

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Botanical Society of South Africa

Project Title (as stated in the grant agreement): *Biodiversity and Wine Initiative – Extension Services in the Little Karoo*

Implementation Partners for this Project: CapeNature Stewardship Programme, Integrated Production of Wine Scheme (IPW under the Wine and Spirits Board), Wines of South Africa (WOSA), Winetech, Western Cape Provincial Dept. of Agriculture (Landcare Programme), The Green Trust (WWF-SA), Botanical Society of South Africa, Conservation International, The GreenChoice Alliance (WWF/CI), Cape Action Plan for the People and the Environment (CAPE) and Succulent Karoo Ecosystem Programme (SKEP), South African National Biodiversity Institute (SANBI).

**Project Dates (as stated in the grant agreement):
June 1, 2007 – August 31, 2008**

Date of Report (month/year): October 2008

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

The Biodiversity and Wine Initiative (BWI) was established by the conservation sector in partnership with the South African wine industry as a pilot project in late 2004.

This project was aimed at:

1. Minimising the further loss of threatened natural habitat within the Cape Winelands;
2. Integrating comprehensive guidelines on the management of biodiversity within the industry's existing farm management practices.

The initial focus of BWI was on service provision and extension support to the wine producers in the Cape Floristic Region (focusing on CFR conservation priority areas). The BWI was then extended into the Little Karoo (SKEP priority region) in 2006/2007, in order to service the entire wine industry, focusing on all regions experiencing significant vineyard expansion into threatened natural areas.

Following on from the initial success and industry support for this initiative during the pilot phase (2005 – 2006), the project received further funding to embed this project within wine industry structures. The BWI is currently in a consolidation phase (2007 – 2009) working closely with industry partners to facilitate long term ownership and funding mechanisms for this initiative from within the industry.

The project has successfully integrated the management of natural areas and biodiversity within the wine industry's sustainable production scheme (Scheme for the Integrated Production of Wine). All wine producers are required to implement the biodiversity guidelines and practice sound environmental management practices on their farms. To date, 130 producers are members & champions (13 Champions, 9 Collective cellars, 107 members) of the Biodiversity and Wine Initiative, with the total natural area set aside by participating producers providing a conservation footprint that already exceeds the total vineyard footprint of 102,000ha's.

The project's main focus is now to consolidate initial conservation gains and provide a greater degree of security to the natural areas committed to long term conservation within the industry by facilitating formal Stewardship contracts with the landowners in priority conservation areas.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: *The South African wine industry embraces the concept of conservation stewardship through the implementation of the biodiversity guidelines, and uses the conservation outcomes of this initiative to position the South African wine industry to develop a unique branding and marketing niche.*

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
<p>1. <i>The biodiversity guidelines are entrenched into the wine industry structures (as a core component of the IPW scheme, scoring 20% of the entire IPW assessment) and are implemented by 95% of the wine industry's current 4500 local producers in the Western Cape.</i></p>	<p>The Biodiversity Guidelines have been integrated into the wine industry's sustainable production scheme (Scheme for the Integrated Production of Wine (IPW)). To date, 98% of all producers are registered with this scheme and required to implement these guidelines as part of the IPW certification process.</p> <p>Furthermore, the regulations governing the Scheme for Integrated Production of Wine will be amended in 2009 to include the biodiversity guidelines and this will ensure that the responsibility for monitoring and auditing implementation of these practices is housed within the industry's IPW scheme.</p>
<p>2. <i>The BWI strategy is supported by Wines of South Africa (WOSA) and incorporated into the Wine Industry's official medium term marketing strategy (a 5 year strategy that runs to 2010).</i></p>	<p>Wines of South Africa (WOSA), the formal marketing body of the wine industry, has positioned the entire Brand South Africa, behind the biodiversity of the CFR, as South Africa's unique selling point and point of differentiation in the global market. Their international marketing campaign "Variety is in our nature" (www.varietyisinournature.com) continues to draw attention to the Cape Floral Region's unique biodiversity and associated "terroir" (combination of soils, plants and climate), which enables South Africa to make some of the world's most unique wines. Therefore, the integrity of Brand South Africa is dependent on sound environmental practices and evidence of long term conservation commitment. Therefore, this branding has internalized both aspects of BWI purpose (environmental sustainability through sound environmental farming practices and long term stewardship of priority conservation areas within the Winelands). WOSA is committed to this positioning as a long term positioning of Brand South Africa (10 year strategy).</p> <p>Furthermore, to retain the integrity of Brand South Africa, WOSA has formally committed to develop a sustainable funding mechanism to support this project after the conservation sector initial investment and co-funding ends in 2009.</p>
<p>3. <i>The BWI biodiversity guidelines and conservation stewardship strategy are supported and</i></p>	<p>Key conservation priority areas are written into the CapeNature Stewardship Programme, and</p>

