



## **environmental affairs**

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA

---

**Ref:02/1/5/2**

**MINISTER**

**QUESTION NO. 1619 FOR WRITTEN REPLY: NATIONAL ASSEMBLY**

A draft reply to **Ms T Stander (DA)** to the above-mentioned question is enclosed for your consideration.

**MR ALF WILLS  
DIRECTOR-GENERAL (ACTING)**

**DATE:**

**DRAFT REPLY APPROVED/AMENDED**

**MRS B E E MOLEWA, MP  
MINISTER OF ENVIRONMENTAL AFFAIRS**

**DATE:**

**NATIONAL ASSEMBLY**

**(For written reply)**

**QUESTION NO. 1619 {NW1836E}**

**INTERNAL QUESTION PAPER NO. 13 of 2015**

**DATE OF PUBLICATION: 8 May 2015**

**Ms T Stander (DA) to ask the Minister of Environmental Affairs:**

- (1) What are the (a) details and (b) scope of the tender for the appointment of a service provider to develop and implement a comprehensive national and international communication campaign, with a specific focus on sustainable utilisation of biodiversity, the fight against wildlife trafficking and providing public relations services to her department in preparation for the 17th Conference of Parties (CoP) to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) to be held in 2016;
- (2) why does her department consider it necessary to make this appointment;
- (3) what budget has been allocated for this tender;
- (4) has the tender been awarded; if not, when will the tender be awarded; if so, to whom was it awarded?

## 1619. THE MINISTER OF ENVIRONMENTAL AFFAIRS REPLIES:

(1) (a) and (b)

The details and scope of the tender is contained in Tender E1297, published in the Government Tender Bulletin on 30 January 2015. The details related to the tender can be accessed on the Department of Environmental Affairs website: <https://www.environment.gov.za/procurement/tenders>;

(2) Specialist skills are required to develop a comprehensive communication strategy and campaign to assist the department in terms of preparation for the 17<sup>th</sup> Conference of Parties (CoP) to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), with a specific focus on:

- sustainable utilisation of biodiversity;
- the fight against wildlife trafficking; and
- the legacy programme of the Department of Environmental Affairs.

The campaign will assist the Department of Environmental Affairs to communicate proactively, regularly and on a sustained basis with national, regional and international stakeholders relating to the importance of biodiversity, South Africa's conservation successes and the principles it is based on, the impact of illegal wildlife trade, including the impact on specific species (example, rhino), communities and livelihoods.

Targeted messages will be developed for specific target audiences and the impact of this will be monitored. The key areas to be covered in terms of the communication strategy are (as contained in tender document E1297):

- Achievements of South Africa in conserving its wildlife;
- Actions/interventions implemented by South Africa to address both illegal killing and illegal trade in wildlife;
- The economic, social and environmental impacts of illicit trafficking and wildlife crime;
- The promotion and encouragement of community pride in conserving wildlife heritage;
- The promotion of the opportunities presented by South Africa's biodiversity economy and the department's legacy programme;
- Public awareness about the real cost of illegal wildlife trafficking;

- Reducing the demand for illegally-sourced wildlife specimens and promoting the demand for legally-sourced specimens with the aim to achieve measurable change in consumer behaviour;
- Encouraging the general public to report illegal activities related to wildlife trade to appropriate authorities for investigation; and
- Raise awareness of and solicit support for South Africa's policy approaches to conservation and sustainable use and its position to the 17<sup>th</sup> CoP to CITES.

The impact of the communication campaign must be monitored to enable the department to adjust messaging as required. In addition, specific deliverables relate to the hosting of the 17<sup>th</sup> Conference of Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), i.e. website and exhibition.

- (3) The tender process has not been concluded. Once the tender is awarded, the Department will make the information, including the budget available on the department's website as required in terms of the procurement process.
- (4) The tender has not been awarded. The process will be concluded by 31 June 2015.

---ooOoo---