



THINKING  
AHEAD  
FOR A  
BLUE  
PLANET



**Sanlam**

ANNUAL  
REPORT

2010



**WWF Sanlam**  
**Living Waters Partnership**  
**Working towards a common goal**

Editorial team: Sindiswa Nobula, Aaniyah Omaidien,  
Carolyn Cramer and Joeline Barnato  
[www.wwf.org.za](http://www.wwf.org.za)

Design and Layout by © Jenny Frost Design 2011

Front cover photo: © Peter Chadwick / WWF

Printed by Shumani

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Published in March 2011 by WWF-World Wide Fund For Nature (Formerly World Wildlife Fund), Cape Town, South Africa.

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WWF is one of the world's largest and most experienced 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.

# CONTENTS

---

<b>FOREWORD</b>	<b>2</b>
-----------------	----------

---

<b>ABOUT US</b>	<b>3</b>
-----------------	----------

---

<b>INTRODUCTION</b>	<b>5</b>
---------------------	----------

---

<b>IMPACT OF AQUATIC CONSERVATION 2010</b>	<b>6</b>
Freshwater highlights	6
Marine highlights	8

---

<b>STORIES OF CHANGE</b>	<b>10</b>
1: Inspiring champions who value, respect and defend our environment	12
2: Creating a platform for change	16
3: Twenty ten – a year to update our game plan	19

---

<b>COMMUNICATIONS AND AWARENESS</b>	<b>22</b>
-------------------------------------	-----------

---

<b>FINANCIAL SUSTAINABILITY</b>	<b>26</b>
---------------------------------	-----------

---

<b>LEARNING AND GROWTH</b>	<b>28</b>
----------------------------	-----------

---

<b>CONCLUSION</b>	<b>30</b>
-------------------	-----------

---

<b>APPENDICES</b>	
1: Achievements and outputs	32
2: Summary of statistics regarding scale and impact	40
3: List of publications	44
4: List of supporters and collaborators for 2010	45

# FOREWORD

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The WWF Sanlam Living Waters Partnership is one of WWF's great success stories. What began as a small unit, comprising two people in 2006, is now a diverse and dynamic team of more than twenty passionate individuals working day after day to ensure the

protection of South Africa's fresh water and marine resources.

Whether promoting the protection of Marine Protected Areas, challenging the fishing industry to run a tighter ship (so to speak) by promoting the reduction of bycatch, or keeping seafood lovers informed about sustainable seafood choices, the partnership equips the entire supply chain to reduce their impact. So effective has this work been that members of the public are now taking up the charge and holding retailers accountable for their seafood choices.

The innovative Water Neutral Programme successfully completed its pilot phase with SAB Ltd, and has since gone through a review which has resulted in a revised programme model. The recently developed Integrated Catchment Management Programme continues to grow in its support of vital capacity development in the country's catchment management areas. For two decades, the Mondi Wetlands Programme has facilitated wetland conservation through promoting land stewardship and educating local communities. We are proud to see this programme reach its 20 year milestone in 2011.

The Partnership has achieved all this while mentoring South Africa's future conservation leaders through the Leaders for Living Waters Programme.

We would like to thank Sanlam, our programme partners, namely Mondi, Honda, Pick n Pay, The Green Trust, our various supporters and collaborators in academia, government, the private sector and countless passionate South Africans who have been integral to this success story. But perhaps most vital has been the dogged determination of the Living Waters team.

We trust you will enjoy this brief look at our activities over the past year.

A handwritten signature in black ink, reading "Morné du Plessis". The signature is fluid and cursive, with a long horizontal stroke at the end.

**Morné du Plessis**  
*Chief Executive: WWF South Africa*

# ABOUT US

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## WWF South Africa

WWF South Africa is the local office of the World Wide Fund for Nature (WWF) – one of the world's largest and most experienced conservation organisations, with almost five million supporters and a global network active in more than 100 countries.

WWF South Africa is in the unique position of operating within a developing country and is highly regarded in the network for giving a balanced view on environmental matters. We pride ourselves in the global and local role we play in conserving the earth's most extraordinary places and species, and reducing humanity's footprint.

We also aim to address the underlying economic, social and political issues that underpin all conservation efforts. We involve local communities in decision-making, we lobby government to change policy and we work with business to ensure sustainable use of resources. We form partnerships with whoever shares our vision as we believe by working with people, together we will change behaviour and improve the health of the planet.

Ultimately our aim is to inspire all South Africans to live in harmony with nature for the well-being of our country and its people.

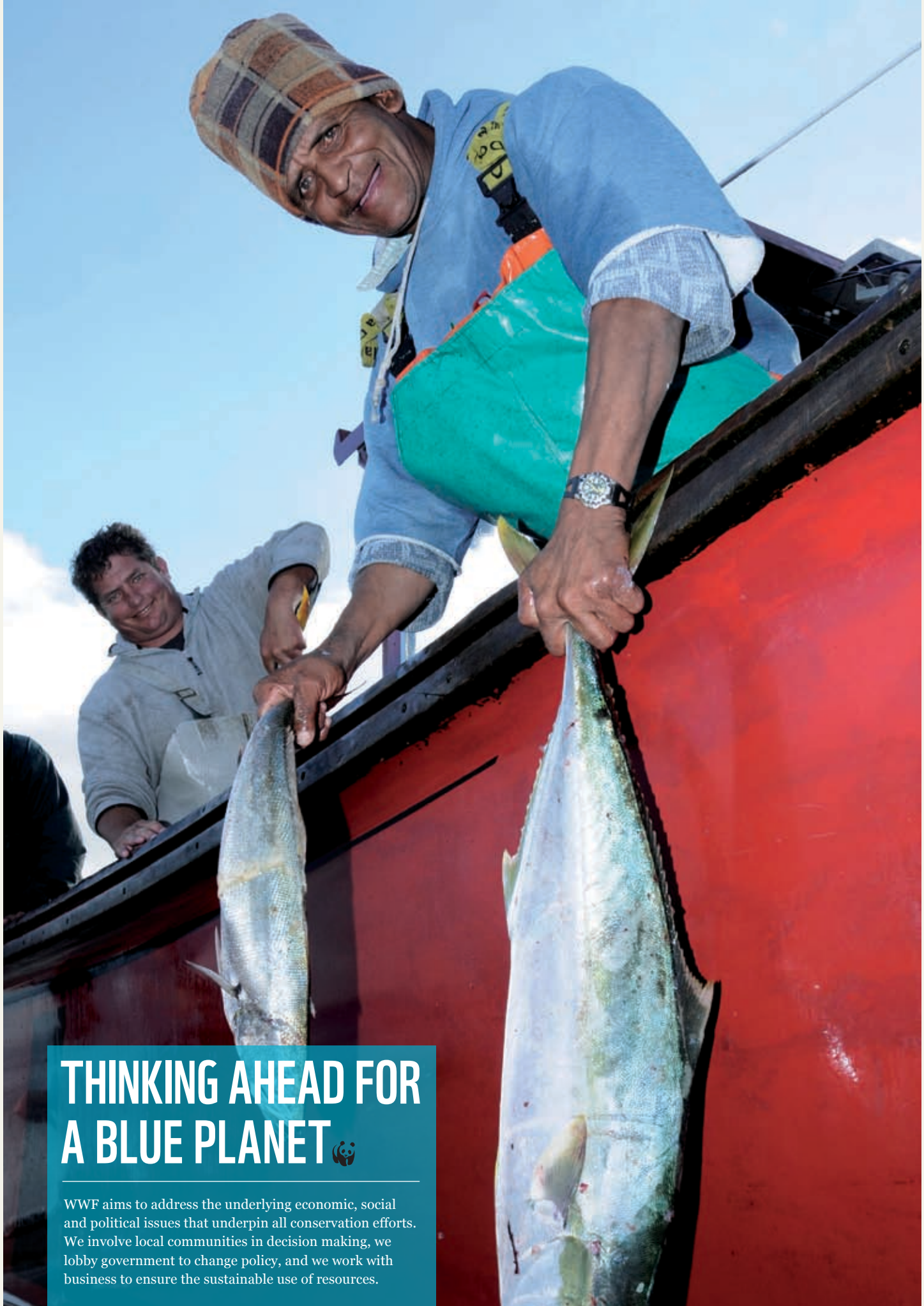
## The WWF Sanlam Living Waters Partnership

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 wellbeing of the poorest sectors of our society over the next twenty years. South Africa's new democracy in 1994 allowed for the development of one of the most progressive and innovative pieces of freshwater legislation in the world. However, the implementation of this legislation has proved challenging and simply cannot be successfully implemented by government working alone. Only a cohesive and concerted effort from government, the private sector and civil society will ensure success.

In response to this WWF and Sanlam have developed the WWF Sanlam Living Waters Partnership, which seeks to catalyse concerted action from government, the private sector and civil society around the sound management of our aquatic resources.

The vision of the Living Waters Partnership is that 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.

The Partnership continuously challenges itself, its partners, the government and ultimately the country to achieve this vision.



# THINKING AHEAD FOR A BLUE PLANET 🐼

WWF aims to address the underlying economic, social and political issues that underpin all conservation efforts. We involve local communities in decision making, we lobby government to change policy, and we work with business to ensure the sustainable use of resources.

# INTRODUCTION

WWF's vision is to inspire people to live in harmony with nature, for the benefit of our country and the wellbeing of all.

*To live in harmony with nature is a difficult goal to achieve, and it is largely dependent on all systems – human and ecological – working well together.*

2010 kicked off with much trepidation – would we, as a nation, be able to successfully host one of the biggest sporting events in the world? For WWF, the big question was whether we would be able to focus on our vision which is to inspire people to live in harmony with nature.

To live in harmony with nature is a difficult goal to achieve, and it is largely dependent on all systems – human and ecological – working well together. WWF firmly believes that for this to be achieved, multi-disciplinary partnerships and an 'all hands on deck' approach is necessary. Lessons that we can learn from this year's soccer world cup and from the Spanish champions, is that to win a game of soccer, there needs to be a great deal of trust and cooperation between each individual member of the team – a winning team requires that each player in the team knows and fulfils their role. Considering the magnitude of environmental challenges that we are up against, individual thinking and action, without a view of the bigger picture, can have serious implications for the whole.

The issue of the tragedy of the commons comes to mind. This is a dilemma arising from the situation in which multiple individuals, acting independently, and solely and rationally consulting their own self-interest, ultimately deplete a limited shared resource even when it is clear that it is not in anyone's long-term interest for this to happen. This considered, some would say that the tragedy of the commons is the root cause of many of our environmental challenges – a lack of willingness for people to take collective ownership, not only for their own benefit, but for the benefit of the entire nation for generations to come.

Another lesson learned this year was that of the importance of adapting to sudden and unexpected change that has direct implications on our work. The split in the former Department of Environmental Affairs and Tourism into two separate ministries namely the Department of Water and Environmental Affairs and the Department of Agriculture, Forestry and Fisheries, brought with it several new challenges for WWF, and our marine programmes in particular. However, we managed to find ways to work around these challenges and to make significant strides in achieving our objectives.

WWF seeks to address the challenges facing our aquatic systems by working with the private sector, government and civil society to find solutions that each of these stakeholders can use to reduce their direct risks as well as the shared risk that we all face should we no longer have the healthy functioning ecosystems on which all life depends.

Based on this backdrop the WWF Sanlam Living Waters Partnership annual report for 2010 is comprised of the following sections:

1. Highlights of the WWF Sanlam Living Waters Partnership in 2010
2. Stories of most significant change
3. Communications and awareness
4. Financial sustainability
5. Learning and growth
6. Conclusion

WWF would not have been able to achieve the impact described in this report without its supporters and collaborators (Appendix 4).

# HIGHLIGHTS OF THE WWF SANLAM LIVING WATERS PARTNERSHIP IN 2010

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This section seeks to highlight some of the Partnership's most important achievements in 2010. A complete list of all the major achievements and outputs is found in Appendix 1 and a summary of headline statistics on our environmental and social impacts in order to assess the scale at which we operate is found in Appendix 2.

