



SUSTAINABILITY WEEK

GET READY TO PUT IDEAS IN MOTION



FINAL REPORT
SUSTAINABILITY WEEK
RESPONSIBLE TOURISM
DIALOGUE 2014

FINAL
8 July 2014

ACT RESPONSIBLY, GROW SUSTAINABLY

Introduction

Tourism is the point of convergence between the economy, society, culture, history and the environment. The prospect of tourism dollars justifies initiatives that place an economic value on each of these factors. As such, the tourism sector should be a leader within the area of sustainable business practice. For some leading companies this is the case. South Africa is regarded internationally as a leader in the area of Responsible and Sustainable Tourism, a term coined 11 years ago in a document called the Cape Town Declaration. Government has taken the topic seriously with a dedicated division focussed on advancing the uptake of responsible tourism and have formulated relevant policies. Be that as it may, uptake is not as broad as it could be and experts will gather to discuss ways to improve this position and to maximise opportunities in Tourism.

Tourism Dialogue 2020: 2014 promised to be even more successful; Building on the track record of the past 2 years as being a sustainable tourism event not to be missed. We took the debate to the next level - from the 2012 Dialogue irrefutably concluding that Small Tourism Businesses have a critical role to play in tourism sustainability and that collaboration is a key success factor, and the 2013 Dialogue that highlighted how all large corporates have a role to play, regardless as to whether they see themselves as “tourism businesses” or not.

The dialogue deliver a compelling case for mass scale collaboration to achieve sustainable tourism implementation, and the golden thread that was captured in each of the speaker’s presentations included the following points:

- Partnerships are key to ensure that all aspects of sustainable development is covered, i.e knowledge, skills, structure ,investment, research capability..
- Inclusion of all participant in the tourism supply network is key – communities, local, regional and national government, local business (formal and informal);
- We need people with vision to take us forward to build sustainable industries that support sustainable tourism;
- We need to get out of the board rooms where policies, strategies and plans are formulated, roll up our sleeves and start implementing.
- We need to share our lessons rather than keep making the same mistakes over and over. We must assist each other by building a body of knowledge from which all the various organisations implementing sustainable tourism can draw from;
- We need people to that are bold, who are willing to take risks and are willing to test the status quo and do things differently;
- We need to continue telling and sharing stories as these are core to creating sustainable tourism industries.

Background

The STPPs implementation approach is aligned to the objectives of the National Development Plan 2030 and the National Tourism Sector Strategy of 2012 and uses tourism as a vehicle for economic development, a principle recognised by the United Nations Environmental Programme (UNEP) and the World Tourism Organisation (WTO).

The STPP is a collaborative “how-to” programme, focussed on the implementation of sustainable tourism principles amongst smaller tourism businesses. The National Minimum Standard for Responsible Tourism (SANS 1162:2011) clearly shows the link between environment, cultural and social heritage,

local economic empowerment and best business practice, but implementing tourism sustainability remains elusive for most small tourism businesses. The STPP makes it easy and accessible, involving all stakeholders. These include local government, private sector business, local communities, the youth and most importantly, the tourist. Mass implementation of tourism equates to mass scale change, for which vision, leadership and meaningful partnership are essential. The STPP and its partners are making significant impact in the industry and the STPP uses best practice Change Management Processes to bring about change in tourism. The STPP was established in mid- 2012, and has since made significant inroads as an industry leader in the Sustainable Tourism Implementation.

The STPPs believes that Sustainable/Responsible Tourism Implementation cannot be achieved the “once-of” interventions, but rather that each intervention should contribute to taking the tourism audience a step forward in its implementation efforts. Currently, many efforts to implement Responsible Tourism rely on convincing businesses to adopt a ‘voluntary scheme’ which requires individual businesses to start implementing the 41 criteria of SANS 1162:2012. The STPP has found that this approach is not effective, as the barriers to Sustainable Tourism Implementation, as set out below, are not adequately addressed. The STPP approach is therefore one of “empowerment to become sustainable” using “tourism” as the catalyst – a slightly different emphasis.

