

Wet-Africa Partner Planning Meeting

Plastics Federation of SA Auditorium
2-December-2008



Water Environment Transformation
www.wet-africa.org



Thanks to the following who participated in the WET-Africa.org Partner meeting:

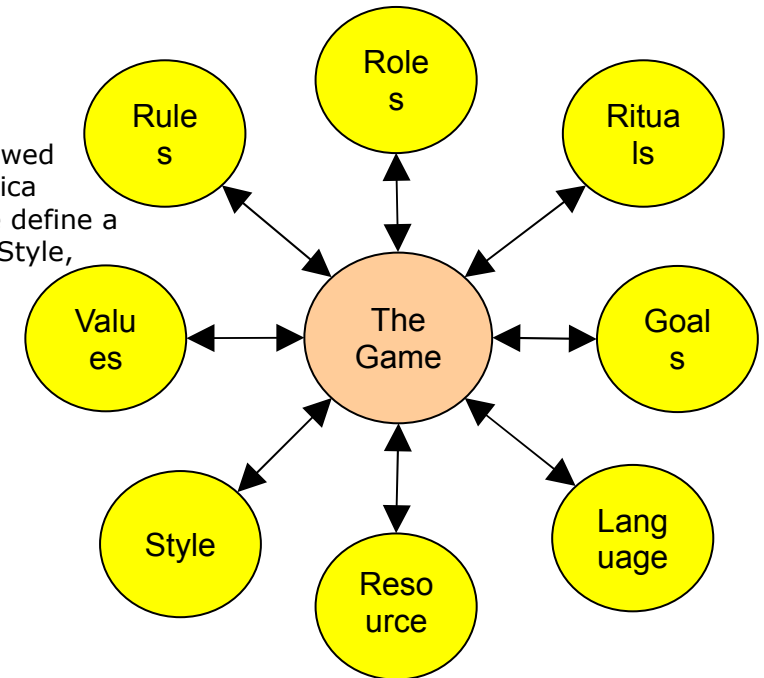
- **Kim Kieser:** SOUL/WET Concept; Planning, Co-ordination, Management, GMSE (Green Market Stock Exchange)
- **Greg Steenveld:** SOUL/WET Management, Research and Development, Waste Minimization, Water Engineering, GMSE
- **Mercia Komen:** CUSTODIAN PROJECT Conservation
- **Helen Duigan:** RHENOSTERSPRUIT NATURE CONSERVANCY Conservation
- **Jeremy Burnham:** NATURAL STEP Sustainability
- **Jenny Oertel:** RIVER RANGER FOUNDATION Equestrian and desilting waterway
- **Piet Muller:** GDACE River Health
- **Billy Twala:** IKAMVA INFORMATION MANAGEMENT Strategic Water Management Gauteng DWAF
- **Amanda St George:** KHUTSO Biosphere
- **Franz Rolinck:** LIVING GOLF Leadership Development
- **Adam Gunn:** ROUTLEDGE MODISE Environmental Law
- **Julie Staub:** OUTWARD BOUND Wilderness leadership Training
- **Bernice McLean:** ENDANGERED WILDLIFE TRUST Conservation and CLG Leadership
- **Douw Steyn:** PLASFED Representing the Plastics Industry and Recycling including awareness raising.
- **Delanie Bezuidenhout:** PLASFED
- **Mpho Mohale:** PLASFED
- **Sven Kreher:** THE BATELEURS Flying for the Environment
- **Joan Cameron:** THE BATELEURS Flying for the Environment
- **Mensa Frimpong:** MENSAH DEVELOPMENT PROJECTS Project Management for NPO'S
- **Bruce Wylie:** SOUTH POLE CARBON Global Carbon Credit Market
- **Steve Banhegyi:** Steve Banhegyi & Associates Art and Science of Change

Sincere thanks to the plastics federation and Douw Steyn for use of the auditorium facilities and the refreshments and lunch provided.

Exercise

As Wet-Africa aspires to be a community-driven organisation, we created an exercise that allowed all participants to engage in a series of structured conversations around the nature of Wet-Africa using the metaphor of a game. Participants were asked to describe WET-Africa as a game. We define a game as “socially constructed sequence of actions” that include Goals, Language, Resources, Style, Values, Rules, Roles and Rituals that interact to create the dynamic of a living system.

The following are the main feedback points contributed by the participants during the session and is now open for comment by everyone present.



