



WWF

MAGAZINE

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2013

Panda Bulletin

WWF-SA SUPPORTERS' MAGAZINE

The Journey of Water
SA makes marine conservation history
Profile of a rhino horn user
Plantations: the next generation

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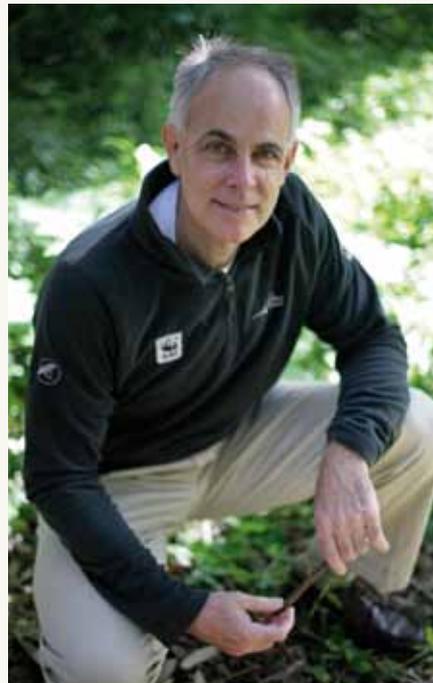
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From the CEO's desk

As we find ourselves in the second half of 2013, WWF South Africa is looking forward to a new campaign that will bring into focus one of our essential natural resources – a resource without which life on our planet would be impossible: water.

For many of us, especially those living in urban areas, getting water is as simple as opening the tap. The ease with which we access water, and often our lack of understanding of the complex, and difficult, journey that water travels to get to our taps, makes it easy for us to take this precious resource for granted. WWF's water campaign aims to reconnect people to the real source of their water – nature. It also hopes to inspire each and every one to do their bit to ensure a water-secure South Africa. Read about this journey of water in the Panda Bulletin you're now holding in your hands, and join WWF in making a journey of water that leads to sustainable action.

Also in this issue of the Panda Bulletin, we celebrate a most important conservation achievement – the declaration of the Prince Edward Islands Marine Protected Area. The islands may lie some 2 000km off our coast, but are home to stunning biodiversity, of which you can read about in more detail on page 8. WWF is proud to have bestowed upon the Minister of Environmental Affairs, Edna Molewa, our prestigious Gift to the Earth award in recognition of her department's work in declaring this MPA.

As usual we have many more stories covering the breadth of work that we do at WWF: from new initiatives in renewable energy to pioneering work on forest plantations; from innovative fundraising activities to collaborative efforts that are reshaping the way companies do business. You will even find in this issue a feature story that uncovers for the first time research about the typical users of rhino horn in Vietnam, a hotspot for the use of illegal horn for medicinal purposes (see page 12).

Do enjoy this edition of our WWF supporters' magazine, and I look forward to making that journey of water with you soon.

For a Living Planet,

Planting the seeds of food security for Mandela Day

On 18 July, a number of WWF staff members and interns celebrated Mandela Day by visiting two schools in Saldanha Bay – St Andrews Primary and Diazville Primary – to make a difference by replanting their vegetable gardens.

This year the theme for Mandela Day was food security, literacy, and shelter. WWF undertook to foreground food security, an issue which relates powerfully to its work on how food, water and energy are connected. The WWF team's activities were geared towards supporting the schools through access to fresh vegetables as well as information about how to maintain their gardens.

The WWF staff and interns also held a donation drive which raised over R1 000. These funds were used to purchase gardening equipment for the schools. The Cape West Coast Biosphere has also offered support by appointing staff who will assist the schools with the upkeep of their gardens.

More Mandela Day pictures can be found on page 14.



WWF staff dig in for Mandela Day.

'Waste not, want not'

In recognition of World Environment Day's (5 June 2013) anti-food waste and food loss campaign, WWF South Africa called on South Africans to become more discerning in their food choices. Guided by this year's theme, *Think.Eat.Save*, WWF highlighted the negative environmental and social impacts our food choices can have as a result of the amount of waste generated throughout the value chain.

To assist consumers to make sustainable choices WWF has established the Southern African Sustainable Seafood Initiative (wwfsassi.co.za) as well as the Biodiversity and Wine Initiative (www.bwi.co.za),



Think. Eat. Save.

a partnership between WWF and South Africa's wine makers. These initiatives identify the best choice with the least negative environmental impact.

Building a brighter future one brick at a time

WWF South Africa works tirelessly in various conservation and environmental sectors, and often we even work directly in service of communities. Recently our Finance and Business Support (FBS) unit donated some of its time to work on cultivating social development skills by volunteering with Habitat for Humanity, a non-profit organisation that builds affordable housing for poorer communities.

On 12 March the team headed out to Sinomonde, which forms part of the Kayamandi township near Stellenbosch, to don hard hats, mix 'daga' (cement mixed with sand), and lay bricks in a team effort to help inspire the local residents.

Chief Financial Officer Ian Goodwin, who heads the FBS unit, said, "It's humbling when you get to build something real, surrounded by informal settlements, that's when you realise that you really have made a difference".



Mission accomplished: WWF staff celebrate after building a house in the Sinomonde area.

'We are not paying enough for water'



Motsepe Matlala makes the case against higher water prices.

This was the topic in the second of WWF and SAFm's Decisive Debates series. The series provides an opportunity for dynamic, outspoken experts to engage directly with a range of hot topics in a live broadcast on national radio.

