



Application Guidelines

Latest update: March 2012

Introduction

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

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

The Green Trust supports the conservation programmes of WWF-SA, which in turn support the targets of the global WWF network. As a credible conservation organization, WWF is focussed on inspiring people to live in harmony with nature for the benefit of our country and the wellbeing of all. WWF recognizes that quality of life for all South Africans is dependent on preventing the degradation of the South African natural environment, conserving biodiversity and ensuring that the use of our natural resources is sustainable. WWF and The Green Trust play a key role in facilitating the implementation of activities that contribute to achieving these objectives by actively engaging with a wide variety of partners and networks through project development, financing and programme management.



Funding Focus Areas

Focus	The Green Trust will consider support of projects which contribute towards:
Freshwater	<ul style="list-style-type: none"> • Integrated river basin management initiatives • Best management practices and policies in 'high water use' industry or agricultural sectors • Maintaining and restoring freshwater ecosystems
Marine	<ul style="list-style-type: none"> • Establishing a network of effectively managed and ecologically representative Marine Protected Areas (MPAs) • Restoring over-exploited fish stocks to sustainably managed levels and reducing the impacts of destructive fishing practices • The application of an Ecosystem approach to Fisheries management in Southern Africa and the reduction the impacts of destructive fishing practices to acceptable levels
Conserving Outstanding Places (Fynbos, Succulent Karoo and Grasslands):	<ol style="list-style-type: none"> 1. Ensuring that these landscapes (i.e. fynbos, succulent Karoo, and grasslands) continue to serve people in a productive manner by maintaining the natural integrity of these systems (conserving biodiversity) 2. Ensure that people utilize the land in a sustainable way that benefits them in the long term.
Species of Special Concern	<p>The Green Trust will in particular consider support to projects conserving species that are:</p> <ul style="list-style-type: none"> • identified as WWF priority species, viz. African elephant, African rhino spp., marine turtle spp., Southern Ocean albatross spp., great white sharks, cetaceans, etc. • defined as <ul style="list-style-type: none"> - Habitat modifiers and keystone species which help ensure the long-term survival and health of many threatened habitats and their associated species. - Symbolizing key global threats to biodiversity. - Critical for the health, livelihoods and economic security of local communities when used sustainably.
Climate Change	<ul style="list-style-type: none"> • Promote renewable energy opportunities, particularly where the benefits accrue to socio-economically deprived communities. • Support adaptation to climate change amongst communities whose livelihoods are directly dependent on natural resources.
Environmental Leadership	<ul style="list-style-type: none"> • The Green Trust will fund projects that make a catalytic contribution towards the development of the next tier of diverse environmental leaders either at the individual, institutional or sectoral level.

Overarching Principles for Funding and Project Support

Preference is given to funding environmental conservation projects that:

- Are strategic and catalytic
- Contribute towards conserving the biodiversity assets (species, habitats, and ecosystems) of South Africa as outlined in the thematic areas above.
- Ensure that natural ecosystems and their services are appropriately valued and integrated into sustainable development.
- Contribute towards poverty alleviation and human livelihoods through better environmental practices.
- Address the risks and opportunities associated with climate change.
- Ensuring that South African consumers have the knowledge to influence appropriate environmental practice from the private and public sectors.
- Leverage environmental commitments from stakeholders such as industry or government.
- Build capacity and increase environmental skills and capacity exists among current and future leaders.

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

Factors that can determine success or failure of an application

- We recommend that all applicants are familiar with the current WWF-SA Programme priorities by reviewing the WWF-SA website www.wwf.org.za.
- Mix of the funding portfolio at the time of an application
- Viability of the project (e.g. insufficient access to resources, inadequate expertise, inappropriate time frame, etc.)

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

- Conduit organisations which are not the end users of the project funds.
- Initiatives which focus on *ex-situ* conservation activities with little implications for wild populations, e.g. captive breeding, rehabilitation or welfare of individuals.
- Purely academic research not linked to Green Trust supported projects or with little evidence of practical application.



