



Waterway & Environment Transformation

[www.wet-africa.org](http://www.wet-africa.org) 

## **SOUL FEBRUARY 2010 Newsletter**

**28 Feb 2010**

Dear Members and Friends of the River,

The New Year started far too soon and is going much too fast, the World Soccer Cup on our doorstep as we speed towards June 2010 and kickoff.

What will the world see when they get here? Rampant pollution and garbage everywhere? Filthy rivers flowing through impoverished communities living in distress? Is this what we have to offer our visitors?

Our WET-Jukskei program is due to launch in May 2010 (funding permitting), and commences with the clean-up and restoration (as well as 9 studies to measure the impact) of the first leg (33.5km) of the 67km WET-Jukskei Project. The first leg of Jukskei 33.5km commences from source, (Cnr Queen and Sports in Bertrams - very close to Ellis Park), up to and including Frankenwold. This approx 33.5km, as the Jukskei River flows, includes the inner city urban and industrial zones, suburban nodes, Bruma Lake, Melrose Arch Complex, intermittent open space, a golf course, Alexandra Township and the open space called Frankenwold owned by the University of the Witwatersrand. The first leg (33.5km) represents a microcosm for our Jukskei WET 'Proof of Concept' leg/ project for open space in which we can prove what is possible in collaboration.

The WET 'Proof of Concept' leg/ program of 33.5km will create 300 jobs and 9 community based green enterprises which includes the development of a Green Eco-Educational/Training/Conference and Eco-Tourism Waterway Conservation hub (green buildings and 'off the grid' energy, food and water, a farmers market, eco-shop, restaurant and accommodation for local and international students doing field study, conference delegates, global partners and eco-tourism. Forestation, indigenous landscaping, composting, food and fruit gardens, herb gardens, mushrooms, medicinal plants, walkways, cycle paths and bridle paths) in suitable open space areas of the Jukskei program.

Our MOST EXCITING NEWS is on the global collaborative partnership opportunities we have been consolidating and developing and the progress we are making with local stakeholders.

### **MEET OUR WET-JUKSKEI IMPLEMENTATION PARTNER MEMBERS**

Soul's work is now getting exposure to the empathetic and actively-supportive global 'social business' network, academia and local stakeholders, resulting in the exciting (and critical!) international and local partnerships we have established for funding, research, development and implementation of our programs at a local and 'global' level, including:

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#### **1. WET-Africa Open Space Green development**

We are in the process of developing a proposal for negotiating a land acquisition for Frankenwold (in the form of a 99 year lease) for the purpose of developing a Green Eco-education/training/ tourism-Hub and Waterway conservancy in partnership with the University of the Witwatersrand and the Jane Goodall Institute SA, who are a new member of SOUL and the WET program, bringing conservation and the Jane Goodall Roots and Shoots educational program for universities and schools to the WET platform. Frankenwold borders Alexandra and Buccleuch; it is approx 300ha of natural open space and 10km of the Jukskei River flows through it.

## 2. **GMSE Green Market Stock Exchange to be established By December 2010**

GMSE is a working title for the world's first social and environmental measurement impact exchange that reflects long term and sustainable open market valuations of "natural open space" projects in communities around the world.

The exchange was initially conceived to measure the impact progress of "open space" projects of the SOUL Foundation and its implementation and knowledge platform, particularly the 67-km (42mile) WET-Jukskei Flagship Project.

Projects around the world, like the Jukskei-project in Johannesburg RSA, cannot find sustainable resources to make long term impact without being able to demonstratively generate value to the communities. The GMSE is a mechanism that offers dollar valuations for progress made. Shareholders and stakeholders can use these valuations to trade (which provides liquidity to GMSE-related projects), support and benefit from progress made.

The GMSE primary Business Development team includes SOUL team (Kim Kieser and Greg Steenveld), Max Rutten Vice-President of Alliance Bernstein and the UCB Haas School of Business team. We have commenced with our collaboration for developing the (SOUL) Green Market Stock Exchange and held our first international conference call on the 17th Feb 2010.

The Berkeley team will be working closely with our CFO, Max Rutten in NYC, Terra Global Carbon in San Francisco and the Global Footprint Network based in Oakland, CA U.S.A

### **GMSE Business Development team member's roles and responsibilities:**

#### **The SOUL Foundation® PBO** ([www.wet-africa.org](http://www.wet-africa.org))

**Contact: Kim Kieser/** ELP Alumnus and Ashoka Fellow,

**Contact: Greg Steenveld/ Director Research and Development**

**36C Gibson Drive East, Corner Wendy Road, Buccleuch 2066 RSA**

**Strategic Role:** Give & Gain Community-Based Waste Recycling Model; WET-Friends of the River Integrated River/ Catchment/ Community Model; GMSE Financial/ Funding Model.

#### **Responsibilities:**

- Implementation of WET-Jukskei flagship program;
- Facilitation, development and coordination of the Kim Kieser concept, the Green Market Stock Exchange (GMSE) development;
- Coordination and engagement of partners within the SOUL Foundation Network.
- Overall Project Management and Monitoring.
- Resource Mobilisation

#### **Alliance Bernstein New York** (<http://www.alliancebernstein.com/>)

**Max Rutten**

**Vice President Bernstein Global Wealth Management (a subsidiary of Alliance Bernstein LLP) and Ashoka Support-Network Partner.**

**1345 Ave of the Americas, 36th floor**

**New York, NY 10105**

**Strategic Role:** SOUL Foundation CFO and Program Manager for the "Green Market Stock Exchange" (GMSE).

#### **Responsibilities:**

- Establishing the GMSE
- Assist in recruiting investment partners for GMSE
- Managing the GMSE