>40%  
OF SA'S  
FRESHWATER  
SYSTEMS ARE  
IN A CRITICAL  
CONDITION

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## Freshwater Highlights

### Integrated Catchment Management Programme

Continuing in our role of supporting newly developed Catchment Management Agencies, WWF implemented **Integrated Catchment Management training** in the Breede-Overberg Catchment Management Agency in 2010. This capacity building programme, funded by the Green Trust, focused on training key stakeholders in the area to participate more effectively in the development of catchment management strategies by helping them understand water issues pertinent to their local circumstances. To date, more than 80 participants, including water user associations, women and youth groups in the Breede-Overberg area have been trained on basic water management issues, such as the interpretation of the National Water Act and water allocation.

Freshwater ecosystems are declining at an alarming rate. Eighty-four per cent of South Africa's freshwater systems are threatened and of this more than 40% are in a critical condition. The **National Freshwater Ecosystem Priority Areas Project** aims to ensure that priority freshwater ecosystems are mapped and communicated to key agencies. The project has now been completed and the Breede, Crocodile-Marico and Inkomati catchments have been identified for the implementation phase. This inter-agency three year project is supported by funds and expertise from WWF, the South African National Biodiversity Institute, the Council for Scientific and Industrial Research, the Department of Water and Environmental Affairs and other partners.

WWF and Pegasys Strategy and Development facilitated national dialogues on corporate water risk as a build up to the **CEO Water Mandate** which was held in South Africa in November 2010. WWF and the World Economic Forum developed a business case on shared water risk which was presented at the CEO Water Mandate.

### WWF/WESSA Mondi Wetlands Programme

By reducing water usage and increasing freshwater ecosystem functioning, the WWF/WESSA Mondi Wetlands Programme works to improve the sustainability practices on the 350 000 ha of land managed by Mondi. Eleven wetland complexes ( $\pm 1$  700 ha consisting of 19 wetlands) have been assessed and, as a result, a **State of the Wetlands Report** is being developed. Data from the report will contribute significantly to understanding the effects of afforestation on wetland ecology and ecosystem functioning.



Most of South Africa's wetlands are on private land and in order to promote the conservation of these areas the WWF/WESSA Mondi Wetlands Programme is working in partnership with Ezemvelo KZN Wildlife to support the long-term **stewardship of high conservation value wetlands** by private landowners. The programme has already begun engaging with landowners in KwaZulu-Natal, and management plans will be developed together with landowners in the coming months.

### Water Neutral Programme

The **WWF-SA Water Neutral pilot phase** has been completed and both the Table Mountain and the Terrapi Water Neutral South African Breweries Ltd pilot sites were completed ahead of schedule with more hectares being cleared than the original target. In addition, thirteen hectares of *Prosopis* along the Tankwa River in the Tankwa Karoo National Park were cleared as part of the Woolworths Water Neutral contract.

Following the completion of the pilot phase, the programme was given a much needed **boost in capacity** with Helen Gordon and Saskia Fourie joining the programme as Development Manager and Monitoring and Evaluation Officer respectively. A new model was developed and specific high water production and biodiversity-rich nodes were identified, including the Breede, the Garden Route and the Enkangala grasslands areas. Woolworths and SonaeNovobord are Water Neutral participants and Nedbank will be signing up in 2011.

**13 ha**  
**OF PROSOPIS**  
**CLEARED**  
**ALONG THE**  
**TANKWA RIVER**



© CLAUDIO VELASQUEZ ROJAS/SHOMEREW FILMS

Healthy and intact freshwater systems are critical for the sustainable supply of quality freshwater.

## Marine Highlights



### Sustainable Fisheries Programme

This year WWF undertook the process of reviewing the **Southern African Sustainable Seafood Initiative (SASSI)** species list. A total of 150 wild caught and imported fish species were assessed together with 12 aquaculture products using the latest internationally recognized methodology. From this data, a revised SASSI seafood guide was compiled to facilitate sustainable seafood choices. In support of the SASSI launch, the website as well as FishMS and the WAP site were revised. Additionally a seafood recipe brochure was developed which pairs sustainable seafood meals with wine from the WWF Biodiversity and Wine Initiative. Lowe Bull advertising agency and WWF worked together to develop a print advertisement for the SASSI campaign which was launched with the new SASSI list. The new list was launched in September 2010 and there was a great level of public and media interest around it.

### WWF Honda Marine Parks Programme

The **WWF CAPE Marine Programme** met all contractual requirements and was successfully completed at the end of March 2010. A major output of this programme was the development of socio-economic evaluations and spatial biodiversity assessments which culminated in the development of Coastal Integrated Management Plans (IMPs) for the Kogelberg and Garden Route. These will be used to ensure an integrated approach to coastal management and will allow various institutions, such as the Department of Environmental Affairs, the various MPA management authorities and local municipalities to work together more efficiently. Additional funds have been sourced for Anchor Environmental and the Environmental & Evaluation Unit at the University of Cape Town to continue ensuring positive stakeholder engagement and the implementation of the proposed zonation within the Kogelberg Coastal IMP.

The Green Trust funded **Offshore Marine Protected Area** project has successfully mapped the offshore marine environment. These layers will guide the future proposed offshore MPAs for South Africa. Currently, there are no offshore MPAs in South Africa and therefore the completion of these maps is a significant step towards consulting all the stakeholders and agreeing to the establishment of offshore MPAs.

The world's first level one professional accreditation of five MPA personnel under the **Western Indian Oceans Certification of MPA Professionals (WIO-COMPAS)** took place in July 2010. This process is accredited by the IUCN, the International Rangers Federation, the Game Rangers Association of Africa and WWF-SA. It promotes and assesses competencies based on internationally recognized good practices in MPA Management, encourages professional growth and demands ethical conduct.



5  
MPA PERSONNEL  
ACCREDITED  
UNDER  
WIO-COMPAS

# KOGELBERG: A BIODIVERSITY HOTSPOT

The Kogelberg Biosphere Reserve, part of the Cape Floral Kingdom, is a biodiversity hotspot. However the area's marine environment and resource base experiences pressure from overexploitation, illegal poaching and pollution. Fortunately, there are efforts underway which aim to expand the area under protection in order to allow this resource base to recover and be used sustainably for current and future generations.





# STORIES OF CHANGE FOR 2010

In addition to the freshwater and marine highlights described in the previous section, there are also 'most significant change' stories which capture our impact for 2010.

## THREE KEY THEMES EMERGED AND THESE ARE:

1.

INSPIRING CHAMPIONS  
WHO VALUE, RESPECT  
AND DEFEND OUR  
ENVIRONMENT

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2.

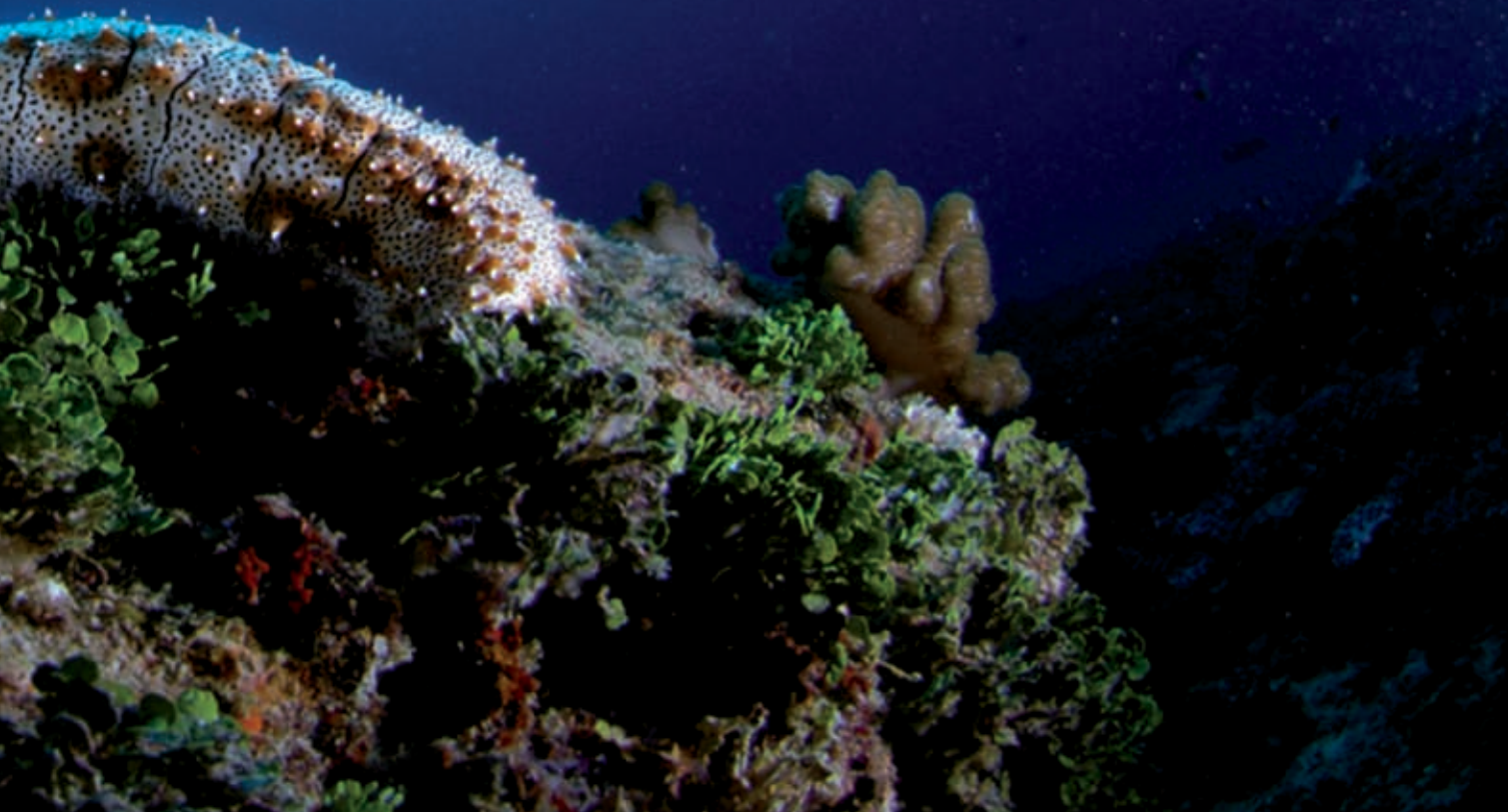
CREATING A PLATFORM  
FOR CHANGE

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3.

TWENTY TEN —  
A YEAR TO UPDATE OUR  
GAME PLAN

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# 1. INSPIRING CHAMPIONS WHO VALUE, RESPECT AND DEFEND OUR ENVIRONMENT

## The story of women working for water

In 2008, WWF initiated a capacity building project to empower catchment forums and water user associations in the Olifants-Doorn water management area (WMA). In 2010 this initiative was rolled out in the Breede-Overberg region as part of the process to develop a catchment management strategy for the Breede WMA. About 60 participants took part in the training initiative. In the Overberg, the focus was to further capacitate



A member of the WaterWomen group signing a pledge to keep their river clean

people already involved in water resource management; these included representatives of local government, water user associations (workers and board members), Overberg Water Board, Department of Social Services (community development officers), Department of Agriculture (LandCare) and community representatives (NGOs, women groups etc.).

One of the most successful outcomes of this training was the formation of a group, WaterWomen, based in Grabouw, by two of the participants in the Overberg group. These women decided to clean up a section of the Klipdrift river and in the process involved the local authority, the local water user association and the home-owners living adjacent to the river in this process. Cooperation was achieved by doing mini river surveys which showed the group the effect of litter and other pollutants on water quality.

