



NEWS FEB '09

*Who are we?
What is the scope of our vision?
How do we interact?
What's happening?*

Marhaban! Welkom! Welcome! Heni odjen! Kamogelo! Ulwamkelo! Emukela! Ukenereri!



From source to sea, Cape to Cairo, Alexandria to Alexandria

WET-Africa.org is a collaborative action platform for all water-related dialogue, knowledge-sharing and programmes, such as sanitation, health, environment, farming and community development across Africa.



The launch of WET-Africa.org

in 2008 was very well received and attracted a powerful core partner-base who continue to contribute generous professional and in-kind resources.

Ashoka provided seed-funding that kick-started this amazing collaboration and extraordinarily valuable partner-inputs and contributions. Trans4mation and StoryTelling helped to establish our virtual home on www.wet-africa.org. Amanda St George of the Khutso Foundation, Janine Hayter and Michelle Rawlinson of HeartFelt-HandsOn and their network brought critical resource-mobilization. Douw Steyn of PlasFed is a constant and valued supporter.

The generosity and care of Carol Bome for weekly food parcels, Anike of Postnet Woodmead and Frank Kieser are deeply appreciated.

WET stands for Waterway Environment Transformation. We partner with associated communities to action the sustainable rehabilitation and development of stressed, degraded river and catchments throughout Africa.

Partner Workshop 2/12/08

The WET-Africa flagship program, Jukskei River 66 km WET-Rehabilitation, was workshopped at the first partner thinktank held at PlasFed. A feedback document was e-mailed to all.

Environmental Round Table for Jukskei 66

The next step is to establish an all-party round table. The diagram on the next page describes key partner roles. the core partner base, collaborative partner inputs and future commitments. Needs in the short, medium and long-term have been assessed. Various linkages have already been established with Metro's, Government and the Private Sector, regarding collaboration opportunities in 2009. Attention volunteers: See p.6!

Where do you fit in?

WET-Africa.org is an initiative of Soul Foundation® developed out of the Ashoka Water Innovations Africa 2008 programme. The programme was launched in March '08 to "galvanize, mobilize and influence action around the critical water and sanitation situation in Africa."



Who are we?
 What is the scope of our vision?
 How do we interact?
 What's happening?



WHERE
 DO YOU
 FIT IN?



CO-OPERATION

Partners who contribute resources and core expertise:

Ashoka Global Fellowship (Social Change Entrepreneurs) Launched a global water and sanitation initiative in March 2008, which Kim Kieser attended along with another 7 African Fellows. Ashoka is a global organisation in 68 countries, with 2000 Fellows. Ashoka promotes social entrepreneurship for large-scale social change. At the workshop, the following were actioned:

1. Scaling up Industrial Biogas Digester, Joseph Adelegan, Nigeria.
2. Sustainable Communities, Paul Cohen, RSA
3. Community Sanitation, David Kuria, Kenya
4. Sustainable Rivers and Integrated Waste Management, Kim Kieser, RSA
5. Ashoka Global Water & Sanitation Knowledge / Action / Marketing Model WET-Africa, Kim Kieser, RSA
6. Global Green Stock Exchange, Kim Kieser, RSA, linking in to Social Stock Market collaboration with Tamzin Ractliffe, RSA, (Oct 2008)

The Bateleurs Flying for the Environment, with Aerial mapping and tracking the restoration and development of waterways using photography and video.

Deneys Reitz Attorneys Legal assistance with whatever is required from Rohan Isaacs, Bridget King, Liesel Williams, Danie Strachan and Antony Lindon.

Advocates for Fellows Free legal support to Ashoka fellows in Africa and around the world.

Trans4mation Community website, systems, facilitation, workshops, transformation and change processes, Steve Banhegyi

Storytelling Consciousness shifting, multi level storytelling and graphic design, marketing, promotions, Eugenie Banhegyi

Janine Hayter and Michelle Rawlinson Fund-raising, co-ordinating core management team and awareness raising.

South Pole Carbon Registration of SOUL Foundation / WET-Africa for Carbon Credits.

Collaborators working in related fields and network through WET-Africa:

Accor Goods for waste coupons and associated systems for Buyback Centres, Antony Lodge.

Endangered Wildlife Trust Ocean Working Group, Biodiversity and Conservation Leadership Group CLG, Bernice McLean and Graeme Wilson. Environmental Impact Assessments EIA' S, Claudia Holgate.

Outward Bound Wilderness leadership training and Adventure tour operators, Kobus Bresler and Julie Staub

Viva Hecate Productions Water Warrior Carnival/ Industrial Theatre for possible future collaborative events

Mensah Development Business Plans, Project Management, by Mensah Frimpong

The Natural Step Co-ordinating stakeholders from source Jukskei to Crocodile Confluence; Phase 1 WET Flagship program. Jeremy Burnham

The Khutso Foundation Networking stakeholders, water purification, Amanda St George.

Recyclers supplying equipment and assisting with infrastructure, collection and purchase of all recyclable materials. They bring awareness raising activities, support, and educational and marketing material. Recyclers all fall under the Recovery Action Group (RAG RSA) waste recyclers.