Speakers

Speakers were selected for their expertise in sustainable development. Each speaker is specialist in a different sector, as indicated below. However, the challenge was presented for the speakers to “open doors” which would allow the linkages to be created between the various sectors and tourism, and this was the key to the success of the day. Key points from each of the speaker’s talks are presented in summarised format below, with common threads and core messages highlighted. Speaker Profiles are included in Appendix 1 and full presentations are available on STPPs Slideshare page <http://www.slideshare.net/STPPSlides>.



Anthony Turton

**Risk & Mining
Specialist**



Heidi van der Watt

**Sustainable
Tourism Specialist**



Merida Roets

**Agriculture
Specialist**



Johan Olivier

**Town & Regional
Planner**



Justin Hawes

**Event Mgt
Specialist**



Alan Roxton Wiggill

**Marketing
Specialist**



Les Carlisle

**Conservation
Specialist**



Rehann Calitz

**Brand Guru and
Innovator**

Summary

Niki Glen opened the day welcoming all participants and thanking all speakers. Niki, one of the co-founders of the Sustainable Tourism Partnership Programme, briefly introduced each speaker, and pointed out that the common requirement to make the day successful is that all the speaker are big thinkers, understand the need to work across complex systems and structures and have developed solutions to local economic development, environmental sustainability, capacity building and community empowerment through moving beyond the current main stream thinking and acting. All speakers have develop or co-developed innovative solutions to common underlying challenges. Each speaker was asked to illustrate how we can be **comprehensive and bold and how we can open doors for mass scale collaboration amongst various stakeholders, thereby enabling sustainable development in tourism to leapfrog into the future.**

Caroline Ungersbock, co-founder of the Sustainable Tourism Partnership Programme (STPP) introduced the organisation and explained the underlying principles that underpin the STPP's journey. The key is to ensure that local ecomies can thrive through 1) increased tourism spend 2) streamlining development efforts and municipal budgets and 3) creating supportive environments for smaller businesses while preserving social and environmental assets. Caroline simplistically highlighted the following:

What tourists see?

When tourists travel to a destination (domestic or international), they normally do so to visit a specific product, whether it be business, a natural phenomenon, art, architecture, sport or a specific activity. While the tourists are exposed to all that countries, towns, and areas have to offer, from a natural resources, infrastructure and unique selling points, they unfortunately also are exposed to the "ugly" side. These include shanty towns, crime and violence, litter, pollution, unemployed people and impoverished communities. Should that balance not remain positive, the tourist will spend less and will likely not return? Caroline also highlighted the importance of "what the tourist does not see." This includes the people that look after everything that works towards and optimised tourism experience, e.g. running water, electricity supply, refuse removal, roads without potholes, chefs that cook food and people that produce consumables to meet every need of a tourist. **Tourism is therefore no longer an industry that can be viewed as a standalone sector, but it is intricately interwoven into other sectors.**

To ensure that everything is in place requires joint effort from Government, Private Business and Communities, and this is critically also where smaller businesses have a key role to play. Unfortunately, South Africa's business environment is not small business friendly resulting in unnecessary failures and job losses. **It is therefore critical that stakeholders collaborate at a local, regional and national level, and that the various government entities providing services to the tourism sector (approximately 20), understand the value of tourism and start collaborating at a mass scale.**

Dr Anthony Turton is Mining and Risk Specialist. One of Dr Turton's key focus areas currently is on assisting mines with exit strategies upon reaching the end of its lifespan.