The group intends to extend the Adopt-a-River partnership with the Department of Water and Environmental Affairs to other communities in Grabouw. WaterWomen also endeavour to teach members of the local community to grow vegetables and use the water from the river for this purpose (thus providing them with an incentive to keep the river clean). This objective brought a new supporter on board, namely LandCare, which has committed to supporting the group with seed funding. The WaterWomen have also rolled out their newly-acquired information to primary schools in Grabouw and Somerset West and have been requested by other schools in the region to present water awareness programmes during Water Week 2011.

## A growing pool of SASSI champions

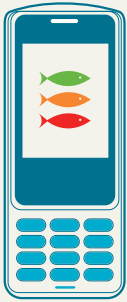
The launch of the new SASSI list in September 2010, after months of rigorous assessments following international best practice, intensive expert input and wide scientific consultation, resulted in mixed feelings amongst the seafood industry and seafood lovers. The new list made headlines for weeks following its debut and concerns were raised by several stakeholders around the credibility and objectives of the new list and how it will affect the country's seafood industry <sup>1</sup>.

Even during the debate, SASSI gained significant traction in the media and with the public at large. More remarkably, WWF has over time become aware of a number of individual seafood consumers that have moved beyond a general call to action. Some, through their tireless efforts, such as writing letters and emails to top management of prominent South African retailers selling SASSI red-listed species, have catalysed significant change. For example, a SASSI campaigner in East London



Unsustainable fishing practices threaten global food and job security for those dependent on those resources

1. WWF's goal is to ensure the long term sustainability of the South African fishing industry, by ensuring fish stocks are fished sustainably. It is important to realise that it is unsustainable fishing practices that threaten global food and job security for those dependent on those resources. There is a component of the fishing industry that fishes very responsibly. SASSI is about creating a market advantage for those individuals and in doing so providing an incentive for others to fish responsibly. SASSI does not advocate the exclusion of seafood from our diet, but rather encourages consumers to make informed choices. The new list outlines the relative sustainability of seafood; orange is better than red, and green is better than orange.



Consumer activism and informed buying is a powerful tool in driving positive change through the seafood industry.

*Today, the SASSI retailer and supplier participation scheme...is working with three major retailers, two major restaurant chains, and seven seafood suppliers.*

has recently challenged his local supermarket to stop selling the endangered and SASSI red listed red steenbras (also known as copper). See box 1: *Campaigner halts sale of endangered fish species* (Daily Dispatch Sunday, 12 December 2010, p. 12). Many others like this campaigner continue to stubbornly challenge retailers and restaurants to consider the high risks associated with green-washing their businesses whilst encouraging them to urgently address issues of seafood sustainability. These consumers are driving significant change through their active determination to contribute to the recovery of our overexploited marine resources. They also fully recognise the role of consumer activism and informed buying as a powerful tool in driving positive change through the seafood industry.

A number of individuals have additionally emailed their appreciation for the change that the SASSI list has catalysed:

*“Lately I have been realising how really fragile our earth is, and that, one day, our children will suffer because we didn’t do anything. A friend recently told me about the SASSI list, which I have now downloaded. I’m now slowly seeing ways that I can help keep this earth breathing, even if it is only by following a list. So, I just wanted to say thank you for the list and getting me started.”*

Dee (15 September 2010)

*“Thank you so much for the incredible work you are doing in attempting to safeguard that which is left of our oceans. Thank you for your dedication, effort and commitment in changing the way we see our fish and the oceans.”*

Jaco (10 November 2010)

### **The shoe is now sitting firmly on the other foot...**

When SASSI first started, there were very few, if any, retailers in South Africa that had taken any kind of stand on ensuring that they were sourcing their seafood responsibly. At the outset, SASSI approached these businesses to work with them on developing sustainable seafood strategies for their businesses. However, most were not interested as they did not believe, at the time, that sustainability issues were important enough to their customers.

Spurred on by the rapid growth in consumer awareness, the shoe is now sitting firmly on the other foot. SASSI is now struggling to keep up with the demand from retailers and suppliers to engage with them on sustainability issues around their seafood operations. Today, the SASSI retailer and supplier participation scheme, which was started in 2008, is working with three major retailers, two major restaurant chains, and seven seafood suppliers. Through their engagement with SASSI, almost all of these businesses have developed sustainable seafood policies and procurement guidelines. Many of the other major players in the market are also now realising the importance of implementing strategies to address sustainability and have approached SASSI with a view to join the initiative.

Besides these positive signs, there were a number of other stories from 2010 that confirm these indications. One such story is of the SASSI green-list platter special that John Dory’s ran through October and November which promoted the most sustainable seafood species and also raised funds for SASSI. Also one of our newer supporters, Dornier Bodega removed all orange-listed seafood species from their menu within the first week of joining, a clear indication of their commitment to the scheme. Restaurants which only serve green listed species are entitled ‘SASSI champions’ and at present we have two of these namely Spier and Die Strandloper. Bodega is soon to be the third.

**BOX 1****Campaigner halts sale of endangered fish**

By **TARALYN McLEAN**, Business Reporter,  
**DAILY DISPATCH**, Sunday, 12 December 2010, p. 12

A CHAMPION for the rights of endangered fish this week came up trumps against a local Spar magnate who was stocking endangered fish in at least two East London stores.

Fishing enthusiast Adrian Barichievy sent the Dispatch pictures of Copper (also known as Red) Steenbras for sale recently at the fishing counters of Nahoon SuperSpar and at Baron's Select in Hemingways Mall.

While it is not strictly illegal to sell Red Steenbras at retail outlets, the breed is on the 'red' list at the Worldwide Fund for Nature's Southern African Sustainable Seafood Initiative (SASSI).

"It's the marine equivalent of Spar selling leopard skins or rhino horns in their steak section," Barichievy said.

Both stores are owned by Götz von Westernhagen, who also owns a number of Spar stores in and around East London and Gonubie.

Any species on the red list has been deemed unsustainable and there are even some on the list that are illegal to sell, according to the Marine Living Resources Act. Other species, such as those found at the Spar fish counters, are not strictly illegal, but because of the vulnerability and endangered status of the fish, it is unethical and questionable to sell or eat the fish.

SASSI programme officer John Duncan confirmed this, and added that judging by the picture of one of the Steenbras sent to him, the fish was probably about 30 years old.

When the Dispatch approached Van Westernhagen about the photographs showing the counters stocking the Steenbras, he at first said the store was obliged to keep its fish counter full, and that meant buying whatever fish the supplier had pulled out of the ocean. Von Westernhagen agreed that by buying the fish that is listed as endangered he could be contributing towards the species' continued vulnerability. He was also adamant that customers should make up their own minds when it came to purchasing fish from his stores.

"I don't think it is my duty to make a decision on behalf of the customer."

However, later that afternoon, Von Westernhagen backtracked and told the Dispatch that from here on, no Spar stores would buy fish from the 'red' list.

"For the sake of the environment and the goodwill of the business, we will stop stocking the fish," he said.

Barichievy, who is a regular campaigner of fish rights on angling forums, was delighted when he heard that his efforts at highlighting the sale of Steenbras at local stores had resulted in stopping the stocking of the fish.

"As South Africans we have a culture of moaning and doing nothing about it. Every person should understand what they are buying. You don't need to be a fish boffin to do it."

The full list is available at [www.wwfsassi.co.za](http://www.wwfsassi.co.za), and at both Spar stores a small guide was pasted near the fish counter fridges.

SASSI encourages consumers to buy and eat 'green' fish as these species are the best managed and most sustainable of all stocks in South Africa.

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

Margaret Mead,  
anthropologist

Ultimately, the question still remains whether this growing awareness and work around sustainable seafood is really translating into positive changes at sea. The answer to this may be a little complex. In just six years, SASSI has created a groundswell of consumer support that has forced retailers and suppliers to reconsider their approach to seafood. Responsible retailers are now carrying the torch further and are engaging with their suppliers and increasingly with the fishing and aquaculture industries to help communicate their sustainability requirements. Should SASSI’s influence, and that of the informed consumer, continue to grow at the same pace over the next six years, there is little doubt that significant positive change will be seen.

The above stories are testament to the fact that one seed of inspiration can yield champions on the ground committed to answering the call of action and also inspiring those in their sphere of influence to do the same. Echoing the words of anthropologist, Margaret Mead, “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”



© PETER CHADWICK

Seafood consumers have an important role to play in driving positive change through the seafood chain of custody.

## 2. CREATING A PLATFORM FOR CHANGE

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In 2010, the WWF Sanlam Living Waters Partnership continued to create various platforms for dialogue which have contributed towards finding innovative solutions to some of the environmental challenges we face.

*WWF has partnered with the fishing industry to implement positive change in South African fisheries, through 'Fisheries Improvement Projects'.*

### **One small step for industry; one giant leap towards sustainability**

In response to the various threats facing our marine environment and the country's fishing industry such as overfishing, the incidental capture of non-target species (bycatch), habitat damage and disruptions to the food chain; WWF has partnered with the fishing industry to implement positive change in South African fisheries, through 'Fisheries Improvement Projects'.

A Fisheries Improvement Project is a project which has been specifically developed to address important sustainability concerns within a specific fishery. These include bycatch mitigation measures, spatial management plans, gear modifications and any number of other solutions. The objective of these projects is to improve the sustainability of the fishery and, in so doing, move our fisheries towards the Southern African Sustainable Seafood Initiative (SASSI) green-list status. Last year, WWF recognised the need to partner with the fishing industry to jointly address the challenges involved in moving towards a sustainable seafood industry. WWF joined forces with four key South African fishing companies, namely I&J, Oceana, Sea Harvest and Viking to form the Responsible Fisheries Alliance (RFA); and it is through this Alliance that major projects have been implemented to catalyse positive change within certain fishing sectors. Currently, there are four main projects underway to address the specific challenges associated with kingklip, sole, the small pelagic fishery (sardine and anchovy), and aquaculture (see box 2 on page 17).

These projects show how WWF and the fishing industry can work together to drive a significant positive change at sea and ensure long term sustainability in the South African fishing industry.

### **A change in tack to expand marine resource protection**

The dialogue around the management of coastal resources has significantly changed in recent years. Increasingly biodiversity is acknowledged as something which can benefit positive socio-economic change as opposed to being in opposition to it. The WWF Honda Marine Parks Programme has been able to create and provide a platform for both biodiversity and social experts to formulate new ideas on how to develop South Africa's network of MPAs with the needs of local communities in mind. Through funding provided by the Global Environmental Facility, the WWF C.A.P.E. Marine Programme contracted Anchor Environmental to undertake biodiversity and socio-economic spatial assessments of the 60km long Kogelberg coastline. Simultaneous to this work, the Environmental Evaluation Unit (EEU) from the University of Cape Town also began working with the local Kogelberg fishing community with the intention of developing co-management systems for the area's coastal resources. As the two projects developed from two different sectors, previously viewed as in opposition to each other, it became increasingly apparent that it would not be wise to separate the co-management work from the biodiversity protection work. It was realised that the project in the Kogelberg would have to culminate

**BOX 2:  
RFA'S FISHERIES  
IMPROVEMENT  
PROJECTS**

<b>Name of Project</b>	<b>Challenge</b>	<b>Project Objectives</b>
<b>1. Addressing seabird bycatch in the hake trawl fishery</b>	<p>One of the challenges in the hake offshore trawl fishery* is the incidental mortality of endangered seabirds. It was estimated in 2006 that approximately 18 000 endangered albatrosses and petrels are killed every year as a result of this fishery alone.</p> <p>*Kingklip and monk are valuable retained bycatch of the hake-directed offshore demersal trawl.</p>	<p>Since seabirds are attracted to fishing vessels because of the 'free meal' they receive, the ultimate solution is to eliminate or reduce the amount of offal discarded. For this reason, the RFA, in collaboration with BirdLife SA, has embarked on a project to investigate various offal management options including the development of vessel-specific management plans.</p>
<b>2. Understanding interactions between small pelagic fish and African penguins.</b>	<p>The African Penguin is classified as endangered by the World Conservation Union. Their populations have decreased by over 90% since the turn of the last century, initially as a result of egg collecting and guano scraping but more recently as a result of competition with man for their source of food – sardines and anchovies.</p>	<p>This project aims to better understand the energy requirements of African Penguins at different sites within the penguins' distribution and at different stages of their life cycle. This new information will contribute to a growing database of information on other predators dependent on sardine and anchovy, such as the Cape Gannet.</p>
<b>3. Aquaculture Feed project</b>	<p>Carnivorous species such as eels, tuna, salmon, seabass, sea bream and cod are grown on fish feed containing large amounts of fishmeal and fish oil derived from wild caught fish. Aquaculture actually contributes to an increased pressure on fish stocks rather than relieving pressure and it is therefore important to ensure that wild caught fish used in feed is sourced sustainably.</p>	<p>WWF is working with Stellenbosch University and leading feed manufacturers to develop a sustainability policy for the sourcing of protein as well as farm feed management practices.</p>
<b>4. Inshore Trawl Bycatch Project</b>	<p>There is strong concern about the sustainability, ecosystem-impacts and wastage associated with the inshore trawl fishery for hake and sole.</p>	<p>This project will map the distribution of important bycatch species while using biology information to rank their vulnerability. Through this research, new management options will be assessed for these fisheries.</p>

*...businesses are still grappling with their water issues and... they do not necessarily understand how to effectively get involved in water management.*

in an Integrated Marine and Coastal Management Plan, collectively owned by all Kogelberg inhabitants, governing officials and resource users.

