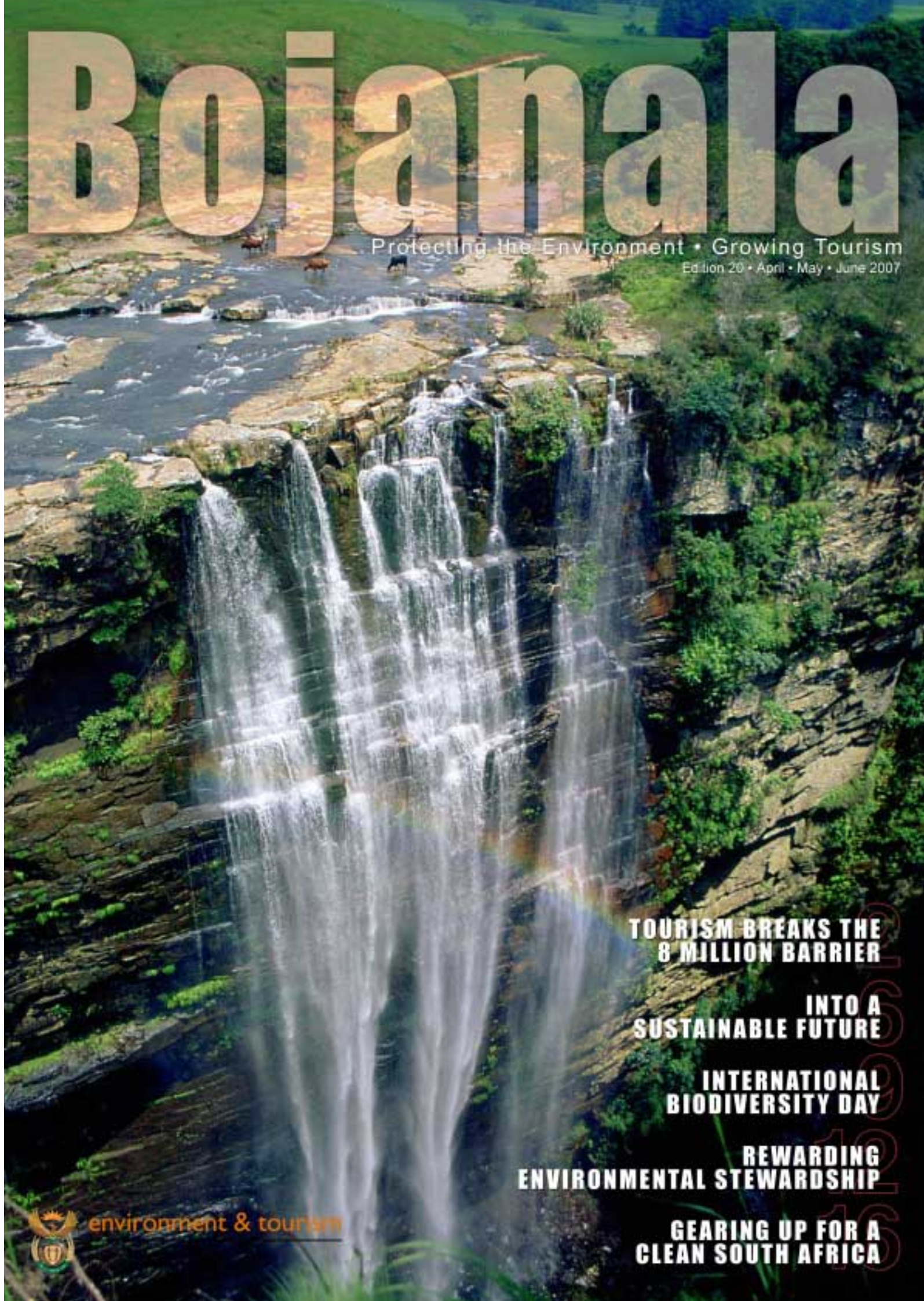


# Bojanala

Protecting the Environment • Growing Tourism

Edition 20 • April • May • June 2007



**TOURISM BREAKS THE  
8 MILLION BARRIER**

**INTO A  
SUSTAINABLE FUTURE**

**INTERNATIONAL  
BIODIVERSITY DAY**

**REWARDING  
ENVIRONMENTAL STEWARDSHIP**

**GEARING UP FOR A  
CLEAN SOUTH AFRICA**

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## SENSE AND SUSTAINABILITY

# LETTER

# FROM THE EDITOR



While the month of May heralds the arrival of winter gloom for many, it's a bright and exciting month for tourism, because May means Indaba. This annual event is already the biggest and most significant tourism trade show in Africa, and Indaba 2007 promises to be the most successful ever. Anybody who has even a passing interest in the tourism sector should make every effort to attend and witness the latest exciting developments, products and services in this vibrant and growing sector.

Although we still face stern challenges in in South Africa's environment and tourism sectors, there is the reassurance that we are working towards ongoing improvement and long-term sustainable solutions.

This is not the result of coincidence or sheer good fortune. Instead, we have adopted the ethos of sustainable development at national level, through the development of the National Strategy for Sustainable Development. So the promising results that we are seeing have arisen from understanding and planning for our current and future social, economic and environmental needs. Some of these sustainable initiatives have been highlighted in this edition of Bojanala.

The final tourism arrivals figures for 2006 are particularly heartening, and we are well on our way to meeting our 2010 goals and establishing tourism as a source of sustainable foreign revenue for our economy. Indaba 2007 will build further on this success.

Inputs to the national Waste Management Conference and the excellent participation in the 2006/7 Cleanest Town Competition are also positive signs that we are winning the battle against illegal dumping and littering, while improving our waste management practices countrywide. A country that is cleaned up - and kept clean in future - will give us a measurably better quality of life.

We are also taking proactive steps to protect our rich biodiversity and our precious coastline from both human and natural threats. In short, we are working together methodically towards sustainable success. If you are depressed by recent news headlines, I trust that this edition of Bojanala will help to lighten your spirits. There is plenty of good news to be found as well.

Jay Singh  
Editor

## 10 GARDEN ROUTE TOP TEN THINGS TO SEE AND DO ON THE GARDEN ROUTE



**1** ENJOY THE NATURAL WONDERS AND ADVENTURE DESTINATIONS OF THE TSITSIKAMMA NATIONAL PARK



**2** EXPLORE THE CANGO CAVES, A SERIES OF CAVERNS AND CHAMBERS NATURALLY HEWN OUT OF LIMESTONE



**4** TOUR THE OSTRICH FARMS OF OUDTSHOORN - THE HEART OF THE OSTRICH FEATHER INDUSTRY IN THE EARLY 1900'S



**5** ENJOY THE HOSPITALITY OF THE KLEIN KAROO AND MARVEL AT THE REGION'S TOWERING MOUNTAINS AND SHEER GORGES



**8** TAKE A TRIP ON THE OUTENIQUA CHOO-TJOE THAT RUNS BETWEEN KNYSNA AND GEORGE, VIA THE LAKES AREA



**9** SCUBA DIVE HISTORICAL SHIP WRECKS AND SURF THE POINT IN MOSSEL BAY



**3** STAND IN AWE NEXT TO KNYSNA'S BIG TREE AND STROLL THROUGH THE BEAUTIFUL INDIGENOUS FORESTS



**7** WALK THE VAST STRETCHES OF BEACH IN WILDERNESS, AN ECO-TOURIST'S PARADISE



**10** VISIT THE BEAUTIFUL VILLAGE OF WITSAND ON ST SEBASTIAN BAY - AN IMPORTANT NURSERY AREA FOR SOUTHERN RIGHT WHALES

© SA Tourism

# TOURISM BREAKS THE 8 MILLION BARRIER

DURBAN

## A RESOUNDING SUCCESS FOR TOURISM MARKETING

In 2005, more than 7 million foreign visitors arrived in South Africa, boosting the country's tourism receipts ahead of gold exports as the biggest earner of foreign revenue. This success has been a driving factor in the sustained growth of the national economy since September 1999, and more good news followed with the release of final tourism statistics for 2006. For the first time ever, tourism arrivals topped the 8 million mark. Final figures indicate outstanding growth of 13,6% to 8,4 million arrivals - over a million visitors more than the record-setting year in 2005.

