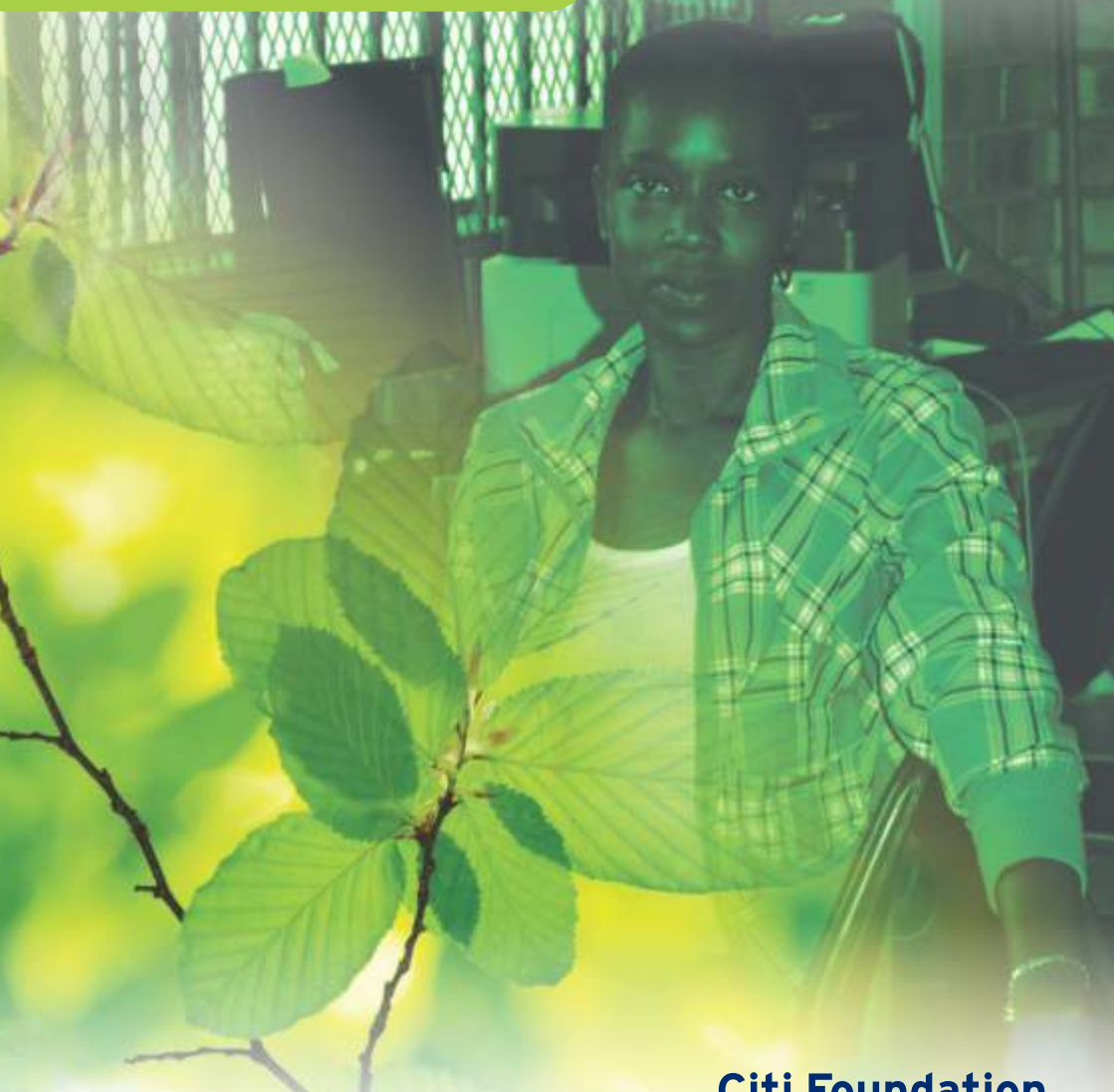


E-Green *green learning*

A Rough Guide to Green Learning,
Skills Development and Career Opportunities



CONSERVATION
SOUTH AFRICA

Member of the CI Network



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E-GREEN

A Rough Guide to Green Learning, Skills Development and Career Opportunities



Green Learning is about learning new skills and getting qualifications that help you earn money in an eco-friendly way or get a job which is eco-friendly. Green Learning is for anyone with a passion for nature. It is particularly relevant to youth who live in small towns, on farms, or near nature reserves.

Green Learning uses the eco-friendly principles of “reduce, reuse, recycle” and applies these to your education and future career. For example, you can reduce the cost of education by studying online. You can reuse or recycle educational materials by learning from others who already have qualifications – doing this through internships and learnerships – or by using materials that are available online.

What can you gain from Green Learning?

- Learn about nature
- Learn about the different types of eco-friendly jobs that are available to you
- Learn how to live your life and run a business in an eco-friendly way
- Learn how to apply for green internships and learnerships near you

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THE PURPOSE OF THIS ROUGH GUIDE

Conservation South Africa (CSA) works in some of the most environmentally and economically sensitive areas in South Africa. Together, our landscapes cover a large area, and while they are rich in fauna and flora (animals, plants and flowers), the communities who live in them are extremely poor. Unemployment rates are high, especially so among **school-leaving youth and young adults**.

Along with our partners, CSA is determined to help address these challenges, restore the affected landscapes, and **unlock human and economic potential** for the betterment of all.

Guided by the belief that **people prosper if nature is protected**, we carry out a number of programmes to achieve our aim.

