



Panda Bulletin

FEEDBACK TO WWF-SA SUPPORTERS



WWF answers the call

WWF is proud to have been a partner in the Live Earth concerts which communicated the climate change message to an estimated audience of two billion people world wide.

WWF and Live Earth share two things, a deep concern for the health of our planet and the desire to save ourselves from the greatest environmental threat facing humanity today – climate change. The South African Live Earth concert, held at the Coca-Cola Dome in Johannesburg, featured top artists including the Parlotones, UB40 and Joss Stone. Throughout the concert, climate change messages and solutions were relayed to the concert goers and television audiences at home. Concert goers received 100% organic cotton t-shirts featuring the WWF logo and the slogan “hotter than I should be”. They also received helium balloons and temporary tattoos featuring the same slogan. A special thank you to Afrox who kindly donated the helium for the balloons. (Helium is not a greenhouse gas.)



LIVE EARTH
THE CONCERTS FOR A CLIMATE IN CRISIS™



A Brighter Idea

WWF and Philips, the world's leading lighting supplier, joined forces recently to distribute energy efficient light bulbs at major Johannesburg intersections to promote the Live Earth concert and encourage South Africans to become environmentally responsible.

DID YOU KNOW:

If one million people replaced one incandescent bulb with a compact fluorescent light bulb (CFL), more than 200 000 tonnes of CO₂ emissions would be eliminated in a year. CFL light bulbs last ten times longer than traditional bulbs and use a fraction of the energy.



A Message from Dr Rob Little, Acting CEO



The past few months have seen significant advancement in our relationship with government and with the business sector. In a recent DEAT report for the

Secretariat of the Convention on Biological Diversity titled "The business case for biodiversity and good biodiversity practice in South Africa", we get no fewer than 25 mentions. These cover mainly our role in the wine, fisheries, honey and sugar industries.

We recently welcomed Minister van Schalkwyk's publication of the Norms and Standards for the hunting of listed species which, in particular, will outlaw the canned hunting of lions. We applauded Government's extensive consultative process to consider all points of view before making a decision on how to tackle the problem.

WWF opposes canned hunting, since it detracts from the principle that sustainable consumptive use of natural resources should be based on the management of the renewability of such resources. The management of "canned" species is not based on the well being of the species, generated income doesn't benefit conservation, and thus there is no incentive for the conservation of such species, nor their natural habitats.

Also this quarter, the proposed opening of the Tsitsikamma Marine Protected Area (MPA) to fishing enjoyed high media profile. WWF made its economic valuation report on the Garden Route MPAs, including Tsitsikamma, available to decision makers and the public. The report outlined the immense economic value of these MPAs and the economic implications of the proposed opening. This enhanced rational thinking about this controversial issue and was utilised widely in the media and letters to the Minister by other concerned stakeholders. We have recently heard that the proposed opening of the Tsitsikamma MPA did not receive the support of the Minister.

Morné du Plessis appointed as WWF CEO

WWF has announced the appointment of distinguished conservationist Dr Morné du Plessis as CEO. Dr du Plessis has headed the Percy FitzPatrick Institute (PFIAO) at UCT since 1996.

Mark Read, Chairman of WWF South Africa, said: "In our search for a new CEO we were conscious of the need to find a conservationist, so we're delighted to have secured Dr du Plessis' services.

He has made a significant contribution to conservation and we expect WWF's

work in promoting sustainable use of natural resources to progress under his leadership."

Dr du Plessis is no stranger to WWF, as he previously chaired WWF's Project Approval Group and currently chairs its Conservation Committee. He starts on 1 September 2007.