"We have received more visitors from every region in the world," announced Marthinus van Schalkwyk, Minister of Environmental Affairs and Tourism. "We had an increase of more than 73 000 visitors from Europe, almost 30 000 more visitors from North America, and over 30 000 more visitors from Asia, Australasia and the Middle East."

While the growth rate for our overseas arrivals kept pace with international industry growth, the 16,9% growth in arrivals from the African continent far exceeds the international benchmark. These remarkable growth figures are not the result of haphazard good fortune, but rather a focused and effective campaign by government and the industry to achieve the full potential offered by tourism.

Since 1999, government has increased the budget allocation for tourism by 400%, and the effect on the industry's growth has been phenomenal. More importantly, growth and job creation within the tourism sector have been focused on promoting Small, Medium and Micro Enterprises (SMMEs) and tourism entrepreneurs from previously disadvantaged communities.

Tourism's growing importance to the economy, job creation and the national goal of poverty alleviation was further reinforced with the listing of tourism as one of just two immediate priority areas in the Accelerated and Shared Growth Initiative of South Africa (ASGI-SA).

Our efforts to grow tourism are guided by a longer-term national strategy developed by DEAT with input from industry stakeholders. The strategy's first focal point in 2001 was to put our country on the international map by attaining global competitiveness in leisure tourism, still the largest slice of the tourism pie.

The travel magazine Conde Nast conducted a survey in 2006, which concluded that South Africa is now the fifth best marketed tourism destination in the world - ahead of the United States, Japan and every European country. This is an astounding achievement for a country which, just fifteen years ago, was a world pariah which few travellers felt inclined to visit.

The second strategic initiative was to grow domestic tourism by encouraging all South Africans to travel and explore their own country. This resulted in the Sho't Left Campaign, built around the perennially popular Sho't Left Challenj television programme on SABC2, which has been entertaining and informing South Africans successfully for the past three years.

A more recent strategic thrust has been to increase the number of business travellers arriving to attend conferences or other business events. In 2005, the South African Meetings Industry Federation and government, represented by SA Tourism, agreed on a global launch for business tourism, promoting the country as a 'top of mind' destination. This marked the beginning of a concentrated joint effort to grow this lucrative industry segment, and the recently approved new Business Tourism Growth Strategy will ensure that all role-players align their efforts.

"Business tourism is an increasingly important segment of our growing industry," said Minister Schalkwyk during his address at the Meetings Africa Business Tourism Conference on the 27 February 2007. "On average, business travellers spend three times more than leisure travellers, and up to 40% of business travellers return to a destination within five years."

While business tourists currently make up a mere 5% of South Africa's total tourism market, DEAT and SA Tourism are confident that this figure will be increased significantly in the run-up to the 2010 Soccer World Cup. Concerted marketing efforts and conferences will ensure that our country raises its profile on the tourism map as a popular destination amongst both leisure and business travellers.

A key marketing event for the industry, and the premier local event on the tourism calendar, is the annual Tourism Indaba. This is the largest tourism trade show in Africa and, like our tourism arrivals figures, has grown impressively from year to year. 11 691 participants registered for last year's Indaba, the total number of visitor exhibitors grew from 3933 to 4272, while exhibiting companies increased from 1636 to 1682.

Indaba 2007 will be held at Durban's International Convention Centre (ICC) and the Durban Exhibition Centre (DEC) from 12-15 May, bringing together a showcase of Southern African tourism products and services for the international trade. Exhibitors in the DEC include provincial authorities and products, while in the ICC categories include accommodation, tour operators, game lodges, transport, media publications, camping & safari companies, and online travel.



Indaba also gives DEAT, as the lead agency for tourism, an important platform to engage with the industry on important issues and developments. For this year's Indaba, DEAT has chosen a four-pillared message around the theme of "Gold":

- PROVIDING GOLDEN OPPORTUNITIES - opening up new and innovative possibilities for tourism
- GOING FOR GOLD - South Africa is a destination worth selling to international travellers
- SETTING A GOLD STANDARD - promoting international standards and service that offer value for money
- GOLD CLASS WELCOME - friendly, fun and authentic South Africa presented to visitors

While all of these factors contribute to a burgeoning tourism industry, the third message - meeting international standards - also poses a challenge. It is estimated that every 12 tourism arrivals creates one new job. That is great news for the economy and ASGI-SA, but that job must be filled by a person with the skills to serve demanding international travellers.

Following from the National Tourism Skills Development conference hosted by DEAT in October 2006, a national tourism skills audit was commissioned to identify scarce skills shortages. More than 1 200 employers and 55 training providers were interviewed in compiling the audit. The results of the audit will be launched at Indaba. Based on these figures, the industry can integrate its efforts to ensure that skills development keeps pace with growth in arrivals, and that we can reach our full tourism potential without sacrificing service quality.

Another interesting focus area for Indaba 2007 is the drive towards building tourism business online. Today's global travellers turn to the internet as their first resource for travel information. With the build-up to the 2010 World Cup, it is vital for our local tourism industry to build its presence on the web - a proven cost-effective medium that can provide practical solutions for SMME businesses like guesthouses, restaurants and tour operators.

By harnessing the power of the Web, the South African tourism industry will extend its scope and reach even further into the global market. Online marketing opportunities can assist the industry in its drive towards fulfilling our national potential and goal of 10 million visitors annually by 2010.



For more information on Indaba 2007, point your web browser to [www.environment.gov.za](http://www.environment.gov.za), [www.southafrica.net](http://www.southafrica.net), [www.indaba-southafrica.net](http://www.indaba-southafrica.net) or [www.kagisoexpo.co.za](http://www.kagisoexpo.co.za)





**SUSTAINABLE  
DEVELOPMENT  
STRATEGY  
LEADS THE  
WAY**

**INTO A  
SUSTAINABLE  
FUTURE**

The World Summit on Sustainable Development (WSSD), held in Joburg during August/September 2002, was one of the largest and most publicised international events ever hosted by South Africa. Five years later, skeptics may be wondering if the conference has made any material difference in our lives, or whether it was another gathering of politicians and academics, resulting in extravagant promises but little action.

The release of the draft National Strategy for Sustainable Development (NSSD) will reassure even the skeptics that not only has the Joburg Summit made a difference in our lives, its benefits will be felt by many generations into the future. In order to grasp the significance of the NSSD, we first need to understand the need for sustainable development in the first place.

The establishment of democracy in 1994 resulted in a nationwide effort to create socio-economic equality among South Africa's peoples, creating jobs and promoting business to reduce the historical wealth divide that split the population. Right from the start, there were serious concerns about how long the country's natural resources could support this wealth-generation drive.

Thirteen years later, the signs are not positive. Electricity and freshwater consumption are booming, at a time when the climate change threat necessitates limiting our fossil fuel emissions and conserving water. Food demand is growing, even as soil productivity is declining through nutrient depletion, erosion and desertification. We are still heavily reliant on increasingly expensive oil imports, yet we travel longer distances (on average) to work than ever before - and more of us use private transport than ever before. We are running out of landfill space in our major metro areas, yet South Africans generate almost 2kg of waste each per day - three to four times higher than our European counterparts.

As South Africa continues the Accelerated and Shared Growth Initiative (ASGI-SA) to grow the national economy by 6% annually and eradicate poverty, the equal challenge arises to break the intuitive link between building wealth and using or wasting ever more natural resources in the process.

The answer lies in sustainable development. According to government's definition, "Sustainable development means the integration of social, economic and environmental factors into planning, implementation and decision-making so as to ensure that development serves both current and future generations."