A strong stakeholder and partnership development and support dialogue was initiated that helped to raise the profile of MPAs. Careful engagement was undertaken with the different user groups on a repeated basis and this allowed for an improved commitment towards MPAs from both the management authorities and community members themselves. Small-scale fishers, in particular, began to support the broader planning process once they realized the importance of preserving the resource for the long-term, and because they were made an integral part of the engagement process.

### **Creating multi stakeholder platforms from catchment to national and global level**

WWF is driven by the firm belief that effective water resource management in South Africa can only be achieved through the collective action of private, public and civil society. South Africa has an excellent water legislative framework, but its implementation still remains a major challenge. This is partly because to date key sectors in society have not engaged each other in an honest, transparent and effective manner to find ways of addressing their shared water risks. To address this, WWF partnered with key role players at various levels to promote effective engagement in water policy right from the catchment level to the global scale. Using our international network and association with key role players in the arena, we have been able to play a significant role in bringing together private, public and civil society groups to identify their common interests and address their shared water risks.

At a catchment level, for the past year we have been working closely with the Catchment Management Agency for the Breede/Overberg Water Management (BOCMA), to assist them in the development of catchment management strategies (CMS) for this particular catchment. In addition, our capacity building initiative was successful in creating an effective and robust stakeholder participation process in the development of these strategies. Voices that traditionally would never have been heard due to inequities in power dynamics, representation, skills and knowledge, were brought to the table through a variety of interventions.

WWF also partnered with Pegasys Strategy and Development, to convene a series of national sessions on 'water as a shared risk'. These were part of the build up to the United Nations CEO Water Mandate meeting in South Africa. The aim of these sessions was to create a platform for the private and public sector to identify their common interests and work towards seeking solutions to their shared water risks. From these sessions it emerged that businesses are still grappling with their water issues and that they do not necessarily understand how to effectively get involved in water management. On the other hand, it became apparent that government recognises the enormity of the task in addressing South Africa's water challenges, but does not seem to understand the massive potential of working with the private sector in addressing these.

The sessions on shared water risk led WWF and its partners to motivate for the development of a business case that will speak to business leaders and government on the enormity of the water challenges South Africa faces, and the cost implications thereof. To develop this business case, WWF and Pegasys partnered with the World Economic Forum (WEF).

As a result, an initiative that was focused at a national level suddenly led to a convergence of regional and global agendas. This culminated in the hosting of a joint session on South Africa at the 6th UN CEO Water Mandate meeting, co-convened by WEF, where the business case was discussed amongst other topics. WWF played a key role in the planning and facilitating of all the sessions of the UN CEO Water Mandate, which was a very successful event and a demonstration of WWF's ability to create suitable platforms for effective engagement.

## 3. TWENTY TEN — A YEAR TO UPDATE OUR GAME PLAN

*“The wisest mind has something yet to learn.”*

— George Santayana

### **Review of the WWF-SA Water Neutral pilot phase**

August 2010 saw the completion of the exciting two year pilot phase of the WWF-SA Water Neutral Programme. After South African Breweries (SAB) Ltd agreed to be pioneers by funding the development stage of this novel concept, WWF set off in 2008 to clear enough hectares of alien plants to ‘replenish’ the direct water use of SAB’s Newlands and Ibhayi breweries. The idea was that the on-the-ground implementation process would enable the development and fine-tuning of a Water Neutral model, as well as ‘learning by doing’ with regards to the development of clearing methodologies and implementation.

The pilot phase more than fulfilled its purpose, with a steep learning curve influencing the refinement of Water Neutral’s approach and resulting in a new and improved Water Neutral model (see box 3 on page 20). A major adaptation to the future roll out of the WWF-SA Water Neutral Scheme is the new focused approach to our clearing efforts. During the pilot phase of the scheme, participants influenced the location of chosen clearing sites. It became clear that this was not going to be strategic from a water security point of view, and thus it was decided that Water Neutral would concentrate its clearing efforts in areas of high water production for the country.

The following nodes were chosen, overlaying high water production areas together with areas of high biodiversity value: the upper reaches of the Berg and Breede catchments (Western Cape); the Keurbooms, Kouga/Krom catchments (Western and Eastern Cape); and the Umgeni and Enkangala region (KZN and Mpumalanga).

This focused approach also made logistical sense, resulting in more cost effective management and monitoring and evaluation. Water Neutral already has an existing project in the Tankwa River of the Tankwa Karoo National Park (with which it will continue despite falling outside of the prioritized nodes), as well as a project in the Witte River of the upper Breede.

### **Building a wetland community of practice**

The Mondi Wetlands Programme (MWP) identified the need within the wetland field of practice to strengthen the capacity of regional authorities in KwaZulu-Natal in reviewing specialist wetland studies – including wetland delineation, and wetland functional and integrity assessments. This need and proposed initiatives were positively received by the Msunduzi municipality (Pietermaritzburg area), Ethekewini municipality (Durban area), KwaZulu-Natal Department of Environmental Affairs and Rural Development (DEA-RD), Ezemvelo KZN Wildlife (EKZNW) and the Department of Water Affairs (DWA). A workshop was held with 20 participants from these government groups. During this workshop the different authorities were able to network, discuss issues concerning wetland management and get a better understanding of the work context of fellow government authorities. Participants were also exposed to best practice in wetland assessment and management by a wetland specialist consultant.

The issue of poor standards of wetland assessment and reporting by environmental consulting was raised during the authorities’ workshop and was noted by the wetland specialists present. As a result, a KwaZulu-Natal Wetland Community of

*The pilot phase more than fulfilled its purpose, with a steep learning curve influencing the refinement of Water Neutral’s approach and resulting in a new and improved Water Neutral model.*

Practice (KZN Wet-Cop) was established by wetland specialists and environmental consultants in order to strengthen and develop standards of practice. These standards of reporting have been used by some members and the KZN authorities have responded optimistically to this. There is a sense that the authorities are taking a more collaborative approach to problem solving and both the authorities and environmental consultants are more mutually respectful in improving practice through their interactions.

### BOX 3

## 3 Rs REVIEW REDUCE REPLENISH

### The Water Neutral Model

The WWF-SA Water Neutral Scheme (believed to be the world's first fully quantitative scheme) allows participants to quantitatively balance their water-usage accounts.

Participants are encouraged to become operationally water neutral through a three-step process of:

- 1) **Review:** Participants are required to undertake a detailed water audit to accurately measure their operational water usage. The results of this audit, known as the company's 'water deficit', need to be publicly available to promote transparency and open dialogue.
- 2) **Reduce:** In partnership with WWF South Africa, participants are required to develop and implement an ambitious, but realistic, time-bound water reduction and efficiency strategy.
- 3) **Replenish:** Participants are required to invest in projects that will make available 'new' water into freshwater ecosystems, equal to their 'water deficit'. While we believe that there may be numerous projects that could quantitatively deliver 'new' clean water, as a start, we have concentrated our efforts on the quantification of water made available through the removal of invasive alien plants. The large amount of data available on the topic through the current and historic experiences of the government's Working for Water Programme made this an obvious first choice. To facilitate the calculation of investments to be made for a given participant to become operationally water neutral, we have developed a Water Neutral calculator.

During the contract with WWF-SA, a participant's operational water use is 'replenished' back into the riverine system, allowing the participant to claim to be operationally water neutral. This claim holds true into perpetuity as long as the participant complies with certain conditions:

- a) The participant must record its annual water use at each of its office premises and production facilities for the duration of the contract and submit this annually to WWF.
- b) Any additional water used over and above the stated operational annual water use must be offset in subsequent contracts.
- c) Every participant can only continue to call themselves water neutral for their direct water use (or operationally water neutral) for as long as they continue to commit to keeping the required hectares clear of alien invasive plants, thereby continuing to 'replenish' the water back into the system. Thus a participant is obliged to enter into another contract with WWF after every contract cycle if they wish to continue claiming any Water Neutral status. However, any subsequent water neutral related contract would be based on best available water-use data at that time.

*Mgeni Vlei...  
is the source  
of the Umgeni  
River whose  
water sustains  
the cities of  
Pietermaritzburg  
and Durban.*

### **All hands on deck to save the Mgeni ‘sponge’**

Mgeni Vlei is considered to be one of KwaZulu-Natal’s, if not South Africa’s most important wetlands. This vlei is the source of the Umgeni River whose water sustains the cities of Pietermaritzburg and Durban. The economic activities of Pietermaritzburg and Durban have been valued at approximately 15% of South Africa’s GDP; without a regular supply of clean water these cities would be considerably less productive. Mgeni Vlei is formally protected as it is a nature reserve managed and owned by Ezemvelo KwaZulu-Natal Wildlife (Ezemvelo KZN Wildlife), however the areas surrounding the Vlei belong to private land owners. The surrounding areas (>9 500ha) are mostly pristine grasslands and wetlands and together with Mgeni Vlei are known as the Mgeni ‘sponge’. The pristine grasslands (Drakensberg Moist Foothill grasslands) that surround the Mgeni Vlei Nature Reserve are of considerable biodiversity value that are habitat to a myriad of rare and endangered plant species and animals such the wattled and blue cranes and the Oribi.

In an effort to protect this valuable ecosystem in perpetuity, the MWP has partnered with Ezemvelo KZN Wildlife’s Stewardship Programme to encourage landowners in this area to set aside their land for the primary purpose of conservation through the legal mechanism contained in our national protected area legislation. This initiative is called the Mgeni Vlei Expansion Project. Over a period of a year the MWP and Ezemvelo KZN Wildlife has rolled out an extension programme to encourage land owners around this area to set aside their grazing lands and wetlands for conservation through the Ezemvelo KZN Wildlife Stewardship Programme. After considerable initial scepticism from the land owners, the majority (owning ±6 500ha of the wetland and surrounding catchment) now support the idea, have joined the process and are now committed to setting their land aside for formal protection.

The WWF Sanlam Living Waters Partnership continuously strives to challenge its thinking and how it operates in order to achieve its objectives and goals. The Partnership continues to do so through wide consultation and collaboration with various stakeholders and partners whom are integral to the work that we do.



© PETER CHADWICK

Wetlands are important for filtering and cleaning the water that enters our river systems.

# COMMUNICATIONS AND AWARENESS

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Through the course of 2010 the WWF Sanlam Living Waters Partnership accumulated a total of 423 hits. This means that the activities of the Partnership were featured 423 times in either print, online or broadcast media. The value of this exposure, assigned as an Advertising Value Equivalent (AVE) came close to R18 500 000.