	Contribution	Notes / Comments
G O A L S	<ul style="list-style-type: none"> • Land owners to “sacrifice their river servitude” • Which are the most attractive areas and what does the city own? What can we add to government (land) open spaces = Parks, Recreation, Picnic Spots, walk dogs, ride horses (for an entrance fee) • What does it add to the environment, the people and the city? (Mercia Comen) • Clean rivers, clean living, education, environmental awareness • Employment, green zones, family involvement, hikes, sporting, biking, canoeing, outdoor activities develop (again) peripheral vision (which kids have lost) Retuning to nature / the simple things in life • Information for Kids / communities – knowledge of environment / active/ everyone is equal in the bush / teamwork for survival / developing leaders in nature / together we can, alone we can't(Julie Stab) • Increasing awareness of the state of our rivers & conscientising people about what they can do to improve the health of the rivers (Jenny Oertel) • Goals to liaise with all available catchment • Link up with Petrus Venter DWAF – he runs integrated licenses • To succeed takes 20% actual work on river, 80% collaboration, development and 	

Contribution	Notes / Comments
<p>networking (Piet Muller)</p> <ul style="list-style-type: none"> ● To get as close as possible to “What would nature do” eg. We need floodplain to slow down the water (Bez Valley used to be a floodplain) ● Long term structural vision to bring river back to it's natural state (Vision) (Billy Twala) ● Get a radio station / Wet-Africa branding & sponsorship ● Use of Logical Framework Analysis to highlight goals, indicators of success (funders like Log frame) ● Develop plan to activities-to-do ● Long term vision ->what do we ultimately want to achieve and how do we achieve a sustainable Jukskei River? (Mensah Frimpong) ● Crocodile, West Marico Catchment (our catchment) determination water act CMA/Management/Protection section 31 of National Water Act ● H2O protect source ● Biological (protect plants, animals etc.) ● Determination equals ecological classification ● A->E Natural to unacceptable ● Water act says NO beyond D (D=Poor) ● Hartebeespoort Dam Rehabilitation > riparian component (Piet Muller) ● City in brazil – more green spaces than not (Keratuga) Food for waste, wherever there was a stream, was widened / park ● Mission: Motivate people to 'clean up our act' – revitalise our rivers, recycle with purpose, establish sustainable eco-living practices. ● Note > permaculture farm in Bez Valley Park / Michael Rudolph Professor 082-492-4768 ● Mandla Tshabalala 076-431-0282 (Jeremy Burnham) ● Skills development – Community – river cleaning & maintenance; waste recycling; all associated business & life skills development on ladder-of-opportunity for employment established in implementation platform of WET-Africa-Jukskei 66 km Program. ● Sustainable jobs/ income for community linked with greening of river/ catchment – ref MDG 1 (poverty/ income/ hunger/ equity – Targets 1, 2); MDG 7 (environmental sustainability including water & sanitation – Targets 9, 10, 11); and MDG 8 (global partnership for development – Targets 12, 13, 15, 16) ● Skills development – Community – Training in river cleaning & maintenance and waste recycling; ● Enterprise development – Community - Ladders-of-opportunity established in phased WET-Africa-Jukskei program for community/ enterprise development to 'take 	

	Contribution	Notes / Comments
	<p>over' operations Entrepreneur development – Community –and value-adding outcomes e.g. recreation/ adventure/ eco-products.</p> <ul style="list-style-type: none"> ● Sustainable collaborative co-development of Jukskei Catchment and Community (People and Planet). ● Enhanced quality/ value of Jukskei River/ Catchment and associated SEE (Soc/Env/Econ) benefits-to-all. <p>Branding & Name www.wet-africa.org</p> <ul style="list-style-type: none"> ● Tourism / Public – other name for recreation areas – a name to convey fun and green thinking ● Conservancies – now – bad rep in this province ● New brand / new name tied to Eco-tourism, conservation and recreation ● Stress what WET stands for Waterway and Environment Transformation (Mercia Comen) ● Brazil called their (Spanish) system 'wet greening' (Jeremy Burnham) ● What does URI mean? Prof Des Cole Prof African languages (Helen Duigan) ● The conservancy gives people the opportunity to do something on their own land ● Water nymph icon, young people identify, this will bring in the ritual (Jenny Oertel) ● Tone of voice must not be activist, aggressive or threaten the legal route – for that WET-Africa could use the Federation for the Sustainable Environment - http://www.fse.org.za/ (Bernice McLean) ● Must stimulate anti-litter mindedness and lobby government to enforce by-laws against littering - “We have a right to live in a litter-free society”. (Jenny Oertel) 	
L A N G U A G	<ul style="list-style-type: none"> • Input from RRF (?) • Public recreation • guided bridle paths • community outreach (job creation, cleaning rivers, planting indigenous trees, combating soil erosion) • Protect & restore fragile ecosystems & aquatic life • Financially sustainable • Baptisms & spiritual rituals • Green corridor • Green lung • Eco tourism • Environmentally friendly approaches / methods / choices • Nature trails 	