The motion was inspired by government's proposal to significantly increase the price of

water, both to reflect increasing costs of getting safe water to consumers and as an incentive to encourage us all to use limited water resources more wisely. There was lively debate on both sides, with speakers including Dhesigen Naidoo (Water Research Commission), Robyn Stein (ENS), Helgard Muller (Department of Water Affairs) for the motion, and Motsepe Matlala (National African Farmers Union of SA), Judith Taylor (Water Caucus/Earth Life) and Dorah Ndaba (business woman and activist) against the motion.

At the end of the show, listeners voted against the motion - i.e. they didn't want to see water price increases.

For audio of the full debate, go to www.wwf.org.za/media_room/decisive_debates

CONSERVATION NEWS

Seize Your Power!

As the world teeters on the brink of imminent lock-in to a carbon intensive future from fossil fuel emissions, WWF has launched its international renewable energy campaign, urging governments and financial institutions worldwide to increase investment in renewable energy.

The Seize Your Power campaign will seek to secure major public commitments from governments and international financial institutions to make new investments in the renewable energy sector. The public campaign will feature in more than 20 countries, where WWF is targeting public finance, pension funds and sovereign wealth funds. By establishing a business case for moving new money into renewable energy, the campaign will show the environmental, social and economic risks of the dependence on dirty energy such as coal, oil and gas.

© GLOBAL WARNING IMAGES / WWF-CANON



Elation over protection for unique Southern Ocean islands

At a special celebratory ceremony in Cape Town in April, WWF South Africa presented Water and Environmental Affairs Minister, Edna Molewa with a 'Gift to the Earth' award (pictured right). The Minister received this accolade on behalf of the South African government, following the recent formal gazetting of the declaration of the Prince Edward Islands Marine Protected Area (MPA) – South Africa's first offshore MPA.

The Gift is symbolic, and is WWF's highest praise for publicly applauding a significant conservation achievement.

More detailed coverage of this historic declaration can be found on page 10 of this edition.

Source of the uMngeni declared SA's 21st Ramsar site

Together with the Endangered Wildlife Trust, WWF South Africa has welcomed the South African government's decision to designate the uMngeni Vlei Nature Reserve as the country's 21st wetland of international importance.

The reserve has been recognised as a wetland of international importance due to the significant biodiversity and ecosystem service value of this 958-hectare permanent wetland and grassland reserve. It is also home to the head waters of the economically important uMngeni River.

WWF-SA is currently working in partnership with the KZN Biodiversity Stewardship Programme to expand the area around the uMngeni Vlei Nature Reserve under formal protection through biodiversity stewardship options.

Minister renews West Coast rock lobster commitment

Following a meeting between WWF South Africa and the Department of Agriculture, Forestry and Fisheries, Minister Tina Joemat-Pettersson renewed her department's commitment to the rebuilding strategy for the West Coast rock lobster stock. The strategy outlines a 35% recovery target in the WCRL fishery's Operational Management Procedure.

The WCRL fishery is an important source of income and livelihoods for many small-scale fishing communities in the Western and Northern Cape. It has declined dramatically over the last 50 years as a result of overfishing. The resource is currently under significant pressure and is at a critical



juncture, with the WCRL resource estimated to be at only 3% of its pre-exploitation size.

WWF-SA was concerned when the department, late last year, allocated a higher total allowable catch (TAC) despite recommendations by its scientific working group. The department's recent turnaround, however, is a step in the right direction towards science-based management of our country's fisheries stocks.



© PETER CHADWICK

Some good, some worrying trends, in new WWF-SASSI guide

There has been positive news in the latest WWF-SASSI seafood consumer guide, with signs of improvement for key South African marine resources. But the guide also highlights significant areas of concern for sustainable fisheries management.

The latest list follows one year of extensive expert and stakeholder consultation. The list is based on scientific data and helps consumers to make more informed seafood choices.

Previously classified as 'orange', Hottentot caught in the traditional linefishery has moved on to the 'green' list while longline hake retains its orange-listing. This can be attributed to key management and ecological concerns within the fishery. Despite this, hake stocks continue to show signs of improvement as a result of the long-term recovery plan for the fishery. The revised list also sees the West Coast rock lobster (WCRL) drop from the 'green' list to the 'orange' list.

If you want to support responsible procurement in the South African seafood industry, use the WWF-SASSI list to make your choice. WWF hopes you'll make it green.

© WWF-SA

STRONGER TOGETHER

Ubuntu in a climate of change

Shared value creation acknowledges the opportunity for business to create economic value in ways that also create value for society by addressing its needs, both in a social and ecological context. Corporate social responsibility is no longer enough. Innovative shifts in business strategy are needed to understand the systems in which we operate so that we can redefine the ways we do business. Shared responsibility. Shared value.

Two WWF corporate supporters' breakfast briefings were held in Cape Town and Johannesburg in May, showcasing stellar collaborations between business and WWF, aimed at creating a future of shared investment in our environment. WWF is pioneering the vision of how corporates are stronger together when striving towards shared value creation.

Speaking on how business and the environment are fundamentally connected, WWF South Africa CEO Dr Morné du Plessis set the tone. "Our engagement with corporates is steadily deepening," he said. "It is no longer about companies aiming for compliance – environmental, social, or other – there is an evolution within key businesses towards a transformative pathway."

WWF's Head of Biodiversity, Dr Deon Nel, presented a compelling call to action for how business relates to society and the importance of building authentic relationships. "Business should see society as participants in this shared value creation," he said. "It is about delivering corporate value, but not at the expense of the communities in which we operate. This extends to the environment and how these businesses invest in, and protect, the very resources they rely on."

