



Waterway & Environment Transformation

www.wet-africa.org 

The SOUL Foundation Company Profile

Kim Kieser
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Soul Foundation is a Section 21 Social and Environmental - Profit Organisation registered in August 1998 achieving PBO Public Benefit Organizational status and full tax exemption in 2003.

The SOUL Foundation® Save Our Universal Land was created by its Founder and CEO Kim Kieser in August 1998 in direct response to a powerful visionary dream in December 1997, urging her to unite South Africans through nature, specifically by cleaning up our rivers and environment of pollution and waste. Unemployment, poverty and filthy living conditions had reached critical proportions for many South Africans, especially the 'previously disadvantaged' living in townships. At the same time, most of South Africa's rivers are classified as critically endangered, even though the country is water-scarce by international standards. The vision of the dream is that through rehabilitating nature (rivers from source to sea, land, and air) through integrated waste management systems, skills development and job creation; Socio-Economic Upliftment could be simultaneously and sustainably achieved.

Waterway transformation and Integrated Waste management and recycling and upcycling activities are potential industries that are underutilized and can add at least 1% to the GDP income and create many thousands of jobs across the country. The current environment is not conducive to implementing Integrated Waste Management Systems that include Community, Water, Waste and Energy. Government is working in silos and requires business process re-engineering and integration of the four streams ensuring a holistic approach and beneficiation whilst creating an enabling environment through relevant systems, infrastructure and equipment, turning Urban Challenges into Eco-nomic success by stimulating growth, job creation and sustainable development best practices.

The SOUL WET-Africa model developed over the past 14 years is aligned to International Best Practice, Sustainable Procurement Policy goals, SA National policy & protocol, the SA National growth path and Global Millennium Sustainable Development goals. Kim Kieser CEO Founder of the SOUL Foundation PBO Registered in 1998 is the Architect and has developed the Framework of the GMSE and its transformation measurement indicators matrix.

The model provides a platform for a holistic and comprehensive River Restoration and Integrated Waste Management Implementation process in jointly managing our nation's water resources and providing decent sustainable work and skills development within local communities. The multi-activity model comprises integration and use of existing City waste management assets and newly-acquired Green infrastructure to optimize waste management and minimization **including waste to productivity Green Procurement and Skills development.**

The model's waste diversion from landfill is based on the *Waste Hierarchy guided by the Pareto Principle (80/20)* which translates into optimization of waste diversion from landfills by focusing on the largest fractions of waste type stimulating economic development by the appropriate and most cost effective means. With Green Waste Buy Back Centers at its core, improved control at the landfill, reclamation on the site, waste recycling across the area on an expanding basis and personal development for the participants. Infrastructure development includes Green building practices, technology and innovation green businesses, producing multiple cost savings and assuring sustainability

practices. The goal is to create complimentary services and infrastructure aimed at optimizing the diversion of waste from landfill creating *a ladder of opportunity and required actions to achieve a viable Green Economy*

SOUL WET-Africa Partners and Members

SOUL's core team and implementation partners and members cultivated over the past decade are invited community leaders, social entrepreneurs and innovators, academics and leaders in their field with a proven track record of commitment to excellence, the natural environment and biodiversity of our eco-systems. SOUL and our specialist members fulfill key roles of implementation, mentoring and tutoring of learners and interns. The WET Model is based on bio-mimicking, scientific rigor, the principles of collaboration, partnerships and providing decent sustainable work and skills development within local communities.

Vision: Establish Integrated waste management systems and restore the rivers of the world reducing poverty

Mission: Skills development and capacity building to implement the WET Model and Facilitate PPP Partnerships

Impact: Clean Rivers, biodiversity and healthy **green** communities creating a high value return Green Economy



Competitive Edge

Recognised as the World's First Proof of Concept WET - Green Economy Model Underwritten by:

Ashoka Global Association of Social Entrepreneurs

UC Berkeley Sustainable Resource Centre

UC Berkeley Haas School of Business

UC Berkeley Haas School of Business Feasibility Study

Global Footprint Network

Society for Conservation Brazil

Clinton Global Initiative

Services and current programs

1. SOUL - WET Training Academy Living Lab© PRAXIS VISION Development 2011/2012

SOUL and its WET-Africa© member partners aim to create skills and job placements of the unemployed through Implemented Programs (Living Labs©) and Theoretical workshops in Waterway and Environmental Transformation©.

LEARNERSHIPS offered to local unemployed community members in implementing the WET Model NQF Level 1-3.

The *learnerships* will provide practical (implemented WET Program Living Lab©) and theoretical training, mentoring and tutoring as well as sustainable jobs and placement (having received the minimum score qualification certificate for theoretical and practical exams) in contracted SMME's within the local community and WET program©.