That is why the **focus** of this publication is on **Green Learning**. The name **E-Green** was chosen to express our green-learning aims and the digital platforms we are using to achieve them.

This learning resource seeks to **empower youth** and other community members from small towns by equipping them with conservation-related, eco-friendly skills and knowledge that can give them a head-start.

The purpose of this publication is to explain what the **Green Learning programme** is about and make readers aware of the many different post-school training opportunities that are available to them. This training is geared to be accessible and relevant to the needs of people who have had limited access to higher-learning opportunities.

This publication, **E-Green**, is called a **rough guide**, and for good reason. A rough guide is an informal collection of handy and helpful items of information, such as lists of useful contacts and websites. Presented in a relaxed and fun way, this information can help you to get to know more about the “what” and “how to” of a new topic like Green Learning.

We hope **E-Green** plays the same role for readers seeking jobs or advancement, or those still in school and looking to the future. We hope that it provides useful information, gives people ideas of what to do, and inspires them to learn about nature and how they can profit from protecting it.

RESTORING OUR LAND OF OPPORTUNITY



South Africa has much to celebrate. It is a land blessed with vibrant people and vast natural resources.



OUR RANGELANDS ARE ESPECIALLY IMPORTANT.

Rangelands are grasslands, shrublands, woodlands, wetlands and deserts where wildlife and livestock graze.

They form much of the natural countryside, or veld, in South Africa.



Did you know 80% of South Africa's lands are rangelands? Rangelands have **"high biodiversity"**, which means they have a lot of different types of plants, flowers and animals that are under threat.

Rangelands are **home** to most of the **country's communal farmers** as well as three-quarters of all the poor people in South Africa.



Conserving South Africa's rangelands is very important to the well-being of the animals that graze on them and of the vulnerable communities who depend on them to earn a living.

Healthy rangelands are a **source of income** for **livestock farming and agriculture**. They prevent erosion, so that things can grow.



They **provide food, shelter material, and medicine**, so that people can survive. They **store water**, so that we can drink. They **absorb harmful gases** from the atmosphere, so that we can breathe clean air and have blue skies. But our rangelands are in increasing **danger**.



Conservation South Africa and our partners are on a mission to **restore these rangelands, empower communities**, and return the **rangelands** to being **our land of opportunity**.

UNDERSTANDING KEY CONCEPTS

Biodiversity: The variety of different plant and animal species in the world or a particular area.

Biodiversity hotspot: A region that contains a significant variety of plant and animal species and which is threatened with destruction. There are currently 35 biodiversity hotspots in the world. Three are in South Africa: in the Eastern Cape, Northern Cape, and Mpumalanga/Limpopo.

Climate change resilience: The planet is getting warmer and temperatures are rising. This is causing a change in rainfall patterns, a rise in sea levels, and an increase in severe weather conditions. Climate resilience is about how well a community can handle climate change impacts – its ability to deal with natural, weather-related disasters, such as droughts, floods, hurricanes, tornados, earthquakes and volcanic eruptions.



Climate resilience questions and answers (Q & A)

Question: What can you or your community do to save water in a drought?

Answer: Make sure all taps are tightly switched off after use. Save rainwater in buckets to use for washing yourself or your clothes. Recycle dirty water – take water that has been used for washing (grey water) and pour it on grass or plants to water them.

Green economy: A green economy improves people's lives but limits damage to the environment.

- It **reduces** the amount of natural resources (such as water, coal, wood, or energy from electricity) that people use, and reduces the waste they produce. For example, using solar energy from the sun to power lights and heat geysers avoids the air pollution that comes from burning coal or using trees for firewood.
- It **reuses** resources instead of throwing them away. For example, community computer labs use old computers donated by businesses.
- It **recycles** waste. For example, discarded plastic bags can be used to create crafts, and glass can be recycled from glass bottles that were thrown away.

Rangelands: Open land where wild animals and domestic livestock like cows, goats and sheep graze. Made up of grasslands, shrublands, woodlands, wetlands and deserts, rangelands provide valuable goods and services to people, for example food and medicine.

Kraaling: Herding and fencing off animals together in a temporary structure or a kraal overnight. Science has shown us that the high levels of nutrients from the urine and dung of the animals going into the ground improves the quality of grazing land and the animals tramping the ground helps the soil to breathe and prevent soil and water erosion.

Sustainable: Something is sustainable if it can continue naturally or be replaced over a long time. For example, “sustainable farming” means that fertile land that grows food is well taken care of and will continue to grow grass or vegetables that animals or people can use for food. “Unsustainable farming” is where the land is not taken care of. The land may become damaged (eroded) and not receive enough rainfall or sunlight – the result is that it goes dry and barren and cannot regrow grass or vegetables.

Sustainable livelihood: People have a sustainable livelihood if they can earn a living from the land or animals by owning livestock (cows, sheep, goats) and farming without damaging the environment. An example is planned grazing, which is where animals are restricted to certain areas so as to give the land time to regrow grass. This means the land and animals will be healthier, and farmers can sell their livestock at a good price, but without destroying the rangelands. In this way, the land is protected and can keep regrowing – animals and people can then continue to benefit from that land in the future.

Sustainable agriculture: “Sustainable agriculture is the production of food, fibre, or other plant or animal products using farming techniques that protect the environment, public health, human communities, and animal welfare” (see www.sustainable.org).



PREPARING FOR THE WORKPLACE WITH ONLINE LEARNING

Green Learning doesn't only mean learning about nature – it can be about using less resources to get an education. For example, using computers or your cell phone rather than travelling to the city saves you time and money, saves electricity and petrol, and helps reduce the cost of getting the skills you need. Green Learning means always thinking "REDUCE, REUSE, RECYCLE" – even if it is for your education.