Justin Smith, Head of Sustainability at Woolworths, emphasised the importance of collaboration in creating shared value. He explained how Woolworths has widened its view to the full lifecycle of each product, focusing on each supplier relationship and its resultant land, water and energy impacts. Farming for the Future is Woolworths' flagship model, in which farmers become stewards of the land in managing soil health, water usage and waste management.



© CLAUDIO VELASQUEZ ROJAS - HOMERREVM

WWF is working with companies to innovatively shift their business strategies.

Woolworths aims for the big knock-on impacts across beef, dairy, agriculture, seafood and textile production, with responsible sourcing as an underlying value demonstrated in their Good Business Journey. Smith said, "WWF keeps us honest and keeps on pushing us." He concluded, "Look at your business and supply chain partners, start having different conversations with them and take them on the journey with you."

Andre Fourie, SAB Head of Sustainable Development, spoke about shared risks and ways to collectively create a water-secure future so as to enable sustainable economic growth. "By looking at the full value chain, including the growing of hops and barley, we see that sustainable agriculture practices have a big impact on water usage. Sustainable farming – and water stewardship – provides triple bottom line benefits to farmers and to SAB, as well as ensuring a balanced natural environment and vibrant local communities."

Francois Adriaan, Sanlam Head of Corporate Affairs, discussed the need to pay our legacy forward to create a shift from corporate social responsibility to corporate social innovation. He stressed that the 11,549 Sanlam staff members were all ambassadors for this initiative and way of thinking, taking the message to the broader community.

WWF embraces the notion that social, economic and environmental systems are wholly interconnected. A thriving economy that operates in harmony with nature will also help address socio-economic challenges, meet the needs of the vulnerable poor and ensure the sustainability of business – and the planet. As much as corporates are businesses of the future, they are also businesses for the future, well placed to focus on finding solutions to decades of unsustainable resource use.

FUNDRAISING

Ride for Nature and pedal for the planet

WWF is once again entering a Panda Peloton in the Momentum 94.7 Cycle Challenge and the countdown to the race has begun. Have you entered yet? The closing date for entries is Tuesday 1 October 2013.

This forms part of the ongoing WWF Ride for Nature initiative, which enables nature-loving cyclists to combine their twin passions by raising funds and awareness for conservation through cycling. All Panda Peloton riders also stand a chance to win a Felt Edict Nine 50 mountain bike! Cyclists can pedal for the planet by registering to ride in WWF colours in any race anywhere in the country. They are given tools and tips for fundraising online by using email and social media to ask friends, family and colleagues to sponsor their race.

To register for WWF Ride for Nature, simply select your race online and order your WWF cycle jersey by visiting www.wwf.org.za/ridefornature. To keep informed, 'like' www.facebook.com/WWFPandaPeloton on Facebook and follow @WWFPandaPeloton on Twitter.



© OAKPICS / WWW.OAKPICS.COM

Swim for Nature

Jump in to WWF's Swim for Nature initiative!

The inaugural WWF Swim for Nature race, as part of the Bridge House Mile event at the Berg River Dam, Franschhoek, will take place on Sunday 3 November 2013.

The Bridge House Mile in association with WWF Swim for Nature and Glacier by Sanlam will build on the success of the first Bridge House Mile, which took place in 2012. It was a resounding success with over 400 swimmers participating, and this year the event aims to attract up to 1 000 swimmers from across South Africa.

The event will offer swimming events for all abilities, from development swimmers having a splash, to 200 and 400-metre junior and beginner events, to the main Mile swim. The WWF Swim for Nature category will offer environmentally conscious swimmers the opportunity to show their love of nature and raise much-needed conservation funds. WWF Swim for Nature category participants will also get to swim with former Miss South Africa Amy Kleinmans, who will be taking part in the event.

To enter, visit www.wwf.org.za/swimfornature and sign up to Swim for Nature with WWF!

Top artworks go under the hammer for nature

In support of WWF, an exclusive auction featuring some of South Africa's foremost artists will be held at CIRCA on Jellicoe on 17 September. The event is being coordinated by WWF and supported by Everard Read, CIRCA and Strauss & Co. It promises to be the largest and most prestigious art auction ever held in support of WWF and is set to be a significant event both in the art world and on the Johannesburg social calendar. Businessman Nicky Oppenheimer is the patron of the event, and guests will include

art collectors, socialites, celebrities and supporters of WWF.

Twenty-two artists, among them luminaries such as William Kentridge, Dylan Lewis, John Meyer, and Sam Nhlengethwa, have confirmed works for the auction. One of the pieces, a photographic portrait of Nelson Mandela, has been presold for the highest sum ever paid for a photograph in South Africa. The photographer, Adrian Steirn, is donating R1-million from the proceeds to WWF. The rest of the artworks will be

auctioned on the night and are expected to raise several million Rand for WWF.



SUPPORT

Membership/Project funding

Thank you to all our corporate members for their ongoing and much-valued support.

New members

GREEN MEMBERS:	AfriSam (South Africa) (Pty) Ltd Megafreight Services (Pty) Ltd Sun International Group Tongaat Hulett Ltd
GOLD MEMBERS:	South African Breweries (Pty) Ltd
SILVER MEMBERS:	The Clay Brick Association

Donations-in-kind

WWF-SA thanks Drive Control Corporation for donating 12 Samsung digital cameras, including cradles, pouches and memory cards, for use on project visits, field trips and at events.

South African Breweries kindly hosted WWF's corporate supporters at breakfast events in both Cape Town and Johannesburg in May, providing venues, catering and guided tours for guests.

Become part of the future

As one of the world's largest and most respected conservation organisations, WWF can add significant strategic value to corporate members seeking to align their companies with the goal of a future where people live in harmony with nature.