Clean air, fresh water and energy sources, arable land, minerals and plant diversity are all essential natural resources now, and will continue to be essential into the future. Using these resources in such a way that their quality and quantity will not be compromised for future generations is the key to sustainable development.

The development of the draft National Strategy for Sustainable Development was also a key outcome of the WSSD - that all States needed to formulate such strategies to guide the way forward. The NSSD is South Africa's blueprint for the future, to ensure that our activities today do not lower the quality of living for the next generation.

The Strategy is not a single overarching document that dictates the national position to all South Africans. It is also not purely focused on the environment. The sustainable use of natural resources is just one goal among many. Instead, the Strategy seeks to reinforce, guide and integrate the dozens of sustainable development initiatives launched by various national Departments and other organisations into a comprehensive and coherent whole. It will see all tiers of government, industry and civil society working together towards better planning, more effective implementation and enhanced monitoring and evaluation.

The NSSD outlines some key challenges, risks and opportunities related to the sustainability of our natural resources.

## ENERGY

We are extremely wasteful users of energy. Although our gross consumption of electricity per person is lower than America's, we use more than three times the amount of energy that the US does in order to generate a Rand's worth of value to the economy.

Around 70% of our energy comes from our abundant coal reserves. The cheap cost of this resource has, in the past, mitigated our wasteful use of energy. However, as other countries tighten up their energy efficiency, and as South Africa's ability to generate electricity lags behind burgeoning demand, we are left in an unsustainable position. A country that cannot afford to provide electricity to all its people is not going to eliminate the wealth divide, nor will it give hope to future generations.

The main opportunity in energy is to invest in renewable energy in four markets: power generation, hot water and space heating, transportation and rural energy supplies off the national electricity grid. Research and development into energy efficiency and distribution alternatives, combined with an evaluation of nuclear energy, will also help to inform the way forward.

## OIL IMPORTS

Currently, the world's oil industry is only finding one new barrel for every four barrels that we use. With oil demand growing worldwide and natural reserves and supply diminishing, prices are set to rise continually. Due to our wide-open landscape, the large distances that we commute and our reliance on products delivered by road, current and future petrol price hikes will undermine our economic growth. This is also a significant factor in tourism. Rising travel costs will deter overseas visitors, and coerce them into taking holidays closer to home.

Again, the opportunity is to invest in alternatives like bio-fuels, or re-using waste products as fuel. The end goal is a strategy that seeks to minimise, if not eliminate, expensive oil imports.

## WATER

South Africa is a semi-arid country with uneven distribution of water sources and a lack of significant groundwater resources. Rising demand, coupled with pollution, will result in demand for fresh water exceeding supply by 2025. Even without the exacerbating factor of climate change, it's an unsustainable situation that will leave future generations with a lower quality of life.

The sustainable path is to develop unconventional water sources, such as rainfall augmentation, desalinisation of sea water, rainwater harvesting and eco-efficiency technologies. This will be combined with recycling of sewerage water, water-saving measures (particularly in agriculture and industry), and the restructuring and decentralisation of water management to local level. This will allow municipalities to work closer with water users, and to implement measures such as closed loop 'zero waste' water systems.

## SOLID WASTE

South Africa generates around 500 million tons of solid waste per annum, including municipal, mining and industrial waste. The bulk of this waste gets dumped into approximately 4 000 landfill sites around the country. Cleaner Production Systems will serve to reduce the amount of waste generated. For the remaining waste, recycling is a sustainable solution that creates jobs, extracts value from the waste stream, and reduces the strain on available landfills.

## SOILS

Our country has poor quality soil, with only 3% of the land surface deemed to be 'high potential' land. Using the international norm of 0.4 hectares of land to feed each person, South Africa can only feed a maximum of 35 million people - already less than our growing population. This scarcity of land is also dwindling due to desertification and urbanisation.

Investment into soil science, a switch to large-scale organic farming, educating farmers on preserving soil fertility, and promoting agriculture on the urban fringes can all help to make the most of our soils.

## BIODIVERSITY

Currently, one-third of our terrestrial ecosystems, and four-fifths of our mainstream river ecosystems are threatened. Half of our wetlands have been destroyed, and more than half of our estuary systems are endangered. The loss or degradation of natural habitats, and invasion by alien species are the main causes, and climate change is expected to make matters worse.

The expansion of the conservation estate, closer cooperation between conservation agencies and land users, and the integration of biodiversity into provincial Integrated Development Plans, can all help to put us back on track to the WSSD goal to reduce the rates of biodiversity loss by 2012.

## COASTAL AND MARINE RESOURCES

40% of our population lives within 100km of the coast, and many of those rely on the R4.5bn fishing industry. Yet climate change, pollution, growth of coastal cities and poaching are putting enormous strain on this vital resource. The national response is led by the fishing rights and quotas already implemented by DEAT, limits on coastal development, cracking down on pollution and poaching, and accelerating research into climate change.

## AIR QUALITY

With the 2% annual growth in vehicles on our roads, air pollution has been growing accordingly. By-product problems include rising health care costs, the acidification of soil and the introduction of negative substances into the food chain.

The implementation of the new Air Quality Act has helped to address the problem, but further steps are necessary. These include emissions controls (catalytic converters, gas scrubbers, filters) in vehicle exhausts and factory smokestacks. Other options include increasing public transport, switching from road to rail freight transport, promoting cycling and walking instead of driving, and replacing wood, coal and paraffin in household use with cleaner alternatives.

In future editions of Bojanala, we'll look at these problem areas in greater depth, and outline how government, industry and civil society are working together towards sustainable solutions. In the meantime, if you'd like to read more about the National Strategy for Sustainable Development, the full draft Adobe Acrobat version is downloadable from [www.environment.gov.za](http://www.environment.gov.za).

**GOLDEN HARVEST  
MALMESBURY**

## DID YOU KNOW...

**ROOIBOS TEA IS A TYPE OF  
FYNBOS PLANT GROWN ONLY  
IN THE MOUNTAINOUS  
REGIONS AROUND  
CLANWILLIAM AND  
NIEUWODTVILLE**

# INTERNATIONAL BIODIVERSITY DAY

# FOCUS ON OUR CHANGING CLIMATE

The United Nations General Assembly proclaimed May 22 the International Day for Biological Diversity (IBD) to increase understanding and awareness of biodiversity issues. The world has been celebrating this day annually since 1993. Biodiversity is the term given to the variety of life on Earth, and it provides - through its expression as ecosystems - services and goods that sustain the lives of fauna, flora and people alike.

Human pressures are causing changes and losses in ecosystems at rates never before seen in history, and climate change adds yet another strain on our natural ecosystems. In line with this great cause for concern, the focus for IBD 2007 is "Climate Change and Biological Diversity".

This theme not only coincides with the United Nations Environment Program's World Environment Day theme of Climate Change, but also complements the designation of 2007 as the International Polar Year, as the warming of polar regions has serious repercussions in the rest of world. The melting of snow and ice raises global sea levels, uncovers darker land and ocean surfaces (thus increasing absorption of the sun's heat and further warming of the planet) and slows ocean circulation.

Life on our world has always had to deal with a changing climate. Variations in global temperatures and weather patterns have always been compatible with the survival of our ecosystems. Yet, according to the Millennium Ecosystem Assessment (MA) published in 2006, climate change now poses one of the major threats to the biological diversity of the planet.

The main reason for this inability to cope with a changing climate is the very rapid pace of change. Since the mid-1800s global temperatures have increased by about 0.6° Celsius, largely due to the rising levels of greenhouse gases resulting from human activities such as the burning of fossil fuels and farming activities. The Earth's surface and lower atmosphere are getting warmer, and even small rises in temperature are accompanied by a variety of other changes. During the last century, sea levels have risen by 10 - 25cm, the thickness of sea ice in the arctic has decreased by 40% and the largest glacier on Mount Kenya has lost 92% of its mass.