## 423

THE NUMBER  
OF TIMES THE  
PARTNERSHIP'S  
ACTIVITIES FEATURED  
IN THE MEDIA

---

Marine issues dominated in this regard with a total of 77% of the hits, worth over R14 million in AVE, being marine related. Freshwater related hits accounted for 23% of the hits, worth over R4 million in AVE.

The launch of the revised SASSI seafood consumer guide created much public and media attention and as a result was covered extensively in the media. The strong presence of SASSI and the work of the entire Sustainable Fisheries Programme (SFP) throughout the course of 2010 resulted in the programme accumulating 60% of the total hits accrued by the Partnership amounting to an impressive R10 million in AVE. The Honda Marine Parks Programme accumulated 12% of the hits worth over R1.5 million in AVE.

## R18,5m

THE ESTIMATED  
VALUE OF THIS  
EXPOSURE

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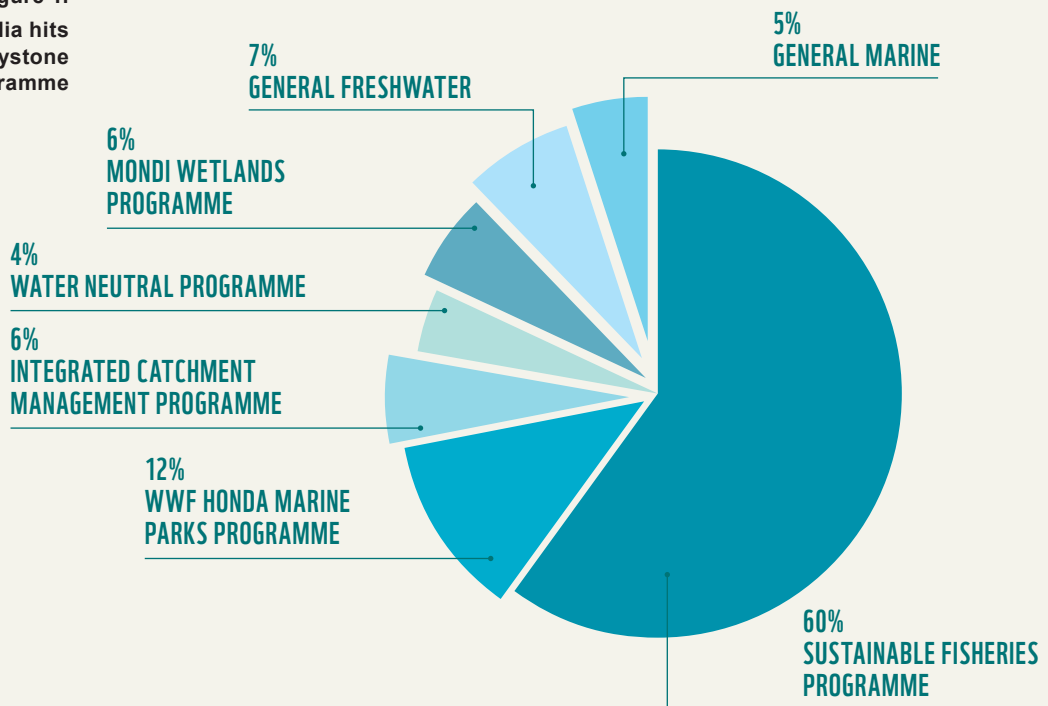
Since the launch of the new list in September 2010, a short SASSI film released on YouTube to coincide with the launch of the new list has enjoyed more than 16 000 views, the SASSI website has had over 100 000 hits – averaging almost 1 400 visits per day, of which almost 60 percent are unique visitors. More than 340 000 SASSI pocket cards have been printed and distributed since and a SASSI advert, graphically depicting the non-selectivity of certain fishing gear, was awarded best print advert by an international online media panel within its first week of print (see page 25).

With regards to freshwater issues, the Partnership was a leading voice in the desalination debate that peaked in the early months of this year as well as on the poor state of South Africa's water resources.

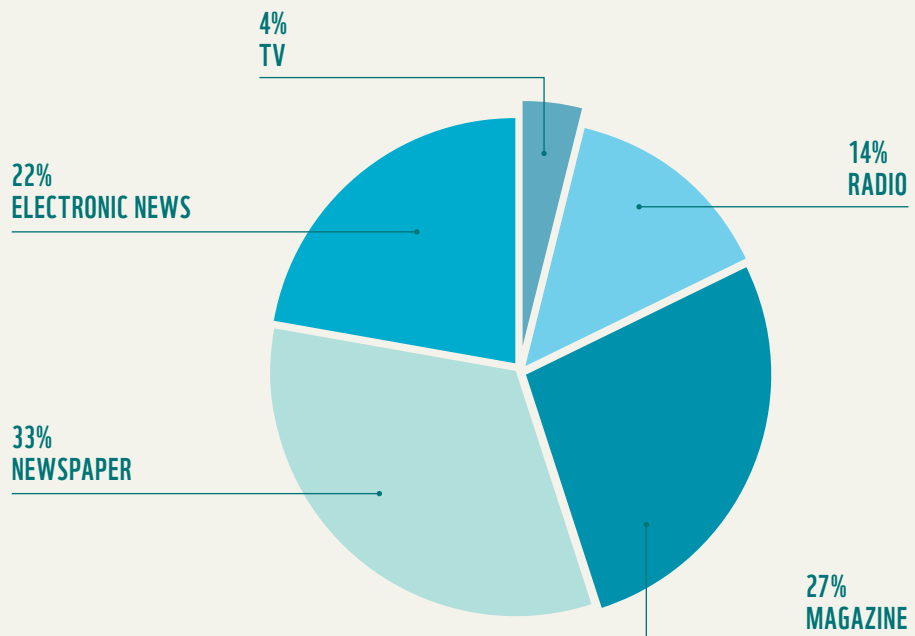
The revision of the Water Neutral (WN) model this year following the completion of the pilot phase, required that the Partnership defer from driving any marketing and communications around the Water Neutral Programme hence the 4% in coverage this year as compared to last year's 19%. Now that the model revision has been finalised we will begin to actively promote the programme again in 2011. The Mondi Wetlands Programme had 6% of the hits, the same percentage as the newly established Integrated Catchment Management (ICM) Programme.

One media field trip was undertaken this year during National Water Week in March in accordance with the 2010 National Water Week theme of 'The Water Quality Challenge'. WWF together with CapeNature took a small group of local journalists along the Eerste River, in a bid to raise awareness and illustrate some of the water quality challenges facing the country's freshwater systems.

**Figure 1:**  
Breakdown of media hits according to Keystone Programme

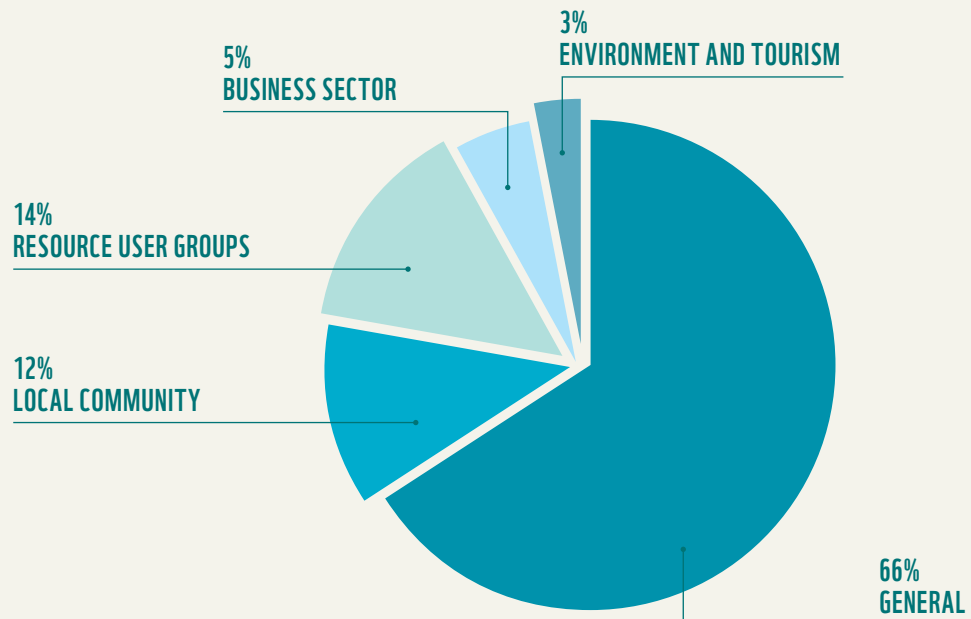


**Figure 2:**  
Breakdown of media hits according to media type



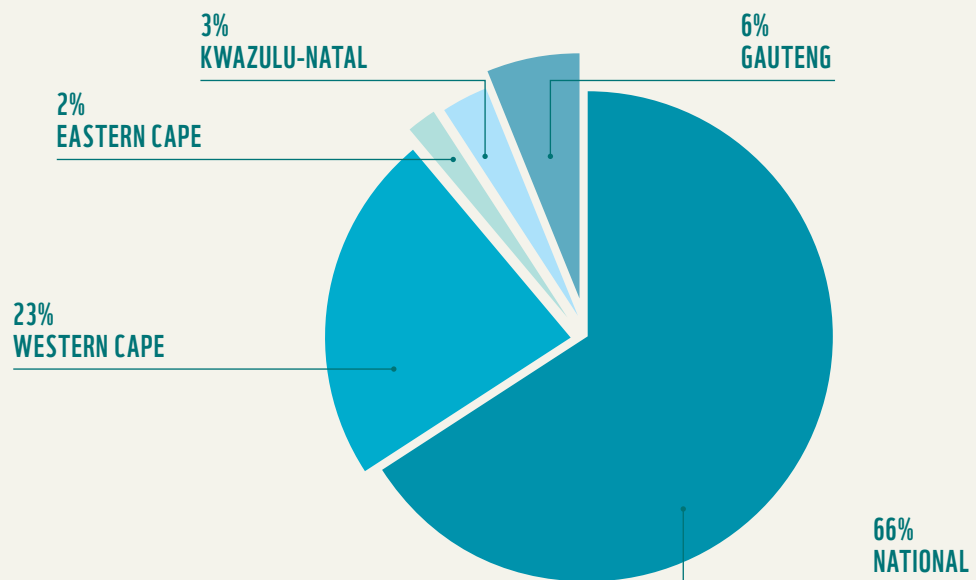
Printed media continues to be the primary medium in which our work reaches the public. Of this, newspapers account for 33% of hits and magazines 27%. We also continue to see the growth in the use and popularity of the electronic media (e.g. electronic news) as a way to disseminate and share news and information, with 23% of the hits being covered by this medium. Broadcast media accounted for 18% of the hits with coverage from radio and television standing at 14% and 4% respectively.

**Figure 3:**  
Breakdown of media hits according to target audience



Most of our exposure reached the general public at a national level. Coverage targeted at specific resource user groups (e.g. fishing industry, agricultural sector, mining sector etc.) accounted for 14% while 5% of the hits were targeted at the business sector. Three percent of the hits were targeted at the environment and tourism community.

**Figure 4:**  
Breakdown of media hits according to geographic location



Twenty-three percent of the coverage was in the Western Cape, while Gauteng, KwaZulu-Natal and the Eastern Cape accounted for 6%, 3% and 2% of the hits respectively.

We would like to express our gratitude to the South African media for their continuous support in helping the Partnership communicate important messages to the South African public.

ONLY A  
PORTION  
OF THE  
CATCH IN  
LONG LINE  
TUNA  
FISHING IS  
TUNA



MOST COMMERCIAL  
FISHING GEAR IS  
NOT COMPLETELY  
SELECTIVE. AS A  
RESULT MANY  
ENDANGERED SEA  
ANIMALS ARE ALSO  
CAPTURED.  
TO ENSURE THE FISH  
YOU BUY IS CAUGHT  
IN A WAY THAT IS  
ENVIRONMENTALLY  
FRIENDLY, TEXT OUR  
FISHMS NUMBER  
079 499 8795 WITH  
THE TYPE OF FISH  
AND YOU'LL RECEIVE  
AN SMS BACK AS TO  
WHETHER IT'S IN THE  
RED, ORANGE OR  
GREEN CATEGORY.