#### **Global Footprint Network** ([www.footprintnetwork.org](http://www.footprintnetwork.org))

**Dr. Mathis Wackernagel/** ELP Network

**Anna Oursler**

**312 Clay Street, Suite 300, Oakland, CA**

**Strategic Role:** Ecological Footprint Model and Analysis.

**Responsibilities:** Baseline Ecological Footprint study of project area

- Assessment of project environmental impacts after implementation. This includes, but is not limited to, Ecological Footprint and bio-capacity indicators
- Estimation of environmental benefits extrapolated over 10, 20 and 50 year periods of project implementation;
- Develop concordance models to estimate the economic savings of project implementation

### **Deneys Reitz Attorneys South Africa**

Web Site: [www.deneysreitz.co.za](http://www.deneysreitz.co.za)

A list of Deneys Reitz directors can be found in the 'People' section on the Firm's website.

**Strategic Role:** SOUL Foundation Pro-Bono Attorneys attending to all legal matters for and relating to SOUL Foundation including WET-Africa, Friends of the River, Give&Gain Recycling Systems and GMSE.

**Responsibilities:**

- Non Disclosure Agreements NDA
- Agreements
- Partnership agreements
- Memorandum of Understanding MOU's
- Intellectual Property IP
- Franchising
- Patenting
- Copyright
- Trademark Registration
- Litigation
- Assistance in all fields of law
- Advise in all fields of law

### **Terra Global Capital San Francisco USA** [www.terraglobalcapital.com](http://www.terraglobalcapital.com)

**One Ferry Building, Suite 255, San Francisco, CA.94111**

**Michael Cullen (Carbon Footprint Specialist)**

**Managing Director**

**Strategic Role:** To assist Soul Foundation/WET-Africa to register and manage the Carbon Credits market and resultant income

**Responsibilities:**

Terra Global Capital will act as an advisor in assessing the potential for carbon credits from project activities. Terra will complete technical work outlined below and manage the registration process with target registry (e.g. CDM VCS, or other appropriate registries). These include:

- Development/adoption of a methodology for the target registry (e.g. VCS) to support the Project
- Creation and submission of Project document (PD) to target registry (e.g. VCS)
- Delivery of the measurement plan for biomass inventory needed for the PD
- Securing estimates for 3<sup>rd</sup> party validation and verification required up-front and on-going
- Management of the approval process and required revisions to the submitted documents to the target registry (e.g. VCS)
- Commercialization support: structure in-country contracts, design of income models, risk assessments, reserve policy, and mechanism for funds flow.

Terra will manage the marketing and sales of all carbon offsets from the Project including:

- Preparation of documents used for prospective buyers
- Identification of potential buyers and management of the sales process
- Negotiation of detailed terms of the Emission Reduction Purchase Agreement.

### **Shares Online Irene Huysamen / SOL RSA**

**Strategic Role:** To assist Soul Foundation/WET-Africa to register and manage the Carbon Credits market and resultant income

**Responsibilities:**

- Assistance for SA matters related to GMSE and the SOL web based trading platform.
- Serve as local (South Africa) management team for GMSE

**University of California, Berkeley**

(<http://www.haas.berkeley.edu/HaasGlobal/IBDindex.htm>)

**David Schlosberg** MBA Candidate 2011 UC Berkeley Haas School of Business

**Team:** Samir Janveja, Gustavo Botelho, Chad Arkoff, George Scharffenberger

Haas School of Business, International Business Development Program (IDB):

Prof Sebastian Teunissen, Executive Director, Clausen Centre for International Business & Policy

**Strategic Role:** GMSE Business Model; Co-Finance/ Funding Proposals; Post-Graduate Field Research.

**Responsibilities:**

- Co-develop and advise structure of WET-Africa GMSE program;
- Students to develop a funding proposal for implementation of the WET- Africa CGI;
- Field research by four IBD MBA students: Research will include a feasibility study of the proposed development of the GMSE structure, and if feasibility is determined, recommendations for implementation;
- Feasibility study and potential revenue and operating expenditure analysis for the income streams created by the WET Model and subsequent sustainable revenue to the GMSE. These include; eco-services, waste recycling, composting, eco-tourism; sustainable green developments in natural open space zones: farmers market, eco-shop supplying green products, hospitality, food, nature trails, educational programs and adventure operators.

**What our partners say about themselves:**

**UCB Haas School of Business Team:**

We are very excited about our opportunity to work with you, WET-Africa and the SOUL Foundation to investigate the creation of a Green Market Stock Exchange to support the restoration of the Jukskei River and to establish a model for other ecological projects. With our diverse backgrounds and experiences along with the support of the International Business Development program at Haas, U.C. Berkeley, we are confident that we can make critical contributions to the advancement of WET-Africa's mission. We have attached our resumes for your review and below are brief descriptions of our backgrounds.

**David Schlosberg**

Prior to pursuing my MBA at Berkeley, I worked for seven years at Travelers Insurance, one of the largest property liability insurers in the United States. During my career, I held several positions in different geographies drawing upon my skills in finance, research and strategy. In my most recent role in corporate strategy, I led multi-disciplinary projects in the areas of energy infrastructure and environmental risks. While working at the international insurance marketplace Lloyd's of London, I visited a friend and Peace Corps volunteer in Tanzania. I really valued and enjoyed the opportunity to experience part of Africa beyond the standard tourist circuit, and I am very much looking forward to working with your organization and traveling back to the continent to contribute to your exciting and worthwhile project.