Dr Turton highlighted that as South Africans, we need to accept that our economy was historically critically dependent on mining, and it is a reality that we have to live with for now. Due historical regulatory frameworks, mines have traditionally been allowed to externalize their environmental liabilities, effectively taking them off balance-sheet. In other words, mines were not expected to undo the environmental damage that they created from their operations. Going forward, the few remaining mines are now expected to create economic sustainability and beneficiation once the mine has reached the end of its life. **One option to look at, and for which a strong business case has been presented, is to rehabilitate the mining areas in to productive tourism products. While the mined areas will never be a completely natural area, allowing for rehabilitative projects that restore biodiversity has been viewed in a positive light.** In many

place, old mines are adjacent to game and nature reserves, and the old mining areas provide potential for economic activity. Tourism provides huge job creation opportunities and real potential to create sustainable livelihoods. **It is therefore imperative that the mining industry and the tourism industry join forces to come up with viable and feasible plans for mine closures.** In order for this strategy to work, however, a number of factors need to be in place:

- 1) The right attitude towards positive change;
- 2) The right structure to enable positive change;
- 3) The right vision, shared by all stakeholders;
- 4) The right partnerships;
- 5) The right projects that are bankable;

Upon closure, **Dr Turton highlighted that the Sustainable Tourism Partnership Programme promote all of those points, and that he believes that it is the right organisation to work with and to make this into a workable solution.**

Heidi van der Watt is Sustainable Tourism Specialist and a Director of the Sustainable Tourism Partnership Programme. Heidi provided an overview of Responsible Tourism Development over the past 20 years and what the aim of the sector should be over the next 20 years. Heidi tied in “Vision 2020”, the National Department of Tourism’s vision of becoming a top 20 tourism destination by 2020 in with her presentation, questioning the ability of South Africa achieving these targets without meaningful industry partnerships.

Heidi outlined key event is Sustainable / Responsible Tourism Development in South Africa since 1996, which saw the release of the White Paper on the development and promotion of tourism in South Africa. Some of the highlights included the Cape Town Declaration of 2002, the establishment of certification bodies since 2003, the launch of the Imvelo Awards in 2003, the release of the Responsible Tourism Handbook in 2004, forwarding to the release of the National Tourism Sector Strategy and the launch of the National Minimum Standard for Responsible Tourism in 2011 as well as the promulgation of the Tourism Bill in 2014. While these events created momentum for the sustainable development in tourism in South Africa and put the country at the forefront of responsible tourism policy formulation, it would appear that apart from private sector’s independent effort, the actual implementation of sustainable/responsible tourism practices have been falling behind that of the rest of the world.

While major players have been promoting their green and social responsibility and mainstream products have initiated their own internal efforts, the answer to the question of “are we there yet?” remains debatable. Heidi stated that **“To achieve a different future, we have think differently”**, in line with the overall objective of the dialogue to illustrate different approaches to achieve sustainable tourism goals. In essence, the traditional indicators of tourism success are not the future indicators of sustainability. We need to start measuring performance differently and not just look at e.g. tourist arrivals and overall tourism spend. Some examples of alternative indicators include:

- Yield per tourist arrival (comparatively)
- Yield per tourist arrival per resident (comparatively)
- Geographic distribution of yield per tourist
- Distribution of ownership and income
- Reduction in resource consumption (per business & destination)
- Reduction in waste output (per business & destination)
- Change in local purchasing (per business & destination)
- Change in charitable contributions (per business & destination)

- Contribution to household income and poverty reduction
- Understanding ethical buying preferences and behaviours of markets
- Certified tourism businesses as % of all qualifying tourism businesses
- Our national standard against the global standard

Heidi's closing remarks focussed on the dilemma of "Who should take responsibility?" While public sector points to private sector and vice versa, **the key to achieving success is through the formation of strong public/private partnerships**. Change needs to cut across the way business and public sector operate as well as how we influence consumer demand. Through partnering with e.g the Sustainable Tourism Partnership Programme, more meaningful impact can be achieved.

