



WWF-SA  
Conservation  
Champions



# Are you a Conservation Champion?

In recent years there has been an increasing desire from landowners and farmers in the wine industry to address their environmental concerns in a more holistic manner, well beyond their farm gates. Many landowners are already leading the way by using innovative approaches that take conservation action to new heights.

## Best practice criteria for becoming a WWF Conservation Champion:

- ✓ An independent IPW audit score of 70% or more for farm and/or cellar and copies of the most recent IPW certificates for the farm and cellar
- ✓ 90% score for self-assessment on IPW farm guidelines (as found in IPW chapter 2)
- ✓ Online registration and completion of baseline carbon footprint using the free online tool, the 'Confronting Climate Change' carbon calculator
- ✓ Demonstration of exceptional environmental commitment and leadership either by setting aside at least 10% of farm as conservation land (with the landowner's commitment to no future development in these areas) or catalysing effective water and energy management at a regional scale
- ✓ A signed environmental management plan, including farm maps, to be developed during site visit by WWF team and the landowner. It must include detailed targets to encourage continuous improvement and must be monitored annually
- ✓ A general motivation for the application by telling the story of biodiversity conservation, improved production practices and/or innovations in water or energy efficiencies.

## Benefits of being a WWF Conservation Champion:

- Free extension support from WWF South Africa
- Exclusive use of WWF's Conservation Champion 'sugarbird and protea' logo and label
- Offers of awareness raising opportunities through various platforms
- WWF incentives such as Water Balance support for alien clearing if within a WWF priority catchment or potential access to small grants from the Table Mountain Fund

*From the 2015 harvest onwards, the WWF Conservation Champion logo is exclusively reserved for those who meet the rigorous criteria, as well as showing continual improvement. On bottles, it can be used as a colour sticker on the front or as a black-and-white logo included in the design of the back label.*

## Carbon calculator

The carbon footprint calculator is a free online tool that offers various levels of technical assistance and relevant resources to help you to understand what to measure and how to go about completing your carbon footprint. It offers step-by-step guidance and illustrative examples of how managing your inputs, such as electricity and fuel usage, can have an immediate and direct impact on cost savings.

Depending on the type of business (farm, winery or pack house), some of the data inputs required are annual kilowatt hours of electricity and annual litres of diesel or petrol, as well as fertiliser usage and also the type of packaging material used through the supply chain.

Contact Vongani Rikhotso for the full data requirement list and register, and browse, on the website [www.climatefruitandwine.co.za](http://www.climatefruitandwine.co.za)

## KEEN TO APPLY?

WWF welcomes new Conservation Champion applications so please keep in touch if you would like to set up an appointment for Joan to come and discuss this with you.

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