E / S T O R I E S

- Organic food
- Environmental integrity
- Water is life
- Education
- Grassroots
- Anti-litter campaign
- Environmental by-law enforcement
- Encroachment
- Water – our most precious resource
- De-silt – prevent flooding
- Washing, soap
- Language must encourage communication between all people along the river and should demonstrate experiences & shared loyalty which breeds on-going conversation “our lifeblood” “our river” “waste=food” “think upstream” origin / source” “a living system” (Jeremy Natural Step)
- Language (all aspects) and Style (all aspects) to be appropriate and effective for ‘target’ audience/ population addressed > e.g. community; government; business; scientific
- ‘Cleaning’ is physical process, ‘Cleansing’ includes spiritual (‘language’ example)
- ‘Challenged’ literacy levels in community > use symbols/ pictures/ diagrams etc effectively to communicate message > awareness-raising, education, public-participation programs/ campaigns
- ‘Other’ languages – local e.g. Sotho/ Pedi/ Zulu/ Xhosa along Jukskei/ catchment - aim is to communicate, possible ‘translation’ esp ‘key’ words, titles, phrases, concept
- ‘Other’ African languages for roll-out/ collaboration/ implementation by Ashoka African Fellows starting Kenya, Egypt (NB French, Arabic > translation resource provided by WET Website).
- “flowing” “Water is in every living thing's atom” “folklores of the water spirits” “water is birth, life and death” “African Rituals” “Spirituality of water” “Sacred – clean” “Water is a conductor of messages” “restoration rather than conservation” - similar to scrabble – build up all the time (Amanda Khutso)
- “Exercises & Activities”, “Environment”, “Aesthetics”, “Waste Disposal” “Personal Skills Development” “Build / Sail / Play / Rafts / Paddle Canoes” “Odour” “Fresh Air” “Plants” “Nature” “Community service” “Pollution” “Facing & Overcoming our fears” “Render river water fit for human consumption” “Don't allow cooking utensils & food waste to enter the river” “Growth” “Clean” “Diseases” “Equip to face life's challenges” “Conservation” “Biodiversity” “Resource – H²O” “Death” (Outward bound - Julie Staub)
- “Inspire people by reaching their hearts” “fun” “play” “teach” “avoid sounding like crazy greenies” “talk to ordinary man in the street” “keep it simple” “say one thing

	<p>clearly and then repeat it" "address the needs of the person / individual, not the organisation" (Mercia Komen)</p> <ul style="list-style-type: none"> • "Appeal to people's emotions / spirituality to take emotional ownership of "their" earth" "financial incentives" "food gardens" "feeding communities" "income generation" "rivers are history classrooms" "walk in the footsteps of Ms. Ples" "Walk in the footsteps of early man to the cradle of mankind" "indigenous fauna & flora" "bird sanctuaries" "endangered species of bird, plant and animal life" "adventure trails" "youth camps" "ox wagon trail" "tented safari camps" "riverside lodges" "elixir" (Jenny RRF) • "custodians vs. consumers" "roots" "water is a life force" "stewardship" "Commoditisation" "- "resource not a commodity" "the river feeds us" "water travels" "water course information" "blocked arteries" (Helen Duigan) • "bring back the mythical language" "story behind the Jukskei anthropology / gold mining history" / "traditional Uri" / "carbon footprint" / "water footprint" (Franz) • WET Print (Douw) • Multi-parameter 'SEE-scale' (Soul, for development in/ with WET-Africa/ Partners)) 	
R E S O U R C E S	<ul style="list-style-type: none"> • Industry – Coka-Cola, SAB, Large water users • Media – platform / channel / storytelling / language / spokesperson • Communications – engaging, positive, motivating stories • Marketing & Branding • People – Role models / personalities (risk takers) • Young people • Expertise – educational / scientific research • Community – Integrator / Community Leaders / What are we doing and how does it fit? • People (Core) – Conservancies • People – Legal – contractual – risk advice • People – change agents, community • Money / finances – international foundations • Educational institutions – research • Global protocols like MDG and Kyoto • Institutional – Government – access to land – LMS – DWAF – GDACE – DEAT – DOA – Link to community • DWAF – water education material • Institutional – NGO – CBO – NPO – user groups • Institutional – CMA – WSA – WSP 	