FOR THE LOVE OF  
OUR OCEANS

Join  
[wwf.org.za/sassi](http://wwf.org.za/sassi)  
to ensure a  
sustainable  
future for our  
oceans.

The SASSI advertisement created by Lowe Bull reads: "Only a portion of the catch in long line tuna fishing is actually tuna. Most commercial fishing gear is not completely selective. As a result many endangered sea animals are also captured. To ensure the fish you buy is caught in a way that is environmentally friendly, text our fishms number (079 499 8795) with the type of fish and you'll receive an sms back as to whether it's in the red, orange or green category. SASSI"

# FINANCIAL SUSTAINABILITY

**R14 970 187**  
CURRENT  
VALUE OF THE  
PARTNERSHIP

The WWF Sanlam Living Waters Partnership is currently valued at R14 970 187 (Table 1). The financial security from Sanlam has made it possible to leverage a further R6 479 946 towards the 2010 core costs of five Keystone Programmes, namely the Sustainable Fisheries Programme, Honda Marine Parks Programme, Integrated Catchment Management Programme, WWF/WESSA Mondi Wetlands Programme and

the Water Neutral Programme. The core costs for the WWF Sanlam Living Waters Partnership in 2010 amounted to R2 060 697. The ratio of core support to total value of the Partnership has increased from 6.33 in 2009 to 7.26 in 2010.

Pick n Pay have committed to supporting the core costs for the Sustainable Fisheries Programme for the next three years. During 2010, the Water Neutral Programme's core costs were supported by funds from Sanlam, and moving forward, WWF has agreed to support the core costs for this Programme for the next five years, during which time the Programme is expected to establish a mechanism to self-finance the core costs. The Integrated Catchment Management Programme's core costs for 2010 were also supported by Sanlam funds.

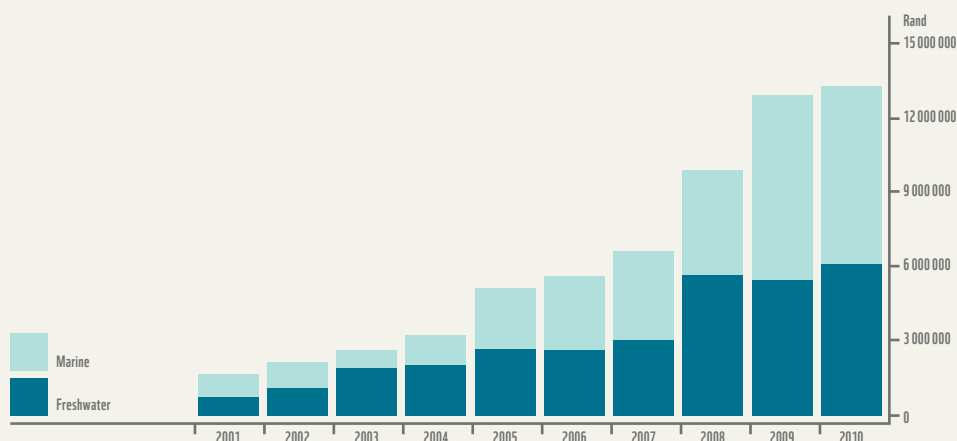
**Table 1:**  
Summary of the value of the WWF Sanlam Living Waters Partnership

Core costs	R2 060 697
Programme expenditure	R6 479 946
Project expenditure	R6 429 544
Total value of Partnership	R14 970 187
Ratio (Total:Core)	7.26

## Trends in Keystone Programme and project expenditure

In terms of monetary expenditure, the split between freshwater and marine activities has been fairly even since 2006 (Figure 5). The growth in the marine expenditure is largely due to the funding grant received from Lotto for the Coastal Monitors project which began at the end of 2009 and continued during 2010. The freshwater expenditure decreased slightly in 2009 largely due to the revision of the Water Neutral Programme; however the Programme was fully operational again in the latter part of 2010. Additionally, there have been increased activities in the Integrated Catchment Management Programme as this body of work grows and develops.

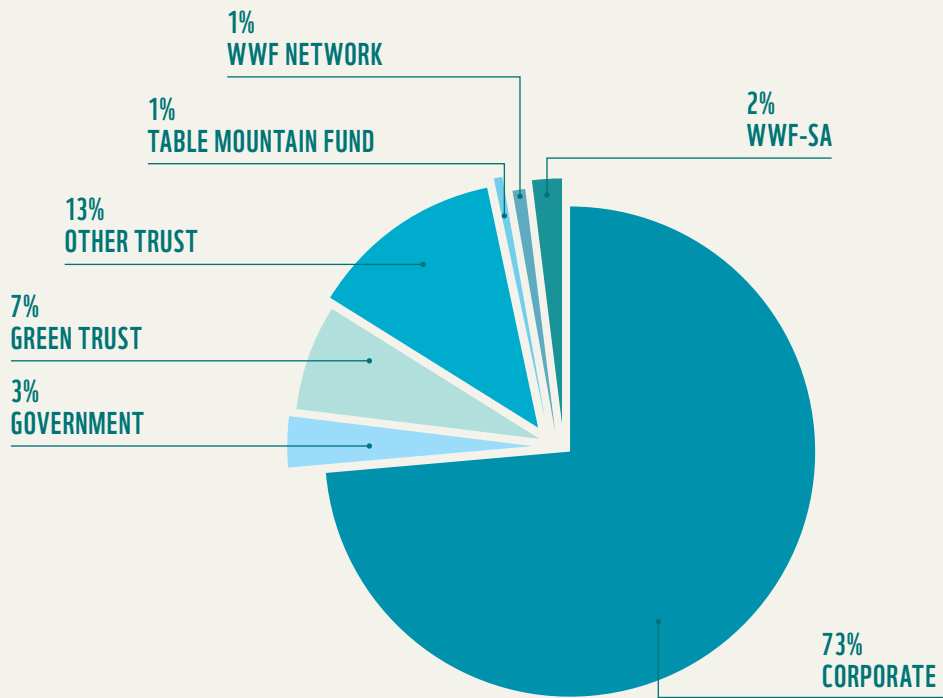
**Figure 5:**  
Trends in Keystone Programme and Project Expenditure for WWF Marine and Freshwater activities since 2001



### Funding Sources

Approximately three quarters of the programme and project funding was sourced from the corporate sector in 2010 (Figure 6). The trend in corporate funding has been increasing since 2008 from 49% to 74% in 2010. Notably the Green Trust and other Trusts, such as the Charl van der Merwe Trust, have contributed and supported many of the programme and project costs of the Living Waters Partnership.

**Figure 6:**  
Sources of Programme  
and project funding  
for 2010



In summary, WWF continues to be on a solid financial footing and has been able to increase its expenditure on aquatic conservation activities in spite of the global financial crisis which has more recently placed many Non Profit Organisations in danger of liquidation.

# LEARNING AND GROWTH

The WWF Sanlam Living Waters Partnership would not have been able to achieve what it has in 2010 were it not for our supporters and collaborators (see Appendix 4) and the competent and skilled staff who drive and ensure implementation (see Figure 7).

**Figure 7:**  
Structure of the WWF Living Waters Partnership



1 Resigned in December 2010  
 2 Retired in July 2010  
 3 Resigned in August 2010  
 4 Resigned in July 2010

**5**  
**SCIENTIFIC**  
**PAPERS**  
**PUBLISHED;**  
**7 REPORTS**  
**DISTRIBUTED**

### **Symposiums, reports and scientific papers**

During 2010 the Partnership hosted or participated in three symposiums which brought together key stakeholders involved in freshwater and marine conservation, some of which are supporters and collaborators of the WWF Sanlam Living Waters Partnership. The symposiums included the annual Marine Protected Areas (MPA) Forum co-hosted with the Department of Environmental Affairs (Oceans and Coasts), the annual WWF Sanlam Living Waters Partnership symposium and the National Water Dialogues co-hosted with Pegasys Strategy and Development. WWF also participated in the 'End of the Line' debate which was hosted by the South African Network for Coastal and Oceanic Research (SANCOR). One WWF report was published – *Tracking the Implementation of an Ecosystem Approach to Fisheries in Southern Africa*. In addition, five scientific papers were published and seven reports have been distributed to our stakeholders (see Appendix 3 for the full list).

### **Staff Development**

**Michael Radzilani** joined as an intern to the WWF Sanlam Living Waters Partnership and assisted with the Integrated Catchment Management Programme as well as the Water Neutral Programme. Unfortunately, he only remained with WWF for two months before being employed by SANParks as a freshwater ecologist for the Garden Route National Park.

**Wisaal Osman** joined the Sustainable Fisheries Programme as a Junior Project Officer and her position is funded by the WWF Sanlam Leaders for Living Waters Programme.

**Joeline Barnato** completed her first year of Environmental Management through UNISA. WWF will support her with her studies in years two and three.

**John Duncan** registered for a one-year Postgraduate Diploma: Environmental Law with the University of Cape Town during 2010 with financial support from WWF. He successfully completed his first semester in December 2010, and will resume with the second and final semester in the beginning of 2011.

# CONCLUSION

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“...The environment needs to be at the centre of domestic and international policy and practice.

If it is not, we don't stand a chance of alleviating poverty in any significant way. Nor will we create for the African people a continent where security and progress can be realised.”

Wangari Maathai, Environmentalist and Nobel Peace Prize Winner

It is encouraging to see that the environment is being viewed as an increasingly serious issue in almost every aspect of modern life – from politics and business to religion and entertainment. Businesses are starting to embrace green initiatives, religious leaders are declaring environmental stewardship as a moral imperative and stars from Hollywood are promoting the virtues of green living and environmental protection. We are fortunate to be living at a time where the environment is valued and we need to take full advantage of this in our work. WWF's Vision is a future in which people live in harmony with nature, for the benefit of our country and the wellbeing of all. The WWF Sanlam Living Waters Partnership has certainly aspired to this in 2010 and has demonstrated this through its work with business; government and civil society (see Stories of Change for 2010).

We would like to thank Sanlam for their continued support in striving towards our vision, for the benefit of our country and the wellbeing of all. Gratitude also goes to all our programme funders and other supporters of our work who are dedicated to restoring and conserving South Africa's aquatic resources for generations to come.

# CONSERVATION WITH PEOPLE FOR PEOPLE

WWF believes that environmental sustainability is as much about people as it is about the environment.



# ACHIEVEMENTS AND OUTPUTS

## WWF Freshwater Achievements - 2010

**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. IDPs).

Achievement	Main Partners
Completion of NFEPA and the mainstreaming of its outcomes into the catchment management strategies(CMS) through the development conservation strategy to inform the CMS.	CSIR, Department of Water Affairs, WRC, SANBI

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

Achievement	Main Partners
Successful implementation of the stakeholder engagement process at the Breede/Overberg CMA development of the strategy.	DWEA / BOCMA
Success implementation of capacity building initiative of key stakeholders in the Breede/Overberg WMA.	DWEA

**Outcome 1.3** Develop mechanisms and processes for private sector and landowner engagement in ICM.

Achievement	Main Partners
Co-convening national sessions on water as a shared risk.	Pegasys, WEF
Successful collaboration in the convening of the 6th UN CEO Water Mandate working conference.	UN CEO Water Mandate, WEF, Pegasys
WWF-SA Water Neutral Scheme (WN) has been refined and underwritten by WWF for the next 5 years. Sonae Novobord has entered the scheme and Nedbank have committed to enter early next year.	EKZNW
Cross-unit collaboration regarding the possibilities linking WN with land stewardship agreements is taking place and being trialed in KZN.	EKZNW, New Forest farm owners, farmers in the Enkangala region
Initiated a process to work with CapeNature to systematically discuss and review freshwater priority areas within each Water Management Area and to ground truth selected priority wetlands within each region, together with wetland-associated field training of the relevant field staff from each region plus key stakeholders (e.g. LandCare), and to further develop a process for capturing and using the new information generated during this process.	CapeNature

Achievement	Main Partners
Collaboratively worked with farmers, the provincial conservation agency and NGOs in the Nieuwoudtville and Kamiesberg areas to improve wetland sustainability practices by means of collaboratively re-working wetland management guidelines and setting specific management actions for 9 wetlands; setting up a wetland health monitoring programme in 12 wetlands; and conducting activities to raise awareness about priority wetlands in terms of biodiversity and catchment functioning.	Northern Cape Department of Nature Environment and Conservation (DENC) Conservation South Africa

**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:** Improved sustainability practices widely adopted and implemented by the Forestry sector reducing water usage, increasing freshwater ecosystem functioning, and improving resource utilisation.