<p><i>incorporated into all Landcare and CapeNature Stewardship implementation strategies to ensure long term sustainability of the initiative.</i></p>	<p>serviced and maintained by the extension officers of the CapeNature Programme. Landcare extension officers provide strong regional support and frequent landowner engagement, promoting and supporting the project's goals and funding implementation of components of the biodiversity guidelines such as alien clearing and wetland and river restoration.</p>
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Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

The Biodiversity and Wine Initiative is proven to be a very effective mechanism for engaging with landowners and industry. Part of the project's success was through the development of landowner awareness and willingness to participate in conservation within the industry, through a tiered-level of entry, with an easily obtainable entry level for individual producers, a separate category for producer cellars with a large number of supply farms, and a stringent champion category for exemplary producers. This approach has encouraged industry wide participation, whilst also promoting and acknowledging leaders in the field of environmental management and long term conservation commitment.

The initial industry-wide engagement, awareness generation and extension support provided immediate return on investment, with the project been able to secure relatively large hectareage under conservation in a relatively short timespan. (Current conservation footprint of 104,500 ha's exceeds the existing 102,000ha vineyard footprint. A goal achieved in just under 4 years).

The project has definitely succeeded in placing environmental considerations on the forefront of the industry's activities and provided further incentive to engage in long-term, expensive conservation commitments through the development of Biodiversity as an integral component of Brand South Africa, promoting the integrity and uniqueness of this region's natural heritage and providing a Unique Selling Point (USP) and point of differentiation for South African producers competing in the global market.

The development of green wine tourism product offerings (such as hiking trails, green wine routes showcasing a unique biodiversity feature within a region, eco-tourism adventure activities etc...) has provided greater awareness and interest from a broader spectrum of consumers and tourists than just the wine connoisseur, bringing more tourists to the cellar doors or the farm and region in general.

Were there any unexpected impacts (positive or negative)?

As result of the enormous support and interest this project has derived within the industry within a relatively short timespan, a key challenge is to sustain the conservation gains (total hectareage of natural area set aside by BWI producers) in the long term. A suite of tools will be required to secure these sites in the long term, including proactive monitoring, regular site visits and audits, facilitation of formal CapeNature Stewardship Biodiversity or Contract agreements for the sites in conservation priority areas.

The CapeNature Stewardship Programme provides extension support and economic incentives for landowners willing to sign off biodiversity agreements of 30 yrs or more and Contract agreements (In perpetuity). Where landowners are not willing to sign on their land in these longer term conservation agreements, different mechanisms need to be implemented to secure the conservation areas set aside in voluntary agreements. This places a burden on the resources of the conservation sector to monitor these sites on an ongoing basis. Possible mechanisms to encourage producer involvement in the monitoring and enforcement of land use activities in these areas, includes the facilitation of producer groupings to form regional conservation forums such

as conservancies, green wine routes to promote regional buy-in and producer-led regulation of activities within these areas, that can provide additional security to these areas.

BWI is currently investigating the drafting a legal agreement between landowners and industry stakeholders and conservation NGO's, where the producer will be required to sign a legal document agreeing acknowledging both BWI and IPW as relevant Interested and Affected Parties (I&AP) that must both be notified in writing if the producer has any intentions to develop the natural areas set aside for voluntary conservation under the auspices of BWI. If BWI and IPW are not notified with regard any future development of these sites, the producer will be suspended with immediate effect from the BWI and possibly IPW. This will ensure that both BWI and IPW are in a position to provide pro-active formal inputs into the decision-making process and provide industry-level enforcement to prevent future illegal development to take place, without having to wait for the responsible government department to provide a ruling on the transgressions.