Corporate membership is divided into three tiers (fees payable per annum):

Member/Silver (R10 000 – R24 999),
Senior Member/Gold (R25 000 – R74 999)
and **Principal Member/Green** (R75 000+).

For more information about membership benefits, contact **Virginia Styer** (vstyer@wwf.org.za or +27 21 657 6600).



Everybody wins with MyPlanet!

Add WWF as a beneficiary on your free MySchool MyVillage MyPlanet card and every time you swipe, a percentage of your purchase value will be donated to WWF. You're allowed to add up to three beneficiaries, so go ahead and make your swipe for WWF.

Until 30 September 2013, there are even more reasons to swipe, as you could stand to win a Rhino Walking Safari from Isibindi Africa Lodges! If you don't already have a card, this is the perfect time to apply.

www.myschool.co.za

Pick n Pay Smart Shoppers: Donate now!

WWF has been chosen as one of 6 charity organisations to benefit from the Pick n Pay Smart Shopper Initiative. Smart shoppers can now donate their points to WWF at one of 880 in-store kiosks countrywide.

www.picknpay.co.za



Donate your Voyager miles and give WWF wings

Supporting WWF's environmental work doesn't have to cost a cent. If you are an SAA Voyager member, donate your air miles to WWF. This helps to free up WWF's highly valued funding for injection directly into conservation work.

This is a giving strategy that enables you, as a Voyager member, to greatly assist WWF South Africa in working towards its conservation goals, freeing up valuable organisational resources to be ploughed directly into environmental work.



THE JOURNEY OF WATER

Water has flowed on a complex and difficult journey through our landscape for millennia, long before the concept of turning on a tap was ever envisaged. Our modern-day water cycle flows through natural, farmed and urban landscapes as well as treatment plants and pipes. This combination of ecological infrastructure and engineered infrastructure delivers reliable, usable water. However, research has shown that only 8% of our landscape delivers more than half of our river flow. These precious water source areas form our headwater catchments in high rainfall areas, and they need our protection.

This year, in partnership with Sanlam, WWF South Africa has planned an exciting campaign to raise awareness of, and galvanise support for, one of our most precious natural assets – water. We would like you to take part!

The water campaign will kick start in September, with in-restaurant activations across a few partner restaurants in Cape Town, Johannesburg and Durban. This will be followed by an epic catchment to tap *Journey of Water* in October.

The aim of the campaign is to reconnect people to the real source of our water – nature. In particular, WWF wants the South African public to recognise that ‘water doesn’t come from a tap’. By highlighting the important role that catchments (‘water factories’) play in providing the water that runs through our taps, we envision a society where we all understand where our water comes from and how we can better manage this natural resource. The campaign, made up of several exciting activations and platforms, offers all South Africans an opportunity to take *The Journey of Water*, from source to tap. The campaign will be especially important for high-footprint water users, who will develop a better understanding and appreciation of the country’s water challenges and their role in ensuring a water-secure future for South Africa.

To exemplify how water makes its way from these precious catchments to the tap, WWF

will lead South Africans on a journey from one of Cape Town’s water source areas in the Boland Mountains – the headwaters of the Berg and Eerste rivers – into the city bowl. It will be a difficult 86km journey through rough terrain. It will take the participants a number of days to complete. They will be exposed to the elements and the challenges of the wild, and through it all they will each be required to carry a full glass of water. Water will spill, glasses will break, many won’t make it to the end. We expect that, because water’s journey is not easy... it is not for the faint-hearted.

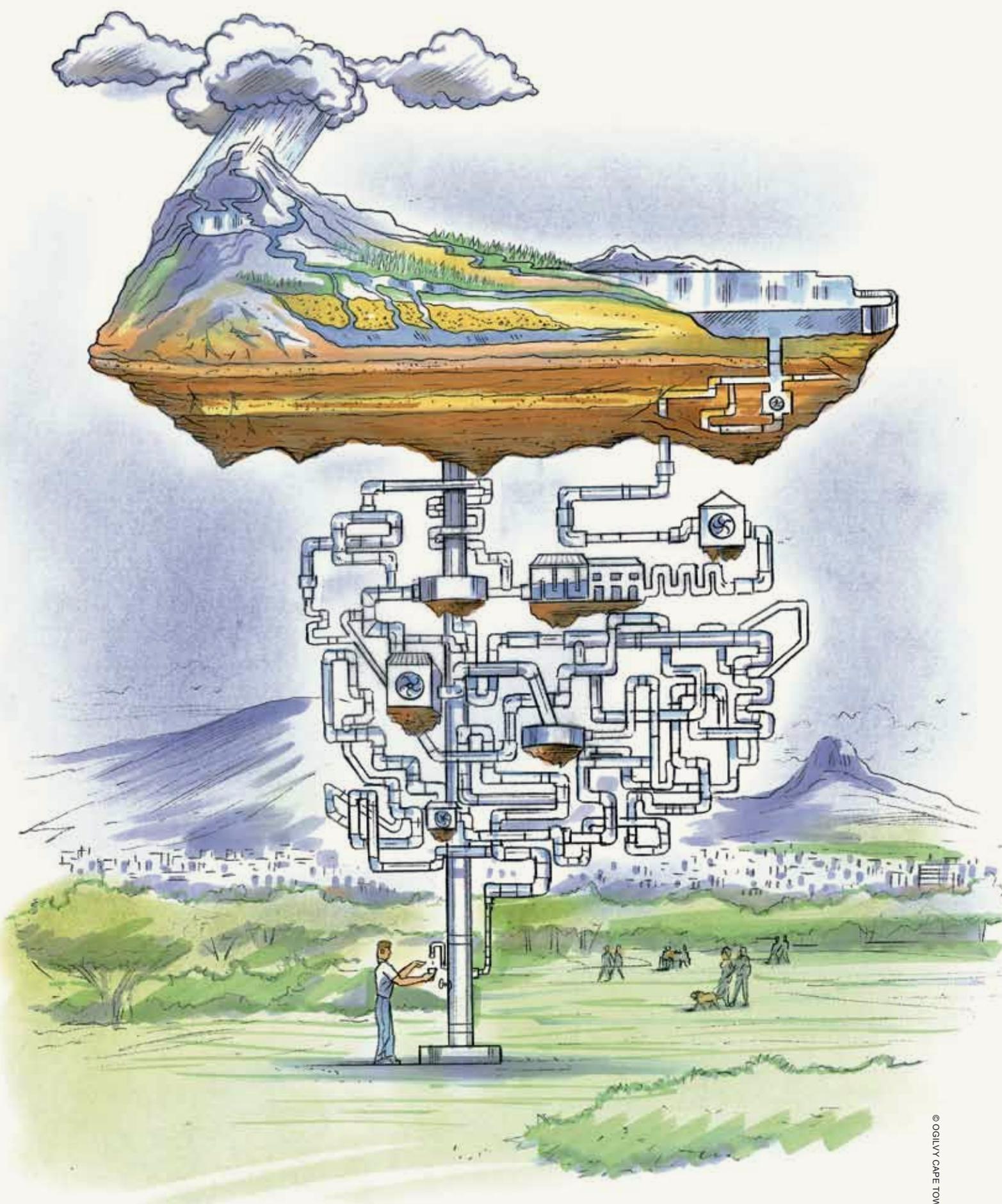
We invite you to join the *Journey of Water*. It will be recorded on social media in real-time; the walk will be followed by the news reporters and journalists. Various experts and celebrities will take on the walk, sharing their knowledge and their experiences along the way. Communities living along the route will join in. You’ll hear about important conservation projects along the walk, the landscape will be celebrated and finally, the throng of the cityscape will mark the end point of this epic excursion.