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

Funding Application Process

1. All applicants must apply to the Green Trust through the website http://www.wwf.org.za/what_we_do/green_trust/. All information related to the Green Trust is found at this website as well.
2. Study the document “**WWF Nedbank Green Trust Application Guidelines March 2012**” and determine if your proposed concept aligns to the Green Trust requirements.
3. Complete the “**WWF Nedbank Green Trust Project Concept Submission Form March 2012**” form and submit to greentrust@wwf.org.za. Do not use this email address for anything else other than to submit your concept proposal. It is an automated mailbox and we will not respond to queries through this mailbox. In your email title please write the title as follows: “**WWF Nedbank Green Trust Submission (Organization) (date) (applicant name)**”.
4. Concepts received take a minimum of 30 days to be screened for attractiveness for the Green Trust.
5. Concept proposals are considered at Conservation Project Development and Approval meetings. These meetings take place once a month. At these meetings, WWF-SA decides whether or not concept proposals are in line with our Strategic Conservation Focus (i.e. this is the first screening of requests for support).
6. You will be notified in writing if your concept proposal has met our initial criteria or not. If your concept proposal is aligned with our Strategic Conservation Focus, you may be requested to submit additional information to prepare your submission for the Green Trust Management Committee to make the final decision. These meetings take place quarterly.

WWF-SA Strategic Conservation Focus

Nedbank has partnered with WWF-SA to carry out the strategic conservation intent and value of The Green Trust. Nedbank is a retail bank that has developed a Green Affinity product which it sells to its customers. To this end Nedbank is expected to invest the funds committed to the Affinity product by its customers in good conservation projects. Nedbank identifies with WWF-SA as the conservation partner that can assist it in identifying these projects.

WWF-SA is a member of the global conservation organisation WWF International. As a member, WWF-SA is committed to aligning with the WWF International Global Programme Framework (“GPF”, for more info see http://awsassets.panda.org/downloads/roadmap_sign_off_fin.pdf) which focuses on:

	Focus	Definition
1	Places	WWF 2020 Goal: Biodiversity is protected and well managed in the world's most outstanding natural places.
2	Species	WWF 2020 Goal: Populations of the most ecologically, economically and culturally important species are restored and thriving in the wild
3	Footprint	WWF 2020 Goal: Humanity's global footprint falls below its 2000 level and continues its downward trend, specifically in the areas of: <ul style="list-style-type: none"> o Energy/carbon footprint o Commodities (crops, meat, fish and wood) footprint o Water footprint
4	Global Drivers	A factor, force or condition, and a fundamental process in society, that leads to a direct impact on the environment through a change in either the state of biodiversity and/or the human footprint.
5	Cross Cutting	<ol style="list-style-type: none"> 1. Thematic or policy work (e.g. protected areas, conservation science, climate adaptation, poverty, trade, grants to third parties, etc.) preferably aligned to a specific global priority programme strategy or strategies. 2. Wide ranging scope and not programme specific (e.g. thematic work, capacity building work, institutional support, seed funding for project development, etc.).
6	National Priority	National projects that do not directly contribute to the GPF and a associated programme strategy.
7	TRAFFIC	Projects relating to footprint-impacted species that would support TRAFFICA where the work may involve trade work or advocacy at CITES meetings. Preferably linked to a strategic plan for a footprint species.



To this extent, WWF-SA's Vision is to:

**Inspire people to live in harmony with nature
for the benefit of our country and the wellbeing of all**

In response to the GPF, the WWF-SA Mission is to:

- 1. Maintain & enhance the integrity of South Africa's ecological assets**
- 2. Ecological systems & their services underpin social & economic wellbeing**
- 3. Address risks & opportunities posed by climate change**

Applications submitted must be aligned to the following strategic goals:

	Strategic Goal	Objective	5 year target (2017)
1	Maintain & enhance the integrity of South Africa's ecological assets	Prioritise & integrate: Ecological assets in key biomes (Grasslands, Fynbos, Succulent Karoo) are prioritised for protection & integrated into sector development plans (agriculture, fisheries, mining)	Ecological prioritisation plans in key biomes (grasslands, fynbos, succulent karoo and marine) are integrated into land-use and development plans and policies for key sectors (agriculture, forestry, mining, and fisheries)
		Secure & restore: Priority ecological assets are secured and restored, thereby improving the representivity & cohesiveness of South Africa's ecological networks	Biodiversity Stewardship: 75% of WWF's priority Critical Biodiversity Areas in key production sectors (Wine, Fruit, Sugar, Grassland's Beef & Forestry) are secured through appropriate stewardship agreements and management support
		Capacitated Governance: South Africa's ecological assets (in our priority biomes and sectors) benefit from capacitated institutions and integrated management approaches	National Protected Area Expansion Strategy (NPAES) five year targets are met for key biomes; Fynbos (167 th Ha), Succulent Karoo (179 th Ha), Grasslands (1 Million Ha), Marine inshore (88 km), Marine offshore (78,000 km2) (include ongoing management)
			Leader development: WWF's programmes for leadership development, internships and bursaries contribute to the leadership of key environmental institutions, especially at a provincial level (Oceans & Coast, provincial departments of DAFF & DWA, and provincial conservation agencies)
			In-service training: At least 2 key sectors benefit from WWF in-service training programmes (fisheries compliance and agricultural extension)