IV. PROJECT OUTPUTS

Project Outputs:

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: Maintain an enabling environment for the incorporation of all relevant players from the wine industry, conservation sector, tourism sector, private sector and government authorities in order to promote the value of conservation stewardship and sustainable farming practices within the wine industry.	The BWI has entrenched the sound management of biodiversity in the wine industry through the development of the Biodiversity Guidelines. These guidelines, developed as part of this project, have been integrated within the industry's sustainable production Scheme (Integrated Production of Wine Scheme). Therefore, BWI has shifted the responsibility for implementing sound biodiversity management practices within the industry's existing sustainable farming practices. These guidelines are implemented by 98% of all producers and monitored through the IPW auditing and certification system.
<i>1.1. Project coordinator to set up a BWI office within the new Central Wine Office Complex, secure vehicles, office equipment and drive an intern recruitment process in order to maintain BWI.</i>	BWI not housed within the wine industry as the South African Wine Council was liquidated in June 2008. However, there has been a strong motivation from industry bodies for BWI to maintain the independence and home within the conservation sector in order to provide the industry with third party credibility and integrity behind the South African wine industry's unique global conservation story. Therefore, BWI will remain independent of any wine industry structures, however, the industry is currently exploring mechanisms to provide this project with ongoing financial support from the relevant industry stakeholders and producers.
<i>1.2. Project co-ordinator to provide strategic guidance to the SKEP BWI extension officer and possible BWI SKEP extension support intern.</i>	To date, BWI has been unable to employ an additional extension officer due to financial constraints of the project. Provision has been made for an additional extension officer in the proposed budget for the next funding cycle (2010 – 2012).
<i>1.3. Project coordinator to provide more focused interaction to strengthen the key existing strategic partnerships with Dept. of</i>	The BWI project team works closely with the Dept. of Agriculture's regional Landcare Extension Officers and CapeNature's Stewardship Officers. BWI sits on

<p><i>Agriculture's Landcare Programme, the CapeNature's Stewardship Programme and CREW and co-ordinate their involvement in the implementation of BWI.</i></p>	<p>both the Landcare & CapeNature Stewardship Quarterly Strategic Planning and Review sessions and are currently in discussion with both parties to facilitate discussions on the potential longer term funding of an additional BWI extension officer.</p>
<p>1.4. BWI project co-ordinator to draw up a sustainability strategy for BWI in the third quarter of 2007 and pursue corporate and other funding to ensure project sustainability post 2008.</p>	<p>BWI has secured the necessary budget until the end of 2009. BWI is now working in partnership with the wine industry (WOSA) to develop possible funding mechanisms within the industry to fund this programme post 2009. Corporate sponsors have indicated a willingness to fund this initiative if a co-funding strategy can be provided (rand for rand co-funding with industry partners).</p>
<p>Output 2: Implementation and ongoing refinement of the biodiversity guidelines into the Integrated Production of Wine (IPW) Scheme.</p>	
<p>2.1. Revise and adapt the existing biodiversity guidelines within the IPW scheme to address new issues and environmental challenges arising in the wine sector (i.e. such as guidelines for the adaptation and mitigation of potential impacts of global climate change and providing a broader environmental context for pursuing the carbon neutrality concept within the wine industry).</p>	<p>BWI facilitated initial discussions on climate change and carbon neutrality within the wine industry in 2007. The resulted in 2 research projects within the industry. 1. A carbon calculator has been developed by industry partners in collaboration with California, New Zealand, Australia and Chile to obtain a baseline data on the industry's carbon footprint and develop a monitoring and reporting tool in this regard. 2. The industry is now collaborating with the Fruit Industry to develop standards to encourage reduction of energy usage, emissions and mitigation where necessary. 3. The carbon calculator measurement will be included within the IPW guidelines from 2009.</p>
<p>2.2. Test the effectiveness, and then if necessary, refine the existing biodiversity guidelines to ensure appropriate implementation in the SKEP region.</p>	<p>These guidelines have been implemented successfully within the SKEP region. BWI has hosted training workshops to regional Landcare representatives and producers on aspects of alien planning and clearing with this region. BWI contracted botanists from this region to development of species lists, including unique uses of indigenous plants and anecdotal stories to raise awareness of species unique to this region. BWI has provided additional training on the development of herbariums to support amateur botanists in region (encourage landowner engagement, enthusiasm and awareness generation). BWI has attended the Farmer's workshop hosted by the Ostrich Industry's Biodiversity Programme to facilitate learning and interaction between these two initiatives.</p>
<p>2.3. Liaise internationally with competing systems to ensure best practice is maintained, and continue to build relationships with other sustainable wine-grape growing countries by attending and presenting at 2 international conferences (i.e. London & Adelaide)</p>	<p>The BWI model has attracted much interest internationally, with presentation to the Californian Sustainable Wine Growers, New Zealand, Australia Wine Industry Stewardship, France's Biodiversity and European Commission (Orée) focusing on environment, and the Global Viticultural Wine Industry Body (OIV). The OIV, ratified 7 broad environmental principles based on the South African Environmental</p>