	<ul style="list-style-type: none"> • Institutional – Rivers, streams, waterways – Strategies on conservation • Rivers, Streams & Waterways – Kuritaba Brazil case study • Rivers, Streams & Waterways – unlocking the potential of the waterway • Equipment – Vehicles, buildings, buy-back centres • Information – ICT, Website – info availability • Information – Connectivity • Information – Systems • Information – Processes • Information – Water Institutions • Information – Availability – Churches, community radio & newspapers, schools • Knowledge – sharing, traditional customs / rituals • Knowledge – the eco system as it is seen by diverse views • Knowledge Sharing infrastructure – Community of Practice • Factors of production <p>COMMITTED CONTRIBUTIONS</p> <ul style="list-style-type: none"> • Website/ functions (Steve/ Trans4mation) • Design, marketing and storytelling (Eugenie Banhegyi/ www.storytelling.co.za) • Aerial recce/ photography/ mapping (Sven/ Bateleurs) • Project Budget and Bus Plan Development (Mensah/ Frimpong) • Plastic Bags, training, equipment (Douw, PlasFed) • Carbon Credits application (Bruce/ South Pole) • Legal/Documentation/ EIA advice (Adam/ Routledge) • Government Advocacy/ Liaison (Billy/ Ikamva) • Global collaborations (Ashoka Fellows) • CLG (Endangered Wildlife Trust) 	
S T Y L E	<ul style="list-style-type: none"> • Organised, planned and given thought • 100% devoted and passionate - Inspirational ideas about leadership • Professional appearance and operation • Includes not acting like a supergreenie – “meet the person where they are at” • Always ask how we can move forward – don't dwell on the past • Responsibility, accountability and honesty • Diverse cultural backgrounds and languages • Address the need of the person, not our organisation – align the needs – all encompassing • Capacitating knowledge and expertise information and communication • Appealing – club membership – celebs • Cartoons for children – mascot 	

	<ul style="list-style-type: none"> ● Public Membership ● Correct media channels ● Banding – colourful ● Correct communications ● Inspiring ● Industrial Theatre ● Image open/ all-inclusive for Collaboration as contrasted with Competition ● Responsive 1 (human style) – listen/ hear ‘other’ ● Responsive 2 (WET-org style) – quick, open, positive, inclusive NB www.wet-africa.org website 	
V A L U E S	<ul style="list-style-type: none"> ● Participation ● All is connected ● Collaboration (whole > Σ parts) ● Passion ● Environmental Sustainability ● Equity – Lifestyle / Quality of Life & Opportunity ● Pride in people's environment ● Community Spirit ● Honesty & Integrity (Scientific M&E) ● Mean the words > x-check what/ how we <u>do</u> ● Responsibility & Accountability ● Innovation & Adaptation ● Holism (Integrated multidisciplinary approach) ● Economic viability ● Value & acknowledge others up & down the stream...respect ● What does it add to the environment (contribution) ● What does it add to the people ● Co-Development (Catchment & Community; People & Planet; all levels & dimensions SEEⁿ) ● Open agenda ● Ownership ● Stewardship ● Waste should = Food ● Grandchild friendly (environmentally sustainable) ● Natural heritage ● Collaboration ● Nation Building ● Knowledge sharing ● WET community 	<ul style="list-style-type: none"> ●