Rehann Calitz is a brand originator and out-the-box thinker. In his presentation, he described how he decided to take himself out of his comfort zone in suburban Centurion and move to Maboneng in downtown Johannesburg, only to find that the precinct was as exclusive and artificial as the suburbs. Worse, there was nowhere to buy fresh spinach nearby. No woolworths foods, no Fruit & Veg City. He started exploring his new neighbourhood to try to find a source of spinach. Rehann eventually found two ladies who had converted some old bowling greens into vegetable gardens in Bertrams, but that wasn't close enough. His explorations had led to an abandoned multi-storey building near the M2 owned by Transnet, and Rehann decided that it was ideal for urban farming and for aquaponics. He has enlisted the help of urban designers and business developers – people who have skills he feels are complimentary to his own – to help make this spinach dream a reality. The consummate people person, Rehann has spoken to many people who make a living in the streets around his hipster apartment who could also contribute to, and benefit from, his vertical farm project. **His key message is one of inclusivity and communication with local stakeholders for the benefit of all. The project provides an opportunity for collaboration across cultural and historical divides that will grow into a mega tourism hub, with local identity and low environmental impact supply of goods and services while providing livelihoods for the communities and families in his neighbourhood.**

Dr Merida Roets has been active in Kokstad over the past decade, working in the tourism, agricultural and local economic development spaces. The industries she has helped establish are irrefutably linked and **economic value can only be created through collaboration at a large scale amongst local business, public sector and private communities**. Dr Roets was instrumental in helping to set up, amongst others, Mount Fletcher – AmaBhaca Craft Market and The Encounter East Griqualand Country and Garden Festival in Kokstad. The AmaBhaca Craft Market is situated next to a main thoroughfare (N2), incorporates local craft talent, is managed by a well-organised group and features the local cultural context (Bhaca). The Encounter East Griqualand Country and Garden Festival uses beautiful gardens, progressive agriculture with an interesting cultural context (Griqua's) and is also run by a well-organised group. While both ventures are successful and provide sustainable livelihoods, hard lessons were learned in creating these ventures, and this is what Dr Roets share in the dialogue. These include:

- The need for strong, inclusive leadership that will not get caught up in local politics (gossip, cliques, small-town mindedness);
- The need to strive for inclusivity, with adequate representation of cultural, interests, environment, authorities.
- The need for existing business experience and partnerships;
- The need to consider both the local market and the source markets

- The need to market the right events to the right groups nationally e.g. Festival “groupies” do exist and using social media effectively;
- The need for continuous and comprehensive training and insuring reinforcement of principles through iterative visits;
- The need to understand local (rural) context, and that only exposure to desired standards will enable the achievement of desired standards.

Johan Olivier established the Magaliesburg Development Initiative (MDI), community driven programme with built on the foundations of an approved precinct plan, which incorporates Tourism and Agriculture economies.

The MDI has engaged the Magaliesburg community, including local government, local business and private residents since November 2012. Together a vision was formulated for Magaliesburg, and various voluntary project teams were established under the MDI umbrella. A number of project business cases are currently being developed that talks to job creation, place-making, social and youth development, food production and greening. The MDI showcases civic engagement that complements government and corporate resources to create a resilient and sustainable destination and community. An underpinning principle for the MDI, is that the local community and visitors must be able to experience and engage with sustainability themes. This, by definition, requires the development of a clean, attractive and safe environment (this is aligned to the underpinning principle of Sustainable Tourism, which aims to create better places to live in and therefore better places to travel to). In line with Dr Turton’s five points above, Johan highlighted the need for a well-defined process, a well-articulated common vision and partnerships that will bring skills, capacity and investment to the MDI.

Under the MDI, various partnerships have been formed, in-kind support provided and projects launched. Partnerships include the Sustainable Tourism Partnership Programme, De Hoek Country House and Nedbank. In kind support has been provided by Mogale City, Gordon Institute of Business and University of Pretoria, Transnet, Wimpy, Gauteng Provincial Government, The Institute of Performance Management and Akanya. Projects, which are driven by local volunteer groups, include the Station Upgrade, the Youth Box, STPP Sustainable Tourism Programme, various food production / agri-projects, tourism and recreation projects, place making and river clean-ups and waste management projects.