Did you know there is more to getting a job than just having the right technical skills for it?

You can be great at doing woodwork at school, but if you apply for a carpentry position at a furniture-maker but arrive late for the job interview and then come across as unfriendly and unreliable, there is little chance the employer will want to hire you.

The employer will prefer to hire other people who make a good impression and show they can fit in as positive member of the staff.

The result: a talented young woodworker loses the opportunity to get a job.

You can have the right skills for the job, seeing as you know how to use saws and hammers to create furniture with wood. What you need to improve, though, are your "soft" skills. Soft skills include things such as attitude, time management, dependability, and being able to work in a team and communicate well. By strengthening these skills, you can make yourself more employable and let your main talent, woodwork, shine out for all to see.

The challenge is that, like most school-leavers, you may have little or no formal work experience. As a result, you don't fully understand what employers are looking for in people, or realise what you could be doing to have a better chance of landing a job.

In recognition of this need, Conservation South Africa's partner **eStudy South Africa** is offering post-school youth access to online courses in work preparedness and basic computer literacy. The courses take six weeks and are taught mostly online (using computers and educational materials and videos on the internet). The cost of the courses is paid for by business corporations that want to contribute to the development of a skilled workforce.



- **What is work preparedness?**

Work preparedness is about having the confidence to look for work, find it and keep it. It involves knowing what work suits you, learning job-seeking skills, and understanding your strengths and weaknesses so that you can build up your soft skills, be an attractive candidate to employers, and be ready to perform well in the workplace.

- **What is computer literacy?**

Computer literacy is the ability to do basic things on a computer, such as sending emails and creating and sharing documents. Nearly all jobs require a form of basic computer literacy.

eStudy South Africa is a company that provides online learning content and technology to help businesses train their staff. Its youth development programme is linked to the YES4Youth campaign and is accredited with the relevant authorities. Note that learners cannot apply directly as individuals – only registered learners can access the eStudy platform. Registered learners are those who have been selected by supporting businesses who pay for their online training.

GAINING WORK EXPERIENCE THROUGH GREEN INTERNSHIPS

There is no better way to learn to ride a bicycle than by climbing onto one and trying to ride. Similarly, the best way to prepare for getting a job is by gaining practical, on-the-job experience.

Here, you do more than get to know about the world of work from inside a classroom. You join an actual workplace and learn the ropes up close and in person. In the process, you sharpen your “hard” and “soft” skills, earn as you learn, and improve your chances of getting hired for a full-time job when you leave the place where you did your training and go out to look for work.

“Just one year of work experience, coupled with a CV and employment letter, increases a young person's chance of future work threefold and assists them in being able to springboard out of unemployment and into an empowered future” – www.yes4youth.co.za



In South Africa, an internship is a practical programme to assist with the development of individuals for future appointments or job placements. A graduate intern is a person who has completed a qualification but has been unemployed and needs workplace exposure to enhance their chances of getting a job in the future.

Good news: South Africa is on a major drive to address youth unemployment (joblessness), with businesses being encouraged to help disadvantaged young people take up internships and learnerships. It is important for you to keep your eyes and ears open to see and listen out for any opportunities that may come your way.

The environmental community of South Africa, including the government, the private sector, and NGOs like Conservation South Africa, support these initiatives and are seeking to ensure that as many young people as possible benefit from them.

CASE STUDY: "AN INTERNSHIP IN ACTION"

With support from eStudy, Conservation South Africa is hosting three young women from local communities at our offices in Springbok in the Northern Cape to work as interns for a 12-month period.

What do their internships involve?

- Seeing and understanding in person what conservation involves
- Doing coursework on eStudy's online platform
- Being mentored regularly by our senior staff
- Earning a stipend (a small amount of money each month to cover costs like transport)

The internships form part of a Team Leader/Supervisor Development course. Once they complete it, these young women will be awarded an accredited qualification and be on the road to full employment.

Just as importantly, they will be on track to continue studying in the field of management development and go on to obtain other higher qualifications. They are, in short, tomorrow's managers – the future movers and shakers of a green, eco-friendly economy.

The interns shared their experiences:



"The internship programme has helped me to identify my strong and weak points and my abilities. It also helped me to get clarity on which career path I'm interested in.

"I feel strongly that the more youth are exposed to such programmes, the more positive impact it will have on our communities. This experience is exciting, because I'm learning many things about the working world, like coming up with a budget and setting up agreements for small businesses."

Karen has been learning to communicate professionally with the colleagues and service providers she meets as part of her internship. She is also seeing the value of teamwork. Members of a team help each other achieve common goals. Since starting work, Karen has developed skills in writing reports, listening to co-workers, and working with computer documents and spreadsheets.





Nicolene, 29

"I have big dreams for my future. I would like to become an entrepreneur and continue with our family farming to ensure a better future for my family. I would also like to motivate the youth in Namaqualand to become independent and not just fall into alcohol or drug addiction, which is a big problem among youth in our area."

Are there any green internships available in your area?

Try the following:

1. Contact your local conservation NGO, municipality, game reserve or farmer.
2. Ask them if they have any opportunities for you to gain workplace experience by volunteering for them for a few hours. For example, you could learn about recycling from the waste division of your municipality, or you could learn about wildlife by volunteering at your local nature reserve.



Helpful Hints: How to write a covering letter and curriculum vitae (CV).