	<p>Sustainable Production model, these principles include the management of biodiversity within vineyard landscapes.</p> <p>Furthermore, The Nature Conservancy (Mediterranean Programme) will be visiting the Project in December 2008, to develop a deeper understanding of this model as a successful example of how conservation stewardship can be integrated into business and industry.</p>
Output 3: Extend conservation stewardship within the wine industry	
3.1. Secure 20 additional individual producers as BWI members in the Succulent Karoo region.	BWI has secured 4 collective cellars (with over 200 individual supply farms), an additional 6 new members and a total hectareage of almost 24 000 ha's (a quarter of the project's 104,000 ha set aside to date) within the Little Karoo region.
3.2. Train potential BWI intern extension officer to provide extension support focusing mainly in the Succulent Karoo region.	To date, BWI has been unable to employ an additional extension officer due to financial constraints of the project. Provision has been made for an additional extension officer in the proposed budget for the next funding cycle (2010 – 2012).
3.3. Work with Dept. of Agriculture's Landcare Programme to determine pilot sites in the SKEP region to target and refine stewardship options within the wine industry.	BWI continues to work closely with both the Ostrich Industry Biodiversity Coordinator and CapeNature Stewardship Officer (Gouritz Initiative) to facilitate stewardship in this region. Jan Vlok (regional botanist) has assisted BWI in identifying priority sites within each of the 4 collective producer cellars.
3.4. Secure 20 000ha of land set aside conservation on wine farms within the Little Karoo.	BWI has secured approximately 24,000ha's within the Little Karoo to date. This hectareage only includes the natural areas identified on priority farms within the collective producer cellars.
Output 4: Promote biodiversity into the Brand South Africa marketing strategy	Biodiversity now features as an integral component of Brand South Africa, promoting the integrity and uniqueness of this region's natural heritage and providing a Unique Selling Point (USP) and point of differentiation for South African producers competing in the global wine market.
4.1. Generate consumer demand through a targeted BWI product marketing campaign in association with key partners and retailers.	BWI launched a marketing label in May 2008. The label showcases a Cape Sugarbird on a Protea with the tagline "Conservation in Action" helps producers promote their BWI membership and conservation status both locally and abroad. BWI has worked closely with local retailers to provide instore support and promotion of BWI wines. To date, Woolworths, Pick & Pay, Makro (Massmart) have expressed a keen interest in promoting an supporting these wines both instore in terms of procurement and within broader consumer campaigns.
4.2. Work with the wine industry and relevant tourism bodies and media to promote and grow Biodiversity Wine Tourism as one of South Africa's prime ecotourism destinations.	The development of green wine tourism product offerings (such as hiking trails, green wine routes showcasing a unique biodiversity feature within a region, eco-tourism adventure activities etc...) has provided greater awareness and interest from a

	<p>broader spectrum of consumers and tourists in these regions.</p> <p>Darling Wine District became the first entire Wine District to achieve BWI accreditation in June 2008. They have uses this status to position themselves from a marketing and tourism perspective as the “Darling by nature” – gateway to the West Coast wildflowers.</p> <p>The Green Mountain Eco-Route started in 2005, and has recently launched their “Take a Hike” 5 day hiking trail providing overnight accommodation on BWI member farms and a guided hike through the natural areas of these estates.</p>
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Describe the success of the project in terms of delivering the intended outputs.

BWI has successfully completed 3 of the project’s 5 initial implementation strategies and industry partners have taken full responsibility for driving these strategies, including:

1. **The development and implementation of best practice biodiversity management within farming practices in the wine industry.** These guidelines are embedded within the Integrated Production of Wine (IPW scheme). The implementation and monitoring of these guidelines now a component of these scheme, with 98% of all South African producers already implementing these guidelines as registered members of IPW.
2. **Integrating our unique natural heritage (biodiversity) into Brand South Africa, providing South Africa with a unique selling point in the global wine market and economic incentive to participate in conservation of the winelands.** Wines of South Africa have included biodiversity as an integral component of Brand South Africa in their positioning: “Variety is in our nature”. WOSA now drives the marketing campaign and consumer awareness around the Cape Winelands unique natural heritage and conservation actions through the BWI project.
3. **Develop regional biodiversity wine routes.** (Two highly successful routes have been established to date). The Wine Tourism (Wine Routes Unlimited) portfolio committee has taken over the responsibility to promote and market biodiversity features and BWI producers within regional Wine Routes.