			Shared learning: Integrated and co-management approaches are successfully trialled by capacitated institutions in at least 2 catchments (Breede and grasslands) and 2 coastal zones (False Bay and another) in our priority areas
2	Ecological systems & their services underpin social & economic wellbeing	Better production practices: Key production sectors (agriculture, fisheries) contribute to the integrity of ecological systems and reduce their impacts	Sustainable Agriculture & Forestry: Production guidelines and/or standards are developed, implemented and monitored for key agricultural sectors (Wine, Sugar, Fruit, Dairy, Grasslands Beef) and forestry.
			Fishery Improvement Programmes: Three regional fisheries are MSC certified and four other species have improved their SASSI status as a result of WWF Fishery Improvement Projects
		Market transformation: Informed, transparent & capacitated markets drive the transformation of key high-impact industry sectors (agriculture, fisheries, forestry, mining & high water-impact industries)	Procurement practices of South Africa's largest retailers and food & beverage companies drive transformation in key production sectors
			Financial practices of South Africa's largest financial institutions drive transformation in agriculture and mining sectors
			Water Stewardship initiatives being implemented by three large high water-impact corporations
Investing in ecosystems: Beneficiaries of ecosystems goods & services invest in the integrity & health of the ecosystems that provide these services	Private sector corporations are making investments into ecosystem services projects that deliver significant water and carbon benefits at a national scale		
3	Address risks & opportunities posed by climate change	South Africa adopts an ecologically sound climate-resilient, low-carbon economy strategy & programme, & relevant role-players implement actions to realise this	

To meet the strategic goals, WWF-SA takes a programmatic approach to our operations. All applications to WWF-SA should be aligned to at least one of our programmes. Each project that is considered by WWF-SA has an internal supervisor and thus applications must contribute to the programme outcomes.

The Green Trust Management Committee has formulated the following Funding Focus Areas which aligns to the WWF-SA strategic intent and the return expectations of the Nedbank Green Affinity clients:



	GPF	Programme	Outcomes
1	Places	Fynbos, Succulent Karoo, Grasslands	<ul style="list-style-type: none"> Ensuring that these landscapes (i.e. fynbos, succulent Karoo, and grasslands) continue to serve people in a productive manner by maintaining the natural integrity of these systems (conserving biodiversity) Ensure that people utilize the land in a sustainable way that benefits them in the long term.
2		Marine	<ul style="list-style-type: none"> Establishing a network of effectively managed and ecologically representative Marine Protected Areas (MPAs) Restoring over-exploited fish stocks to sustainably managed levels and reducing the impacts of destructive fishing practices The application of an Ecosystem approach to Fisheries management in Southern Africa and the reduction the impacts of destructive fishing practices to acceptable levels
3		Freshwater	<ul style="list-style-type: none"> Integrated river basin management initiatives Best management practices and policies in 'high water use' industry or agricultural sectors Maintaining and restoring freshwater ecosystems
4	Species	Species of special concern	<ul style="list-style-type: none"> Identified as WWF priority species, viz. African elephant, African rhino spp., marine turtle spp., Southern Ocean albatross spp., great white sharks, cetaceans, etc. Defined as: <ul style="list-style-type: none"> Habitat modifiers and keystone species which help ensure the long-term survival and health of many threatened habitats and their associated species. Symbolizing key global threats to biodiversity. Critical for the health, livelihoods and economic security of local communities when used sustainably.
5	Footprint	Climate Change	<ul style="list-style-type: none"> Promote renewable energy opportunities, particularly where the benefits accrue to socio-economically deprived communities. Support adaptation to climate change amongst communities whose livelihoods are directly dependent on natural resources.
6	National Priority	Environmental Leadership	<ul style="list-style-type: none"> The Green Trust will fund projects that make a catalytic contribution towards the development of the next tier of diverse environmental leaders either at the individual, institutional or sectoral level.

***Applications which align to these programme focus areas will be considered favourably.**

