

Message from

eco awards Namibia

Welcome to our second newsletter from the eco awards Namibia team. In the first edition we started a series of detailed information of *what is* eco awards Namibia *really about* which is continued further down. Furthermore we will start a series on introducing to you those establishments that have been recipients of an eco award Namibia to date.



Introducing Düsternbrook

When the initial criteria for the eco awards Namibia were developed by Peter Tarr and Tim Parkhouse in 2004, they 'tested' them on a range of establishments throughout the country. Amongst them was Düsternbrook Guest Farm. Düsternbrook is one of the oldest guest farms in Namibia, with the main house being from 1909.



Düsternbrook Farm House

This fact was actually of big importance, as proof had to be established that even 'old' and 'established' accommodation businesses have a chance to receive an eco award Namibia.

In Johann Vaatz we also found an owner interested in the cause of environmentally sustainable tourism development, visible not only through the fact that his rating increased from 1 Desert Flower in the initial trial run to 3 Desert Flowers in 2005, a result

re-confirmed in this years second round of assessments.

The initial changes that happened at Düsternbrook were the installation of

- a range of water meters
 - a range of electricity meters
- with the result that water and electricity consumption could be considerably reduced due to the fact that excessive consumers were identified and improved in their performance.



As both water and electricity meters were installed in each of the staff houses, combined

with an extensive awareness training of the staff led to good results too. A bonus / malus system, financially honouring performance under a agreed upon consumption limit, but ensuring payment of usage above the set limit improved the operating costs of the business.



Why is eco awards Namibia so relevant at this time?

An economic analysis of land uses in 2005 showed that all forms of farming, both commercial and subsistence, contributed about N\$1.89 billion to our national economy. In the same year, the wildlife and tourism sector contributed about N\$3.2 billion. Tourism alone made up N\$2.7 billion of this amount. This sector is now second only to mining in economic importance. The tourism satellite accounts state that the sector, directly and indirectly, supports some 72,000 jobs and that the sector is expected to grow at about 7% per year over the next ten years.

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The ecoLetter



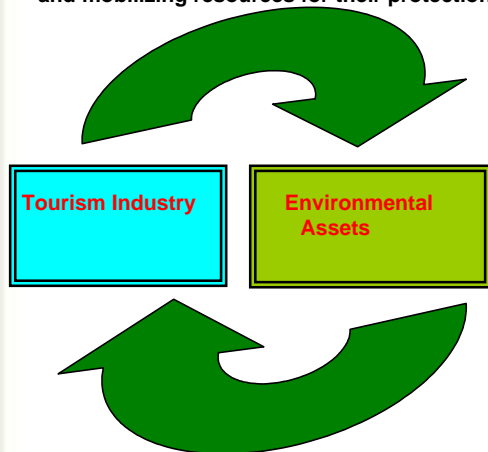
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By 2016 the travel and tourism economy is expected to contribute about 23% of Namibia's GDP.

At the same time as the tourism sector and country welcome this vibrant growth, we recognize that Namibia is first and foremost an environmental destination for tourism – scenery, wilderness, wide open spaces, parks, wildlife, deserts, savannas, coastlines, woodlands, wetlands and cultures. One of the main challenges identified in Namibia's Vision 2030 is to ensure that development does not undermine the country's future potential.

Could we destroy the very values that make us so attractive as an environmental destination?

Tourism adds value to the environment and its biodiversity, justifying their conservation and mobilizing resources for their protection

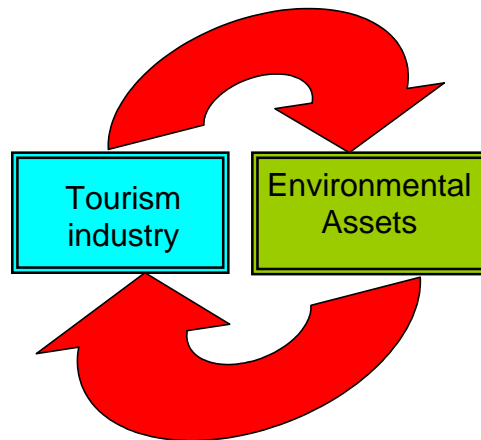


The environment and its biodiversity are the main underlying attractions for tourism which is thus intrinsically linked to the health and quality of the environment

Figure 1
The 'Positive' Feedback Loop between Tourism and Environment

In conducting our tourism business we will leave an ecological footprint - that is inevitable. The challenge is, how do we achieve economic growth and development in the sector with the least impact on the very attributes that underpin our comparative advantage?

Tourism undermines the underlying environmental and biodiversity assets, through pressure of numbers, poor policies, planning and management, and negative environmental impacts



Degraded natural assets are unable to support quality tourism and the destination is forced down-market. Visitor numbers increase, exacerbating the impacts

Figure 2
The Potential Negative Feedback Loop in Tourism

The *eco awards Namibia* programme and Alliance were set up to help establishments and operators do just that. First, to recognize those tourism ventures that have achieved high ecological standards. And second, to share Best Practices across the industry, so that we can all grow, individually and collectively, as a destination that not only has world-class environmental attributes, but that also sets world-class standards for the management of its environment. Few of these Best Practices need to be imported. Many are already happening in various parts of our country. And the implementation of best practices need not be overly complex and expensive – in many cases it is **how** things are done, rather than the need for expensive equipment. And most important, it can help you save money.

More on the eco awards Namibia in next months ecoLetter