The BWI can now focus solely on **extending conservation stewardship to the wine industry through enlisting BWI members and champions into the voluntary BWI conservation programme, and then facilitating formal long term Stewardship Agreements with our provincial conservation authority, as part of the CapeNature Stewardship Programme.**

Were any outputs unrealized? If so, how has this affected the overall impact of the project?

BWI has been unable to employ an additional extension officer due to budget constraints. To date this hasn’t hindered the project’s progress but the BWI project team will be unable to meet future commitments in terms of sufficient sites visits, bi-ennial audits and monitoring of natural areas, and ongoing extension support to existing members should the membership continue to increase at the current rate.

V. SAFEGUARD POLICY ASSESSMENTS

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.

As BWI operates as a Not for Profit NGO, with no legal mandate to enforce legal compliance, a BWI policy and protocol was developed in partnership with the wine industry's environmental scheme (Integrated Production of Wine) governed by regulations under the Liquor Act. This policy provides a protocol for reporting legal transgressions, as well as issues of non-compliance with IPW and BWI criteria. This policy provides a formal reporting and communication protocol for transparent reporting of any transgressions to all relevant Government Departments and our industry partners, the Integrated Production of Wine Scheme and the respective producer. Should producers be found guilty and suspended by the IPW scheme, then BWI membership will be revoked with immediate effect.

When dealing with issues of non-compliance, with specific reference to the IPW guidelines (i.e. no legal transgression, but inability to demonstrate continual improvement as stipulated with the farm's Environmental Management Plan), the protocol provides for a period of 3 months for remediation or corrective action. Should corrective action or remediation not occur within this timeframe, the member will be suspended with immediate effect.

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

The development of economic incentives associated with the development of a unique branding of biodiversity requires much foresight. Wines of South Africa committed themselves to a long term 10 year marketing positioning, which initially received strong criticism and initial backlash due to the complexity of the marketing message, requiring sophistication and consumer interest to develop an initial awareness and then deeper understanding of what the marketing message was selling. The wine consumer by their very nature, is a slightly more sophisticated consumer, and, the positioning is not likely to work with many basic agricultural products and a simpler take home general eco-friendly message would work more effectively in this sectors.

The word Biodiversity is a complex term and inappropriate terminology to use within the broader consumer market. This project would perhaps have been more easily understood and better received by international media and consumers if we weren't called The Biodiversity and Wine Initiative. The project name should be simple and sexy. Simple terminology and wording is crucial to the immediate uptake and take home message for retailers and consumers and farmers alike.

The creation of industry awareness, then willingness to participate and finally support and ownership is a process that requires much patience and time. Initial project proposals and timeframes within which to catalyse these initiatives within business are often overly ambitious or perhaps ignorant. Many of these projects are developed and piloted with the hope of immediate industry uptake and ownership within a 2-3 year timeframe. Agricultural levies, industry structures and funding streams are complex and often bureaucratic within the South African Agricultural context, requiring a change in regulations and policy in order to facilitate the development of longer term funding mechanisms from within the industry. This process requires a medium to longer term investment strategy (3 – 5 year initial investment) from the outset to ensure that initial investments and conservation gains are not lost due to financial constraints and lack of industry support. This longer term investment provides time for adequate marketing research, positioning and sufficient market penetration to demonstrate longer term economic benefit and market differentiation which will assist in leveraging industry commitment & ownership.

Project Design Process: (aspects of the project design that contributed to its success/failure)

Initial timeframes for the pilot phase and industry investment were overly ambitious: a 5 year investment strategy from conservation sector would provide the necessary platform to leverage long term industry support and demonstrate success and economic incentives that can be derived from these projects.

The provision of economic incentives and marketing link added tremendous value to the industry and facilitated the strong partnership with industry. The marketing strategy provided the industry with a unique selling point (USP) to build the Brand South Africa category within the global market. Differentiated marketing positioning and penetration of existing & new markets is a key incentive and tool to encourage awareness and support of conservation activities. However, this complex message required a longer term positioning to develop consumer awareness and support. Producer and industry expectations and perceptions needed to be carefully managed to prevent early disillusionment. A consistent and clear communication strategy is a crucial component in terms of managing and harnessing these perceptions.

Project Execution: (aspects of the project execution that contributed to its success/failure)

The communication component of this project is onerous with ongoing multi-stakeholder communication required, where information needs to be packaged in different ways to meet the target audience's needs: i.e. communication with local producers (awareness generation), BWI members (project updates and extension support), industry stakeholders, engagement with conservation community (scientific and popular awareness generation to coordinate efforts), media (environmental media, wine and lifestyle media), retailers (local and international), and consumers, all require different communication strategy which results in a full-time communications role. A dedicated communications officer would have provided significant benefit to the project.