Alan Roxton Wiggill is the CEO of the N12 Treasure Route Association. The N12 Treasure Route aims to tell travellers stories about its people, their culture and history and our beautiful land so that those who experience this unique and rich journey take home “treasured” memories to share with family and friends. To create this journey the ownership of the N12 Treasure Route is in the hands of the communities along the N12. They are the custodians of the traveller’s experiences. These are the people who will tell the story. Through our simple community based branding and design programme, the N12 has incorporated the locals along the N12 in the building and development of our brand and our destination at the start of “our journey”.

Through sustainable tourism development, people create many opportunities for commercial activity and employment in rural areas and small towns. The trick is to make this happen in the unknown rural areas, where so much of the tourism potential lies, to the benefit of the people who live and love their local heritage. The N12 has embarked on a course which is quite unique because it is centred on the N12 communities and nature which offers the traveller a “fresh new storey” about South Africa. Through storey telling and reinterpretation of the South African story, they are building a new tourism destination which will become internationally acclaimed. The N12 Treasure Route Association has partnered with the Sustainable Tourism Partnership Programme to fulfil the creation of a sustainable tourism industry that is marketable and will create sustainable livelihoods.

Justin Hawes is one of the founding members of the Event Greening, CEO of Scan Display and a Patron of the Sustainable Tourism Partnership Programme. Justin led the The South African Climate Change Response Expo (CCR Expo), which was hosted by the Department of Environmental Affairs, and held alongside COP17. The CCR Expo received the UFI 2013 Sustainable Development Award for the Best innovative environmental initiative. The purpose of the event was to raise awareness, provide an educational platform and showcase South African innovations around climate change. The event obviously had to be a green event.

The approach was to showcase responsibility across all three pillars of sustainability i.e.

- Environmentally (Planet)
- Socially / community(People)
- Economically (Prosperity)

The event put into practice the use local suppliers to reduce the indirect carbon footprint, eco-friendly alternatives (reduce & recycle), avoiding waste by designing all elements for re-usability, minimising water and energy usage and communicating to visitors and participants to **re**-think how they use resources, do business and live their lives. Justin's presentation and photos tell a thousand stories and is a must view on STPPs Slideshare page <http://www.slideshare.net/STPPSlides>.

Les Carisle is Group Conservation Manager at &Beyond. The &Beyond model is based on caring for the land, for the wildlife and for the people. The people being the local communities around their properties, but equally important is those who will sleep in the beds, because without them, none of this is possible. &Beyond exerts influence far beyond its size, managing 9 million hectares of conservation land even though they only have 800 beds in total. Les presented the Rhinos without Boundaries project, a joint venture with Great Plains which entails capturing and transporting rhinos across the border to Botswana to save them from the local poaching scourge. They also work with community development partner Africa Foundation to build schools and clinics for local communities, and the foundations bursary programme has empowered rural children to qualify as doctors, lawyers, engineers and a space geodesist. The resulting community support has proven even more effective in protecting the group's wildlife than moving it across borders. The local community now forms a "safety net" around &Beyond's reserves, with networks resulting in the arrest of poachers before they even reach them. What Les illustrated in his talk was the irrefutable importance of an inclusive model to running a sustainable business, without which no ventures will succeed.

TAGS

Sustainable Tourism, Partnership Programme, Collaboration, Responsible Tourism, Thought Leadership' Change, Different Approach; Sustainable Tourism, Partnership Programme, Collaboration, Responsible Tourism, Thought Leadership' Change, Different Approach; Doing things differently, Sustainable Development, Cross Sector Collaboration, Innovation, Creative Thinking, Urban Regeneration, Tourism Development, Community Development, Upliftment, Local Economic Development, Strategy, things differently, Sustainable Development, Cross Sector Collaboration, Innovation, Creative Thinking, Urban Regeneration, Rural Development

Appendix 1

Niki Glen



Niki's key area of speciality is in setting up and running mass scale projects and programmes. She is the co-founder of the Sustainable Tourism Partnership Programme, a non-profit company established with the specific aim of assisting small tourism businesses across South Africa to implement Sustainable Tourism. Niki is a Climate Leader, having completed the internationally acclaimed Climate Reality Project Training, she has edited two handbooks on Sustainable Tourism and is completing her PhD in Sustainable Tourism.