**Chad Arkoff**

I graduated from Lehigh University with a B.S. in Economics and a focus on finance. After college, I spent two years working in investment banking in New York for UBS Investment Bank. In that role, I learned about the capital markets and how companies access those markets for strategic initiatives. After that, I was the fifth employee of a newly-formed real estate investment firm in San Francisco. It was rewarding to be a part of a team that was launching its entry into the market. Following that experience, I spent two years working for a private equity firm where I evaluated investment opportunities in private companies by

studying various industries and meeting with management teams. In my spare time, I am a competitive cyclist, avid outdoorsmen and enjoy traveling. This assignment will represent my first trip to Africa and I could not be more excited to be doing it while advancing the mission of WET-Africa.

### **Gustavo Botelho**

Before coming to Haas, I was a general manager of an iron plant in Brazil. At university, I chose to be a civil engineer because I wanted to help my country grow. My first two jobs were in construction, working on infrastructure projects such as highways, sewer lines, electricity distribution and also river restoration, where industry and local communities had dumped waste. For the next six years, I helped operate an iron plant that relied on reforestation as its main source of energy. During this time, I helped the company trade carbon credits through the UN's Clean Develop Mechanism (CDM) regulation. I also volunteered at a prison institution, APAC, helping inmates reconcile with their families and pursue employment. Some of my peers were invited to teach this methodology in several African countries. Unfortunately, I couldn't leave work to join them. Now I am eager to use all my experiences to help WET-Africa reach its goals.

### **Samir Janveja**

After studying Finance & Accounting at the University of Michigan, I worked in the leveraged finance industry at various banks. While dealing with both private and public companies, I have seen how trading markets can affect the value of their firms and vice-versa. For the past year and a half, I worked at a trading firm as proprietary equities trader. I feel that this experience will be most applicable in helping setup the green market exchange for our project. Additionally, this will be my first trip to Africa and I look forward to the experience and contributing to WET-Africa's goals.

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## **3. WET-Jukskei 67 'Proof of Concept' Implementation**



Waterway & Environment Transformation  
[www.wet-africa.org](http://www.wet-africa.org)

A multi-partnership collaborative model to implement the WET-Jukskei restoration program and develop and carry out integrated 'Triple-Bottom-Line' Impact Evaluations of the WET Jukskei 67 Flagship Program and the GMSE, in collaboration with the Global Footprint Network, UC Berkeley College of Natural Resources and Haas School of Business, Alliance Bernstein, Beahrs ELP 2009 Alumni, Ashoka Fellows, and others in Beahrs ELP's Small Grants Initiative. We aim to launch in May 2010 (funding permitting).

### **SOUL FOUNDATION RSA (Umbrella Organization)**

#### **Kim Kieser (CEO and Project co-ordinator)**

- Overall Project Co-ordination, planning and monitoring.
- Co-ordination of member partners.
- Resource Mobilisation
- Decision-making.
- Financial Management
- Research design
- Sustainable systems design and income streams
- Waterway restoration and Training
- Integrated Waste Management and Training
- Open Space Land Acquisition (99 year Lease)
- Vision

#### **Greg Steenveld (Director; Research & Development; Institutional Transformation)**

- Oversee all research (social as well as environmental/ engineering).
- Model development;
- Research design.
- Institutional transformation

**Marita Oosthuizen (Social Research Manager, fundraising and membership)**

- Management of all social research (including community participation, round tables, Social Impact Assessment, educational programmes, etc.)
- Research Design
- Social data analysis
- Fundraising
- Membership

**Greg Steenveld & Marita Oosthuizen**

- Creation of one overall report that encompasses the entire study (i.e. all eight research studies and the auxiliary work).
- Establishing the causal relationships between the implemented project and the outcomes so as to develop a structural model that can be used as model for future implementations of the project and as the benchmark for future evaluations.

**Margie Kolver (Director Administration & Governance and Give & Gain Recycling)**

1000 Schools and Churches Recycling Initiative.

- Management of Agents
- Report writing.
- Administration.
- Event organising.
- Financial Management

**Dickson Monare (Recycling Project Manager/Community Leader)**

- Community Recycling project manager and practical training
- Community coordinator
- Data collection.

**Daniel Mkhari (River Health Project Manager/Community Leader)**

- River Health project management and practical training.
- Horticulturist
- Data collection.
- Linguist – Speaks all 13 official South African Languages.

**Mthotjo Mncwango (Research Apprentice – Social Research)**

- General social research assistant.
- Data collection.
- Data capturer.

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**ENVIRONMENTAL RESEARCH AND SUSTAINABLE SYSTEMS**

**Dr. Mathis Wackernagle (Ecological Specialist GFN Oakland CA USA)**

**Research Assistant x2**

- Baseline ecological footprint study.
- Assessment of project environmental impacts after implementation (includes: Ecological footprint & bio-capacity indicators).
- Estimation of environmental benefits – extrapolated over 10, 20 & 50 years of implementation.
- Develop concordance models to estimate the economic savings of project implementation.

**Michael Cullen (Carbon Footprint Specialist Terra Global San Francisco USA)**

**Research Assistant x2**

Terra Global Capital will act as an advisor in assessing the potential for carbon credits from project activities. Terra will complete technical work and manage the registration process with target registry (e.g. CDM VCS, or other appropriate registries).

Terra will manage the marketing and sales of all carbon offsets from the Project including:

- Preparation of documents used for prospective buyers
- Identification of potential buyers and management of the sales process
- Negotiation of detailed terms of the Emission Reduction Purchase Agreement.
  - Determine the carbon footprint of the Jukskei River pre- and post-implementation.
  - Register SOUL/WET-Africa on the global carbon market.

**Liam Whitlow (Environmental Impact Assessment)**

**Brian Whitfield (Environmental Impact Assessment)**

**Thomas de Ridder (Environmental Impact Assessment)**

Environmental Impact Assessment (as required by South African law).

