



NEWS

NAMIBIAN
ENVIRONMENT & WILDLIFE
SOCIETY

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NEWS-brief

...because we all need a healthy environment .

*clean air
clean water
clean food
shelter
and a healthy society engaging in meaningful activities*

*all require a healthy environment
and a healthy environment requires **your** contribution*

VISION

- Ø To be an influential, membership-based environmental organisation with a country-wide network of members and partners in order to make an active and positive contribution to the conservation of our natural environment and sustainable development

MISSION

- Ø To conserve the natural environment of Namibia and to promote appropriate protection, wise and sustainable use of natural resources and sustainable development

FOCUS

- Ø Environmental integration: To integrate environmental concerns into all relevant aspects of human activity

CORE OBJECTIVES

- Ø To create and maintain a large membership base, provide sound administration and engage in meaningful activities

BACKGROUND/HISTORY

- NEWS is a national, membership-based, not-for-profit organisation, open to anyone with an interest in our environment
- Formed in 1966 as the Namibian branch of the Wildlife Society of Southern Africa (now the Wildlife and Environment Society of South Africa, WESSA)
- Achieved autonomy in 1977 and became the Wildlife Society of Namibia (WLSN)
- Name-change to Namibian Environment & Wildlife Society (NEWS) in 2007
- Implementation/consolidation of new admin structure with staff and offices during 2007/2008

...because we all need a healthy environment.

MEMBERSHIP

- NEWS is first and foremost a membership organisation – we as members are the NEWS
- Emphasis is on creating and maintaining an extensive network of:
 - ü Individuals
 - ü Educational Institutions
 - ü Environmental NGOs
 - ü Government Ministries
 - ü Development Agencies
 - ü Small & Large Companies
 - ü Members of the Media

who care about the environment, share information and collaborate to contribute to conservation and sustainable development

ADMINISTRATION

- The Society is run by employed staff in close co-operation with an active voluntary committee and regional representatives elected annually from among its members

ACTIVITIES aim to:

- Integrate environmental concerns into all relevant aspects of human activity and advance broad community participation in conservation
- Promote sustainable living and development, and passion for a healthy environment
- Seek positive dialogue and constructive co-operation with stakeholders to enhance activities, improve policies, laws and decision-making and promote sustainable living and development
- Suggest feasible alternatives to avoid environmental degradation
- Contextualise local issues within the national, regional and global framework
- Collect and disseminate environmental information
- Monitor, and report on, environmental issues and developments
- Provide an accessible forum for environmental dialogue
- Create broad public awareness through regular media coverage and high-profile activities

NEWS Programmes

- *spread-the-NEWS* (Environmental Awareness & Integration Programme)
 - ü Roan News
 - ü NEWS-talks
 - ü NEWS-letters
 - ü NEWS-stand
- *NEWS-4-the-future* (Youth Programme)
 - ü Educational Membership Scheme
 - ü NEWS-NaDEET Annual Essay Contest
- *NEWS-4-leaders* (Leadership Programme)
 - ü Leadership Outings
- *NEWS-projects* (Short-term Projects and monitoring of issues)
 - Ø Ecosystems Rehabilitation & Maintenance Sector
 - Ø Fauna & Flora Conservation & Utilisation Sector
 - Ø Energy & Water Efficiency Sector
 - Ø Poverty Alleviation Sector
 - Ø Pollution Reduction & Recycling Sector
 - Ø Infrastructure & Industry Mitigation Sector

THE BOTTOM LINE

Environmental integration can be truly achieved only through a tiered process with the following components:

- Ø Eliminating environmental apathy
- Ø Fostering environmental interest, enthusiasm and pride
- Ø Creating awareness of environmental issues
- Ø Creating true understanding of those issues
- Ø Facilitating motivated, informed and objective action

We need to reach and inform individual decision-makers (at all levels – from the household to the top levels of government and industry) who will generate positive and rapid impacts in their particular fields.