What will you be doing when the *Journey of Water* starts? For more information, look for updates on the WWF website (www.wwf.org.za) and follow us on Facebook and Twitter.

8%

**OF OUR LANDSCAPE
DELIVERS MORE THAN
50% OF OUR RIVER FLOW**

**WE ENVISION A
SOCIETY WHERE WE
ALL UNDERSTAND
WHERE OUR WATER
COMES FROM AND
HOW WE CAN BETTER
MANAGE THIS
NATURAL RESOURCE.**



© OSILVY CAPE TOWN

PRINCE EDWARD ISLANDS

South Africa makes marine conservation history

When Edna Molewa, the Minister of Environmental Affairs, declared the Prince Edward Islands (PEI) a Marine Protected Area in April, it was a momentous occasion for South Africa's marine conservation history. The Prince Edward Islands are the country's first offshore MPA.

The islands, which consist of Prince Edward and Marion Islands, are located almost 2 000km south of South Africa. At 180 000km², approximately the combined size of the Free State Province, Lesotho and Swaziland, the PEI MPA is also one of the world's largest.

Dr Morné du Plessis, WWF-SA's Chief Executive Officer says, "This historic declaration demonstrates the country's new commitment to protecting the Prince Edward Islands – an important national heritage and a crown jewel of our oceans."

The declaration follows a long and very successful collaboration between WWF-SA and the Department of Environmental Affairs (DEA). WWF worked closely with the DEA to help develop a legal analysis, spatial conservation plan, and a draft management

plan – some of the key ingredients the island's MPA recipe.

The MPA comprises various types of multi-use zones, including a 12 nautical mile sanctuary (no-take) zone and restricted zones, in which fishing efforts are limited.

The Prince Edward Island group forms an important global biodiversity hotspot, which was subject to rampant poaching during the late 1990s. It is important to note that the Southern Ocean and Antarctica, perceived as "the last frontier" a decade ago, are currently the scene of a rapid increase in human activity and related impacts. And human pressures in this area are likely to increase dramatically in the future.

The islands are home to a suite of spectacular marine wildlife, including

majestic wandering albatrosses, penguins, orcas and Patagonian toothfish stocks. Unfortunately these valuable fish stocks have been threatened by illegal and unsustainable fishing practices in the past, resulting in significant economic and ecological losses to South Africa.

The islands also support approximately 2,5 million pairs of breeding seabirds and may support up to 8 million seabirds in total. Twenty-nine species of birds, 28 of them seabirds, are thought or known to breed on the Prince Edward Islands. Only one other island group in the Southern Ocean, the Crozets, holds more species of breeding seabird. Prince Edward is arguably the world's most pristine sub-Antarctic island of significant size and merits World Heritage Site status.

The islands have over the years been described somewhat romantically, but accurately, by John H. Marsh in his book *No pathway Here*. He wrote the following about Marion Island: *She rose, a jade jewel, out of the sea. Her lush green coat was fringed with the black lace of the cliffs and her heights draped in scintillating snow.*

A Marine Protected Area is so much more than a legally protected 'invisible' outline; it is the promise of a shift in thinking about the importance of land-sea interactions in a changing ecosystem. We humans have a profound effect on these systems, even on these geographically isolated islands in the Southern Ocean. This MPA and research in this region offers a unique window into our changing world, through the microcosm of these unique jade jewels.



© PETER RYAN – FITZPATRICK INSTITUTE UCT

The islands are home to the majestic wandering albatross.