**Milton Buchalter (Water and Environmental Technology South Africa)**

**Crystal Clear Managing Director**

- Water Use Licences
- Energy License
- Waste Licenses
- Oversee Environmental Impact Assessment
- Ensuring that all government requirements are met
- Water purification and abstraction
- Alternate Energy Advisor

**Nature Conservation Corporation (Ecological Research South Africa)**

- Water quality (physical, chemical, microbiological parameters).
- Eco-services (Biomonitoring, biodiversity, photographic and species count).

**Water Research Commission of South Africa (Knowledge and Research Funding)**

On the local RSA front, Soul is leading a PPP multi-sectoral research study with the Water Research Commission of SA (WRC) and the Packaging Council of SA into the quantified triple-bottom-line benefits of household waste recycling in impoverished townships and 'Best Practice' guidelines for implementation. This work links the WET Impact Evaluation studies indicated above and the promotion of waste recycling, including the Soul '1000 Schools & Churches' Recycling Campaign established in partnership with RSA Recyclers.

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## **CONSERVATION, EDUCATION AND LAND ACQUISITION**

**Jane Goodall Institute South Africa**

**Margi Brocklehurst Regional Director**

**Rori Mokoena Roots and Shoots Co-ordinator**

- SOUL and JGI Joint proposals for fundraising and land acquisition (99 year lease)
- University and school education programs
- Conservation and wildlife

**Daru Rini (School Biomonitoring Program UCB ELP Alumni Indonesia)**

School Biomonitoring program

Raise awareness on WET and its Jukskei program in Indonesia.

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## **ECONOMIC RESEARCH**

**Econometrist (to be appointed)**

**Research Assistants x2**

- Literature review and data collection.
- Determination of exogenous stimulus.
- Partial general equilibrium analysis – using a Social Accounting Matrix (SAM) for Gauteng.

- Multiplier analysis.

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## **SOCIAL IMPACT RESEARCH**

### **Marita Oosthuizen (Community Participation)**

- Community Participation Process.
- Focus Group Meetings.
- Facilitation.

### **Elbie Oosthuizen (Educational Research SA)**

- Assistant to Marita Oosthuizen
- Evaluation of training programmes.

### **Jeremy Burnham (Social Researcher & Community Participation)**

- Community Participation Process.
- Focus Group Meetings.
- Stakeholder facilitation.

### **Mary Njenga (Women's Issues Specialist and UCB ELP Alumni Kenya)**

- Assess the impact of the intervention on women in the area.
- Woman Empowerment and Leadership Training
- Develop Green Business for woman in Bricket Making from waste paper.
- Raise awareness on WET and its Jukskei program in Kenya.

### **Titilope Akosa (Women's Issues Specialist and UCB ELP Alumni Nigeria)**

- Assess the impact of the intervention on women in the area.
- Woman Empowerment and Leadership Training
- Raise awareness on WET and its Jukskei program in Nigeria.

### **Anita Bron (Social Impact Assessment SA)**

### **Nonka Byker (Social Impact Assessment SA)**

- Research Design
- Social Impact Assessments.

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## **SPATIAL RESEARCH AND RIVER MAPPING**

### **Dr. Adriana Paese (Forestry & River Mapping UCB ELP Alumni Brazil)**

- Pre- and post-mapping of land-use and social use of study area.
- Training community members to map.
- Advice regarding possible land-uses (for Green Social Businesses, recreation, etc.)
- Forestation
- Raise awareness on WET and its Jukskei program in Brazil.

### **The Bateleurs - Flying for the Environment in Africa [www.bateleurs.org](http://www.bateleurs.org)**

The Bateleurs are WET Implementation members who are assisting SOUL by doing mission flights to view the environment from the air and get the 'big picture' visual status and impact of activities and conditions in the Jukskei Catchment area. The Bateleurs also assist with photographers to record the aerial view of each mission.

Incredibly, they do it absolutely free of charge!

- Support the work of WET-Africa in any way that conforms to our own mission and mandate.
- We will review all your flight requests as these are delivered, and if these are approved by our Board of Directors we will try to find a pilot to fly each mission

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## **MEDIA, MARKETING AND ADVOCACY**

### **Steve Banhegyi (Media specialist)**

### **Eugene Banhegyi (Media and Marketing specialist)**

### **Managing Directors Storytelling and Trans4mation**

- Design, website, marketing
- Press releases, media coverage, media monitoring,
- Documentary film making, social media,

**Judith Taylor (Advocacy and Membership)**

- Government, business and stakeholder presentation workshops.
- Persuasive communication to foster support and gather momentum regarding the policy impacts and support of the project.
- Membership and Fundraising

**Megh Ale (International River Day – Ashoka Fellow and ELP Alumni Nepal)**

- Raise global awareness with International River Day
- Raise awareness on WET and its Jukskei program in Nepal

**CONVENORS**

**David Strelneck (Ashoka Global Association for Social Entrepreneurs; Global Convenor)**

- Co-ordinate Ashoka Fellows who will be part of the study.
- Assist in planning of global conferences.
- Link the historical and future work of WET-Jukskei and the SOUL Foundation to a global assessment currently being conducted by the University of Greifswald, Germany, in partnership with Ashoka, which is examining between 2009-2012 the impact of social entrepreneurship broadly on global water management.
- Spread the insights and actions of this initiative throughout the Ashoka global network of 2,600 leading social entrepreneurs and affiliates.

**Wendy Bradley (Social Profit Collaboration and capacity building Vancouver Canada)**

- Design and co-ordinate South-North learning exchange to better help the social-profit sector – here and there, as well as everywhere else.