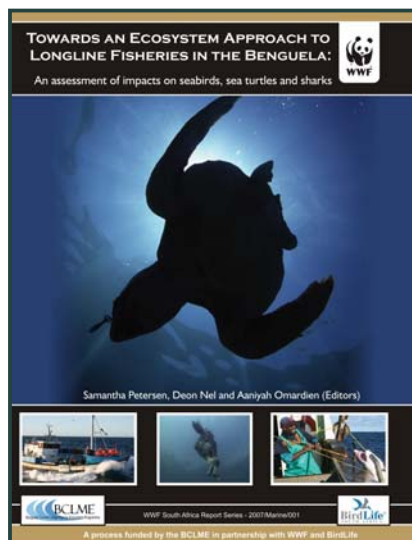
Learning in a changing world

The 4th World Environmental Education Congress held recently in Durban aimed to exchange observation and acceptable practice in a global context and to deliberate present and future matters on the subject of environmental education and sustainable development.

About 800 delegates from about 62 countries debated the theme "Learning in a changing world". They included university professors, educators, politicians, scientists, students, researchers, environmentalists and mass media practitioners. WWF South Africa's most significant environmental education programme, the WESSA/WWF Eco-Schools Programme was represented at the Conference in the form of an exhibit, funded by Nedbank and a workshop presentation on the programme. Nampak recently announced the extension of their funding of the National Programme for a sixth year.

Bycatch report

It is estimated that as many as 34 000 seabirds, 4 200 sea turtles, and over 7 million sharks and skates are killed in longline fishing operations in the Benguela Current Large Marine Ecosystem (BCLME) annually. This affects South African, Namibian and Angolan fishing operations and WWF has therefore engaged in constructive talks with government and fishing industries in these three countries. In line with this, WWF and Birdlife launched a report, funded by the BCLME, that for the first time assesses the impact of longline fishing on vulnerable species of seabirds, sharks and sea turtles in this ecosystem.



Pick 'n Pay is the first major South African retailer to engage with WWF's Southern African Sustainable Seafood Initiative (SASSI) in order to improve the sustainability of its seafood business. Firstly, it has now joined The Green Trust as a co-sponsor of SASSI for the next three years. Secondly, it is engaging with SASSI to improve its seafood procurement. This will include evaluating the current seafood lines on offer, removing the worst choices, promoting best choices, and improving those associated with conservation concerns. SASSI will also offer the chain customised training for staff members, in order to understand this change in policy. Finally, SASSI will assist Pick 'n Pay with establishing point-of-sale information and more informative labelling which will help consumers make more sustainable options.

New staff at WWF

Communications Co-ordinator

Carolyn Cramer joined the Communications team as Communications Co-ordinator.

Receptionist

Margaret Philander is the new receptionist in the Stellenbosch office.

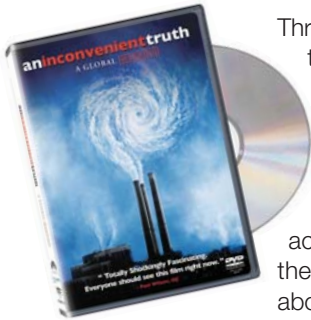
Responsible Fisheries Programme Manager

Sam Petersen is the programme manager for the Responsible Fisheries Programme.

Responsible Fisheries Programme Assistant

Maria Honig is assisting Sam as the Responsible Fisheries Programme Assistant.

2007 Environment Week: Time to turn commitment into action



Throughout National Environment Week, WWF teamed up with the national environmental campaign, Indalo Yethu, to help individuals and organisations make positive changes to curb climate change.

The same approach, advocating for a sense of responsibility, is at the heart of Al Gore's documentary, "An Inconvenient Truth", which is on sale in retail outlets across South Africa. WWF and Indalo Yethu have supported the sales release of the documentary as an educational tool about the realities of climate change.

Oppenheimers receive WWF conservation award

Nicky Oppenheimer, chairman of E Oppenheimer and Son and De Beers, and his wife, Strilli Oppenheimer, jointly received the WWF Lonmin Award for environmental conservation at an award function held in Johannesburg in June. "This Award is a fitting acknowledgement of the outstanding contribution the Oppenheimer family and De Beers have made to environmental conservation in our beautiful country," said Mark Read (pictured left with the Oppenheimers).



Conservation initiative a corker for SA wines globally

The equivalent of half the country's entire area under vines is now under conservation, a milestone that's boosting the international reputation of the country's wine for its unique variety and of the wine industry for its environmental responsibility.