Current climate change predictions are not encouraging: further increases in temperatures of 1.4°C to 5.8°C are estimated by 2100, and many species will simply be unable to adapt quickly enough to these new conditions. There are also severe repercussions predicted for humans. A temperature increase of a mere 2.5°C could leave 210 million more people at risk from malaria, 50 million more people facing hunger, and up to 3.1 million more people suffering from water scarcity. It is estimated that even if all human sources of greenhouse gas emissions could be stopped with immediate effect, the impacts of climate change would still continue for 50 years.

Climate change is the new great threat to biodiversity, and is exacerbated by other human-induced factors. The massive alterations people have made to the landscapes of the world - through practices like deforestation and urban expansion - are closing off survival and migration options for species under pressure from a changing climate. Pollution, the over-harvesting of wild animals and the introduction of alien invasive species can all reduce an ecosystem's resilience to adapt naturally to climate change.

Climate change is already forcing biodiversity to adapt through changing life cycles, shifting habitat or even the development of new physical traits. Those species unable to adapt are facing extinction. Climate change has in fact already claimed its first victims - the recently extinct Golden Toad and Gastric Brooding Frog.



The negative effects of climate change on biodiversity are not geographically isolated incidents but are visible the whole world over: in the Arctic, polar bear populations are coming under threat as food becomes harder to hunt; in our oceans, coral bleaching - caused by increased sea temperatures - is causing die-offs amongst coral reef marine life from Australia to the Caribbean; in the mangrove forests of Asia, the projected rise in sea levels could lead to the disappearance of the tiger's habitat; and here at home in Africa, pressures from longer dry periods and shrinking living spaces are making elephants highly vulnerable to climate change.

Climate change has major implications not just for the variety of life on our planet, but also for the livelihoods of communities around the world. The MA has shown that the rural poor are especially vulnerable when an ecosystem becomes corrupted. The loss of essential services like the provision of fresh water or the formation of suitable crop-growing soils has a devastating impact on a vast number of rural communities. In many countries, poorer people have been forced to live in exposed and marginal areas like floodplains, exposed hillsides or semi-arid lands, placing them at even greater risk of the negative impacts of climate change.

The livelihood of indigenous people in the Arctic is already being affected by climate change. In the European and Eurasian Arctic, the Saamis have observed changes in reindeer grazing pastures, while the Inuit people of Canada are experiencing reductions in the ringed seal populations - their single most important source of food.

There is an urgent need to develop and implement climate change adaptation plans. In seeking ways to help the poor to adapt to climate change, biodiversity must take a high priority. For the link between biodiversity and climate change runs both ways: while biodiversity is threatened by human-induced climate change, biodiversity resources can reduce the impacts of climate change on people and the environment. Through the adoption of biodiversity-based adaptation and mitigation strategies, the resilience of ecosystems can be enhanced and the risk of damage to ecosystems reduced.

Currently, deforestation is responsible for approximately 20% of all human-induced CO<sub>2</sub> emissions. So by conserving forest habitats we can reduce the amount of carbon dioxide released into the atmosphere. The preservation of certain species like mangroves and drought-resistant crops can reduce many disastrous impacts of climate change, such as flooding and famine. Ultimately, the sustainable use of biodiversity can strengthen an ecosystem's resilience, which in turn improves the ecosystem's ability to provide critical services in the face of increasing climatic pressures.

The sustainable utilisation of biodiversity resources is especially valuable to vulnerable populations such as people living in low-lying areas or indigenous communities in developing countries. Examples of activities that promote mitigation of or adaptation to climate change include:

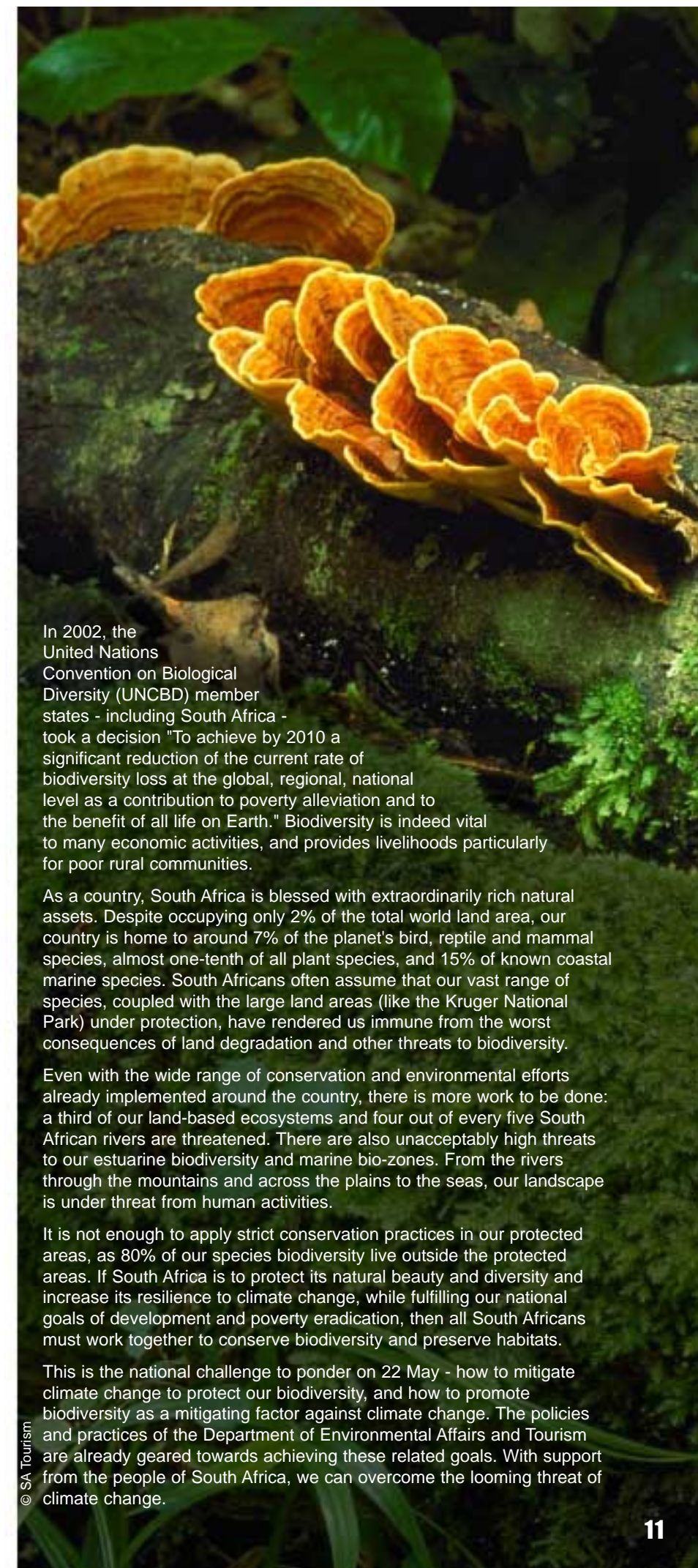
- maintenance and restoration of native ecosystems
- protection and enhancement of ecosystem services
- management of habitats for endangered species
- creation of refuges and buffer zones
- establishment of networks of terrestrial, freshwater and marine protected areas that take into account projected changes in climate.

Often, by reducing other stressors to the environment - like chemical pollution, habitat fragmentation and overfishing - an ecosystem's flexibility to climate change can be improved substantially. Globally, adaptation and mitigation activities can make use of indigenous knowledge and participation. Local people can contribute to a better understanding of changes in their area through their observations and perspectives on alterations in biodiversity and ecosystem functioning.

For example, the Inuvialuit Hunters and Trappers in Canada's High Arctic, along with the International Institute for Sustainable Development (IISD), have initiated a year-long project to not only document Arctic climate change and communicate it to Canadian and international audiences, but to also create an understanding of the adaptive strategies that local people are using in response to climate change.