Collect-a-Can Funani Mojono

Sappi Sakkie van der Westhuizen

Consol Glass Jaco Human

Plastics Federation of SA Douw Steyn

Government Relationships

Johannesburg City Parks (WET Submitted a proposal, 6 Oct '08, at their request for River Restoration in Alexandra / Jukskei.

Ekurhuleni Metro We have submitted a proposal, 11 Sept '08, on their request for River Restoration and Recycling for Bedfordview (Pilot /concept approved by committee July 2006).

Pikitup Collection of non-recyclables and transportation by bag and by truck to landfill

Dept Public Works & Roads DPWR Long term investor that invited SOUL to participate in creating *1 Million Jobs* workshop Cape Town March '08.

Indalo Yethu for Dept Environmental Affairs and Tourism South Africa's Environmental Campaign - Established by DEAT (Dept Environmental Affairs and Tourism). We were approached by Indalo Yethu for a partnership in an Environmental Campaign involving mass communications and outreach programmes.

Green Market Stock Exchange Collaborators

Greater Good SA and **Asset Managers**, Tamzin Ractliffe and her team. Tamzin is an Ashoka Fellow and Social Entrepreneur. Her specialisation is investment banking, fund management and financial mechanisms and she launched a Global Social Stock Exchange in Oct 2008.

Media

We have good relationships and support from several journalists in radio, magazines and newspapers.

Funding Applications submitted

IDRC Think Tank Initiative Aug 2008

Rio Tinto Alcan Prize Sept 2008

UNDP Small Grants Oct 2008

UN-MDG Campaign team Oct 2008

Business Trust and **Dept Public Works and Roads** Proposal presented Nov 2008 for finalising March 2009

RMB January 2009

Anglo American January 2009

De Beers January 2009

"For just over a tenth of the government's spend, Kim and her SOUL Foundation undertook to clean 27 kilometres of the river and provide jobs for 144 previously unemployed people.

The R4 million-project was completed 3 months ahead of schedule and just in time to be showcased as one of the country's environmental success stories – a convenient 10 minute drive away from where the World Summit on Sustainable Development was being held." Kristina Gubic

We need to raise R150 000 ASAP (not necessarily in one go) to get the ball rolling.

The first critical activities

1. Getting to Cape Town on the 18th – 24th FEB 2009, for the Think Tank for the Green Market Stock Exchange GMSE and commencing the steps in setting it up. GMSE will become the investment vehicle from which Green shares are purchased. We need funds for flights, accommodation, food and car hire. Kim and Greg will be going. (A good travel company on board is on the WET's Wishlist) \$1000 supplied by Ashoka Feb '08

2. Plan and set budget requirements for several Think Tanks to get appropriate investors and partners on board.

3. Bring in an excellent presentation team to win the co-operation of stakeholders from the source in Bertrams to the Crocodile confluence. Cost?



Further fundraising is ongoing. (We have applied for funds from various grants.)

4. We need a patron as a high-profile figurehead to help promote our cause.

Critical conversations list

Pre-funding: Phase 1/a (10% of R5 Million Implementation Budget)
 Securing collaborations and partnerships with stakeholders through workshops
 Securing funding and investors
 Develop WET Website and the Database reporting system and establish an interactive knowledge base

Develop Green Market Stock Exchange for investment and returns

Aerial mapping of river basin, the Jukskei from source to sea

Baseline study of 66km flagship Watercourse water quality and bio-indicators

Recruit community beneficiaries and Ecopreneurs through workshops

Recruit interns qualified in project management, environmental sciences and computer skills Workshops

Establish Train the Trainer training material for phase 1 and phase 2 (SOUL & Collaboration

Partners)

Partner / Investors into the initial development phase (R5 Million) will have benefits / options (menu based on investment?)

The R5 Million includes all development required as above/ per Bus plan.

Rights to utilise WET logo on company letterhead and promotional material.

Company profile posted on WET Website;

Company logo and contribution on our promotional material;

Accompany us on a flight of the catchment – future; we will fly every 3 months.

Receive progress reports (access to website reporting system).

Receive a company score card: Green and Social investment (job creation and training)

Receive preferential shares in GMSE once established.

Sit on board of Trustees (Major Investor).



BE PASSIONATE NOW

Calling Volunteer Core Team

Fundraiser

Accountant & Auditor

Awareness generator

Marketing expert

Business stakeholder

Breakfasts to get investors and partners on board.

PR to manage ongoing relationship with media

MBA for final Business Plans, income projections, project management reporting templates, company score card incl Carbon Credits gained by WET, etc

Webmaster to manage website and update information etc

Develop WEB Database & Templates including investors, volunteers, collaborators, job market, GMSE Investment Market

Media developer to generate training manuals from existing information. Writer, illustrator, designer, printer.

Project Managers

Once we have established the GMSE and found sufficient investment, we can offer the volunteer core team members a permanent paid position, whether part time or full time.

Please feel free to comment or make suggestions



Your input and any ideas are greatly appreciated

We're excited about our first Jukskei catchment mapping flight this February, compliments of The Bateleurs. From this, we will have video footage and photographs showing the current state of the Jukskei river, from source, corner Queen and Sports Streets, Bertrams, to and including the Hartebeespoort dam. Videos and photographs will be posted on the website.

Keep the fire burning!
Kim Kieser