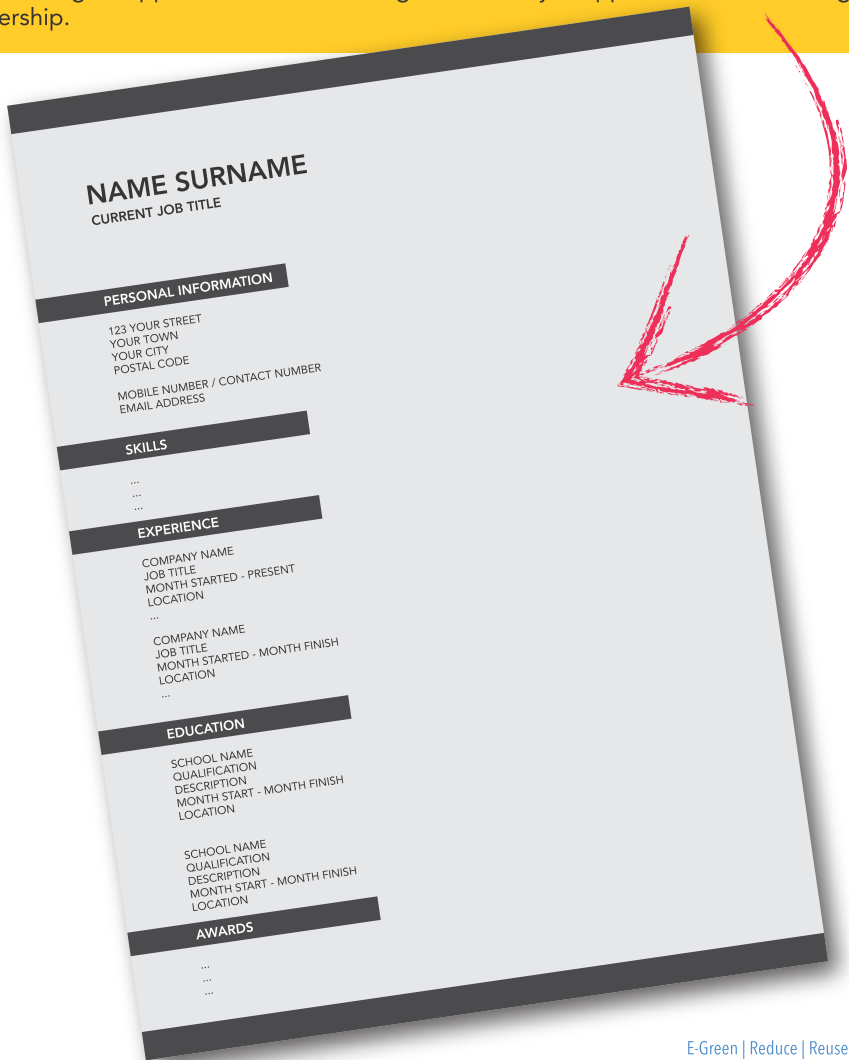
A CV lists your education and experience (where you went to school, your results, other courses you might have studied after school, and any experience you have gained from volunteering or working).

According to www.gov.za a CV should be short and to the point. It should include the following:

- Personal information including surname; first names; date and country of birth; identity number; male/female; married/single; state of your health; driver's license; address and contact numbers
- Educational history
- Languages you can speak and write and how well
- Computer skills
- Present position and employer (if you are employed)

- Employment history (if you have been employed, including part-time jobs and volunteer work)
- Basic skills and characteristics
- Awards received and leadership positions
- References: These should be credible and a reliable source of truthful information about your work ethic. Always check-in with these references before your interview to make sure that their contact details are still valid and that they are still available to stand as a reference for you.

See the example below from Careers 24 and go to <https://careeradvice.careers24.com/career-advice/cv-cover-letter-advice/downloadable-cv-templates-for-south-african-job-seekers-20170828> to download a CV template for free (a template is an example that you can put your details directly into). Click on <https://resumegenius.com/cover-letters-the-how-to-guide> to see how to get support to write a covering letter for a job application, volunteering post or learnership.



MOVING AHEAD WITH GREEN LEARNERSHIPS

Learnerships are workplace-based learning programmes that lead to accredited qualifications. A learnership is directly related to an occupation or field of work.

See the website below for more information on learnerships and the difference between learnerships and other skills development programmes:



<http://www.trainingforce.co.za/2017/04/21/how-do-learnerships-differ-from-other-skills-development-programmes/>

If you're a good team leader and a flexible thinker who can keep track of a lot of things at once, you might be suited to a career in transport fleet management. Do you like detailed planning? Maybe project management is for you. If you're efficient and organised, why not consider administration?

A **learnership** is a work-based learning programme that leads to an NQF-registered qualification. Learnerships are directly related to an occupation or field of work, for example, electrical engineering, hairdressing or project management. Learnerships are managed by Sector Education and Training Authorities (SETAs).

Then again, perhaps information and communication technology (ICT) is where your vocation lies, because you're a whizz with computers and at problem-solving ...

In collaboration with partners such as the logistics company Mix Telematics Africa, Conservation South Africa offers youth the opportunity to participate in learnerships that cater to a variety of interests and introduce youth to specialist occupations relevant to the areas where they live. Most of this training has been centred in Bushbuckridge in Mpumalanga, and the aim is to roll it out to other regions where CSA works.

The learnerships are in the following subjects:

- **Business (fleet) management**

Fleet management is the coordination of a company's vehicles and drivers to ensure that they collect and deliver goods or passengers safely, timeously and efficiently. The principles of this are applied, for instance, in commercial trucking or operating an airport shuttle-bus service.