It has taken less than three years for the Biodiversity & Wine Initiative (BWI), working with winemakers and farmers, to broker the setting aside of 50 000

hectares for conservation in the Cape winelands.

The 2007 BWI awards event awarded Wedderwill, Cloof and Burgherpost wine estates BWI champion status, as well as recognising 35 new BWI members and three new cooperative cellar members for their conservation actions.

Consumers can find out which wines are part of BWI by visiting www.bwi.co.za.

Dylan Lewis sculptures benefit WWF

As one of the foremost figures in contemporary animal sculpture today, 75 of Dylan Lewis's bronze animal sculptures were sold for an astounding R28 million (£1,9 million). A Percentage of the sales will be donated to WWF. This marks the first time that Christie's has ever sold 100% of its artwork in a single auction, making it not only UK history but South African history as well. Furthermore Dylan Lewis has become the first contemporary South African artist to have a solo exhibition of his work auctioned at Christie's. WWF thanks Dylan for his generosity.

WWF INTERNATIONAL NEWS

14th CITES conference

TRAFFIC and WWF applaud some sound conservation decisions made at the 14th CITES Conference held in The Hague, The Netherlands, but rued other missed opportunities.

"In some respects, the conference has been a success, with some key decisions taken on eels, sawfishes, elephants and tigers, but it's a serious concern that countries missed the opportunity to assist with conservation of several commercially traded species," said Dr Susan Lieberman, Director of WWF Global Species Programme.

Five years - the key to planet's future

The world has more than enough sustainable energy and technology to curb climate change, but only if key decisions are made within the next five years, according to new research by WWF. 'Climate Solutions: WWF's vision for 2050', a report detailing the results of that study, was launched recently in Geneva, Switzerland.

The third report this year of the Intergovernmental Panel on Climate Change, released on 4 May, showed that the world could limit its heat-trapping emissions with known technologies and policy changes, but WWF's Climate Solutions report shows how this can be done using only sustainable, environmentally friendly energy sources.



Licensing agreements

Don't pollute the environment or yourself

Clean your home and yourself with products that are good to the environment and to you. Enchantrix stocks a range of organic, biodegradable cleaning products and toiletries and a portion of their profits is donated to WWF. Buy online with a clear conscience at www.enchantrix.co.za.

Rather recharge

Buy Uniross rechargeable batteries. The use of rechargeable batteries considerably reduces the impact on the environment compared to single use, disposable batteries. In fact, the use of one rechargeable battery in some applications can replace the use of up to 1 000 disposable batteries. WWF gets a portion of the proceeds of the sale of these batteries.



Climate Change Mail Appeal

Thank you to you, our generous supporters for your response to the Climate Change Appeal, mailed in April. Total donations received to date amount to R88 042.

New Corporate Partners

Acc Ross Holdings (Pty) Ltd
Brimstone Investment Corporation Ltd
Coronation Fund Managers
CTM Port Elizabeth
eLan Developments (Pty) Ltd
Indalo Yethu
iVeri Payment Technology
John Dory's
Keedo

Media Compete
Oracle Airtime Sales
Quayside Developments (Pty) Ltd
Relais Hotels
Scan Display
Teljoy Group Ltd
Three Cities Group
Tourvest Ltd

Recycle with Mzansi

Cummins South Africa is a great example of a company who are taking their role in saving the environment seriously. Mzansi Office Recycling & Consumables collects recyclables like empty print cartridges from Cummins and part of the proceeds are then donated to WWF. This type of a project is an excellent way to get all staff involved in making a real difference.

Call Mzansi on 086 057 0000 and find out how you can get involved.



Contact us:

Millennia Park, 16 Stellantia Avenue
Private Bag X2, Die Boord, Stellenbosch 7613

www.wwf.org.za

Tel: (+27 21) 888 2800, Fax: (+27 21) 888 2888
Reg. No.: 003-226 NPO, VAT No.: 4820122481