



Nedbank's Go Green Fund calls for proposals on Conservation of Fauna & Flora and Management of Conservation Areas

Deadline: 18th November 2019

Nedbank Namibia has launched the pioneering Go Green Fund in partnership with Namibia Nature Foundation in 2001, and has since blazed a trail for corporates to follow suit in protecting Namibia's natural beauty for generations to come. In endorsing the Go Green Fund on its 14th anniversary in 2015, the Minister of Environment and Tourism, Pohamba Shifeta, lauded the Go Green Fund for the valuable contributions it has made to support the country's biodiversity. "Along with the wide variety of successful projects, the longevity of the Go Green Fund is testament to the effective collaboration of the Namibia Nature Foundation and Nedbank in its implementation," he said at the time. "This type of institutional collaboration is vitally important to assist in good biodiversity conservation outcomes, and sets a good example for others to follow."

Following Nedbank's handover of N\$930,000.00 to the Namibia Nature Foundation in July this year to continue with the Go Green Fund's objectives, the two organisations are now looking to support individuals and organisations with a specific focus on promoting and protecting fauna and flora and management of conservation areas.

The NNF's Executive Director, Angus Middleton, said: "At this critical time and in order to keep supporting the foundations of our vibrant tourism sector, the Go Green Fund is looking at investing in projects aimed at fauna and flora and the management of conservation areas,



which provide national returns not only in terms of biodiversity, but also direct economic returns through tourism and the sustainable use of natural resources.”

The specific funding focus areas for this round of proposals are:

1. Conservation of endangered species (fauna & flora)
2. Sustainable management of biodiversity in conservation areas
3. Capacity building and leadership advancement
4. Maintenance and area support

JG van Graan, Nedbank’s Chief Financial Officer and chairperson of the bank’s Social Investment Committee, said Nedbank Namibia has always aspired to be highly involved in the community and environment. “We appreciate that funding for environmental work is often very limited, and funding from the private sector is therefore an absolute imperative to sustain national commitments towards environmental conservation and protection.”

Individuals and organisations are encouraged to submit their proposals in this respect via e-mail to Ms Veripura Muukua at veripura@nnf.org.na.

Boilerplate: Nedbank Namibia Go Green Fund

Overarching Principles for Funding and Project Support

Preference is given to funding environmental conservation projects that:



- Are strategic and catalytic
- Contribute towards sustainable development, poverty alleviation and human livelihoods
- Create opportunities for engaging different sectors of society and raising consumer awareness
- Leverage environmental commitments from stakeholders such as industry or government
- Build capacity
- Educate environmental leaders for the future

Projects are funded up to a maximum 3 years timeframe and a maximum of N\$80 000 per year. Projects have an opportunity for project extension being considered only once, and only then under exceptional conditions. In such instances, there needs to be clear demonstration of a viable sustainability plan.

Factors that can determine success or failure of an application

- Alignment to stated Go Green Fund priorities and focus areas
- Mix of the funding portfolio at the time of an application
- Viability of the project (e.g. insufficient access to resources, inadequate expertise, inappropriate time frame, etc.)

The Go Green Fund will not normally consider support for:

- Conduit organisations, which are not the end users of the project funds.
- Organisations, which are not directly involved in environmental and biodiversity conservation.
- Initiatives that focus on ex-situ conservation activities with little implications for wild populations, e.g. captive breeding, rehabilitation or welfare of individuals.
- Purely academic research not linked to Go Green Fund supported projects or with little evidence of practical application.



- Core support for organisations and the purchase of capital equipment, including buildings, fencing and vehicles.
- Development of commercial, private conservation enterprises and/or private nature reserves.
- Salaries, except as an integral part of a Green Trust supported project.
- Socio-economic development projects without a core environmental component.
- Production of books, videos or films, except as an integral part of the Go Green Fund supported project.
- Attendance at and travel to workshops, conferences and symposia or the costs associated with convening these events.
- Individual bursaries and scholarships.
- Expeditions and eco-trips, such as overland trips to raise awareness or funds for conservation.
- Advertising campaigns.

Contact:

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