As an example, in the Kruger to Canyons area, delivery trucks such as those for Bidvest (<https://www.bidfood.co.za>) and Matumi (<https://www.matumifresh.com/>) operate daily to deliver fresh vegetable and meat produce to over 40 lodges in the Kruger National Park and surrounding private game reserves.

- **Project management**

Project management is the planning and execution of activities involving interconnected tasks, role-players and resources, all of which must mesh together within deadlines. The principles of project management apply almost everywhere, from having a wedding to building a house, but in conservation terms they are relevant, for example, to repairing a dam or clearing alien vegetation to restore a source of fresh water.

- **Business administration services**

These are the administrative activities that are carried out in an office and on which organisations depend in their day-to-day operation. The activities include coordinating meetings, events and travel arrangements; maintaining booking systems and member databases; and gathering, filing and reporting project information.

- **ICT technical skills**

The training equips learners to be employed as ICT technicians providing helpdesk support and maintenance to computer-users in village schools, businesses and offices. Learners are taught basic troubleshooting skills and how to address common technical problems. After this, they are trained in specific desktop applications and how to support ICT users to use computers. To encourage them to innovate and think about setting up ICT businesses in the areas where they live, the learners are also exposed to a course on New Venture Creation.





CASE STUDY: "MAKING THE MOST OF EVERY LEARNING OPPORTUNITY IN MPUMALANGA" – THILS SITHOLE

Thils comes from the community of Utah in Mpumalanga and matriculated in 2007 from Manyangana High School. She began volunteering with the Scouts in 2015 "because I have seen the impact it had on the learners". While she was volunteering at the Utah youth centre, Thils was offered an opportunity through Conservation South Africa (formerly Buffelshoek Trust in Kruger to Canyons) to study a higher certificate in Management at the Southern Business School through blended learning. In 2016 she did the eStudy workplace-readiness training and then went on to study Project Management in 2017.

"I am an active member of the youth development centre and a Scout leader too. I have been very lucky to be part of the three learnerships, which developed my skills and my ability to grow in an organisation that brings change to youth who didn't get the opportunity to go to university. I came here with no experience but only matric – now I have a lot of experience that I will take far and that I never thought I would get in my life. I have experience in scouting, being a leader, working with different people, problem-solving and office work."

PROFESSIONAL HERDING

Formalising eco-ranger training through the Herding Academy



Conservation South Africa has worked with a range of partners to train professional herders, or eco-rangers, in the landscapes to restore the rangelands. Initially, the training focused on enabling eco-rangers to clear alien invasive plants safely and effectively from the rangelands. This training was supported by the National Department of Environmental Affairs (DEA) and Expanded Public Works Programme (EPWP), which paid the trainees a monthly stipend for the contracted period.



For more information on the Expanded Public Works Programme, go to <http://www.epwp.gov.za/>

CSA realised there was a need for professional herders who could help farmer associations look after their herds communally and know about planned grazing and livestock management. This required giving selected individuals formal, accredited training to help develop them as professional herders.



Monica Maile

CASE STUDY: "UNDERSTANDING CONSERVATION" – MONICA MAILE, HERD MONITOR/ECO-RANGER K2C

"The training I had from Conservation South Africa has really helped me in understanding conservation. My understanding when I heard 'conservation' was that it was all about wildlife and wild animals, but now I understand it better, because it's not only about wildlife and wild animals. Conservation is about the natural things we have around us that we can use to help ourselves on a daily basis. This training has helped me with my career. I got a job and I work around my community. I am happy that I am helping my community. I'm working on our own rangelands, and I can see the results of the work that I am doing."



CASE STUDY: "THINKING DIFFERENTLY ABOUT THE ENVIRONMENT" – FORGET SITHOLE, ECO-RANGER AND SCOUT LEADER WHO RECEIVED FIRST AID TRAINING

"This course has made me think differently about the environment – it needs to be taken care of. The First Aid training will be useful in my work because now I will know what to do if one of my co-workers is hurt. There are a lot of risks [in our work], which means we need to know what to do if we come across danger."

Fortunately, there are a range of relevant accredited training opportunities available for training in the field and at a formal training facility. One such programme is a recently registered South African College of Tourism's Herding Academy Certificate in Holistic Land Management course. This course trains people to become professional herders equipped to implement holistic land management and animal health and nutrition interventions.



HERDING ACADEMY CASE STUDY

Are you a fit, confident, outdoors person who loves animals and nature? Would you enjoy a career working with livestock, caring for the environment – and helping your community to succeed?

If so, exciting opportunities are opening up for you!


The South African College of Tourism has started a programme with a difference: a Herding Academy. Herding has long been a part of life in Africa, but it's moving with the times and being boosted by science and technology. At the Academy, professional herders go through a year-long programme in eco-friendly land management in which they learn a blend of traditional skills and new ways of doing things.

Set in a beautiful farm in Graaff-Reinet in the Eastern Cape, the Herding Academy teaches youth between the ages of 18 and 35 to be expert, modern-day professional herders. After their training, Herding Academy students are so good that they can manage a thousand sheep with a single dog –plus, they know how to restore eroded areas and treat livestock to get the best quality of meat. They also learn about grazing management, animal health and nutrition, First Aid, conservation ethics, the collection of scientific data about the environment, and much more.

Importantly, on completion of the training, learners obtain a formal qualification recognised by the Hospitality CATHSETA. Until recently, herding was not officially recognised as an occupation, so this is a promising development which shows society is seeing ever greater value in it.