The extension officer plays a vital role in developing relationships with the farmers and building a longer term partnership based on trust. Long term consistency is imperative in maintaining these relationships. A key challenge is that a farm's conservation status is often linked to that personal relationship with the farm manager or marketing director and should those individuals leave we are required to almost begin the process from scratch again in terms of developing sufficient understanding, and commitment to implementing the environmental management plan and securing the natural areas for long term conservation.

VII. ADDITIONAL FUNDING

Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.

Donor	Type of Funding*	Amount	Date Received	Notes
Winetech	A	US\$14,493	March 2007	
Wines of South Africa (WOSA)	A	US\$65,217	2007 – 2009	Wines of South Africa (WOSA) has taken responsibility to spearhead the fundraising for this project post 2009, as BWI

				maintains the integrity of Brand South Africa's positioning: "Variety is in our nature".
The Green Trust (WWF)	A	US\$152,899	2007 – 2009	The Green Trust has provided BWI with additional funding for 2009, whilst wine industry bodies raise the relevant funds and long term funding mechanisms to sustain BWI within the industry post 2009.
RMB Fund	A	US\$36,232	2007/08	

***Additional funding should be reported using the following categories:**

- A** *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*
- B** *Complementary funding (Other donors contribute to partner organizations that are working on a project linked with this CEPF project)*
- C** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)*
- D** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Provide details of whether this project will continue in the future and if so, how any additional funding already secured or fundraising plans will help ensure its sustainability.

This project has entered a consolidation phase where roles and responsibilities will be handed over to various partners. The wine industry partners and producers have expressed a strong need for BWI to continue within the industry in the long term. The BWI is an integral component of the wine industry's market positioning globally. The Wines of South Africa have requested that the project be maintained within the conservation sector, to ensure third party independence and maintain the credibility and integrity of this conservation initiative. WOSA has committed to take full ownership and responsibility to raise the necessary funds and create the necessary financial mechanisms (industry levy and component of user-pays mechanism) to secure this project within the industry.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

The BWI project plays a significant role in ensuring the sustainable resource utilization and the provision of agricultural extension support to promote the sustainable use of natural resources and wise land use management practices. This role is well-aligned to the Department of Agriculture's Landcare Programme and the departments mandate in terms of sustainable resource utilization and adaptation strategies for climate change. There is a strong need to continue to engage with our Agricultural partners to facilitate stronger buy-in and ownership of the roles of extension officers with the agricultural sectors that are engaging with biodiversity-friendly production practices.

The Department of Agriculture has traditionally had more success with establishing and maintaining landowner willingness and support. These biodiversity conservation initiatives within agricultural sectors must engage more formally with both Provincial Agriculture and Organised Agriculture (Agri-SA) to promote extension support and implementation of sustainable resource

management and utilization and in doing so the inherent benefits of implementing strategies that will assist the producer in the adaptation to climate change.

Biodiversity conservation remains a difficult aspect to sell. Water is a far more tangible product to the farmers in terms of frequent water shortages, increasing water tariffs and water restriction, and in many instances prolonged flooding and loss of crops and infrastructure as result of inappropriate plantings within floodplains and wetland areas. Sound catchment management principles and associated land use management provide a more appropriate and very tangible perspective to engage farmers in sustainable resource utilization and sound management practices. Project of this nature need to develop an alternative model to promoting sound biodiversity conservation would be to highlight a Catchment Stewardship approach to a diverse group of producers/ agricultural sectors within specific catchment regions.

At present, compliance within the agricultural sector is still monitored on a reactive basis which continues to result in significant ongoing loss of biodiversity. It is imperative for find alternative ways to enforce relevant agricultural and environmental compliance in terms of resource utilization (water abstraction, water use, protection of soil), development and expansion into natural areas (ploughing permits/ development permits). This includes the development of effective pro-active monitoring systems that can monitor development on a real-time basis, leveraging strong community awareness and enforcement (whistle blowers through the development of conservancy models, Catchment Management Agencies etc...).

VIII. INFORMATION SHARING

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. One way we do this is by making programmatic project documents available on our Web site, www.cepf.net, and by marketing these in our newsletter and other communications.

These documents are accessed frequently by other CEPF grantees, potential partners, and the wider conservation community.

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