**4. 1000 Recycling Campaign**

**The SOUL Foundation: Give & Gain Recycling  
1000 Schools/ Churches/Corporates Campaign  
\* WASTE RECYCLING OPPORTUNITY\*  
JhB, Gauteng area From January 2010**

**Introduction**

As part of our drive to relieve the stress of uncontrolled waste management on our groundwater and rivers and raising awareness on the benefits of going green, SOUL Foundation has established an extended partnership with major recyclers so that we can assure that schools/churches/corporates and their relevant households/parents/parishioners/employees have the opportunity to recyclable their waste with a system where recyclables can be conveniently dropped off at the school/church/office at a designated, clean and safe drop off point, generating income for the school/church.

The system includes the collection of the pre-sorted on-site waste at the school/church and a "Waste from Home" convenient drop off. Payment for the collected pre-sorted recyclables (at an agreed contracted rate), is paid directly to the school/church designated bank account. A Service Agreement is entered into which formalizes this arrangement between the school or church, SOUL Foundation and our recycling partners.

The Service Agreement includes the establishment of a reliable and regular collection system of the recyclables from member premises and the supply of the **onsite** waste separation systems and equipment required for the success of the program as well as management of the collection system and quality assurance by our recycling partners and a designated SOUL Give & Gain service agent.

### **Margie Kolver.**

Margie has been involved with The SOUL Foundation since 2000. Her activities include the general administration, financial management and event management of the company. Margie also heads up Soul's "GIVE & GAIN 1000 Schools, Churches and Corporates Waste from Home" Recycling Campaign. She has been instrumental in sourcing and securing partnerships with 'one stop shop' recycling collection companies that deliver the services required for the success of the campaign and launching the "proof of concept" project at St Johns College in Houghton, Johannesburg. The three month trial period was officially begun on the 2<sup>nd</sup> February 2010.

### **Industry Partners:**

Packaging Council of SA/PACSA  
Plastics Federation of SA/ PLASFED  
All major waste collecting/ recycling companies

### **Activities**

#### **SOUL**

- Coordinate and enlist schools, churches and corporates for recycling including the SOUL concept of 'Waste from Home'.
- Margie Kolver or SOUL/Give & Gain agent client support
- Supplies SOUL 'Waste from Home' Polyprop reusable colour-coded recycling bags for purchase by the school/church/company, to be purchased by the parents/parishioners/employees; from the school/church/company.

#### **SOUL Contracted Recycling Collection Management Partner Members**

- Supply onsite recycling storage equipment and management of site.
  - Supply Waste Management services
  - Regular collections and reporting on weights collected and payments made to the school/church and SOUL.
  - Corporates donate their income for recyclables collected to SOUL.
  - **Recyclable materials for collection:**
  - Scrap cardboard, Plastic LD/Shrink-wrap/HD/PET,
  - Paper HL1/HI2/CMW/Magazines/Flat news/Craft news, Paper Reels,
  - Cans, Glass bottles, Scrap Metal
  - Used cooking oil, Used Hydraulic/Engine Oil
  - E-waste, Ink Cartridges
  - Additional recyclables will be included should they arise.
  - A composting system for wet/food waste is in development.
  - Adhoc Hazardous waste that may be generated will be quoted on as required.
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## **5. Resource Mobilisation**

### ***Academic***

#### **University of California, Berkeley Beahrs' ELP Small Grants Initiative**

UNIVERSITY OF CALIFORNIA, BERKELEY  
Beahrs Environmental Leadership Program  
CENTER FOR SUSTAINABLE RESOURCE DEVELOPMENT  
COLLEGE OF NATURAL RESOURCES  
OFFICE OF THE DEAN  
101 GIANNINI HALL #3100  
BERKELEY, CALIFORNIA 94720-3100

## **Small Grants Initiative**

The Small Grants Initiative (SGI) was created in 2003 to encourage ELP alumni to engage their institutions and communities in collaborative conservation and sustainable development projects with faculty and students at UC Berkeley. All ELP alumni are eligible to compete for available funds by submitting proposals as stipulated in these Guidelines.

There are many types of collaborative activities that may be funded by the SGI. These include: applied field research; training of trainers; development of business/marketing plans; interdisciplinary workshops; course design and delivery; community-level capacity-building; preparation, publication and dissemination of policy guidelines; planning and development of a new organization or enterprise (including ELP Regional Centres); combinations of these, and others.

All projects must be collaborative involving one or more ELP alumni and one or more members of the UC Berkeley/ELP academic community: faculty, researchers, staff, extension specialists or graduate students. An important goal of SGI collaboration is to enhance two-way learning among academics and practitioners in the field, bringing science, policy and practice together.

Kim Kieser ELP Alumnus/SOUL Foundation applied for the Beahrs SGI in December 2009. The partnership includes the Global Footprint Network and a collaboration with 5 ELP alumni 2009 (6 with Kim) and two UCB Faculties (as listed below). Successful applicants will be notified at the end of February 2010.

### **UC Berkeley Haas School of Business team.**

**David Schlosberg Team Leader** MBA Candidate 2011 UC Berkeley Haas School of Business  
The Team: Samir Janveja, Gustavo Botelho, Chad Arkoff, George Scharffenberger  
Haas School of Business, International Business Development Program (IDB):  
Prof Sebastian Teunissen, Executive Director, Clausen Centre for International Business & Policy. George Scharffenberger, Principal Advisor.