Conservation South Africa and Peace Parks Foundation provided bursaries to the first-ever group of eco-rangers at the Herding Academy – four from the Eastern Cape and six from Mpumalanga. These individuals had had some basic training in livestock and environmental management, but at the Academy they are taking their skills to the next level.

With the qualification they get, they will be able to build on it and follow different career pathways in the future. For example, they could go on to become environmental monitors, rangeland managers, specialists in animal nutrition, experts in removing alien invasive plants, or farming trainer offering consultancy services for a fee.



Qualified professional herders also bring benefits to their communities. Once they finish training at the Academy, the eco-rangers will return to their home communities to act as champions of conservation and local economic growth. Eco-rangers oversee the herding and health of a community's livestock and monitor the condition of the rangelands on which the livestock depend. Essentially, they are frontline workers safeguarding what it is often a small town's main assets: its livestock and its rangelands.

So, the better the herder, the better the livestock and rangelands can be; and the better these are, the more the community benefits, in the marketplace and in other ways. With the Herding Academy, herders can truly get on the move – not just in the fields but in their career journeys.



LIST OF RESOURCES

The following list shows links to information about possible education and training opportunities being offered by various South African organisations. Note that not all the opportunities are available for free and that some are available only at specific times of the year. However, the list can give you an idea of what opportunities are out there. It is thus a good starting-place for you to explore a green career where you live.



- <https://www.careersportal.co.za/>
- <https://www.yes4youth.co.za/youth-resources/>
- www.learners24.co.za/
- <http://www.serviceseta.org.za/index.php/learners/learnerships>
- <http://www.serviceseta.org.za/index.php/learners/skills-programme>
- <http://www.puffandpass.co.za/>
- <https://salearnership.co.za/department-of-environmental-affairs-learnerships/>
- <https://salearnership.co.za/tourism-learnerships/>
- <https://salearnership.co.za/learnerships-agriculture/>
- <https://salearnership.co.za/learnerships-business-studies-management-administration/>
- <http://www.serviceseta.org.za/index.php/learners/adult-education-and-training>
- <https://www.collegesa.edu.za/courses/hospitality-and-tourism-courses/tourism-courses/>
- <http://www.trackeracademy.co.za/>
- <http://wildlifecollege.org.za/>
- <http://wildlifecollege.org.za/admissions/how-to-apply/>
- <https://www.environment.gov.za/projectsprogrammes>
- <https://www.environment.gov.za/careers/internshipshttps://qcto.org.za/index.php/services/qualifications>
- <https://www.collegesa.edu.za/courses/hospitality-and-tourism-courses/tourism-courses/>
- <http://www.entrepreneurship.co.za/entrepreneurship-courses/>
- <http://www.theinnovationhub.com/skills-development/coachlab-2/coachlab-green>
- <https://agricolleges.com/courses/>
- <https://www.scouts.org.za/>

DEVELOPING A SMALL BUSINESS ENTERPRISE



Everybody needs an income. The most common way to earn one is, of course, to get a job with somebody else. Earning money by being an employee means you hire out your labour, in exchange for a wage or salary.

But there is another way to generate an income – by starting your own small business.

In this case, you earn money by being an entrepreneur: you sell a product (something you make or grow) or a service (something you do) to people, take payment from them, deduct your business costs from the earnings, and use the balance to pay for your personal and household needs.

What is a green business?



A green business makes use of natural resources to get an income without damaging the environment. Ideally, a green business improves the environment as a result of what it does. These eco-friendly enterprises tend to use less water and energy by making use of eco-friendly equipment, such as JoJo tanks (to harvest rain water), and technology such as solar panels for energy. Many green businesses focus on activities like eco-tourism, where local guides are paid to share their knowledge and take paying tourists on tours of the local landscape. Many emerging green businesses focus on reusing or recycling materials – for example, they use alien trees for furniture or fuel, or they recycle plastic and glass.



Starting a business isn't necessarily about having a fancy shop or building. It's about your commitment, having a product or service to sell, and being able to reach an adequate number of customers who will be keen to buy it from you. Everything else follows from there.

You can own a business as an individual (by being a sole trader) or join forces with others (through a partnership, a business cooperative or a for-profit social enterprise). As the business grows, you are able to employ staff to work for you – that is, as an entrepreneur you are no longer a job-seeker but potentially a job-creator for other people.

If you have a good idea for a business and wish to start up your own business but don't know what to do, or already have one and want the skills to make it more effective, there are organisations that provide extensive training support to eco-friendly small businesses, including to farming cooperatives and for-profit social enterprises.

Eco-enterprise business development training and support often takes the form of business advisory services, coaching and mentorship. This is available through the following regional programmes, service providers and government agencies:

- Kruger to Canyons (Mpumalanga): the SEED Starter programme; National Development Agency (NDA); Small Enterprise Development Agency (SEDA); Department of Environmental Affairs (DEA) Eco-Ranger Programme and Wageningen University

Useful resources

- Seed Starter Toolkit (<https://www.seed.uno/support/starter.html>)
- Idea Generation (<https://www.seed.uno/support/starter.html>)
- Rural SMME Development Toolkit (download from <https://www.pedproject.co.za>)
- Northern Cape: the SKEPPIES programme; Indigo Programme; Department of Environmental Affairs (DEA) Eco-Ranger Programme and Wageningen University
- Eastern Cape: the SKEPPIES programme; SEED Idea Generation; EcoFutures programme (Department of Environmental Affairs (DEA) Eco-Ranger Programme and Wageningen University see Umzimvubu Catchment Partnership Programme website <https://umzimvubu.org/>)

PLANTING THE SEEDS FOR SMALL BUSINESS DEVELOPMENT

A green business won't make money if it supplies a fine product or service but no one wants to buy it: there has to be a demand for the product or service. A product or service is in demand when it meets a need that a lot of people have – in other words, it solves a problem they're facing, so they will be interested in buying what you offer. Entrepreneurs are good at spotting these kinds of needs and acting on them.