In Africa, where water is already a limiting factor with about 70% of Africans depending directly on dry and sub-humid lands for their daily livelihoods, balancing human and wildlife needs for fresh water is essential to arid lands adapting successfully to climate change. This can be achieved through sustainable and efficient management of our water resources. Other adaptation strategies relevant to the African continent are:

- the restoration of degraded lands
- practising low-intensity forestry
- avoiding the degradation of our wetlands
- the conservation of coral reefs; and
- the establishment of migration corridors in mountain ecosystems.



In 2002, the United Nations Convention on Biological Diversity (UNCBD) member states - including South Africa - took a decision "To achieve by 2010 a significant reduction of the current rate of biodiversity loss at the global, regional, national level as a contribution to poverty alleviation and to the benefit of all life on Earth." Biodiversity is indeed vital to many economic activities, and provides livelihoods particularly for poor rural communities.

As a country, South Africa is blessed with extraordinarily rich natural assets. Despite occupying only 2% of the total world land area, our country is home to around 7% of the planet's bird, reptile and mammal species, almost one-tenth of all plant species, and 15% of known coastal marine species. South Africans often assume that our vast range of species, coupled with the large land areas (like the Kruger National Park) under protection, have rendered us immune from the worst consequences of land degradation and other threats to biodiversity.

Even with the wide range of conservation and environmental efforts already implemented around the country, there is more work to be done: a third of our land-based ecosystems and four out of every five South African rivers are threatened. There are also unacceptably high threats to our estuarine biodiversity and marine bio-zones. From the rivers through the mountains and across the plains to the seas, our landscape is under threat from human activities.

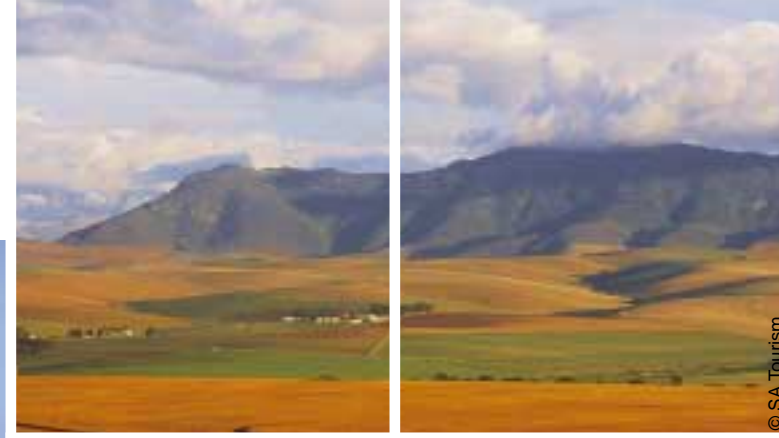
It is not enough to apply strict conservation practices in our protected areas, as 80% of our species biodiversity live outside the protected areas. If South Africa is to protect its natural beauty and diversity and increase its resilience to climate change, while fulfilling our national goals of development and poverty eradication, then all South Africans must work together to conserve biodiversity and preserve habitats.

This is the national challenge to ponder on 22 May - how to mitigate climate change to protect our biodiversity, and how to promote biodiversity as a mitigating factor against climate change. The policies and practices of the Department of Environmental Affairs and Tourism are already geared towards achieving these related goals. With support from the people of South Africa, we can overcome the looming threat of climate change.



WILD FLOWERS YZERFONTEIN

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WHEAT FIELDS MALMESBURY

# REWARDING ENVIRONMENTAL STEWARDSHIP

THE WINNERS OF THE CLEANEST TOWN COMPETITION 2006/2007



CAPE TOWN VIEW FROM MILNERTON LAGOON

© SA Tourism

**DID YOU KNOW...**

THE BO-KAAP IS ONE OF CAPE TOWN'S OLDEST RESIDENTIAL AREAS

There are still many South Africans who consider that open areas of veld are acceptable spots to dump household or business waste, and even more who will drop litter on sidewalks or streets without a second thought. Apart from the visual blight and health hazards to South Africans, piles of litter and decaying waste do not present an attractive and welcoming sight to our growing numbers of foreign visitors.

In response, the Department of Environmental Affairs and Tourism launched the national Cleanest Town Competition (CTC) in 2001. This annual event sees municipalities and metros from around the country compete for the honour of being judged the cleanest town in South Africa. This initiative not only raises general awareness about issues like recycling programmes and environmental stewardship, it also gets residents of all participating towns to think about the problems of littering and dumping.

Success in the competition requires citizens to work hand in hand with their waste management service providers. No municipal waste company is resourceful enough to keep a town clean when residents litter and dump illegally at will. To have any chance of winning, competing towns must tackle waste as a united front, with local authorities and residents pulling out all the stops, mobilising and working together to ensure that the town is in spotless condition for the judging.

- The primary objectives of the competition are to:
- Create awareness that everybody has a role to play in waste minimisation initiatives;
  - Ensure that municipalities allocate and use sufficient resources to keep their communities clean;
  - Motivate citizens to change their attitudes and educate them towards environmentally friendly waste management practices
  - Educate people about empowerment opportunities and economic spin-offs from waste products.

Since its launch in 2001, the CTC has grown in both scale and scope. Initially the competition focused mainly on the cleanliness of public areas such as open spaces, parks, graveyards, recreational amenities and sanitation facilities. Now, judges also evaluate support systems like educational programmes, greening initiatives, community mobilisation, and enforcement mechanisms.

The rationale is that competition entrants shouldn't just conduct a temporary clean-up for the sake of the competition, but should also have programmes in place to change the public mindset towards waste, and ensure ongoing and sustainable cleanliness in their towns. This year, judges also placed emphasis on the eradication of the bucket systems, still very prevalent in townships and informal settlements.



Provincial winners were selected by Provincial Steering Committees, and all winners were then submitted to the National Evaluation Panel for adjudication of the national winners and runners-up. The competition is divided into two categories, one for metropolitan areas and the other for local councils. Previous Metro winners include Nelson Mandela and eThekweni, while Newcastle and Ba-Phalaborwa have won in the local council category.

Competition entrants do not just compete for pride and prestige. Winning municipalities are awarded R1 million each, 1st runner-ups earn R750 000, and 2nd runner-ups receive R500 000. That amounted to a generous total prize pool of R4,5 million, allocated through the Department of Environmental Affairs and Tourism's social responsibility programme. Prize funds are used by the municipalities for development-related programmes and projects to sustain environmental cleanliness in communities.

The final results of Cleanest Town Competition 2007 were announced by Deputy Minister of Environmental Affairs and Tourism, Ms Rejoice Mabudafhasi, on 22 March.

The proud winners in the 2006/2007 CTC are:

Metropolitan category winner: City of Cape Town

Metropolitan category runners-up: 1st - Nelson Mandela  
2nd - City of Johannesburg

Local Council category winner: Swartland Local Municipality

Local Council category runners-up: 1st - Greater Tzaneen  
2nd - Steve Tshwete Local Municipality

BEACH  
YZERFONTEIN

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It is the second time that Cape Town has won this award, following their earlier success in 2002. Rustim Keraan, the City's Director: Solid Waste Management, announced that it was a great honour for Cape Town to win again. "We are grateful to be recognised in this way," stated Keraan. "It is a huge accomplishment and the result of a massive effort put in by Solid Waste Management and Water Services to maintain existing high levels of service."

Despite recording their second win, Cape Town is not resting on its laurels. Keraan outlined the urgent need for legislation to further enhance and govern industry's responsibility to reduce waste from the manufacturing stage onwards.

"Our primary aim is waste minimisation, in which manufacturers like bottle suppliers and publishing companies take their waste back to the supply systems and recycle it. There is no legislation obliging them to do so at present," noted Keraan.

Although only a few towns can win prizes each year, there are no losers in the competition. "Every participant in the Cleanest Town Competition is a winner, regardless of not taking an award home," confirmed Deputy Minister Mabudafhasi. "The bigger incentive should be contributing to sustainable development and creating a legacy one would be proud to leave behind as a gift to future generations."