R U L E S	<ul style="list-style-type: none"> ● All is connected / whole > Σ parts ● Get community buy-in (social) ● Abide by the law (anthropocentric) ● All products must be recyclable (Ecological) ● Collaborate with other role-players ● New ideas must be integrity tested ● Appropriate founding documents which must include alternative / appropriate dispute resolution mechanisms ● Democratic process ● Representative governing body (Academics) ● Appropriate structure ● Structured/ agreed/ formalised partner relationships – independence & accountable/group responsibilities ● Code of Conduct/ Ethos/ Values ● WET Charter/ Membership ● Dedication and passion of members ● Non-ego ● One finger (points at the other) three fingers (point back at the self) ● No free lunch ● Linkages and partnerships rather than ranking (flat structure – no ranking) ● Long-term, multi disciplinary sustainable business plan ● Continuous monitoring and evaluation of performance ● Clearly defined Roles and Responsibilities ● Appropriate licences and IP for all innovations ● Financial Management Body/ Trust GMSE ● Distribution of appropriate funds to each partner/collaborator to manage own financial affairs ● Appoint Reputable Auditing and Accounting firm ● Appoint Project Management Team/Firm ● GAAP & established formats for financial reporting, processes 	<ul style="list-style-type: none"> ●
R O L E S	<ul style="list-style-type: none"> ● CEO, Ops & Management ● Secretariat ● DG As board member? ● Corporate Governance & Admin ● Funders – Grants & Income Generation ● Investors GMSE ● Sponsors ● Marketing ● Communications ● Government Agencies (DPW, DEAT, DWAF, GDACE, Tplan, Health, Waste, municipalities) 	<ul style="list-style-type: none"> ●

	<ul style="list-style-type: none"> ● Industry (Private & Parastatal) ● Like-minded NGOs ● Conservancies ● Communities including Traditional Leaders, Riverine dwellers ● Legal (Monitor, Enforce, Justice) ● Education (Training & Outreach) ● Research & writing (Academic) ● Monitoring (water quality and other scientific/ social) ● Unpack/ populate generic Partner-roles (Round Table) ● Information Technology / ICT ● Scientific (analysis and consensus / papers) ● Development ● Aerial Photos & Maps (The Bateleurs / Joan and Sven) ● Family Planning ● Marketing / communications & copywriting / creative / design / PR / Storytelling ● Content editor & provider for www.wet-africa.org 	
R I T U A L S	<p>Benchmark awards for organisations, individuals, municipalities involved (SAB / Coke)</p> <p>Act of Devotion Cleaning & cleansing – Litter prevention</p> <p>Roll of Honour / upstream acknowledgement</p> <p>Schmooze – How do we involve government, how do we inspire / motivate?</p> <ul style="list-style-type: none"> ● National / provincial / local / IDP. DG. ● Media pressure ● Understand the workings of government ● We understand what they want / need ● They understand what we want ● Schmooze or schlup the government ● Ask for their advice ● cc Government in our communication ● Government involvement eg. DWAF, Gibbs Mobilise “Jukskei Forum” <p>Commemorating the return of fish, birds, food, swimming “1000 people swim in the Jukskei”</p> <p>Milestone Celebration – community parties – Identification of champions, canoeing</p> <p>Quarterly collaboration meeting progress & fundraising</p> <p>Symbol : Uri of River Water – water quality tested at each meeting. “We are all on the same stream” Community communicate, ubuntu, community cohesion, focus on benefits</p> <p>Art in environment community animation, status quo, awareness raising – song / story of the river / Art , theatre</p>	

pictures, storytelling, bring community together, dancing for the environment, myths, traditional values, identity of the Jukskei

Birth (2/12/2008?)

Ownership, sense of belonging, pride, kick-off for each project

- Annual birthday – Helicopter view. Are we on track? Are we aligned to the purpose?

Growth Phase

- New partners?
- New resources
- Review objectives
- Action plan
- SWAT Analysis

Feedback to community & Stakeholders

- Annual reports
- Photos
- Films

Please Note:

All participating collaborators are invited to submit their company profile and logo for posting on the Wet-Africa website in the following format:

- Organisation Name:
- Organisation Date Established:
- Organisation Objectives, Vision:
- Organisation Website url:
- Organisation Contact Details:
- Appropriate pictures, graphics

Please also register as a member on www.wet-africa.org

Project Budget Format Recommendation

We would sincerely ask partners to adopt the following format for their budget and provide this to Wet-Africa for consolidation into the overall financial plan

WET-Africa	YR1 Q1 Q2 Q3 Q4	YR2 Q1 Q2 Q3 Q4	YR3 Q1 Q2 Q3 Q4
Project Development and co-ordination			
Develop Marketing Strategy			
Develop Income streams			
Eco-shop / products			
IP Protection			
IP Licence costs			
Legal Agreements and advice			
Develop implementation plan/ Bus plan			
Website / webmaster			
WET Management and Administration			
WET Project Management			
Communications			
Monitoring WQ			
Bio-monitoring			
Baseline study			
Feasibility Study			
Accounting			
Auditing			
Marketing			
Community awareness			
Ground Photography			
Ariel Photography			
Administration and reporting			
Organic Market			
Uniforms and promotional clothing, signage			
SOUL			

