



CLEAR RIVERS

Photo by: Kobus Tollig



water & sanitation
Department:
Water and Sanitation
REPUBLIC OF SOUTH AFRICA

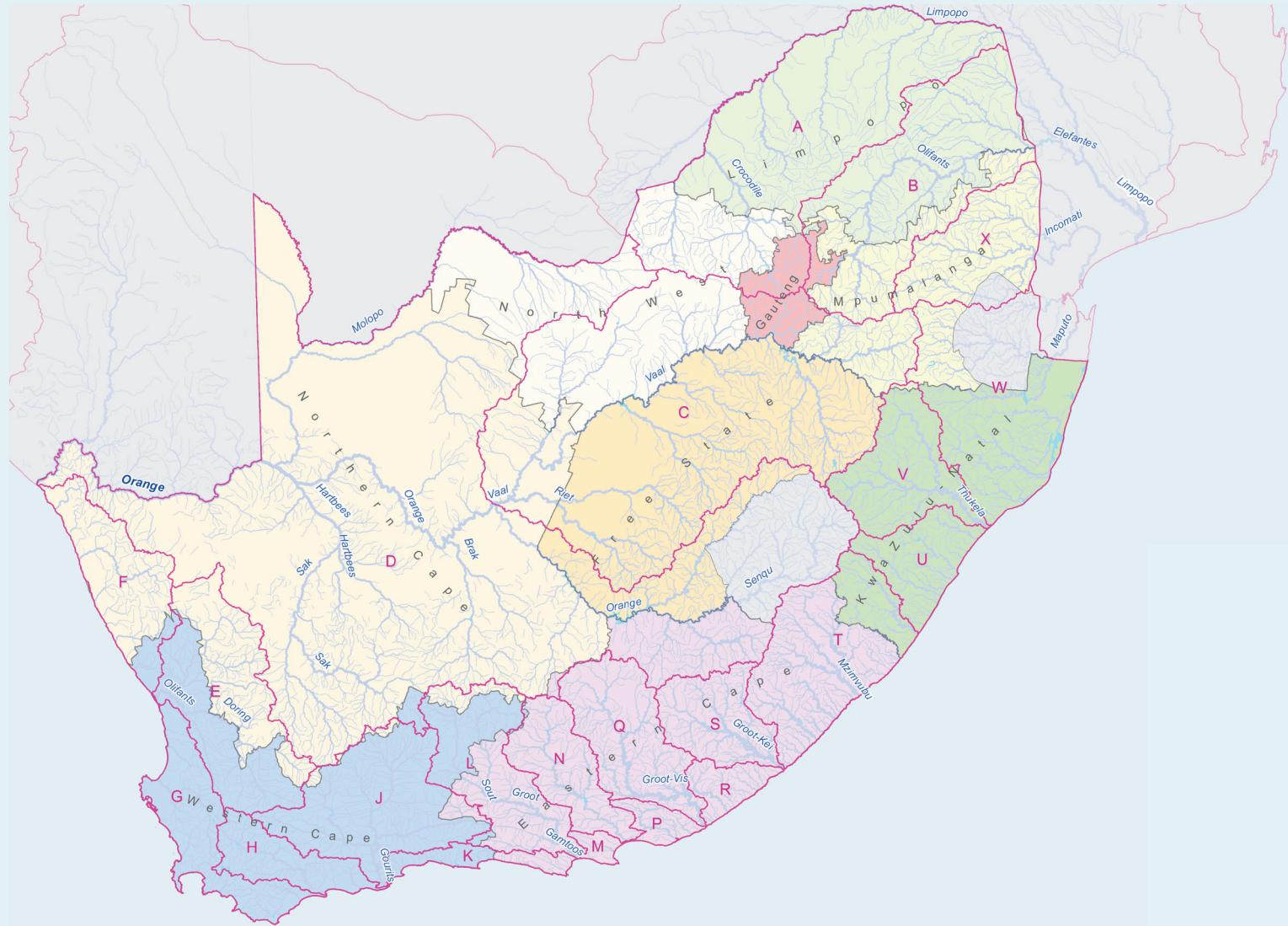


Strategic Water Partners Network
SOUTH AFRICA





RIVER NETWORK OF SOUTH AFRICA





ABOUT

The need for water security, particularly in the face of global climate change, calls for a national and unified approach to protect our freshwater ecosystems that includes rivers, wetlands and broader catchments.

In order to achieve the above the DWS will be clearing up rivers, as part of the volunteer activities that are associated with Mandela Month. Linking this campaign to Mandela Month is in line with the call by the State President in the State of the Nation Address of 2014, when the State President called on all South Africans, in the spirit of volunteerism, to dedicate 67 minutes to clean up South Africa.



Photo by: Scott Ramsey



AIMS

Rivers are the assets of a nation and the department has therefore adopted a premise that healthy rivers allow for a healthy nation.

The envisaged outcomes of the campaign seek to ensure the following:

- Pollution-free rivers
- Environmentally savvy communities





ACTIVITIES

There are several activities involved for the event:

- Stakeholder engagement with corporate South Africa, in a bid to ensure partners and participants of this volunteer initiative;
- Sector mobilisation;
- Communication activities that will include advocacy on the need to protect freshwater ecosystems;
- Events that will include Learning journeys lead by WWF-SA along earmarked rivers, launching initiatives on River Health;





- Clearing campaigns that will see community volunteer activities in a bid to clear up pollution from dams, rivers, wetlands, streams and across the freshwater ecosystem.
- **SHARE (Campaign Toolkit)**
 - o Access to campaign collateral that individuals, corporates, schools and other organisations can download for their own use. Collateral proposed:
 - o Facebook, Twitter, Email signature, Web banner/s, posters, Podcast/s – possible interviews with relevant stake holders, Blogs
- Water dialogues on water conservation, water demand management, protecting water ecosystems and related topics;
- Water stewardship.





KEY MESSAGES

- a. Rivers, dams, wetlands and all freshwater ecosystems belong to all of us and we have responsibility to conserve and protect it;
- b. Let us clean up rivers, wetlands, streams and all freshwater ecosystems, as part of our volunteer activities during Mandela Month 2016;
- c. Report pollution of water to the DWS Hotline on 0800 200 200.





STAKEHOLDER ENGAGEMENT AND TARGET AUDIENCE

Stakeholder engagement

- Collaborate with corporate, organised and community stakeholders for advocacy on protecting freshwater ecosystems;

Target Audience

- Individuals and communities;
- Corporates;
- Civil society;





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