



m&e case study

WWF, C.A.P.E. and Honda: Working together to promote marine conservation

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C.A.P.E. funding helped to initiate a Marine Parks Support Unit. This has now been extended nationally by Honda and WWF-SA as the Marine Parks Programme. This programme has drawn in other partners to significantly strengthen marine conservation by:

- **Equipping key marine protected areas with 5 patrol boats**
- **Providing CITA accredited training for 120 marine protected areas staff members**
- **Promoting communication through a the establishment of a marine protected areas forum**
- **Developing Integrated Management Plans for the Kogelberg and Garden Route**
- **Building a public awareness campaign with an alternative advertising value of R1 million**
- **Facilitating the expansion of the marine parks system through marine provincial working groups.**

One of the primary objectives of the CAPE partnership is to support the development of a representative and well managed protected area network. Marine resources are utilized intensively along the Cape coast, providing significant benefits to both commercial and subsistence users. The intensity of use has resulted in tremendous pressure on target species. For many over-exploited species, Marine Protected Areas (MPAs) are the last refuge where viable breeding populations persist. In the past, most of these MPAs were under-equipped in terms of both hardware and human capacity. This had a negative impact on their effectiveness and inhibited the expansion of the Marine Protected Areas system.

In 2007 donor funding received by the C.A.P.E. partnership from the Global Environment Facility through the World Bank and UNDPⁱ enabled the appointment of Peter Chadwick as Manager for a new Marine Park Support Unit within the WWF-SA Marine Programme. The C.A.P.E. partnership's original intention was to strengthen the marine component of its landscape level initiatives in the Cape Floristic Region. However, later developments have seen this becoming a catalyst for strengthening marine conservation throughout the country.

EARLY IMPLEMENTATION WITH C.A.P.E.

The initial C.A.P.E sponsorship of the Marine Park Support Unit concentrated on two focal areas:

- The Kogelberg focal area, which extends from the Botriver Estuary in the East to the Steenbras River in the West. This includes one small MPA around Betty's Bay. This area forms the marine component of the Kogelberg Biosphere Reserve. The area suffers from intense poaching of abalone and crayfish.
- The Garden Route focal area, which incorporates three MPAs, including the oldest marine protected area in the country, the Tsitsikamma MPA. This area extends from the eastern border of the Tsitsikamma MPA to the Keiman's River in the West. It forms the marine component of the Garden Route Initiative. There is a strong estuarine component with a high level of recreational and commercial use.

The first step was to undertake a situation assessment for each of these areas to evaluate both the biodiversity and the socio-economic context. These situation assessments have been completed and are providing the basis for the development of integrated management plans.

C.A.P.E. also sponsored training for seven staff members based in these two focal areas. In total, 120 people have now completed the CITA-accredited MPA certificate.

A broader programme objective is to ensure that marine resources deliver sustainable benefits to local communities. In the Kogelberg focal area a community co-management project has been initiated. The objective of this programme is to involve the local community in finding acceptable alternatives to the current illegal abalone and crayfish harvesting.

DEVELOPING PARTNERSHIPS

One of the goals of the Marine Park Support Unit was to bring together the strengths and competencies of national government, relevant conservation agencies, the private sector and civil society in the promotion of integrated coastal management through inter-institutional working groups.

A key challenge was to establish marine working groups which include local conservation



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The long term objective is to facilitate the involvement of a broader grouping of South Africans in marine conservation through the establishment of public private partnerships, the increased involvement of conservation agencies and volunteers.

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agencies as partners, thereby integrating terrestrial and marine conservation. In an important step towards this goal, Memoranda of Understanding have been drawn up between DAFF MCMⁱⁱ and the conservation agencies responsible for each of the two focal areas: CapeNature is included in the Kogelberg Marine Working Group, and SANParks in the Garden Route Marine Working Group.

The Kogelberg Marine Working Group also includes the Overstrand Municipality, Kogelberg Biosphere Reserve, WWF and community representatives. The objectives of this group are to promote effective protection and sustainable utilization of living marine resources in the Kogelberg.

In the Garden Route the Working Group includes the Garden Route Initiative, SANParks, CapeNature WWF-SA, relevant experts and community representatives.

The impetus provided by the C.A.P.E. partnership's sponsorship of projects in these focus areas opened the way for these working groups to become more directly involved in local decision making. Furthermore, it also facilitated the development of a closer relationship between WWF-SA and MCM.

ESTABLISHMENT OF THE WWF HONDA MARINE PARKS PROGRAMME

The momentum established through the Marine Park Support Unit enabled WWF-SA to approach Honda South Africa to provide additional support. Honda Marine has committed to sponsoring a nation-wide Marine Parks Programme until 2013. (WWF-SA continues to search for long term funding.)

The vision of the WWF Honda Marine Parks programme is to ensure that South Africa becomes a world leader in marine park management and that our system of marine parks effectively secures our unique and rich marine heritage. The programme is active in five key areas:

- Equipping marine parks with adequate hardware
- Training staff to ensure that they have appropriate skills
- Developing integrated management plans for key areas
- Building public awareness of the importance of Marine Parks
- Facilitating the expansion of the Marine Parks system.

The WWF Honda Marine Parks Programme has already contributed towards five patrol boats which have been deployed in key areas.

An important aspect of the WWF Honda Marine Parks Programme is the establishment of a national awareness campaign aimed at building a high level of public support for Marine Parks. This programme is targeting a variety of media throughout the country. The total alternative advertising valueⁱⁱⁱ generated by this campaign in the first 6 months of 2009 is R1 million. This is a significant increase from the R340 000 generated during the whole of 2008.

Another key development, catalysed by this programme, has been the establishment of a national Marine Protected Areas Management Forum. This forum provides an invaluable opportunity for marine park managers from throughout South Africa to discuss common implementation opportunities and challenges. The objective is to encourage best practice, including strategic implementation of management plans.

As a result of the credibility established through this programme, South Africa is now recognized as a world leader in marine park management. The Marine Parks Programme has been asked to provide input on best practice throughout the Southern Oceans and also within the West Indian sphere.

ⁱ United Nations Development Programme

ⁱⁱ Marine and Coastal Management Branch of the Department of Agriculture Forestry and Fisheries

ⁱⁱⁱ The advertising value of free articles or broadcasts on a particular topic