Niki started her career as a Civil and Structural Engineer. After completing an MBA (Cum Laude) in 2000, she became a project and programme manager for international companies, including Absa, Barclays, Standard Bank and Liberty Life, running mass scale programmes stretching over 11 African Countries. Her interests in sustainability, environmental best practice and social preservation led her to leave my 18 year corporate career to pursue sustainability in tourism

After consulting for Green Leaf Environmental Standard and completing Travelife training, she co-founded the ground-breaking Sustainable Tourism Partnership Programme. The programme facilitates partnerships across the entire tourism supply chain, using smaller tourism businesses as catalyst for localised economic development. In addition, it aids communities to become productive tourism supply chain members, thus stimulating jobs, local economic development and poverty alleviation.

The programme, albeit quite a young institution, has received many accolades, including support from corporates, the tourism industry and government and achieving runner up in the Eskom ETA awards (Awareness). Through the programme, Niki has become a leader in engaging stakeholders across many industries in dialogue around their role in Sustainable Development.

She is passionate about finding solutions through simplifying strategic concepts, which have to date remained inaccessible for tourism business owners and community members.

Caroline Ungersbock



CAROLINE UNGERSBOCK is a previous President of the National Accommodation Association of South Africa, and member of The Tourism Technical Committee SABS (for Responsible Tourism Standard SANS 1162:2011 launched on 12 September 2011 and Service Excellence in Tourism SANS 1195:2012 launched on 28 March 2012); past FEDHASA Large Hotel Group Committee; TGCSA – Tourism Grading Council of South Africa – Awards Committee; Excellence Forum – National Department of Tourism; Tourism Growth and Development (Chair) – NTSS – National Tourism Sector Strategy – includes Responsible

Tourism and Service Excellence; CEO'S Forum, Board Member and Director – TBCSA – Tourism Business Council of South Africa.

Caroline is an entrepreneur and owner of several businesses, including a construction company (focused on green developments), a telecommunications company and guest house owner. She is passionate about sustainable tourism and is seen in the industry as a leader in driving awareness and implementation amongst the Smaller Accommodation Establishments in South Africa. Caroline is a co-founder of the Non-Profit Organisation, the Sustainable Tourism Partnership Programme, the focus of which is to drive change across the entire industry thus making it more sustainable.

Anthony Turton



Anthony is a specialist in the assessment and mitigation of risk under conditions of uncertainty where incomplete or contested data hampers decision-making, with a track record that goes back to the ending of the armed struggle by the creation of CODESA. He now applies these unique skills to the area of sustainability, most notably in a corporate context. His current work is in the mining sector where significant new approaches are emerging as that industry grapples with its unsustainable legacy. He was a member of the technical team that developed the first empirically-based risk assessment methodology for infrastructure exposed to AMD, which is not yet in the public domain, but represents a quantum leap in our understanding of the problem.

He holds a professorship in the Centre for Environmental Management at the University of Free State. As a Trustee of the Water Stewardship Council of Southern Africa he encourages behavioural change through positive inducement. He is co-founder of the South African Water and Energy Forum (SAWEF) that introduced the notion of the Water-Energy-Food Nexus to the public domain. He is the past Vice President of the International Water Resource Association (IWRA) and a past Deputy Governor of the World Water Council. He currently serves as Editor of the international journal "Water Policy" and sits on the editorial boards of various technical journals including "Water International", "Water Alternatives", the "International Journal of Water Governance" and the Springer Verlag textbook series on water resource management.

His current publications include the SAWEF Paradigm Shifter entitled "Debunking Persistent Myths about AMD in the Quest for a Sustainable Solution", a chapter on engineered aquifers in the forthcoming Handbook of Engineering Hydrology, and a chapter in a university textbook on urban water management about to be published in London, using AMD in Johannesburg as a case study.

Alan Roxton Wiggill



Alan has a deep love of all nature with a great passion for trying to save what's left of our beautiful earth. Alan also loves sport and has an active social lifestyle.