Achievement	Main Partners
Through a social learning process of interviews and interventionist workshops, Mondi staff responsible for managing wetlands on Mondi's 260 000ha landholdings have identified important barriers inhibiting wetland management, developed possible solutions to them, and the staff are currently implementing an agreed action plan to detour these barriers.	Mondi
A State of the Wetland report covering Mondi's South African properties has been completed. The report is focused on identifying critical management interventions for improving the health of Mondi's wetlands. Linked to the report are feedback sessions where the results and recommendations are taken back to the land managers during field day excursions to the wetlands that were assessed.	Mondi

**Outcome 2.2:** Improved BMPs and Environmental Management Systems (EMS) widely adopted and implemented in the Sugar Industry, and other agricultural sectors reducing water use and increasing freshwater ecosystem functioning.

Achievement	Main Partners
Sustainable Sugar Farms Management System (SuSFarMS) is included into the job descriptions of the 17 South African Sugar Research Institute's (SASRI) Extension Specialists.	SASA / SASRI
The South African Sugar Association (SASA) agrees to self fund (as opposed to accessing WWF donor funding) the roll-out of SuSFarMS to the industry's growers.	SASA / SASRI
SASRI agrees to explore, together with WESSA, a social learning approach to inform the reworking of the extension model to accommodate SuSFarMS and strengthen extension staff competence in using the tool.	SASA / SASRI
SASA agrees to fund (as opposed to accessing WWF donor funding) and undertake farm planning again (a fundamental practice underpinning sustainable catchment management; the function was discontinued by SASA in the mid 1990's) and has created two student intern positions over a three year period to undertake farm land use plans.	SASA / SASRI
A SASRI project to review the irrigation component of SuSFarMS has kicked-off with a workshop in Mpumalanga to gain input from the irrigation sector within the sugar industry (who have up to now been critical of SuSFarMS). MWP invited to participate and become a member of the SASRI project team.	SASA / SASRI

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

Achievement	Main Partners
Through its participation in the Water Neutral scheme, Woolworths has committed to reduce its relative water consumption by 30% by 2012. Head office facilities have shown a 24% decrease in water usage from their 2008 benchmark and they have also achieved a 27% reduction in relative usage in stores (2008 benchmark: 122 kl/m <sup>2</sup> ).	Woolworths, SANParks

**Target 3: Maintain and rehabilitate, where necessary, at least 20% of each freshwater ecosystem type in a 'natural' state by 2015.**

**Outcome 3.1** Strengthen protected areas to better conserve freshwater ecosystems (broaden management practices of PA to include catchment based freshwater ecosystem management).

Achievement	Main Partners
Over 7500ha of wetland and grasslands (Umgeni Vlei Expansion, Penny Park and the Kwabonambi Coastal Wetland Reserve) are in the process of, or have been, formally protected through the Ezemvelo KZN Wildlife Stewardship Programme. Penny Park and Umgeni Vlei are likely to attain Nature reserve status while the Kwabonambi Coastal Wetland Reserve is going to be a Protected Area.	Ezemvelo KZN Wildlife & private landowners.

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

Achievement	Main Partners
201 ha of initial alien clearing and 110ha of follow up clearing was completed between January to July (end of the WN pilot phase). This created 49 jobs and replenished roughly 417 276kl of water back into the river systems, while contributing to healthier riverine ecosystems.	CapeNature
WN's clearing efforts on private land in the Baviaanskloof has prioritized Cape Nature's clearing efforts on the surrounding land owned by Cape Nature, ensuring that a comprehensive clearing strategy is created and implemented in this priority catchment.	CapeNature
Collaboration between WN, Cape Nature and the government expanded public works programme, Working on Fire (WOF), has resulted in additional employment days being created for the WOF team who will assist with the burning of the in-stream biomass in the Baviaanskloof.	CapeNature, WOF
Phase 1 of the pilot project developing and testing a framework and set of criteria for assessing the socio-ecological resilience, and adaptive capacity of communal wetland users to implement wetland sustainability practices was completed and tested at two wetlands in Limpopo province.	AWARD, Working for Wetlands, communities around Limvulini & Nyahalwe wetlands in Limpopo.
Phase 2 planning was completed and implementation is well on track for deepening social-ecological understanding around Lumvulini and Nyahalwe communally used wetlands, and for the embedding or institutionalising of wetland wise use into the Working for Wetlands Programme.	AWARD, Working for Wetlands, communities around Limvulini & Nyahalwe wetlands in Limpopo.

**Outcome 3.3** Strengthen the capacity of institutions mandated to manage and rehabilitate freshwater habitats (especially wetlands): WATER.

Achievement	Main Partners
Initiatives to build the capacity of KwaZulu-Natal government authorities in wetland management and assessment have been established through a community of practice approach where authorities have been able to network, discuss common issues, learn best practice, improve standards of requirements for decision making and become actively involved in the KZN Wetland Forum.	Msunduzi municipality, Ethekwini municipality, KZN Department of Environmental Affairs and Rural Development, Ezemvelo KZN Wildlife, Department of Water Affairs,
Two young black professionals were supported through the WESSA Environmental Education Training and Development Programme (EETDP). Three University of KwaZulu-Natal students were selected to complete an MSc and 12-18 month internship.	University of KwaZulu-Natal
Evaluation of a University of Pretoria 'Wetland Rehabilitation' course and a Rhodes University 'Tools for Wetland Assessment' course.	Rhodes University, University of Pretoria,

## WWF Marine Achievements - 2010

**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	Main Partners
The SANBI WWF Offshore MPA Programme has initiated promising engagement with the commercial fishing industry and commercial mining sector to initiate an experimental closed area around the Childs Bank area of the Namaqualand Coast.	SANBI
The REEF Atlas Project has 34 diving partners who have provided over 1000 images of 396 dive sites. A Reef Classification Workshop was held in August 2010.	SANBI
Regional spatial planning for a network of MPAs between Prince Edward Islands and Crozet's have developed habitat models for Wandering Albatross and Sooty Albatrosses. Some initial work has also been completed for the pinnipeds.	WWF Australia

**Outcome 1.2** Contribute towards the promulgation of a comprehensive and representative network of MPAs.

Achievement	Main Partners
National Protected Areas Strategy meeting which culminated in a five-year plan with actions to declare MPAs for the next five years.	DEA, SANBI, SANParks, CapeNature, Ezemvelo KZN Wildlife, ECPTA

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

Achievement	Main Partners
Three Marine Guide Training Courses have been undertaken with a fourth due for completion in December 2010. To date 21 Marine Guides have been trained with five of them also having been trained as future trainers for the course.	FGASA
The world's first Western Indian Ocean Certification of MPA Professionals Level 1 was completed with nine South African attendees from four conservation organizations attending. Seven candidates were successful in passing the assessment.	WIOMSA
Regional integration of MPA training and assessment tools have been completed that allows for career pathing of MPA personnel across the region. This process includes the revision and updating of the successful MPA Management Training Certificate.	WIOMSA
Management Plan completed for the Pondoland MPA which importantly included intensive community stakeholder engagement and feedback sessions.	ECPTA and Wild Coast Fund

**Outcome 1.4** MPAs enjoy wide support, especially from neighbouring communities.

Achievement	Main Partners
15 Coastal Monitors have been appointed at four sites to collect information of recreational shore angling and marine resource harvesting effort, catch and catch-per-unit-effort at four sites in the Western Cape and Eastern Cape coastlines, by undertaking shore patrols in each area.	LOTTO, Anchor Environmental
MPA Forum attended by 106 people, 6 countries and 38 organisations.	DEA – Oceans and Coasts
25 recreational divers supporting the Fish and Invertebrate project within the Table Mountain MPA that aims to use volunteer divers to undertake scientific surveys.	SAEON, SANParks

**Target 2** Restore at least half the over-exploited fish stocks to sustainably managed, whilst maintaining or improving the state of other stocks.**Outcome 2.1** Consumers are aware and utilise buying power to reduce impacts on over-exploited fish stocks.

Achievement	Main Partners
SASSI list complete and launched; online database running and updated on an on-going basis.	SASSI Networking Partners
Project to assess prawns on local market underway.	
150 Wild capture seafood assessments complete; 10 aquaculture product assessments complete.	SANBI, DAFF, ORI, Birdlife SA, UCT and Stellenbosch University
SASSI aprons and recipe booklet developed.	Pete Goffe Wood and BWI Champions
SASSI video produced – 16 000 viewers on youtube, regularly screened at various outlets.	
350 000 pocket cards distributed (including in <i>Zig Zag, Africa Geographic, Fresh living, Getaway</i> ).	
FishMS updated; 45 000 FishMS requests in 2010.	Iveri
Mobi site updated. 8 000 hits.	Pinpoint

Achievement	Main Partners
Website re-developed and launched in Sept (along with new pocket card) 88 462 website hits (Jan-Oct 2010; over 100 000 visits, 55 300 unique visits since the launch of the list on 9 September 2010) <ul style="list-style-type: none"> <li>• 45 999 unique visitors</li> <li>• 292 people/day; since launch average 1 403 people/day; maximum of 16 000 visits in one day.</li> </ul>	
Conscious diner cards developed.	
Marketing plan and campaign under development with an advertising agency.	Lowe Bull
Media hits to the value of R10.8 million; Lowe Bull Tuna advertisement won an international award 'Best Print ad' of the week (within its first week of print).	
Billabong partnership established.	Billabong
Participated in numerous food shows and events (for example Taste of Cape town and Joburg, Whale festival, SANCOR, Overberg BirdClub, Chef School, Stellenbosch Eco-maties, SOS, Ernst & Young, amongst others.	
Nationwide market survey conducted to monitor effectiveness of public campaign.	

**Outcome 2.2:** Seafood retailers (restaurants, retailers and suppliers) utilise their position in the supply chain to contribute to the restoration of over-exploited fish stocks

Achievement	Main Partners
Revision of the retailer sustainability assessment and reporting process.	Pick n Pay, Woolworths, Spar, John Dory's, Ocean Basket
Retail Participation Scheme <ul style="list-style-type: none"> <li>• 12 registered Retail/supplier SASSI participants (three retailers, seven suppliers and two restaurant chains); 16 sustainability assessments conducted. Seven other major partnerships under development.</li> </ul> Notable achievement by this scheme: <ul style="list-style-type: none"> <li>• Eight sustainability policies developed and in place</li> <li>• Eight procurement guidelines in place</li> <li>• Two partners provide point of sale information</li> <li>• One Fishery Improvement Project workplan developed to actively drive change on the water</li> </ul>	
SASSI Restaurant Participation Scheme – 189 restaurant participants. John Dory's have run a Green SASSI platter for one of their promos and have included origin and production method for all of the species on their menus. Dornier Adega removed all orange-listed species from their menu.	
SASSI Training <ul style="list-style-type: none"> <li>• 156 individuals trained</li> <li>• 11 training courses run (one Joburg, three Durban, seven Cape Town)</li> <li>• Hand over of training to partners underway in all three centres.</li> <li>• SASSI training materials updated.</li> </ul>	

**Outcome 2.3** Market mechanisms result in fisheries improvements, in particular for small-scale fisheries and fisheries dependent communities.