FORESTRY

Plantations: the next generation

Commercial forestry plantations are sprawling, alien monocultures (comprising a single crop) that consume large amounts of water. In Africa, they're set to expand rapidly over the coming decades. So why is WWF getting involved?

Natural forests cleared, wetlands destroyed, communities losing their land: in the past, badly planned tree plantations have caused serious environmental and social problems. But they can also be a highly efficient, sustainable way of producing the timber we need for energy, paper, furniture and other wood products. If we want to conserve the world's natural forests, plantations have a big role to play.

That's why WWF has set up the New Generation Plantations (NGP) platform, which brings together WWF offices, plantation companies, and government forestry agencies to promote better ways of doing plantations. This May, WWF-SA and Mondi, one of South Africa's largest plantation owners, hosted NGP's first study tour to Africa – a first step in creating an NGP platform specifically for Africa.

Around 40 people from various companies, WWF offices and other organisations across Africa came together to share experiences and see what lessons could be learnt from plantations in South Africa. The packed programme included an open forum with the South African forestry sector, field visits, presentations, and plenty of fruitful discussion.

One of the key NGP principles – and a particularly important issue for Africa – is making sure local communities have a say in, and benefit from, plantations. Tour participants explored the concept of investing in locally controlled forestry, or ILCF, an approach being promoted by The Forests Dialogue and others. ILCF turns the traditional investment model on its head: instead of forestry companies possessing land and employing labour, local people hold the rights to and control their



Steve Germishuizen (Forestry South Africa) interacts with NGP Study Tour Participants. The Ozwathini Small-growers Project is a partnership between FSA, NCT and SANBI, focusing on building capacity for sustainable plantation forestry by smallgrowers, and testing a landscape approach for smallgrower FSC certification.

own resources, and form partnerships with timber and paper companies.

A visit to the Kranskop area in the KZN Midlands showed how Mondi has put this into practice, turning the potentially contentious issue of land claims into a mutually beneficial partnership. The land here has been legally transferred to the AmaHlongwa and AmaBomvu communities, but Mondi is currently renting it back, and paying an annual fee to the community owners for the timber it harvests. In the meantime, Mondi is working with the communities to set up and develop their own businesses and to train them in forest management.

The idea is that, when Mondi's lease expires after 20 years, local people will have the skills and capacity to manage the plantations on their own. Since Mondi will still need wood for its packaging and paper business, the community will have a ready-made buyer – and Mondi will have a reliable supplier.

The study tour also explored other issues affecting plantations in Africa. At Isimangaliso Wetland Park, participants saw a successful example of landscape-scale planning: commercial plantations sit alongside restored natural habitats, and wildlife is thriving. Discussion during the study tour also centred on the issue of charcoal production, one of the leading causes of forest degradation and deforestation in Africa: charcoal plantations have the potential to take the pressure off natural forests, as WWF is demonstrating in projects around the Virunga National Park in the DRC, and elsewhere.

Plantations in Africa are set to expand at an unprecedented rate over the coming decades. Through NGP Africa, WWF envisages that such plantation forestry expansion can have positive environmental and social impacts on the continent.

For further information on NGP Africa, contact Brent Corcoran, Africa Focal Point for NGP Africa, bcorcoran@wwf.org.za.

RHINO FEATURE

Profile of a rhino horn user

As of 24 July, 514 rhinos have been poached in South Africa this year. The iconic species is being targeted for its horns, believed to be a treatment for fevers and hangovers in certain countries in the Far East. The truth is, horn is made of keratin, the same substance as hair and fingernails. Why is it so popular then?

WWF South Africa's Jo Shaw, the coordinator of our rhino programme, travelled to Vietnam to help develop a campaign to manage the demand for horn from the East. Vietnam is one of the major markets for illegal rhino horn, and economic developments there are proving to be a key factor in the consumption of horn.

With 66 per cent of Vietnam's population under the age of 30, Shaw explains, "there's a feeling of burgeoning wealth, power and success" among this young nation. "For the first time many Vietnamese have access to an increased disposable income and you can feel the wave of money starting to grow".

In partnership with TRAFFIC (the wildlife trade monitoring network), WWF South Africa has funded the most comprehensive consumer research ever undertaken into the use of an illegal wildlife product in Vietnam. In research conducted by IPSOS, 600 middle-upper income adults were surveyed in the major centres, Hanoi and Ho Chi Minh City. The survey results support Shaw's observations and provide useful insight into who is buying and using rhino horn, and more importantly why.

Wealth

Rhino horn is primarily used by the upper echelons of Vietnamese society. According to a male buyer in Hanoi, "wealthy people buy it in order to show off; it's like a 'treasure' in their house. They have something to show off when needed". Rhino horn is very expensive and rare, which adds to its appeal.

Research reveals users of horn tend to be wealthy, over the age of 40 and living in Vietnam's main urban centres. They value their lifestyle and status, and do not show empathy for animals.

Power

Rhinos are thought to be strong and powerful animals – a symbol of immortality



© WWF-SA

This man runs a traditional medicine store in Vietnam. Such shops rarely sell real rhino horn, which is hard to obtain and usually distributed through trusted, word-of-mouth sources.

and being "unconquerable". Giving rhino horn as a gift to your boss, high-ranking officer or relative is seen as a sign of respect and admiration, especially in Hanoi. It is also used to smoothen business deals.

Health

According to an expert in Hanoi, users of rhino horn say they feel, "more comfortable in their bodies, tend to eat better, have better urine colour, and enjoy a more regulated body temperature". Rhino horn is also believed to "help late-stage cancer patients to feel comforted". This echoes the sentiments of many Vietnamese who believe it is worth trying rhino horn in support of Western cancer medicine or when such treatment fails. Rhino horn is also used to enhance sexual experience.