**Strategic Role:** GMSE Business Model; Co-Finance/ Funding Proposals; Post-Graduate Field Research.

#### **Responsibilities:**

- Co-develop and advise structure of WET-Africa GMSE program;
- Field research by four IBD MBA students: Research will include a feasibility study of the proposed development of the GMSE structure, and if feasibility is determined, recommendations for implementation; Students to develop a funding proposal for implementation of the WET-Africa CGI commitment;
- Feasibility study on income streams created by the WET-Jukskei 'proof of concept'
- Students to develop a funding proposal for implementation of the WET-Africa CGI commitment;

### **The College of Natural Resources and the University of California, Berkeley**

SOUL has expressed interest in the participation of the UCB application for a Master's in Development Practice, a new and exciting program that will prepare new "generalist" development practitioners to meet and manage current and future economic, social, health, and environmental challenges, combining solid scientific training with practical skills. The program is planned to be two years in length and each of the students will have two 10 week stints as interns in development. The students are likely to have both prior experience and through this program will be gaining training in environmental and statistical economics, equivalent to MBA's and thus be valuable in analysis and data collection as well as providing practical solutions to real world problems. Each of the students will have a faculty mentor that will supervise the internship activities. The student will be expected to write an internship proposal as well as an internship summary.

**Soul's focus is** to create systemic positive transformation of People, Prosperity and Planet applying the WET integrated multi-dimensional collaborative approach of Waterway and Environment Transformation. The system would no doubt benefit greatly from the two 10 week stints with interns in development as they will benefit by gaining practical experience in real life situations and a multi collaborative model comprising environmental and social leaders from all over the world. It is the first of its kind.

Our Model includes multiple modules of development, eco-services, restoration and conservation as a stepped approach which includes: Public participation, Environmental impact assessments for development program, community awareness and participation, job creation, leadership development, business skills development and social entrepreneurial development and support. We will also be running multiple studies to measure the impact of the model. The measurable impact studies include: social, biological, ecological, carbon sequestration, economic, spatial, media and advocacy.

Prof David Zilberman has indicated that the WET-Africa program is exactly what the new faculty needs in a program addressing a major issue of concern and having a practical change making elements that can be affected by contributions of well trained individuals. UCB will pay their way to Africa – and the team will be supported locally.

## **Services**

### **The Bateleurs - Flying for the Environment in Africa [www.bateleurs.org](http://www.bateleurs.org)**

WET Implementation members who are assisting SOUL by doing mission flights to view and map the environment from the air getting the big picture visual status and impact of activities and conditions in the Jukskei Catchment area. The Bateleurs further assist us with photographers to record the aerial view of each mission. They will also fly for SOUL anywhere in Africa (as long as flights are booked well in advance, approved by the board and pilots available).

Incredibly, they do it absolutely free of charge!

Our first Photographic and flight report based on the Bateleurs WET maiden flight for the Jukskei in 2009 can be viewed on our website at [www.wet-africa.org](http://www.wet-africa.org)

The flight spanned from source of the Jukskei and the inner city, to the Hartebeespoort Dam near Rustenburg.

Bateleurs Crew – Justin Bass (Pilot ZS-BKB - Cessna 172 photography platform),  
Richard Strever (Photographer) & Jeremy Woods (Pilot ZS-WBM –Piper Comanche)  
Wet-Africa.org – Kim Kieser (Director) Greg Steenveld (Director) Steve Banhegyi

#### **Mission:**

The mission departed Rand Airport in Germiston on Sunday the 29th March at around 11am for a planned one hour flight to the Hartebeespoort Dam. Routing was from Rand airport to Hillbrow/Bertrams down to Bruma lake, then north towards Buccleuch, Kyalami, Dainfern, Diepsloot and the Hartebeespoort Dam. Altitude was between 700 and 1000 ft AGL following the Jukskei and there were some orbits necessary during the route in order to get different perspectives for the cameraman.

Visiting students from UCB (International Business Development Program (IDB) field trip from May 22<sup>nd</sup> to June 12<sup>th</sup>), member partners and delegates, can apply for the opportunity to join our next flight planned for May 2010 (first 3 flight applications will be accepted after receiving and confirming the conference invitation), during the timeframe of the first Global Member Conference to be held in SA.

## **Funding and Services**

### **Water Research Commission of South Africa (WRC – Knowledge/ Research Funding)**

Soul Foundation (Greg) last year initiated and is leading a research contract funded by WRC to develop a national 'Best Practice' Guide for establishing sustainable "Community-Based Household Waste Recycling in RSA High-Density/ Low-Income Townships".

The research study is innovatively based on triple-bottom-line accounting of the SEE benefits "for National Resources Conservation, Pollution Prevention and Poverty Alleviation" (the rest of the full title). The Best Practice Guide is due for delivery to WRC by the end of March – late nights beckon!

The study is also an R&D precursor to the collaborative WET Jukskei Impact Assessment and GMSE-valuation studies we are planning and into which WRC will be invited as a 'natural' partner for knowledge-development (including funding) to extend this work. Presumably their interest will match our excitement at working with the wonderful international 'team' coming together, including UC Berkeley, Global Footprint Network, Max Rutten/ Bernstein, 3ie, Terra Global Capital, Wits University and others.

#### **Clinton Global Initiative**

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Our CGI Commitment to Action for WET-Jukskei 67, WET-Africa.org and the Green Market Stock Exchange (GMSE) has attracted the following CGI Member partners

#### **1. JEMS GPS International Corporation NYC**

**Nick Souris, CEO**

**Member Commitment: International finance raising**

To assist SOUL in raising the initial investment of \$30 Mill for the Implementation and measuring the impact of the WET-Jukskei 'Proof of Concept' program

## **2. International Commission on Workforce Development ICWFD**

**Bradford R. Kane, Chief Executive Officer**

**Member Commitment:**

**Training Programs, at the cost of only USD \$6 per course, per student for the WET-Africa workforce.**

The ICWFD is a non-profit organization that bridges the digital divide and increases job skills. We provide access to over 1,500 state-of-the-art and certification-level Information Technology, Business, and Professional Development courses in our e-Skills360° online e-learning platform. Although the courses are commercially valued at USD \$100 to \$150 per course, sponsored courses are FREE to students and trainees. Sponsorship is made possible by funding from foundations, individuals, and corporate social responsibility programs, at the cost of only USD \$6 per course, per student. Courses are accessed online by students with a PIN number that is provided either electronically or on co-branded scratch cards (with the PIN hidden under a scratch-off coating).

