

AN INVITATION TO PARTNER WITH

# TOURISM GREEN COAST PROJECT



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



**EXPANDED PUBLIC WORKS PROGRAMME**  
CONTRIBUTING TO A NATION AT WORK



**WESSA**

PEOPLE CARING FOR THE EARTH

# YOUTH DEVELOPMENT IN THE COASTAL TOURISM SECTOR

The **Tourism Green Coast Project** is a partnership between WESSA and the National Department of Tourism, funded through the Expanded Public Works Programme (EPWP). This innovative project offers tangible benefits to the tourism industry, while supporting the sound management of coastal tourism and the development of South Africa's youth.

The two-year project aims to develop 100 unemployed youth from low income households in the ecotourism sector, equipping them with the practical work skills and relevant expertise required to help drive sustainable tourism operations along our coastline, creating positive benefits for local communities.

The youth, who will be employed as **Green Coast Beach Stewards**, will support 25 beaches along the **Wild Coast** while receiving relevant, accredited training in ecotourism as well as exposure to the industry through placement with local tourism operators, thereby preparing them for employment opportunities in the tourism and environmental sectors.

## **The Green Coast Beach Stewards will be required to:**

- Assist their tourism hosts with daily operations
- Develop and uphold Green Key eco-label standards on site
- Help establish the Green Coast eco-label at a nearby beach and conduct monitoring and data collection
- Introduce the Eco-Schools programme at a nearby school, to increase coastal awareness and encourage environmental learning

# STRONG SKILLS DEVELOPMENT FRAMEWORK

Participants will receive accredited and non-accredited training through a range of **short skills courses**, including modules from the Environmental Practices Skills Programme and the Environmental Educators Training and Development Programme. In addition, they will receive **professional development** and other **industry-related training** thereby increasing their opportunities for employment.

The Green Coast Beach Stewards will gain practical experience in ecotourism practices through their exposure to **WESSA's certification programmes**, namely Green Coast (coastal award), Green Key (hospitality certification) and Eco-Schools (environmental education programme).



Image courtesy of Peter Chadwick and GreenMatterZA



## OPPORTUNITIES FOR HOSTING

WESSA is looking to partner with tourism operators along the Wild Coast who can host Green Coast Beach Stewards individually, or in small groups, for a period of two years.

Tourism operations with an interest in sustainability and community development who would like to establish or further develop their ecotourism standards are invited to partner with WESSA on this exciting project.



The **Eco-Schools programme** is aimed at creating awareness and action projects around environmental sustainability at schools and in their surrounding communities. The programme improves education through curriculum-aligned environmental learning which helps learners develop practical, useful classroom and outdoor everyday skills, equipping them to live sustainably in the future.



The **Green Key award** is a leading standard of excellence in the field of environmental responsibility and sustainable operations within the tourism industry. This prestigious eco-label requires that sites adhere to the strict criteria stipulated by the international Foundation for Environmental Education (FEE), with regard to water, waste, energy, food and beverage, and other areas of operation. A Green Key is an establishment's promise to its guests that by opting to support such an establishment, they are helping to make a difference on an environmental and sustainability level.



**Green Coast** is WESSA's new eco-label, awarded to coastal sites in South Africa where a sensitive species, habitat or cultural heritage site is being sustainably managed. Participating beaches need to provide the necessary evidence that adequate environmental management is taking place at the site. Green Coast can be implemented by community groups in collaboration with the local municipality, resulting in a strong civil society-government partnership.

# WHY PARTNER WITH US?

WESSA has been a leading implementer of environmental and conservation initiatives for more than 90 years. We are a trusted and effective NGO project partner with more than 15 years experience with managing eco-labels and implementing government funded youth development programmes in South Africa.



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