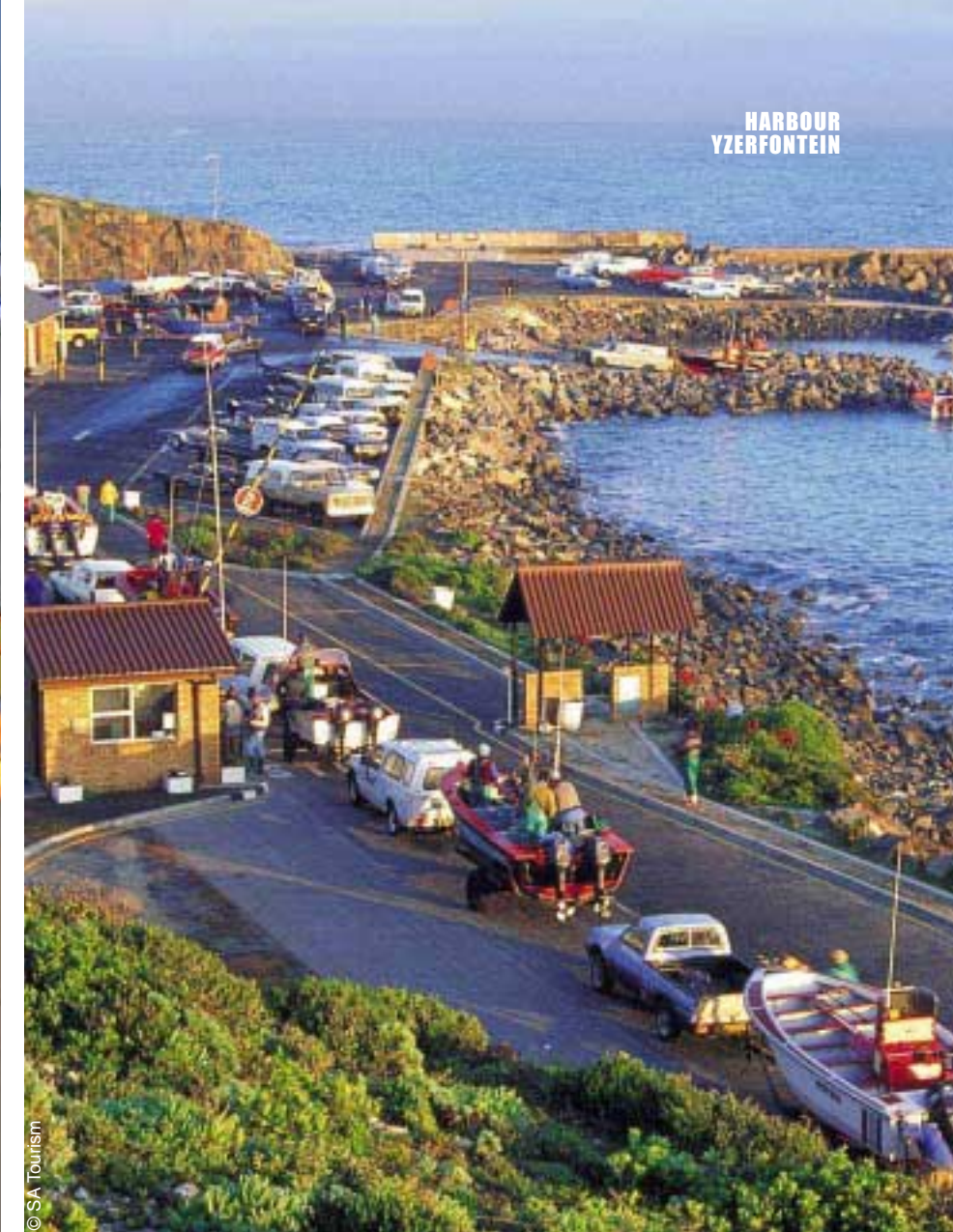
If residents join their waste management companies in cleaning up their environment, they have indeed already won. They will have a cleaner, safer and more hygienic town. They will attract visitors and tourists, and they will feel prouder and better about their own surroundings.

Local Council Winner Swartland believes their winning edge stems from a variety of waste management practices, including the night-time cleaning of towns' Central Business Districts (CBDs), the sweeping of residential areas by private contractors that are also residents of these areas, and

distributing about 50% of the sanitary division's labour to community-based or private contractors, of which two-thirds are empowerment projects.

With their winnings, Swartland intends to introduce a composting plant in their second largest town. "This way, garbage compaction trucks that are bringing domestic refuse to the main dump can return with a load of garden refuse, thus completing the payload", says Freddie Bruwer of the Swartland Local Municipality. "A further plan is to extend privatisation with single-person contracts, in which one unemployed person can clean an area with his or her staff and then be reimbursed per volume."

HARBOUR  
YZERFONTEIN



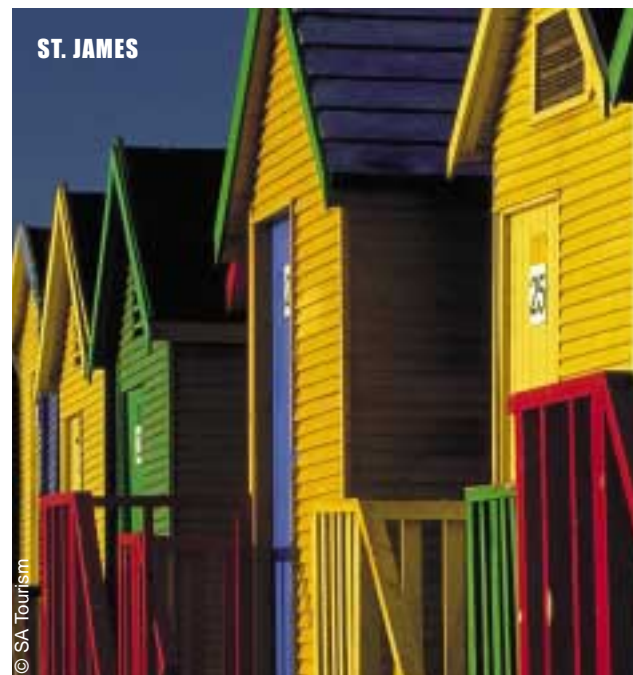
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South Africa has set a national target to reduce the amount of 'Big 5' waste products (plastics, metal cans, paper, glass and waste tyres) going to landfills by 70% by 2022, and to have plans in place to minimise and treat the remaining 30%. Along with the Zero Waste Goal, the new National Waste Management Bill will ensure that waste is approached in an integrated way - from point of generation to final disposal.

Initiatives like the Cleanest Town Competition champion the cause of ensuring that South Africa becomes (and stays) a clean, hygienic and attractive country. that improves the quality of life for all. By increasing public awareness around the issue of waste management, the annual CTC competition ultimately enhances the socio-economic development of our country, the health of its people and the quality of environmental resources. It also encourages communities to clean up their residential and working spaces, enhancing our tourism growth prospects.

Deputy Minister Mabudafhasi urges all South Africans to be aware that soccer fans arriving for the 2010 FIFA World Cup will be keen to visit local communities and interact with residents. "For visitors to return to South Africa after the World Cup, we need to create a lasting impression of sound waste management practices, especially the cleanliness of our areas," concluded Mabudafhasi.

DEAT congratulates all winning councils for their outstanding efforts. However, the impact of CTC goes far beyond just the winning municipalities. All local authorities face a huge task ahead to change the public attitude to littering and dumping, and to empower communities to contribute meaningfully to their own sustainable development through sound waste management practices. The effort and commitment shown by entrants in the 2006/7 Cleanest Town Competition indicate that this national effort is off to a promising start.



