no fresh water, no economic growth, no social justice.

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 Mbowenis 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 3 300-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 4% 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.

Figure 1: This article, written by the late Professor Kader Asmal, appeared in *Business Day* on Monday, 17 November 2008.



© PETER CHADWICK / WWF-SA

The WWF Sanlam Living Waters Partnership, in collaboration with GreenChoice, initiated the development of the WWF Living Farms Reference framework, a guideline for sustainable farming in South Africa.

The WWF Sustainable Fisheries Programme has been very successful in orchestrating change across the seafood supply chain.

consideration across the value chain, as well as with assisting producers, processors, wholesalers and retailers to respond to this new imperative.

For instance, the WWF Sustainable Fisheries Programme has been very successful in orchestrating change across the seafood supply chain, working directly with seafood consumers to increase awareness and empower collective action, to working with seafood suppliers, retailers and restaurants to improve procurement practices, through to working directly with the fishing industry to improve fishing practices.

Another example is the Sustainable Sugarcane Farm Management System (SuSFarMS) which originally developed in partnership between WWF, WESSA and a group of forward thinking farmers in the Noodsberg area in KwaZulu-Natal. This programme has made significant strides codifying best agricultural practices in this industry and working across the entire industry to get this farm management system endorsed and supported by the South African Sugar Association for roll out across the entire industry. On the other end of the supply chain WWF has been working with large international buyers of sugar, such as The Coca-Cola Company, to create the market pull for the entrenchment of these practices. Recently, WWF facilitated a meeting between the largest global sugar buyers (including Coke, Kraft and Unilever) and the South African sugar industry, in which these buyers conveyed their commitment towards SuSFarMS as an effective tool for helping them meet their commitments to the responsible procurement of sugar.

Flowing from the work on developing the Sustainable Sugar Farm Management System, the WWF Sanlam Living Waters Partnership initiated the development of the WWF Living Farms Reference framework, a guideline for sustainable farming in South Africa. This framework, developed in collaboration with GreenChoice, a conservation sector initiative created to support sustainable agriculture practices in South Africa, is the first of its kind in the country and now underpins WWF's engagements with the South African agricultural sector. It has also led to the development of numerous sectoral codes of best agricultural practices, including mohair, barley, wine and sustainable fruit.

10. This partnership changed the way WWF South Africa did its business

This pioneering Partnership was a significant milestone for WWF South Africa as it shifted the organisation from a reactive funding agency to a proactive, strategic organisation working at the cutting edge of freshwater and marine conservation in South Africa.

KEY LESSONS LEARNED AND THE WAY FORWARD

Without doubt, the Partnership between WWF and Sanlam has been a highly successful one. The Partnership has not only been successful in delivering significant conservation impact, but has also delivered a very strong institutional foundation and innovative approach upon which to build.

The Partnership has earned a reputation as a facilitator, innovator and catalyser of collaborative action; all based on credible, scientific and solutions-based approaches. This has come within a testing institutional and policy environment. During this reporting period the national Department of Water Affairs experienced extreme instability in its leadership, whilst the national Department of Environmental Affairs and Tourism (Branch: Marine & Coastal Management) was split across two new departments. This lack of continuity, as well as challenges related to policy implementation, severely affected the ability of the Partnership to work more closely with government.

The freshwater programme has been very successful in helping build the economic and business case for water as a key constraint or enabler of growth and prosperity for our nation.

Nevertheless, the partnership saw significant growth during this five year period, being successful in leveraging more than R67 million in project activity off the back of the R11,6 million rand that Sanlam invested in its core operations over the first five years. As with any business, success and growth provide a unique set of challenges. The challenge for the Partnership going forward will be to build on the sound foundation that has already been set and to refine its approach to deliver significant gains.

The freshwater programme has been very successful in helping build the economic and business case for water as a key constraint or enabler of growth and prosperity for our nation. This has resulted in a number of large corporations seeking to better understand their water risks and potential responses. The challenge for the WWF and Sanlam Partnership going forward will be to build on this heightened awareness and motive, to provide clearer pathways of change to a more water resilient nation and economy. This needs to happen at three levels.

Firstly, the Partnership will need work closely with the central planning functions in government to drive home the integrated and interconnected nature of water and water planning to our sustainable development in a very practical way. Here the National Planning Commission is a logical start. However, the Partnership will seek to illustrate its point through practical and urgent examples such as the apparent uninhibited expansion of coal mining in the headwaters of some of our country's most important rainfall catchments, placing these important sources of water at risk. Secondly, the Partnership will need to work with the private sector in a very practical way to help them understand how they can become better stewards of the precious water resources that underpin their businesses (and associated economic and social benefits, such as jobs). Finally, the Partnership needs to mobilise ordinary South Africans to contribute in a meaningful way to this issue, which affects us all.

The marine programme on the other hand, has been very successful over the past years at developing a structure that mobilises action across the fisheries supply chain. This has been a monumental effort that deserves the tribute it receives. However, the challenge going forward will be to see how the Partnership utilises this structure to continue driving real change! The next phase of this Partnership will therefore focus on channelling action towards improving the status of key marine resources.



The first phase of the Partnership also saw significant gains in the management of inshore Marine Protected Areas; however, these protected areas have not always enjoyed the optimal support of surrounding communities. The next phase of the partnership will need to ensure that these Marine Protected Areas are located within a broader framework that caters more adequately for multiple interests of surrounding communities and hence enjoys their support. A further challenge will be to take the gains made in inshore Marine Protected Areas to key marine habitats located further offshore.

Finally, the first phase of the WWF and Sanlam Partnership saw significant sustainability gains within Sanlam. Over this phase of the partnership Sanlam has set consumption reductions targets for the period 2011 – 2015. These targets are aimed at reducing the Group's carbon footprint by 15%, and include a 20% reduction in electricity use and a reduction of water consumption by 10%. The next phase of the Partnership needs to focus on moving beyond operational sustainability to a more complete understanding how Sanlam can use its leverage as one of South Africa's leading corporations to drive change on environmental issues, with a particular focus on water.

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independent conservation organizations, with over
5 million supporters and a global Network active in
more than 100 countries.

WWF's mission is to stop the degradation of the planet's
natural environment and to build a future in which humans
live in harmony with nature, by: conserving the world's
biological diversity, ensuring that the use of renewable
natural resources is sustainable, and promoting the
reduction of pollution and wasteful consumption.

The Partnership at a glance

100%
RECYCLED



2007

WWF and Sanlam create the Living Waters Partnership

332

Number of employment opportunities created by Living Waters Partnership projects



5

Number of Living Waters Partnership Keystone Programmes

58

Number of conservation projects under the Living Waters Partnership



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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