Alan's qualifications include a BSc majoring in Geology, Geophysics and Natural Earth Sciences, a 2 Year crop and livestock husbandry diploma a 2 year printing, paper making and marketing diploma and a its Business School marketing diploma. He started his career in geophysical & geological exploration, but decided to move into the marketing world and joined a paper merchanting company. He sold printing products, became the national shipping and import manager before starting his own import, merchanting business. The modern world of communication led him towards mobile

communication selling and marketing and he was part of a few innovative software and marketing companies that developed online directories, sales systems and marketing distribution systems. As a real lateral thinker he has found a passion for developing small businesses which in the past decade, has been focused on tourism. . He used a mix of marketing, sales and mobile info experience to help develop a number of tourism products and destinations. This work includes brand development, developing destination strategies and then rolling these out in Dinokeng, Tshwane and currently on the N12 Treasure Route.

Johan Olivier



Johan holds a degree in town planning and started his career at the City of Johannesburg in 1994. In 2001, he was appointed to the position of assistant director responsible for the formulation and implementation of the City's Metropolitan Spatial Development Framework and Capital Investment Framework. During his time as an official at the municipality, he gained extensive experience in spatial planning, spatial economics, the integration of transportation and land use; and sustainable development. Since 2005, Johan has been a director at Akanya Development Solutions – a town planning consultancy focussing on integrated development planning, spatial and land use planning and community-based planning. Clients range from rural local municipalities, district and metropolitan municipalities, as well as provincial and national departments.

In February 2013 Johan, together with members of Akanya, established Ranyaka Community Investment Managers, a non-profit social business, focussing on regeneration strategies and implementation mechanisms for towns and communities. Ranyaka, in cooperation with the community of Magaliesburg, is currently developing and implementing innovative collaboration, planning and investment mechanisms to transform the town of Magaliesburg

Heidi van der Watt



Heidi Van Der Watt, a Climate Leader, specialises in regional and local economic development, socio-economic assessments and responsible tourism. Heidi is a qualified town and regional planner, and has worked in the economic and spatial development arena for 20 years. Her project experience spans local economic development strategies, market assessments, feasibility studies, business planning, tourism sector strategies, and programme monitoring and evaluation and she has worked extensively in the Western Cape, Northern Cape, Eastern Cape, Kwazulu Natal, Gauteng and North West Province. Internationally, she has worked in Swaziland, Botswana, Lesotho, Mozambique, Seychelles, Nigeria, Gabon, Cameroon, Russia, Tanzania and India.

Heidi is intricately involved in Responsible Tourism Development in South Africa, and has participates as a speaker or facilitator in a number of international conferences. She is a chair and member of the of the Tourism Sector Working Group of the African Union's African Eco labelling Mechanism (AEM), a member of the SABS Technical Committee (TC 228) for Tourism, a member of the South African National Accreditation System (SANAS) Working Group on Responsible Tourism, a member of the SABS Working Group on Responsible Tourism, a consultant on the National Responsible Tourism Strategy for the National Department of Tourism (2012) and for the National Minimum Standard for Responsible Tourism (2009) and works closely with the a City of

Cape Town on Responsible Tourism Development. She has further developed a Training programme in Responsible Tourism Management for Western Cape tourism officials and officer, funded by the Global Opportunities fund of the UK Foreign and Commonwealth Office (2006/7), was involved with the development of a Responsible Tourism Strategy for South African National Parks (2009), Responsible Tourism Policy and Campaign Action Plan for the City of Cape Town (2008/10) and the Development and implementation of national Training Programme in Responsible Tourism Planning for Provincial and Municipal Officials on behalf the Development Bank of Southern Africa and the Tourism Education and Training Authority (THETA) – (2004 – 2005). She is also the editor of the Responsible Tourism Planning Handbook launched by Gauteng Tourism in 2002.

