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SUSTAINABLE ENVIRONMENTAL PRACTICES: NO 'MONKEY' BUSINESS

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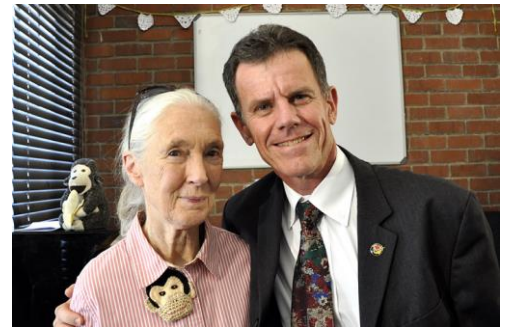
Johannesburg

By Terrance M. Booysen

As the world witnesses increasing threats upon our environment with greater imbalances placed upon our planet's bio-diversity, there is -- with good reason -- heightened concern amongst governments, business corporations and civil society in an attempt to slow down the environmental destruction caused by humans. Many pieces of legislation are, and will continue to be implemented across the world; and undoubtedly more governance codes will be written by *those* people with a moral conscience, knowing that the destruction upon the flora and fauna is most often irreversible. Besides those who *really* do care about the environment, some culprits plead ignorance of their ways, while others make fabricated claims in their integrated annual reports. And while it may be difficult to accept, the balance of people generally just don't care about their reckless behaviours which impact our fragile eco-systems.

Whether it is well-known politicians, Hollywood celebrities or eco-activists who call for certain order to avert the inevitable disasters linked to climate change or the eradication of various animal and plant species; it seems that not enough is being done to save ourselves from this senseless destruction...and time is racing by fast.

Over the past century or so, a number of animals are already extinct and these include the West African black rhino, the Pyrenean Ibex, the Quagga, the Tasmanian Tiger, the Javan Tiger and the Bupal Hartebeest. Notably, the current most critically endangered animal species in South Africa are the Pickergill's Reedfrog, the Cape Vulture, the African Wild Dog, the Blue Crane, not least our cheetahs and rhinos (amongst other).



Dr. Jane Goodall, UN Messenger of Peace with
Terrance Booysen, CEO of CGF Research Institute

Indeed, a number of local and international non-profit organisations (NPO) concerned about the welfare of animals have been established to create awareness to this growing problem; where the bio-diversity of our planet is being rapidly destroyed through our unsustainable environmental practices. Remembering that most NPOs are almost 100% reliant upon donor funding, their very survival to continue their critical work to avoid such disaster lies mostly in the hands of corporate business. Synonymous to NPO animal welfare names such as Vets Beyond Borders, SPCA, Friends of Animals and Chimp Haven; one also finds the *Jane Goodall Institute* which defines its values and objectives in the advancement of people to protect and improve the environment for all living things, including chimpanzees of course. These organisations fulfil a number of vital functions, and one of their most important tasks is to alert society to the atrocities imposed upon the environment and its bio-diversity. Moreover, they also serve to remind us of our conscience and moral duty to protect our planet's resources for the generations of the future.

Yet sadly there are few animal activists who are able to withstand the daily pressures of what may at first appear to be a glamorous, out-door and carefree life. Upon closer inspection into the lives of these special, highly dedicated people who fight the cause of preserving the assets of our earth, their nomadic-type lifestyle -- often living off finite resources -- may not be that glitzy after all. In fact, in order to survive, one really does need to be somewhat 'hardcore' as well as being able to withstand harsh criticism even when it's unfounded.

Many animal activists across the world would be acquainted with the sterling chimpanzee research performed by Dr. Jane Goodall, a British primatologist, ethologist, anthropologist and UN Messenger of Peace. Dame Jane Goodall is considered the world's foremost expert on chimpanzees and she is best known for her 55-year study of social and family interactions of wild chimpanzees in Gombe Stream National Park, Tanzania. She shares her love for chimps with other notable chimpanzee activists such as Betsy Brotman, Sarah Baekler, Steve Wise, Bob Barker, Anita Hirsh and Ady Gil. Although these activists may not be well-known household names, they certainly have done their

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fair share to create an awareness regarding the many cruel experiments, amongst other similar activities, imposed on these wonderful creatures. Other more notable names such as Dr David Attenborough, Gene Hackman, James Franco, Alec Baldwin, Alison Eastwood, Bryan Adams, Linda McCartney, Bill Maher, Charlotte Ross and Kristin Bauer also support the type of work done by Jane.

