



Amatola Wild Trout Fly-fishing : South Africa

Charting new waters, breaking new ground

Project description

Amatola Wild Trout is the first community-owned and -managed recreational fishery in South Africa. It introduces economic and social development into the Amatolas through the development of an eco tourism attraction.



Business model

The initiative introduces a high-end market tourism activity (fly-fishing) into a poor rural area. Income is generated through rod fees, accommodation and catering services. All income generated before the end of 2011 is retained by the community-owned enterprise, because short-term operational costs are covered by donor funding. The income will be expended thereafter in order to sustain and grow the business.

Scaling up activities in 2011

- Skills training for members of the local community, installation and operation of basic business systems.
- Implementation of a multi-faceted marketing strategy for the fishery.
- Further environmental maintenance of cleared riverbank areas.
- Lobbying for a comprehensive catchment programme.
- Development of the strategic fishing sites.

Immediate needs

- Operational excellence: conceptualization and installation of appropriate and effective business systems and of comprehensive management training.
- Market leadership: Assistance with the establishment of relevant international networks.
- Environmental rehabilitation: crafting and resourcing of a comprehensive environmental upgrading and management plan.
- Vision development: further developing the long-term vision with regard to social and environmental sustainability of the project.





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Partnership

- ❶ **Border Rural Committee (BRC):** This well established NGO provides capacity and institution building support.
- ❷ **Rural Fisheries Programme (RFP):** Being part of Rhodes University, RFP is ideally positioned to offer sound scientific and technical support.



Social, environmental and economic impacts

Social impact: The initiative sponsors members of the local community to take part in tourism and business studies programmes. It also creates temporary and permanent job opportunities within the community.

Environmental impact: The initiative aims to improve water flow and quality significantly. Through environmental interventions such as eradication of alien species biodiversity in the Amatola river system will be conserved and possibly enhanced.

Economic impact: The fishery aims to achieve a monthly income of 4300 USD by end 2011. Economic impacts on the community are increased household incomes from providing services in the recreational fly-fishery.

Contact

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SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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