Achievement	Main Partners
Project with the EEU and MSC to investigate local opportunities for small-scale fisheries to become MSC certified completed.	EEU/MSC
Process initiated to engage with community NGOs to aid small scale fisheries and fishing communities.	Masifundise, Coastal Links
A key retail partner has identified important orange-listed species and has put together strategies to drive positive changes in these fisheries through their suppliers.	
Refer to RFA Company activities to reduce seabird bycatch to improve kingklip's SASSI orange-listed status; and to address finfish bycatch to improve sole's SASSI orange-listed status.	
Aquaculture feed project – stimulated by SASSI listing.	
SASSI supplier partner provided the market case of the investigation of MSC certification for South African hake longline fishery and Mozambican deep water prawn trawl fishery.	

**Outcome 2.4** Appropriate regulatory framework for responsible seafood trade is in place and the capacity exists to implement it.

Achievement	Main Partners
Report on accepted trade names and local labelling requirements complete.	Jaco Barendse
Project underway to investigate a business-to-business sustainable seafood standard.	SASSI Participation Scheme members, CSIR, SANBI, NRCS, SABS

**Outcome 2.5** Aquaculture is developed in a manner that does not further threaten over-exploited fish stocks and provides environmental and social benefits.

Achievement	Main Partners
Eight local SASSI assessments conducted.	SANBI, SANBI, UCT, AISA, DAFF, AASA
Nine aquaculture products added to the SASSI pocket card.	SASSI review panel
Aquaculture Feed Project developed and underway with Stellenbosch University. Develop sustainability policy for Feed Manufacturers and on farm feed management plan.	Stellenbosch University
15 individuals trained – Responsible Aquaculture training.	AISA
Position statement developed.	
Member of QHMP (AISA), AASA and attend SAWG meetings.	
Sent a local participant to Trout Aquaculture Dialogue.	

**Target 3: Apply an Ecosystem Approach to Fisheries in Southern Africa and reduce the impacts of destructive fishing practices to acceptable levels.**

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

Achievement	Main Partners
Two Ecological Risk Assessment Reviews were conducted in South Africa.	Barbara Paterson, MARE, DAFF
Two Ecological Risk Assessments were conducted in Namibia for new fisheries.	DAFF, Namibian Ministry of Fisheries and Marine Resources (MFMR)

Achievement	Main Partners
Ten Fisheries using the EAF tracking tool in the region.	MFMR, Barbara Paterson, MARE, DAFF
Project developed to adapt the EAF tracking tool for Angola.	Angolan Ministry of Fisheries, MFMR, DAFF, UCT-MARE Institute
Report Series launched documenting the implementation of an EAF in six key fisheries in the region.	BCC

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

Achievement	Main Partners
Generic course has been developed.	Liz McDaide
Training hand over to RFA progressing well.	RFA companies
One 'Train the trainer' course – six WWF approved trainers; one moderator: One approved training institution has been established. 139 learners attend RFP training; seven courses (one Namibia, one Durban, one West Coast, four Cape Town).	SAQA/TETA

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

Achievement	Main Partners
Three champion skipper/observer identified.	Fishing Industry News
Three cartoons developed.	Yalo
Fisheries Facts and Trends booklet underway.	

**Outcome 3.4** Economic and other incentives to promote voluntary compliance throughout the supply chain are developed to support an EAF.

Achievement	Main Partners
RFA	RFA
<ul style="list-style-type: none"> <li>Two RFA projects complete i.e. Observer programme review and seabird energetics project.</li> <li>Four RFA projects underway: Inshore trawl bycatch management, demersal offshore project to develop vessel management plans to reduce seabird bycatch, vessel stickers; responsible fisheries training (ongoing).</li> </ul>	
MSC	MSC
<ul style="list-style-type: none"> <li>Two pre-assessments complete (Deep water and shallow water Mozambique prawns – lead by WWF Mozambique/US).</li> <li>Namibian hake industry showing interest in MSC.</li> <li>Hake longline MSC pre-assessment underway (driven through market opportunity from SASSI participant).</li> </ul>	

**Outcome 3.5** Ecosystem impact assessments and mitigation trials are conducted and recommendations communicated to DEA Oceans and Coasts.

Achievement	Main Partners
123 tori lines have been made (82 trawl and 41 longline) and 100 have been sold (77 trawl and 23 longline).	Ocean View Centre for the Disabled
Linecutter prototype developed.	UCT, Tuna Pole sector
Inshore trawl bycatch assessment complete and signed off by DSWG. Paper ready for submission to ICES (Attwood, Petersen, Kerwath 2010). Refer to RFA projects and fisheries improvement projects above.	

# SUMMARY OF STATISTICS REGARDING SCALE AND IMPACT

## Core operational statistics

1. Operational statistics		2010	2009	2008
1.1	Number of projects	58	53	30
1.2	Number of Keystone Programmes	5	5	5
1.3	Number of people employed	21	23	27
1.4	% Black	43%	39%	33%
1.5	% Female	71%	61%	63%
1.6	Number of degrees obtained	0*	1	2
* 2 Masters of Science degrees completed and graduating in 2011				
2. Finances		2010	2009	2008
2.1	Total core finance	R2 060 697	R2 381 691	R2 268 658
2.2	Total Keystone Programme finance	R6 479 946	R6 328 254	R4 295 313
2.3	Total Project finance	R6 429 544	R6 358 053	R5 597 348
2.4	Total value of Partnership	R14 970 187	R15 067 998	R14 680 661
2.5	Ratio of core to Total	7.26	6.33	5.08
2.6	Number/value of corporate partnerships	4	4	6
3. Communications		2010	2009	2008
3.1	Media hits	423	326	442
3.2	Total Advertising Value Equivalent	R18 408 7203	R13 969 233	R13 573 588
3.3	% Media hits: Resource users	14%	13%	17%
3.4	% Media hits: Local community	12%	8%	8%
3.5	Publications/reports produced	1	3	4
3.6	Scientific papers published	5	11	3

## Marine conservation statistics

<b>M1. Marine Protected Areas</b>		<b>2010</b>	<b>2009</b>	<b>2008</b>
M1.1	New MPAs declared: influenced by WWF	0	0	120 000 hectares
M1.2	Proposed new MPAs: influenced by WWF	0	0	18 063 300 hectares
M1.3	Number of MPA professionals trained	21 marine guides	58	17
M1.4	Number of MPA management plans developed	1	4	2
M1.5	Employment opportunities created	7 marine guides	8	12
M1.6	Equipment supplied (Boats)	1	2	1
M1.7	Systematic conservation plans developed	0	2	0
M1.8	MPA forum attendees	106	80	52
<b>M2. Sustainable fish stocks</b>				
		<b>2010</b>	<b>2009</b>	<b>2008</b>
M2.1	Number of retailers aligned to SASSI	12		3
M2.2	% Retail market aligned to SASSI	60%	40%	40%
M2.3	Number of people trained	156	410	120
M2.4	Number of restaurants aligned	189	173	32
M2.5	FishMS requests	107 976 from 28 730 consumers	73 130 requests from 18 067 consumers	23 645
M2.6	FishMS: % enquiries about red species	9%	7%	8%
M2.7	Wallet cards distributed	349 800	152 000	30 000
M2.8	Website hits	Avg 1408 p/d		
<b>M3. Ecosystem approach to fisheries</b>				
		<b>2010</b>	<b>2009</b>	<b>2008</b>
M3.1	No. of fisheries moving towards certification	5	2	3
M3.2	Number of people trained in WWF Responsible Fisheries course and the Aquaculture course	Aqua – 15 RFP – 139	270	215
M3.3	Policies and regulations influenced	1	5	5
M3.4	Number of Bird scaring lines constructed	123	112	112
M3.5	Employment opportunities created	10	9	8
M3.6	Ecological Risk Assessments conducted and/or reviewed	4	2	4

		2010	2009	2008
M3.7	Number of fisheries sectors implementing the WWF EAF management tracking tool	10 (5 in South Africa; 5 in Namibia)	5	2
M3.8	Fisheries improvement projects underway	4		

## Freshwater conservation statistics

F1. Catchment management agencies		2010	2009	2008
F1.1	Number of people that have undertaken/targeted for the CMA training	67	250	63
F1.2	Number of conservation plans that have been commissioned with a strict implementation focus	1	1	1
F1.3	Number of CMAs implementing/targeted for rollout of tracking tools	1	3	1
F1.4	Number of rivers where aquatic stewardship is being implemented	4		
F1.5	Number of key people from strategic sectors that have been engaged with at a national level on issues of water as a shared risk	45		
F2. High water-impact industries		2010	2009	2008
F2.1	Number of farmers implementing SuSFarMS (Noodsberg & UCL)	260	260	150
F2.2	Hectares of farms audited	19 000		
F2.3	Number of hectares committed by SASA in their may 2009 agreement to support better practice (SuSFarMs) implementation	400 000	400 000	–
F2.4	Number of people in field trips, workshops or presentations	150	186	–
F2.5	Number of global plantation forestry companies working towards better wetland and freshwater management	3	2	–
F2.6	Number of companies committed to Water Neutral	2	3	1
F2.7	Kilolitres of water committed to Water Neutral	371 530	1 474 210	1 000 000
F2.8	Number of wetlands on plantation forestry industry land whose health has been assessed	14	31	–

<b>F3. Rehabilitation and protection of freshwater habitats</b>		<b>2010</b>	<b>2009</b>	<b>2008</b>
F3.1	Hectares of invaded areas that are being cleared by Water Neutral and rehabilitation project	23	280	358
F3.2	Number of jobs created by Water Neutral and rehabilitation project	49	104	120
F3.3	Communities engaged in better land stewardship including wetlands	3	3	3
F3.4	Hectares of critically important wetland/grassland mosaic habitat progressing to or in stewardship agreements	10 070	5 650	400
F3.5	Wetland management tools developed	0	3	6
F3.6	Number of environmental and wetland capacity building initiatives involving land-claims beneficiaries	0 (project cancelled)	2	–
F3.7	Number of municipalities (local or district) applying improved wetland and freshwater management	2	2	–
F3.8	Hectares of critically important wetland habitat for which baseline monitoring is in place	293		

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# LIST OF FUNDERS 2010

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Cape Action Plan for People and the Environment  
(C.A.P.E.)  
 Charl van der Merwe Trust  
 De Beers Consolidated Group  
 Department of Environmental Affairs – Oceans & Coasts  
 Deutsche Gesellschaft für Technische  
Zusammenarbeit (GTZ)  
 Global Environmental Facility  
 Hacker Bequest  
 Honda  
 Iveri Payment Technology  
 Mazda Wildlife Fund  
 Mondi Ltd.  
 National Lottery Board  
 Pick n Pay  
 Rand Merchant Bank  
 Sanlam  
 South African Breweries Ltd.  
 The Green Trust  
 The Royal Netherlands Embassy, Maputo  
 The Table Mountain Fund  
 Tony and Lisette Lewis Foundation  
 WWF International  
 WWF United States

**We would also like to thank the following parties for their support and contribution towards the work of the Partnership:**

Consultants and others  
 Responsible Fisheries Alliance  
 SASSI networking partners  
 SASSI restaurant participants  
 SASSI retailers  
 SASSI supplier participants  
 University partners  
 Water Neutral participants

# The Partnership at a glance



## 2007

WWF and Sanlam create the Living Waters Partnership

## 66

Number of employment opportunities created by LWU projects in 2010



## 5

Number of LWU Keystone Programmes

## 58

Number of conservation projects under the Living Waters Partnership

The WWF logo, featuring a black and white panda silhouette and the letters 'WWF' below it.	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p><a href="http://www.wwf.org.za">www.wwf.org.za</a></p>
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