LOCAL and NATIONAL

INTERNSHIPS and **MENTORSHIPS** NQF 4 offered to University Graduates (Masters and PHD) and proven Environmental leaders (including Ashoka Social Entrepreneurs and UCB ELP Alumni) in capacity building and management of the WET program implemented at local level (or for international students, in the country where the graduate/leader is based). University graduates who have qualified in the WET Management internship program will provide the scientific, professional, marketing and management services required within the model.

INTERNATIONAL

The WET Environmental Management Academy will provide practical *internships* in living labs and specialized mentoring and tutoring by environmental and business leaders in their fields, enabling University graduates and Environmental leaders across the globe who qualify (receiving a recognized international WET Natural Resource Management qualification) to establish the WET Model in their country.

NQF Level 4

National Certificate: Environmental Sciences

This qualification is the fourth in a series of practitioners in the field of environmental science, environmental management and waste management. This series of qualifications will equip practitioners with the skills, knowledge and values to contribute towards the wise and effective use and management of our natural resources and ecological systems.

The specific purpose of this qualification represents the skills, knowledge and understanding required by competent practitioners to:

- Apply environmental principles and practices to operations, audits, inspections and assessments, data management and communications within the regulatory framework
- Engage with appropriate stakeholders to implement environmental interventions
- Plan and supervise operations and make the best use of resources within the area of responsibility.

With this understanding and practical experience in the WET Living Lab© program, learners and interns will be able to engage productively and responsibly in activities in the field of environmental science, environmental management and waste management. This qualification will also serve as a basis for further learning, and will equip learners with the knowledge, skills and values to participate meaningfully in society and contribute towards sustainable communities.

This qualification is applicable to a range of contexts within the field of environmental science, environmental management and waste management, such as local government, public and private waste management enterprises,

cultural and natural heritage sites, community projects, recycling and recovery of resources, control and eradication of invasive and alien species, rural development and site preparation and rehabilitation. It is also suitable for supervisors with environmental functions in a range of industries such as mining, chemicals or manufacturing. The following are typical contexts in which this qualification can be assessed.

2. Consulting Services (at City and Country Level)

- Waste Management related activities; **Integrated Community, Waste, Water and Energy**
- Materials recovery and buy back centres; **Waste to Productivity Recycling and Upcycling**
- Waste reception; **Job Creation, Skills Development and Beneficiation**
- Landfill operations; **Green Buyback Centres and Green Technologies**
- River Restoration; **Water Quality, Biodiversity and Ecological Footprint**
- **Rainwater Harvesting; at all levels – community, infrastructure and city**
- **Improved Land Values; Baseline studies at all levels – community, infrastructure and city**
- Enterprise Development; **Savings and Revenue Generation**
- **Measuring Impact; Transformation Indicators and Valuation in local currency**

3. The SOUL Foundation: Wastepreneurs Unlimited© Recycling Campaign Give&Gain© Schools Recycling Initiatives in partnership with KHULISA Social Solutions

As part of our drive to relieve the stress of uncontrolled waste management on our groundwater and rivers and raising awareness on the benefits of going green, SOUL Foundation has established an extended partnership with all major recyclers so that we can assure that schools, communities and their relevant businesses/ dwellings/ households/parents & siblings, have the opportunity to recycle their household waste within a system where pre-sorted recyclables can be conveniently dropped off at the school or satellite station, at a designated clean and safe drop off point; generating income for the participating schools and the wastepreneurs established.

4. Eco-Services and Community River Adoptions

Assisting communities to adopt their stretch of the river (in the targeted River Basin) within their communal boundaries by providing the Eco-services required in restoring the waterway utilizing trained teams managed by SOUL and drawn from previously unemployed members of impoverished communities.

Phase 1: Observations, investigations, recommendations, pre-program activities (month 1-3)

Phase 2: Implementation of recommendations (Month 4-12)

Phase 3: Maintenance and establishment of *qualified* community based contractor teams SMME's, to maintain systems established. (Month 13 onwards)



Postnet Suite No. 546, Private Bag X29, Gallo Manor, 2052
Direct Line: +27 (11) 802 0981; Cell: + 27 (11) 73 656 2555
Fax: + 27 (11) 0865692940
E-mail: soul@wet-africa.org
www.wet-africa.org
[Official Ashoka Website](http://www.ashoka.org)

Save Our Universal Land

Association Inc. under Section 21- SOCIAL PROFIT
Reg No: 1998015222/08; PBO No: 930000606
CEO: Kim Kieser; Directors: Margie Kolver, Dickson Monare,
Board Members: Phumzile Zuma, Thuthukile Zuma,
Sarah Key, Daniel Mkhari, Eunice Maphisa, Dr Zoran Cukic