**WASTE MANAGEMENT CONFERENCE LOOKS AHEAD**

**GEARING UP FOR A CLEAN SOUTH AFRICA**

The Constitution grants all South Africans the right to an environment that is not harmful to their health. Streets and cities strewn with litter, and open areas filled with unhygienic illegal dumps, clearly do not meet this requirement. The new National Waste Management Bill has put in place the legislative basis for a cleaner and healthier environment. However, laws on their own do not guarantee effective solutions. The laws must be backed up by efficient, effective and - most importantly - sustainable systems to guarantee success. This was the central aim of the National Waste Management Conference, held at Emperor's Palace in Ekurhuleni on 22 & 23 March.

In order to understand the challenges and way forward discussed at the conference, we need to first examine the roots of the problem. During the apartheid era, basic services like domestic refuse collection were denied to the millions of South Africans. While steps have been taken since 1994 to rectify matters, the legacy of this problem still lingers. Almost 40% of our population, especially in rural areas and informal settlements, do not have access to waste collection services.

Even for those who enjoyed waste collection services, the solution of dumping waste into expanding landfill sites was a development cul-de-sac. Sooner or later, the large urban areas in particular would run out of landfill space, and more expensive disposal solutions would have to be sought.

Another problem was that we were throwing away huge amounts of valuable resources. Instead of manufacturing yet more glass bottles, could we not re-use or recycle those being thrown away? Instead of establishing yet more plantations to feed our paper-hungry society, could we not recycle the mounds of paper discarded?

Waste management is also an expensive business. Municipalities around South Africa spend more than a billion Rand each year to clean up our cities and towns, with Joburg alone spending R150 million annually. How can we reduce these costs, or at least prevent them from escalating dramatically as South Africa's economic growth results in the generation of even higher waste levels than ever before?

These were the questions facing more than 400 delegates, representing the three tiers of government and key stakeholders like large waste companies, who convened for the conference. The conclusions will have far-reaching consequences and benefits for the country. The key issues have been outlined below:

**RAISING THE PROFILE OF WASTE MANAGEMENT**

All too often, waste management is relegated below other priorities. There is an urgent need for all South Africans to recognise the challenges. This is especially true for the general public, who continue to litter and dump illegally without giving a second thought to either the consequences or the alternatives.

**ALL HANDS ON DECK**

Government alone cannot implement a national waste management system. The private sector waste companies must also contribute. Unfortunately, these are traditionally large and predominantly white-owned companies. Transforming the sector to represent the national demographics is a vital step towards a healthy and sustainable private sector in waste management.

**PROVINCIAL SUPPORT**

Municipalities are the coalface of service delivery countrywide, and waste management is no exception. Yet many municipalities lack the skills, resources and planning frameworks to tackle the existing backlog of services, let alone future needs. It is national Government's responsibility to capacitate municipalities, and this has been addressed by the Five Year Local Government Strategic Agenda, which has three key priorities:

- 1 Mainstream support to improve municipal governance, performance and accountability.
- 2 Address structure and governance arrangements to strengthen, support and monitor local government.
- 3 Refine and strengthen policy, regulatory and fiscal areas around local government.

**SKILLS DEVELOPMENT**

It's a shortage that applies to many sectors, and scarce skills are needed in areas such as waste treatment, remediation of contamination and consulting. These skills are also traditionally the preserve of white males, and young black males and women must be encouraged to follow career paths in these areas.

**REDUCE, RE-USE, RECYCLE**

The international best practice of the Three Rs - Reduce, Re-use, Recycle - will form the basis of a sustainable way forward for waste management. The first stage - reducing the amount of waste generated - involves promoting clean technology so that industry (a major generator of waste) cuts down the volumes of waste generated.

The measures above entail co-operation and strong partnerships between industry and the various levels of government. Re-using and recycling waste is where the public can make their greatest contribution. Separation of recyclable waste at source simply means homeowners going through their household garbage and taking out anything that can be recycled - glass, paper, metals and certain types of plastics. Grouping these recyclable materials together makes it easier for recycling companies to collect and process. This extracts value from the waste stream and reduces the strain on our natural resources.

It is also a positive move towards transforming the waste management industry. Many recycling companies and buy-back centres are owned by SMME entrepreneurs, and create jobs for the disadvantaged communities. Job creation can also be advanced by the many municipalities that sub-contract their waste collection services. Appointing small businesses to handle these contracts lightens the load on local government while creating wealth and opportunity. Where smaller companies do not yet have the capacity to handle a municipal contract, joint ventures with larger companies can build capacity and skills in the sector.

As citizens who all contribute to the 500 million ton mountain of waste generated in South Africa every year, we have a collective and individual responsibility to be part of the sustainable solution. We do not have to wait for government to implement the new Waste Management Bill. We can already pro-actively fulfill the aims of the new laws by taking some easy steps:

- Separate all recyclable materials from your waste, put them into separate bags and leave them out on the sidewalk on municipal waste collection day. The bonus is that you may be providing a job for someone.
- If the bags with recyclables are not collected by informal recyclers, then find out where the nearest recycling centre is and drop your recyclable waste there. Some of these companies also do collection rounds, and will even provide bags for your use.
- Do not tolerate littering. People who litter are costing the municipality money, which could be better spent on other basic services.
- Report illegal dumping. Municipalities can respond to problems more efficiently if residents work with them rather than against them.

There are many areas of sustainable development where the public has limited ability to make a significant impact. Waste management is not one of those areas. A clean and hygienic South Africa is, quite literally, within our grasp.



## DID YOU KNOW...

THE CAPE PENINSULA HAS  
2256 PLANT SPECIES,  
NEARLY TWICE AS MANY AS  
BRITAIN, WHICH IS 5000  
TIMES BIGGER

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## PROTECTING OUR PRECIOUS COAST

The meeting of land and sea has always had a magnetic attraction for human settlers, and many of the world's major cities have been founded on coastlines. This is particularly true in South Africa. Our 3 700km coastline and two oceans offer boundless trade, income and recreational opportunities for the 40% of South Africa's population who live within 100km of the coast. Goods and services derived from our coastline currently generate around 35% of our Gross Domestic Product, a whopping R165 billion annually.

However, this human activity has carried a heavy ecological toll. Urbanisation has caused loss of coastal habitat, precarious fish stocks have been over-utilised, erosion has scarred many coastal landscapes, and pollution has affected both land and sea ecosystems. As national development accelerates in line with the ASGI-SA initiative, these pressures on our coastline will increase.

Previously, our coastline was managed by a diverse group of stakeholders, each focusing on their area of specialisation, such as agriculture, water affairs, conservation, and so on. The laws applied by these bodies were similarly geared towards single aspects of coastal management. There was no overarching legislation to manage our coastline as a complex ecological system. The result was that our coastal development practices were unsustainable - ecologically, socially and economically.

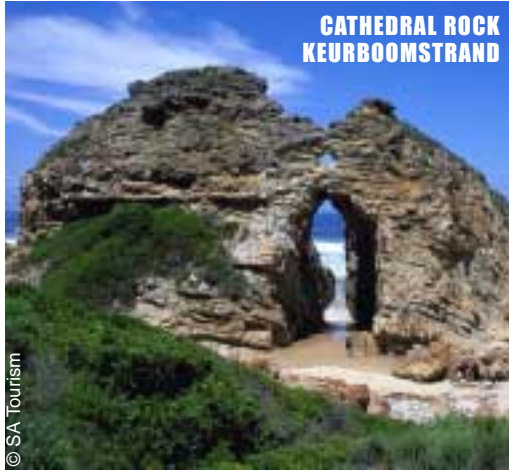
That has changed with the development of the Integrated Coastal Management Bill. Gazetted in December 2006, the 90 day period for public comment has now passed and the Bill is in the finalisation stage before presentation to Parliament. For the first time, South Africa will have legislation that regulates human activity in our coastal zone in an integrated and sustainable manner, ensuring that future generations will also benefit from our coastal assets.

The coastal zone, as defined in the Bill, consists of coastal public property (the seashore, estuaries and waters out to 12 nautical miles from shore), the coastal buffer zone (an inland area adjoining coastal public property) and coastal access land, which is used by the public to gain access to coastal public property.