For example, the SEED Starter programme, presented in partnership with the organisation Sustainability Education and Ecological Design (SEED), helps you improve your skills as an entrepreneur by guiding you through the process of coming up with a viable idea for an eco-friendly enterprise and then developing a business plan to put it into action. It consists of a four-day workshop, fieldwork, and structured support for a duration of about six months.

This business plan can be presented to potential funders, for example banks or investors, with a view to convincing them to provide you with the finances to buy equipment and other resources you need for getting the enterprise up and running.

SEED Starter trainees learn how to step into the shoes of potential customers, how to design a product or service, and how to run a marketing campaign. The programme takes a step-by-step approach:

- STEP 1:** They map the situation, asking, "What do we have in our communities right now?"
- STEP 2:** They identify challenges, asking "What needs or problems exist in in our communities?"
- STEP 3:** They devise business ideas, asking, "What can we do about those needs or problems?"



In further steps, trainees road-test the ideas by doing market surveys in their communities, after which they go on to craft the business plans and learn how to present them in front of a panel of funders.

"Business ideas arise from trying to sort out challenges in the community. For example, somebody says, 'I'm going to start a chicken farm, because usually we have to go to another small town to buy them. We could in fact breed them here.'

"Or somebody else says, 'There is a problem with people dumping disposable nappies – I can start a business by picking up those nappies and selling them for recycling.'

"In other words, we are trying to solve community problems, and we do this by starting up eco-based businesses that address everyday community challenges without harming the environment."

– Kgomotso Matthews: Conservation South Africa's Green Economy Director

BUSINESS TRAINING:

To support small businesses & stimulate local economies to go green

**Environmental self-assessment tool to help you judge how green your business is.
Questions to ask yourself**

1. *Is there an Environmental Management System (EMS) strategy in place in your business or not?*
2. *If No, when will you have one?*
3. *How much energy does your business use in a month?*
4. *Can it be reduced?*
5. *How much does your business spend on transport costs in a month?*
6. *Can these be reduced?*
7. *How much water does my business use in a month?*
6. *Is there a JoJo (water) tank installed in my business to harvest water?*
7. *Do I manage waste water in my business?*
8. *Can I do better?*
9. *Do I manage chemical usage in my business?*
10. *Can I do better?*
11. *Do I have a system in place in my business to deal with major disasters?*
12. *Can I do better?*
13. *Does my business contribute to land contamination or to soil and ground water pollution?*
14. *What can I do to prevent this?*
15. *Does my business have a negative impact on the environment?*
16. *What can I do to manage the negative impact?*
17. *Is my business a nuisance to the surrounding community (due to noise, dust, bad smells, vibrations, smoke, fumes, and so on)?*
18. *What can I do to prevent this?*
19. *Do I have an acceptable way of managing waste generated in my business?*
20. *What can I do better?*
21. *Does my business emit pollutants into the air?*
22. *What can I do to minimise the impact of emissions on the air?*
23. *In the Northern and Eastern Cape, the SKEPPIES programme (with support from Citi Foundation) has provided basic small-business development training, mentorship and grant-funding to small-town-based entrepreneurs who are seeking either to start a small business from scratch or to grow an existing one by getting more skills and knowledge.*

The SKEPPIES programme offers short one-day courses that deal with essential topics such as market surveys, financial management and bookkeeping, and managing staff.

The main objectives of the training are to strengthen small-business owners in the following areas:

- **Knowing best buyers:** As a business owner, it is crucial to understand who your target customers are and how best to connect with them so that they can do business with you. For example, a small thing like relocating your business to a busier part of town could make a big difference to sales by making it easier for lots of customers to find you.
- **Keeping clear records:** As a business owner, you must know what your financial position is from day to day. Keeping records of sales coming in and expenses going out, and of what you owe people (creditors) and what they owe you (debtors), lets you stay on top of things.
- **Gaining self-confidence:** Small-enterprise owners often find it hard to explain their business to others and in this way promote what they do. The reason is that they are unsure of themselves. SKEPPIES training gives you the confidence to believe in your business.

The package of training support includes:

- face-to-face teaching and group discussion at workshops
- the opportunity to apply for a small grant (a non-repayable contribution) for key purchases
- mentoring of recipients of SKEPPIES small grants
- learning exchanges through which you interact with business owners from other landscapes to share tips and business experiences

The training is offered regularly at different times of the year. To participate, business owners have to comply with the conditions of an agreement they sign when becoming a participant in the programme. In addition, you should be a budding entrepreneur who is passionate about what you are doing and who has a business, or an idea for a business, which is relevant to where you live.

The SKEPPIES programme supports small eco-business development in the Namakwa District Municipality in the Northern Cape and in Alfred Nzo District Municipality (ANDM) in the Eastern Cape. The broader programme supports the Succulent Karoo Ecosystem Programme (SKEP) and is a conservation partnership for the Succulent Karoo biodiversity hotspot in the Northern Cape and the Umzimvubu Catchment Partnership Programme (UCPP) in the Umzimvubu Catchment of the Maputaland-Pondoland Hotspot. These broader partnership programmes provide a great opportunity for youth to attend meetings and hear about green economy activities happening in these regions.