Dr Merida Roets

Merida Roets has three degrees in Animal Science (the M.Sc. achieved Cum laude), a PhD in Agricultural Economics from the University of Pretoria, a Business Management diploma from UNISA, and most recently completed a post graduate degree in Ancient Cultures at the University of Stellenbosch (Cum laude).



She has received several awards for academic, research and business accomplishments and was invited by former President Bill Clinton to serve as panellist at the Clinton Global Initiative in New York in 2008 and invited to present the key-note address at the National Department of Science and

Technology's Women in Science Awards in 2012 – both addresses concerning economic development of rural women and poverty alleviation.

Merida has travelled to and worked in Australia, England, the USA, Ghana, Morocco, Ethiopia, Kenya, Uganda, Botswana, Namibia, Mozambique, Swaziland, the Netherlands, Papua New Guinea, Brazil, China, and Italy.

Merida founded and manages Scientific Roets, a company that provides accredited, high quality, agricultural and entrepreneurship-related training to rural beneficiaries and assists rural entrepreneurs with their enterprise development – from assisting with Business Planning, through product development, creating market linkages, infrastructure and institutional development and implementation.

Scientific Roets is a BBBEE enterprise, one of AgriSETA's five "Centres of Excellence" nationally, is a registered Private FET College with the Dept. of Higher Education and Training, won a British Airways Business Opportunity Grant, has been involved with more than 130 projects since its inception in 2002, has trained more than 1 600 rural people and turns 12 years old in 2014. An Agricultural Research Division is currently being launched within the company, called AgriSPACE.

Merida lives with her daughter and their two dogs, two ducks and 8 chickens on a small farm outside of the town of Kokstad. In her spare time, she gardens, collects art, studies curiosities under her microscope, reads, does mosaics and is working on completing her third, but first non-

technical, book. She contributes enthusiastically to local community projects such as the highly successful Encounter East Griqualand Country and Garden festival now in its fourth year.

Les Carlisle



With an endless string of accreditations to his name, as well as an impressive list of conservation firsts, many of which we are proud to say have been accomplished during his time at &Beyond, the preservation of wildlife has been a lifelong focus for Les. Pioneering the chemical immobilisation of giraffe and the capture of Cape buffalo, he has translocated countless hundreds of heads of game, some from as far apart as Texas, USA, back to South Africa.

Les' history with &Beyond dates back to 1991 and includes everything from the project management of the construction of our first lodges to erecting more than 120 km of fencing and reintroducing more than 1 000 animals at &Beyond Phinda Private Game Reserve alone. His buffalo quarantine programme at Phinda led to new national protocol for buffalo on private land. He and &Beyond were the first to use sedation to socialise lions from different prides in acclimatisation pens prior to release, as well as the first to transport immobilised lions by air. The predator reintroduction programme he led at Phinda has been hailed as a shining example for all other efforts and his pioneering elephant reintroductions revolutionised international capture methodologies.

Above all this, Les gives off the distinct impression that he has managed to have a thoroughly wonderful time throughout it all. With his endlessly positive attitude and booming laugh, he has become an integral part of &Beyond.

Rehann Calitz



Rehann Calitz has been a key figure in the South African brand and communications sector for over two decades. The original creator of the Outsurance and MiWay brands and business models, Calitz's work ranges from conceptual brand development through traditional communications execution and into the development of brand spaces and places in manners that communicate the full brand identity, culture, ethos and experience to stakeholders.

Aside from Outsurance and MiWay, Rehann was responsible for the development of the brand identity for The eQuals Group, and subsequent roll out of the global Innovation Group brand identity. He has worked on an extensive range of accounts over the years, including T Systems, Eskom, M-NET, Multichoice, SABC, Nedcor, Standard Bank, Innovation Group, Lemnis Lighting, PharoX, diQta, Piece, Hollard Insurance and Aegis Insurance. Rehann is currently an Executive Director of Feral Wits.

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Company Registration Number: NPC 2012/126418/08

Directors:

N. Glen

Adv L. Nel

C. Ungersbock

H van der Watt (registration in process).

Address: 3 Gleneagles Road, Emmarentia, 2195