## **3. ANDE (Aspen Network of Development Entrepreneurs) as a committed CGI global resource/ funding partner, connected also with the International Initiative for Impact Evaluation (3ie).**

In November 2009 we applied for grant funding for the WET-Africa and GMSE research components. The applications submitted were for 9 studies under the WET-Africa implementation program and the GMSE, the financial mechanism which will ultimately value and measure the impact based on the 9 WET-Jukskei Impact Evaluation studies. The measurable impact studies include: social, biological, ecological, carbon sequestration, economic, spatial, media and advocacy.

We were unfortunately not successful in our application, but have been invited to re-apply in May 2010 for the next funding round. (We are applying to numerous other funding organs and grant initiatives.)

Perhaps we were not successful due to the vast nature of the nine studies. I noted that the recipients of the grants are all average size groups with a singular focus. I feel we should apply for the research within each research category ie. Break it in to the parts which make up the whole, rather than presenting an overwhelming whole.

All research collaborators who submitted proposals please click on the 3ie website [www.3ieimpact.org/openwindow/round2](http://www.3ieimpact.org/openwindow/round2) to view the studies that were awarded grants. We need to do our homework.

**For more information, please go to [www.3ieimpact.org](http://www.3ieimpact.org) and click on 'open window', then go to**

**Sample proposal from Round 2: [Environmental and Socioeconomic Impacts of Mexico's Payments for Ecosystem Services Program](#)**

### **Step 1: Download the application form and guidelines**

- » [3ie Principles of Impact Evaluation](#)
- » [3ie Impact Evaluation Practice](#)
- » [3ie human subject guidelines](#)
- » [Instructions for Proposals](#)
- » [Indirect-Cost Guidelines](#)
- » 3ie recommends that researchers conducting field studies take this on-line course on [Human Subject Research](#).

### **Step 2: Complete Grant Application Form**

- » [Grant Application Form](#)
- » The form should be completed in MS Word and saved with the file name "Open Window - name of organization - date" e.g. "Open Widow - IPS - December 2008"

All research collaborators **Please** re-submit a research proposal and budget to [soul@wet-africa.org](mailto:soul@wet-africa.org) *SUBJECT: Research Grant Proposal*. Please utilize the 3ie template. Submissions to reach us by no later than 26th March 2010 so that we can coordinate grouped relevant studies for re-submission to 3ie in May.

**Water Advocates**

About

Water

Advocates

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Water Advocates is the first US-based non-profit organization dedicated solely to increasing American support for worldwide access to safe, affordable and sustainable supplies of drinking water and adequate sanitation. Our purpose is advocacy, not implementation of projects. We provide an additional voice for those around the world with no access to adequate drinking water and sanitation.

Water Advocates does not seek funding for itself from the general public. Instead it encourages Americans to sponsor water projects directly, to donate to water nonprofits of their choice, and to encourage government officials to augment foreign development aid for efficient drinking water and sanitation programs.

Across the globe on World Water Day (March 22), 192 countries will mark a critical milestone. The 2015 deadline fast approaches for reaching the Millennium Development Goals for water and sanitation. The 2010-2015 time frame requires renewed efforts by all. Through partnership, innovation and leadership, major steps can be taken to ensure that millions receive access to safe, affordable and sustainable supplies of drinking water and proper sanitation. Let's rise to the occasion

*World Water Day 2010: Uniting for Safe Water and Sanitation*

A broad-based collaboration of partners is organizing two days of events in Washington DC on March 22-23 that will provide an unprecedented platform for the American public and private-citizen sectors to redouble efforts for the life-saving work of extending sustainable safe water and sanitation. Save the dates. More information will be forthcoming. If you have questions please email John Sauer, [jsauer@wateradvocates.org](mailto:jsauer@wateradvocates.org)

*Appropriations Note*

The Congressional Fiscal Year 2010 appropriation for the Senator Paul Simon Water for the Poor Act is \$315 million.

The Administration's Fiscal Year 2011 request to Congress for funding related to water will be known later this month.

*Water for the World Act Update*

The Senator Paul Simon Water for the World Act (S. 624 and H.R. 2030) continues to gather cosponsors and bi-partisan support for the legislation remains strong. In the Senate 30 cosponsors have joined Senator Durbin, and in the House 69 members have joined Representative Blumenauer.