As may be expected, Jane's devotion to her life passion of serving and protecting the animal species of the planet is beyond the comprehension of most. It would serve many companies well to draw upon her invaluable experience to understand the devastating impacts when governments and business blindly destroy the delicate balances of our eco-systems in the name of profit and human settlement. Indeed, the knowledge organisations could garner from the expertise found in people such as Dr. Goodall could go a long way for most environmental, social and ethics committees when attempting to strike a balance between the sustainability of humans and the planet.

Jane's work revolves around inspiring action on behalf of endangered species, and she encourages people to do their part to make the world a better place for people, animals, and the environment. Not surprisingly, the principles of her work -- which started in 1960 -- underpin the good governance tenants expected from organisations who report upon the manner in which they have impacted (or preserved as the case may be) the environment and people, amongst other factors.

Jane is also the founder of the Jane Goodall Institute (JGI) as well as the Roots & Shoots programme. JGI works to protect the famous chimpanzees of Gombe National Park in Tanzania, but recognises this cannot be accomplished without a comprehensive approach that addresses the needs of local people who are critical to chimpanzee survival. The JGI's community-centered conservation programmes in Africa include sustainable development projects that engage local people who act as true partners in these programmes, which began around Gombe in 1994. Since then, they have been replicated in other parts of the continent. Similarly, Jane's Roots & Shoots programme, which she started with a group of Tanzanian students in 1991, is today the Institute's global environmental and humanitarian youth programme for young people from pre-school through university with nearly 150,000 members in more than 135 countries.

Indeed Dr. Goodall's work makes a good case for sound governance practices; where the greed of profitability need not destroy the remains of our fragile and battered earth. To paraphrase Albert Einstein, *perhaps if we look deeper into nature, we will understand everything better.*

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Words: 1,069

The Jane Goodall Institute South Africa

The Jane Goodall Institute (JGI) is an international Wildlife and Environment Conservation Organisation founded in 1977 by Dr. Goodall. In South Africa, the Institute focuses on Primate Conservation at our JGI SA Chimpanzee Sanctuary and the Roots & Shoots Programme, which aims to inspire people to become responsible citizens and environmental stewards through education and grassroots initiatives that change behaviour in their interaction with people, the environment and animals.

Jane Goodall's Roots & Shoots Programme (South Africa)



Roots & Shoots is the Jane Goodall Institute's international and humanitarian youth action programme, active in more than 135 countries.

Their mission is to encourage a conscience that fosters respect and compassion for all living things; promotes the understanding of all cultures and beliefs; and inspires individuals to become agents of positive change making the



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world a better place for people, animals and the environment. Roots & Shoots and the Wot-if? Trust plan to extend outreach activities in the Diepsloot Community. With more funding, we plan to introduce more of the Roots & Shoots outreach programmes to the community (such as *The Role Model Programme*, and *Care of Domestic Animals in My Community Programme*), and grow our group membership amongst local schools and interested groups.

For more information about Roots & Shoots South Africa, contact Juliet Price (National Manager) – juliet@rootsandshoots.org.za

The WOT-IF Trust

The Wot-if? Trust operates in Diepsloot, working on Socio-Economic and Enterprise Development Initiatives. Their focus is on helping emerging and small enterprises to grow and become sustainable and giving the youth hope and opportunities for the future. Agriculture, business, technology, innovation and media are key drivers, specifically on how these impact on improving lives and the Diepsloot community in general.

About CGF Research Institute (Pty) Ltd

CGF is a Proudly South African company that specialises in conducting desktop research on Governance, Risk and Compliance (GRC) related topics. The company has developed numerous products that cover GRC reports designed to create a high-level awareness and understanding of issues impacting a CEO through to all employees of the organisation.

Through CGF's strategic partners -- supported by our Corporate Patrons, namely Rifle-shot Performance Holdings and DQS South Africa -- our capabilities extend to GRC management consulting, executive placements, executive mentoring, company secretariat and the facilitation of Corporate Governance and Risk Awareness workshops. To find out more about CGF, our patrons and our associated services, access www.cgf.co.za or www.corporate-governance.co.za

For further information, please contact: Gail Styger (**The Wot-if? Trust:** Founder & Trustee) 083 625 3929 or email gail@wot-if.co.za