Peace of mind

An overarching driver among the Vietnamese is the belief that possession of rhino horn brings peace of mind. It is seen

as a "nice to have since you never know when you will need it", especially as it's believed to reduce toxins in the body. Overall, the research indicates that awareness of the perceived benefits of rhino horn is close to universal and that many more people would like to buy horn than can afford to at present.

According to Shaw, buying and using rhino horn is seen as socially acceptable and almost something to be proud of. There are traditional markets that sell horn, but what they sell is usually a fake product, not the real thing. Real rhino horn is usually distributed through 'trusted, word-of-mouth sources'.

These research findings are a valuable entry point to understanding how rhino horn is used in Vietnam. WWF is working on a campaign that will seek to change behaviour and attitudes toward horn in these markets, knowing that the war against rhino poaching will be won not in Africa but in Asia.

RHINO RAID

WWF Rhino Raid makes ‘Rad’ical strides

Flint Sky Interactive, in partnership with WWF South Africa, launched the ‘WWF Rhino Raid’ mobile gaming app in April this year to positive reviews and a warm reception.

Fun, engaging gameplay takes players on an entertaining journey with Rad the rhino as he chases a gang of poachers across the African savannah in search of the poaching syndicate kingpin. The game is filled with information debunking myths about the consumption of rhino horn and players also learn about the supply chain that feeds demand.

Of particular strategic importance in developing the game was the objective of reaching the Asian markets where both mobile gaming and the rhino horn market are massive. The game has enjoyed such remarkable success in these regions that it is currently being translated into Chinese and

Vietnamese. The game has been downloaded to over a quarter of a million devices and has been played almost three million times – with more than 90% of those gaming sessions taking place in the Asian region.

There is a groundswell of support for gaming that aims to leverage entertainment and engagement for social good. Noted international gaming expert Jane McGonigal has explored the role social and online gaming can play in solving global problems and creating positive outcomes in the real world, and advocates the use of mobile and digital technology to channel positive attitudes and collaboration.

WWF South Africa is taking the lead in

this innovative field and is seeing a tangible response to this groundbreaking approach.

Rhino Raid is available for purchase on Apple’s App Store, Google Play and the Samsung App Store for the equivalent of US\$1.99.

Proceeds from the sale of the game go to WWF-SA’s rhino conservation work, and a percentage of the revenue goes into a development fund to support future chapters of the game.

www.wwf.org.za/rhinoraid

There is a groundswell of support for gaming that aims to leverage entertainment and engagement for social good.

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WWF Rhino Raid is available across a number of popular mobile platforms.



WWF Rhino Raid has been translated into Vietnamese...



...and Chinese.



In-game screens give players rhino facts while playing the game.

Planting the seeds of food security for Mandela Day *Continued...*

© WWF-SA

On 18 July, a number of WWF staff members and interns celebrated Mandela Day by visiting St Andrew's Primary in Saldanha Bay, to make a difference by replanting the school's vegetable gardens.



Right: Learners at St Andrew's show that they are doing their bit by collecting litter from the school's grounds.

Left: WWF staff get their hands and feet dirty as they plant vegetables and herbs at St Andrew's Primary in Saldanha.

Right: There's a buzz on the playground at St Andrew's during break time on Mandela Day.



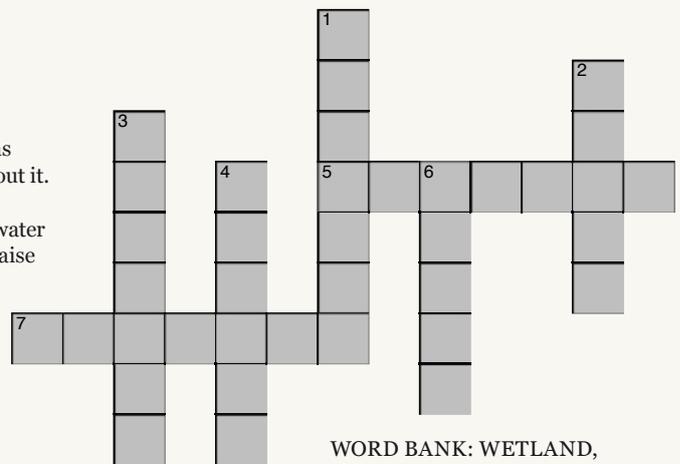
1 WWF Crossword Puzzle

ACROSS

- 5 These areas are cut down to produce paper, furniture and energy.
- 7 A land area saturated with water

DOWN

- 1 Things we eat that come from our oceans
- 2 Life on Earth would be impossible without it.
- 3 Another name for crayfish
- 4 Land that is completely surrounded by water
- 6 WWF has launched a cellphone app to raise money for this endangered species.