WET-Africa	YR1 Q1 Q2 Q3 Q4	YR2 Q1 Q2 Q3 Q4	YR3 Q1 Q2 Q3 Q4
Program Development/Concept			
Co-ordination			
Develop WET Knowledge base			
GMSE			
Develop Income Streams			
Conferences			
Co-ordinateThink-Tanks			
Product development			
IP Licence costs			
Training & skills development			
Management and Administration			
Project Management			
Implementation/ managers/leaders			
River Cleaning			
River hand tools and safety			
Recycling			
Buy back centres / Infrastructure			
Recycling equipment			
Uniforms and Safety Equipment			
COLLABORATORS	IMPLEMENTATION		
Forestation			
Permaculture			
Conservation			
Eco-tourism			
Equestrian			
Adventure operators			
Living golf			
COLLABORATORS IMPL	COMMON TO ALL		
Membership Fee WET?			
Project Development			

WET-Africa	YR1 Q1 Q2 Q3 Q4	YR2 Q1 Q2 Q3 Q4	YR3 Q1 Q2 Q3 Q4
Resource Mobilisation			
IP Licence costs			
Management (collaborators own program)			
Practical Training			
Workshops			
Leadership Training			
Project management			
Wages & incentive bonuses			
Program Transportation			
Equipment			
Consumables			
Other supplies: Eg Trees, plants, seeds, grass Food gardens and orchards Seeds: Fruit, vegetables and herbs Feed, horses Re-introduce species Bicycles, canoes, rafts, golfing, PLS SPECIFY			
Infrastructure/ Green Build			
Presentations			
Conferences			
Travel and accommodation			
OTHER COLLABORATORS: <ul style="list-style-type: none"> • Training and Leadership Development • Project Management • Business Plans and feasibility • Accounting • Auditing • Legal 	PLEASE SUBMIT BUDGETS		

Also include:

- Roles & Responsibilities (organisational and individual)
- Duration of Service / Timeframes
- Budget

Submit by 10 January 2008

Additional Session Points

- Use 2010 goals program/ activities/ pressures constructively
- Link legal/ protocol chains-of-responsibility constructively e.g. Metro's licensed by DWAF for water/ sanitation management > LED programs/ RSA Apex Priorities/ RSA-UN MDG targets
- Establish legal lines-of-responsibility/ ownership (Jukskei River/ catchment)
- Link SAVE (Save Vaal Environment) campaign – Billy
- Register for Carbon Credit Market (Bruce Wylie)
- Collaborators WEB based input/templates (Steve Banhegyi)
- Finalise Business Plan (Mensah Frimpong)

Mid to end January 2009

- CSI and Investor Conference

End January to Mid Feb 2009

- Aim to launch Phase 1 (River Cleaning and Recycling/SOUL)

March 2008 during water week

Other collaborators to confirm timeframes

Support and activities confirmed 02/12/08 > Thank You!

- **Bateleurs/ Sven Kreher:** To fly on missions to view and do aerial photography at their own cost
- **Mensah Development Projects / Mensah Frimpong:** WET Flagship Business Plan and Feasibility study
- **Ikamva Information Management/ Billy Twala:** To enlist a Champion from government to support WET-Africa
- **South Pole Carbon/ Bruce Wylie:** Registration of WET-Africa for Carbon Credit market/ Commission basis on credits earned

Soul & Partners:

- **SOUL Foundation/ Kim Kieser and Greg Steenveld:** Development of model and co-ordination of partners and collaborators;

Development of WET-Africa concept; Development of GMSE; Developing WET knowledge base; Think Tanks

- **Steve Banhegyi and Associates/ Steve and Eugene Banhegyi:** WET-Africa Website architecture and graphic design, marketing and communication strategies; Storytelling and Think Tank input.
- **PlasFed/ Douw Steyn:** To support plastics recycling; buyback centre; Training Supply refuse bags for river cleaning; Support: marketing activities/ material/ awareness raising Thank you to Douw, his staff and PlasFed for hosting the Think Tank and for the fantastic food and facilities.
- **Deneys Reitz Attorneys**
- **RAG – Waste Recyclers**
- **Ashoka Global Association of Social Entrepreneurs**
- **Endangered Wildlife Trust – Conservation Leadership Group**