The buffer zone is important because it protects coastal residents and businesses from harm caused by erosion, flooding and potential sea level rises caused by climate change. The designation of coastal access land is also a key factor, as it fulfills the right of the people to get to the beaches and other coastal attractions which South Africans own collectively.



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**CATHEDRAL ROCK  
KEURBOOMSTRAND**

© SA Tourism



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**LONG BEACH  
NEAR NOORDHOEK,  
CAPE PENINSULA**



© SA Tourism

**TOP LEFT  
PORT ELIZABETH**  
**ABOVE  
FOURTH BEACH  
CLIFTON**  
**KALK BAY HARBOUR**

Most importantly, the Bill sets out new management and planning procedures to ensure that coastal development is sustainable and works in the interests of all user groups. It achieves this by integrating coastal concerns into existing provincial and municipal land-based and economic development planning procedures. The previous planning system ended at the high water mark. The new system will extend land-based planning to cover the land/sea interface and out into territorial waters. This meets the goal of managing the coastline as a system, rather than two separate land and sea entities.

In terms of coastal management, the Bill follows the established three-tier government structure. So the respective bodies will be responsible for developing National, Provincial and Municipal Coastal Management Programmes. These programmes will all be aligned, to ensure a united and coordinated approach to coastal management. At national level, the National Coastal Management Programme will also be aligned to other national programmes. So, for example, climate change will be addressed in a consistent and coordinated way.

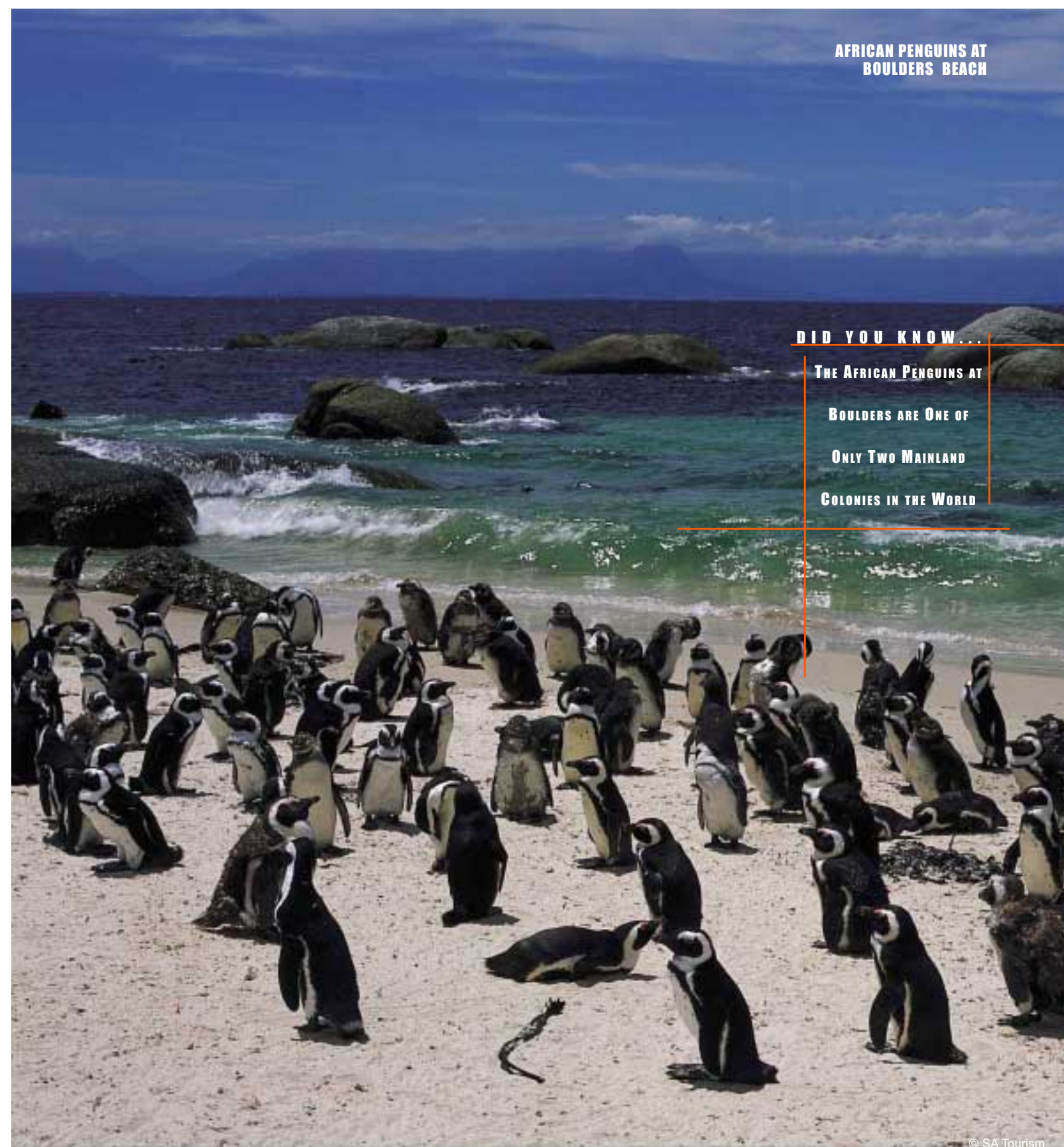
The Bill also makes provision for the protection of coastal resources, via permitting of certain activities, along with mandatory Environmental Impact Assessments where required.

Previously, marine and coastal pollution were controlled by a range of laws applied by different Departments. So there were separate regulations for disposal of effluent through pipelines, and dumping of waste from vessels. The Bill integrates these laws into a single Act, again providing greater consistency and a more coordinated effort to reduce pollution.

Estuaries are among the most over-exploited coastal assets, with 80% of our estuarine ecosystems currently listed as endangered. The Integrated Coastal Management Bill makes provision for the sustainable management of estuaries in line with the National Estuarine Management Protocol, and individual estuarine management plans.

Enforcement is an essential component of effective legislation, and the new Bill establishes offences that can be prosecuted in magistrate's court, along with penalties for offenders. Historically, polluters and other lawbreakers have enjoyed an easy ride in South Africa. Environmental offences were not regarded as serious crimes by many prosecutors. Even where there was the intent to pursue offenders, the fragmented previous approach was often ineffective. The range of laws applied by different Departments across government, and different levels within government, offered ample loopholes for criminals to exploit.

The enactment of the Integrated Coastal Management Bill will close these loopholes, consolidate our national coastal management efforts, and ensure that South Africa's world-renowned beaches and coastline remain a priceless asset for future generations.



**AFRICAN PENGUINS AT  
BOULDERS BEACH**

**DID YOU KNOW...**  
**THE AFRICAN PENGUINS AT  
BOULDERS ARE ONE OF  
ONLY TWO MAINLAND  
COLONIES IN THE WORLD**

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# EVENTS



## MAY

PLUS



**30-6**  
NATIONAL  
BIRD  
WEEK

**RIEBEEK VALLEY  
OLIVE FESTIVAL  
WEST COAST**

**12-15** TOURISM  
INDABA  
2007  
DURBAN ICC



**TABLE BAY  
CLASSIC  
YACHT  
RACE**  
**14-19**



**INTERNATIONAL  
DAY FOR  
BIOLOGICAL  
DIVERSITY**  
**22**



**24-27**  
GOOD FOOD &  
WINE SHOW  
CAPE TOWN



## JUNE



**ENVIRONMENT  
WEEK**  
**4-8**



**5**  
WORLD  
ENVIRONMENT  
DAY



**WORLD  
OCEANS  
DAY**  
**8**



**YOUTH DAY  
&  
16 COMRADES  
MARATHON**



**16-17**  
THE GREAT WHITE  
SHARK FESTIVAL  
GANSBAAI



**WORLD DAY  
TO COMBAT  
DESERTIFICATION**  
**17**



**28-7**  
July  
GRAHAMSTOWN  
NATIONAL ARTS  
FESTIVAL