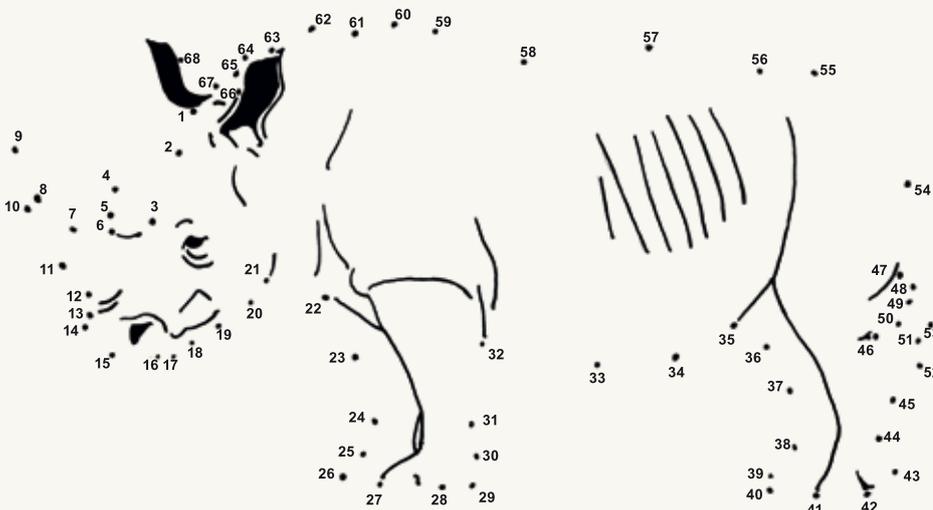


WORD BANK: WETLAND, WATER, SEAFOOD, RHINO, LOBSTER, ISLAND, FORESTS

Solution on page 15

2 Connect the dots

Connect the dots to find out which member of the Big Five this is.



Did you know?

- ▶ Rhino horn is made largely of keratin—the same substance that makes up your finger nails and toe nails.
- ▶ Both African species and the Sumatran rhinoceros have two horns.
- ▶ The front horn is larger than the back horn for both South Africa's black and white rhinoceros.
- ▶ Indian and Javan rhinos have a single horn.
- ▶ The female Javan rhinoceros has knobs or no horn at all.

ACT NOW

WWF South Africa aims to inspire people to value, respect and defend our natural environment and the resources that underpin the lives and well-being of all our people.

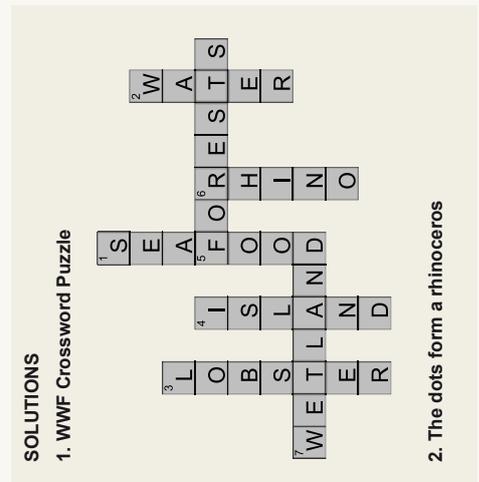
We work on various fronts to stop and, where possible, eventually reverse environmental degradation.

These initiatives include ensuring that our beautiful places and our species' habitats are conserved, that there are on-going fresh water supplies, that fish and seafood stocks are managed, agricultural practices are sound and that we explore clean energy sources.

Help us build a future where all people live in harmony with nature!

To find out how you can get involved and support us, visit www.wwf.org.za/act_now.

Please help us to ensure a living planet for the future.



DEBIT ORDER

I wish to sponsor by debit order an amount of: R100; R200;
 other R..... to WWF-SA on theday ofmonth,
 20....., and each month thereafter.

Account no.: Branch code:

Type of Account: Current Transmission Savings

Bank/Building Society:

Branch name and address:

City/Town:

Signature: Date:

Full name:
 (print in block letters)

Address:

..... Postal Code:

Tel. H: (.....)..... Tel. W: (.....).....

Cell: (.....).....

We acknowledge that the party hereby authorized to effect the drawing(s) against my/our account may not cede or assign any of its rights to any third party without my/our written consent and that I/we may not delegate any of my/our obligations in terms of this contact/authority to any third party without prior written consent of the authorized party. Thank you for your cooperation.

CREDIT CARD

Please debit my: MasterCard; Visa; Amex; Diners Club;
 Other card..... to the amount of* R.....

Card Number:

Last 3 digits on reverse of card Once Only Every Month M M Y Y
 Expiry Date

Signature: Date:

Full name:
 (print in block letters)

Tel. H: (.....)..... Tel. W: (.....).....

Cell: (.....).....

COMPULSORY FOR DEBIT ORDER AND CREDIT CARD PAYMENTS:

Date of Birth:

My e-mail address is:.....

* Please post a copy of your deposit slip to us with this form or alternatively fax a copy to 086 535 9433, so that we may thank you.

Please send me information by e-mail. You have the right to advise us at any time if you no longer wish to receive further e-mail from WWF-SA.

Please make sure that you include your name and surname as the depositor reference on the deposit slip/beneficiary reference for electronic transfers.

I have completed the adjacent details for a donation by debit order or credit card.

My cheque / postal order is enclosed.

I am interested in leaving a bequest to WWF South Africa. Please send me further details.

I've made a direct / electronic deposit into WWF's account and faxed a copy of the deposit slip to 086 535 9433.

I've made a secure online donation on WWF's website www.wwf.org.za.

Any amount you send will be put to immediate use.

BANKING DETAILS

Account Name: WWF South Africa Appeal Account
Bank: ABSA
Account No.: 406 043 0641
Branch: Stellenbosch
Branch Code: 632 656
Swift No.: ABSAZAJCCT
Reference: PB1108

WWF South Africa

100%
RECYCLED



2 MILLION

the number of times the WWF mobile phone app Rhino Raid has been downloaded

180 000KM²

the extent of the Prince Edward Islands Marine Protected Area. WWF-SA played a key role in the declaration of this MPA



86KM

the length of the catchment-to-tap 'Journey of Water' that WWF will undertake in October 2013 during our water campaign

21

the total number of wetlands of international importance in South Africa. WWF was pleased to see the uMngeni Vlei Nature Reserve added to this list

	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p>www.wwf.org.za</p>
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