**Clinton Global Initiative**

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**Rethinking Waste Action Network\***

Action Network Session: Rethinking Waste and Its Management

Room: Liberty 3

Date: Thursday, Sept. 24, 2009

Time: 2:30-4:00

Note-Taker: Jon

Facilitator: John Williams

The Challenge (John Williams)

- 52 tons/second of landfill waste produced worldwide
- A lot of waste contains recoverable resources
- Enough oil in waste each year to power 8.5 million households
- No improvement in waste reduction in past 20 years
- No current solutions to eliminate need for landfills

- Should consider problem of waste through steam analogy
  - Upstream – Consumer and producer
  - Midstream – Systems to facilitate material recovery
  - Downstream – Residual disposal and sanitary land filling

### Waste Literacy

- Current Waste Illiteracy
  - Consumer today has outdated & flawed conception of waste (*Mary Ann Casati*)
  - Reduce, Reuse, Recycle mantra of 20 years ago is limited; public definition of recycling is vague (*Bill Davis*)
- Promoting through Media
  - Must use media to produce new waste literacy that reflects current problems and needs (*Roberta Bowman*)
  - Need for communication specialist? (*Raefer Wallis*)
  - Revamp RRR mantra? (*John Williams*)
    - Add additional R's like reject, remanufacture, refuse, recover energy, reduce residual, rethink environmental climate?
  - Media must change message from "Buy Buy Buy" to "Reduce Reduce Reduce" (*Albina Ruiz Rios*)
  - We can't control media; must use other avenues to produce waste literacy (*Governor Scott McCallum*)
- Promoting through Education
  - Need to introduce waste literacy in schools worldwide (*Albina Ruiz Rois*)
    - If governments spend more on making children waste literate(upstream), will spend less money cleaning up waste (downstream)
  - CGI well positioned to introduce waste literacy in classrooms (*John Williams*)
  - Need to teach how to separate reusable, renewable material from waste (*Ambassador Joachim Bitterlich*)
- Consumer Responsibility
  - Maybe onus shouldn't be on consumer; maybe should emphasize producer's responsibility (*Ambassador Joachim Bitterlich*)

### Role of Producer

- Economic Incentives
  - Producer behavior will only changed if driven by economic market or economic incentives (*Governor Scott McCallum*)
  - Currently penalize companies for bad practices (stick approach); should instead offer rewards for good practices (carrot approach) (*Ross Fitzgerald*)
  - Cap and trade for company waste? Soil credits in addition to carbon credits? (*Ross Fitzgerald*)
- Rethinking Product Design
  - At Dell, developing closed loop system, which reduces waste (*David Lear*)
    - Invite consumers to recycle old computers; salvage reusable materials
    - Encourages use of more resilient materials as they can expect the materials to return to the company in the recycling program
  - Should design products that make reusing/recycling the path of least resistance for consumer (*P.J. Simmons*)
  - Should lift veil on embedded cost of product disposal (*P.J. Simmons*)
  - Need to differentiate between Recycling Service items (similar to a rental) and consumable items (*Raefer Wallis*)
    - Must then to assign value to waste from consumable items
- Government
  - Government should regulate companies' wasteful practices (*Adam Said*)

### Waste Management

- Waste as a Resource

- Must view waste as resource like water (*Jeffrey Wright*)
- Must figure out ways to turn waste into energy (*Ambassador Joachim Bitterlich*)
- Waste doesn't currently have enough value as resource; need to demonstrate its value (*Ross Fitzgerald*)
- Local Verses Global
  - Must tailor waste management system to specific countries; must think and act locally (*Ambassador Joachim Bitterlich*)
  - Should promote waste management systems that operate in closed, local loops (*Jamie Moreno*)
    - The nutritional value of land declining because nutrients end up in landfills, not in ground from which they came (ie corn).
  - Difficult to implement closed, local loops in developing countries (*Ambassador Joachim Bitterlich*)

Call To Action

- Interest in creating committee to continue conversation, maybe in development of a commitment? (*John Williams*)

**RE: Clinton Global Initiative - Waste Management Action Network December 8th**

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**Tele-conference**

This note is a follow up on the tele-conference held on December 8<sup>th</sup> with members of the CGI – Waste Management Action Network. Seven of us participated in the call.

- Kelly Anchrum (P&G)
- Bill Davis (Ze-Gen)
- Scott McCallum (Aidmatrix Foundation)
- Amy O'Meara (CGI)
- P.J. Simmons (Eco Forum)
- Raefer Wallis (GIGA Foundation)
- John Williams (HDR)

**Summary**

The call began with a review of the ground covered in the September Annual meeting concluding that waste is not viewed as a resource (it should be) and that many countries view it as an opportunity for commerce and low tech industrial activity. The goal of the call was to focus the group on ways that it can make a significant difference with the overarching goal of inspiring action. The group agreed that initial attention should be focused on **waste literacy** and **producer responsibility** with the intent of influencing overall thinking on **waste management** (as progress is made with literacy and responsibility).

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**Berkeley Enviro-bytes: Your weekly link to Berkeley environmental news**

In a bid to raise awareness about waste, environmental daredevil David de Rothschild has created a sea-faring vessel called "The Plastiki". This boat is made mostly of recycled plastic, and is stationed in the San Francisco Bay. Mr de Rothschild plans to sail the Plastiki to Australia to raise awareness about recycling. To follow his journey and learn more about the project visit the website above, or the official Plastiki website: <http://www.theplastiki.com/>



## In Closing

Last, but not least special mentions for 2010 are due to new members Irene of Shares Online SA, Judith Taylor SA, Wendy Bradford in Vancouver, The UCB Haas School of Business team, Max Rutten of Alliance Bernstein NYC, The Jane Goodall Institute SA and St Johns College Houghton, Johannesburg.

SOUL Angels Deneys Reitz, our Lawyers in SOUL, thank you Bridget, Rohan, Anton, Aadila and Richard; Steve and Eugene Banhegyi of Storytelling, Anike of Postnet Woodmead and Sarah Key.

Without you it would be impossible!

Our thoughts and prayers are with those who have suffered any loss from the devastating earthquakes that have hit Haiti and Chile.

Kind Regards, Thanks Again for all your support and Best Wishes to you and yours (including your dreams) for an excitingly collaborative 2010.

### **Yes We Can**

Kim and the Soul Team (Greg, Margie, Dickson and Marita)



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**Save Our Universal Land**

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