EXPLORING THE POSSIBILITIES WITH ECOFUTURES



As a young person, your whole life is still ahead of you, but so are many questions. What do you want to do once you leave school, or do now that you have left it? If you are unable to go to a university or college, will you be looking for a job with someone else – or is your real interest in starting your own business? Most basically, where do you want to go in life?

Many youth from small towns think the answers lie in moving to the cities, because that's where the opportunities seem to be. In fact, the biggest opportunities are often already right there in front of you: in the natural world around you. People depend on nature for their existence – but nature in turn depends on people to conserve it. If you make it your goal to work to benefit nature, nature can work to benefit you.

A first step to knowing where you want to go is finding out what the different possible directions are that you could take. This is what the EcoFutures programme, facilitated by Environment and Rural Solutions, and Conservation South Africa under the Umzimvubu Catchment Partnership Programme is about: it is a rich array of activities and events, school visits and workplace outings, excursions and career expos, that enable you to explore possibilities that are everywhere around you in your local community and natural environment.

Here are just a few of the possibilities to explore:

- Eco-processing: Recycling trash into treasure
- Eco-ranginng: Managing livestock and rangelands
- Eco-energy: Charging up with solar power and biogas
- Eco-tourism: Walking on the wild side with adventure tourism
- Eco-hydrology: Using science to outsmart water-scarcity.

Olwethu says: "It was great to work at the Wild Coast Sun, as we were given an opportunity to explore how theory is applied and to create real, practical solutions for problems by using environmental management."



Olwethu (with a backpack) during the Wild Coast rock formation exploration at the Wild Coast Sun

EcoFutures is a one-year skills development programme for high-school children and post-school youth who want to find out more about green careers and entrepreneurship, and who have the drive to act positively for their community and environment. It is currently offered in Alfred Nzo District Municipality (ANDM) in the Eastern Cape, and forms part of a wider project to conserve the Umzimvubu River system from source to sea and empower the people living there.

CASE STUDY: “THE SUN SHINES” – WORKPLACE EXPERIENCE AT SUN INTERNATIONAL WILD COAST SUN OLWETHU MBUTHUMA, EASTERN CAPE

Olwethu from Bizana was offered the opportunity of a lifetime to gain work experience at Sun International's Wild Coast Sun. The placement involved working in the Environment, Health and Safety Unit of the resort to gain on-the-job experience in applying environmental standards in the hospitality industry.

CASE STUDY: “TAKING THE ROAD LESS TRAVELLED” – NKOSI EXPLORES A CAREER AS A TOUR GUIDE IN THE EASTERN CAPE

Through the EcoFutures programme, Nkosindiphile Mbobo got an opportunity to explore a career in tour-guiding, a career he had never heard of before. Nkosi's hometown is Matatiele, which has high levels of unemployment and poverty amongst the youth. EcoFutures collaborated with the Eastern Cape Parks and Tourism Agency to train Nkosi in tour-guiding in the coastal town of Port St Johns. This has equipped him with a skill that can enable him to start his own tour-guiding operation as a small-business entrepreneur in his community and inspire other young people to invest in the value of nature in their daily lives.

Nkosindiphile said: “I have worked in Mehlooding Adventure Tourism in Matatiele, but I had little knowledge of tour-guiding, especially of using it as career option. So, through this programme, I see how things are interconnected in the tourism sector.”

Nkosi (third from the left) and other EcoFutures students look at the spectacular natural beauty of the Wild Coast in the Eastern Cape





GROWING STRAIGHT AND STRONG FROM THE START: SCOUTS

To reach for the skies, you need to stand on solid, early foundations – by growing straight and strong from a young age and learning to respect nature. And there are few better – and more fun-filled – ways of doing so than by being involved in Scouts. Globally, Scouts programmes change lives and help children and young adults achieve their potential. Leadership abilities, teamwork, self-motivation, perseverance, environmental and cultural awareness, working hard in school – these are some of the key life skills and values that members are learning through outdoor activities and positive peer pressure.

The aim of the Scouts programme in South Africa is to contribute to the full social, emotional, physical and mental development of youth as individuals and responsible citizens.

“The Scouts programme is working not only for the kids but for me too as a leader. It has tested my abilities and pushed me further than I've pushed myself before. “The best experience was standing in front of the children and teaching them about Scouts. This boosted my self-confidence. The biggest benefit is discovering your abilities, strengths and weaknesses – getting to know yourself and your potential as a person.” – Monica Mthabine: Conservation South Africa Scouts leader

For information on how to find and join your nearest Scouts branch – or, if there is no Scouts branch near you, how to start your own – go to <https://www.scouts.org.za/overview/>

CAREER GUIDANCE

List of possible E-Green Careers and entry-points for students and job seekers

Environment:

If you are interested in plants, flowers and soil or water management you might consider a career in conservation, farming, restoring the rangelands through bush-clearing or becoming a water monitor, ecologist or eco-ranger or something to do with nature and children such as scouts.

Animals:

If you are interested in animals and animal health you might consider a career as an eco-ranger, professional herder, tracker of wildlife or wildlife guide, ranger, veterinarian or para-vet.

Green Entrepreneurs:

If you are interested in starting your own business and becoming a green entrepreneur you may consider starting a small business that focuses on recycling, renewable energy such as solar energy for electricity or heating such as installing solar panels, generators or geysers. Eco-tourism, becoming a local tour guide in your community, starting a small business that recycles glass and other material to create crafts to sell to tourists or running a business that collects and recycles waste materials.



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