



## Corporate Profile

### Who we are

4Life Promotions was established in September 2007 by Mrs. E J (Lizanne) Nel, after working for Provincial Government for more than 18 years in the fields of biodiversity conservation, integrated environmental management and tourism development. Our key asset is the intellectual capital accrued over more than 20 years in the Southern African environment, in private and public sector, as well as urban and rural environments. This is embodied in the person of Lizanne Nel, who has additional to completing various courses, a BSc(Hons) in Wildlife Management and a Masters Degree in Business Administration (MBA), providing both functional and managerial qualifications to seasoned experience in managing large and diverse groups of people in an array of projects that range from very focussed community based projects, to integrated planning and development projects, at all three tiers of government and international level.

The level of expertise available in 4Life is acknowledged by peers, clients and government as is demonstrated by amongst other appointments, the managing members appointment as Head of Biodiversity Management in Limpopo for many years, as Scientific Authority and Advisor for implementation of International Environmental Conventions in South Africa, as Member and Technical Expert to the Biodiversity Working Group 1 and the National Committee for Environmental Coordination that formulates national policy and programs, as Biodiversity Expert in South African delegations and legal proceedings, and expert in various projects of which some are listed below. The track record of projects of the managing member is included in the table below as 4Life Promotions has only been established in September 2007. Having built strong networks and contacts over the years, 4Life Promotions either manages projects or work as part of project teams, with the primary objective of promoting sustainable and socially responsible development.

### Key Performance Areas

#### **Biodiversity Conservation**

- Resource inventories and mapping (e.g. fauna, flora, soils, infrastructure, heritage, etc.)
- Resource use and management (e.g. ecotourism development potential, habitat suitability analysis, game farm development potential, community based natural resource use opportunities, economic viability and production potential, business plans, risk assessments, game reduction proposals, etc.)
- Biodiversity research and research facilitation
- Bio monitoring (e.g. river-health monitoring, vegetation monitoring, game monitoring, species specific monitoring and status determination, performance audits, impact assessments, etc.)
- Protected area proclamation, management and zoning (e.g. world heritage sites, reserves, parks, limited development zones, management plans, auditing, ecotourism development, etc.)
- Conservation planning/strategies/ assessments (e.g. biodiversity offset programs, greening, rehabilitation, species specific assessments/conservation plans, restoration, rehabilitation and recovery plans, etc.)
- Legislative frameworks, policy and standards formulation
- Permit applications and environmental authorisations
- General extension and management support services

#### **Integrated Environmental Management**

- Strategic Environmental Assessments (SEA's), Environmental Impact Assessments (EIA's); Environmental Management Plans; Demarcation of sites for local housing development; Sustainable development guidelines/frameworks; State of Environment Reporting (e.g. development of indicators, monitoring, environmental reporting).

### Tourism Development

- Strategic development strategies (e.g. part of LED strategies or economic development frameworks/strategies); Destination development (e.g. entire process from determining tourism development potential, demand analysis, through to product packaging); Tourism research; Route development; Tourism transformation and empowerment; and Community tourism development.

### Administrative (In Support for Above-mentioned Functional Areas)

- Multiple project management and integration; Information and resource management (e.g. databases, communication networks, newsletters, etc); Corporate social responsibility programs and public participation; Development of brochures, newsletters and reports and Empowerment and performance management.

## Competitive Advantage

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Having worked with various Government Departments (local and international), NGO's, businesses, developers, educational institutions and communities, we have established contacts and good working relations throughout the required sphere of influence.

In contrast with large companies, 4Life Promotions is small and agile, allowing us flexibility, adaptability and value for money service that are customized to suit the specific needs of individual clients. However, being part of a larger network of experts, additional capacity can be sourced if required for larger projects without adding considerable administrative costs.

As a small corporate, it is exceptional to find the level of experience and expertise available in 4Life. Combining formal qualifications in functional areas such as wildlife/environmental management, project management and business administration, together with more than twenty years demonstrated experience in the various areas listed below, provides us with the unique strategic ability to truly understand the nuances, nature and critical success factors of integrated, sustainable and socially responsible development, especially where it concerns local communities, and to effectively manage diverse teams in the achievement of performance targets in these areas.

Areas with demonstrated experience:

- the development of the policy and planning frameworks in South Africa governing conservation and responsible development in South Africa since 1994;
- Environmental Management as a cross-cutting discipline that impacts on all aspects of society, from the resource base that provides sustainable livelihoods for rural communities while also informing aspects such as local economic development potential, spatial planning and eco-tourism, to ecosystem support services and clean water and air, commercial developments such as bio-prospecting and the social responsibility of businesses, including big corporate's;
- facilitating diverse governmental initiatives at all levels of government and international;
- urban and rural development taking into consideration current socio-economic realities; and
- balancing conservation and sustainable development from project level to provincial spatial development initiatives.

## Our clients

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Our clients include entrepreneurs, businesses, organizations and government, and include amongst others:

- **Local and Provincial Government:** Limpopo Department of Economic Development Environment and Tourism; Limpopo Tourism and Parks; Department of Education; Department of Local Government and Housing; Sekhukhune District Municipality; Greater Marble Hall Local Municipality; Waterberg District Municipality and Modimolle Local Municipality.
- **Private Sector:** Komatiland Forests; Vele Colliery; Bottle Pan Safari's, Botswana; Caltra-Striata Trust; Glen Steyn & Associates; Envirodel; Hatfield Plaza; Dubel Integrated Environmental Services; Kamekho Town Planners; Aurecon and Planning Concepts.

## SUMMARY OF KEY PROJECTS IN THE LAST FOUR YEARS.

Date	Employer	Client	Project	Responsibility
<b>TOURISM DEVELOPMENT AND PLANNING</b>				
2008-2010	4Life	Sekhukhune District Municipality	Tšate Heritage Site Development	Part of Project Team as Tourism Development Specialist responsible for: <ul style="list-style-type: none"> <li>• Tourism market research</li> <li>• Tourism and entrepreneurial development</li> <li>• Training and empowerment</li> <li>• Institutional framework</li> <li>• Brochure development</li> <li>• Administrative support</li> <li>• Route development</li> </ul>
2008	4Life	Marble Hall Local Municipality (Glen Steyn & Associates)	LED Strategy – Tourism Development	Part of Project Team – Tourism Development Specialist Develop a tourism strategy for Marble Hall Local Municipality
2007	4Life	LEDET	Determine the tourism growth in Limpopo 2004 – 2008.	Part of Project Team – Research Survey to determine contribution of the game industry in Limpopo towards tourism growth in the Province.
2007	4Life	4Life	Online Business Directory for Africa	Overall responsibility - Development of an Online Business Directory.
2007	LEDET	Provincial Govt.	Provincial Tourism Safety Strategy	Project Management - (5 Government Departments) with overall responsibility for delivery.
2007	LEDET	Provincial Govt.	Provincial tourism destination development master plan.	Project Management - (all provincial districts), with overall responsibility for delivery.
2007	LEDET	Provincial Govt.	Alignment of Municipal LED Strategies on Tourism Development with Provincial Tourism Development Strategy.	Project Management - responsible for presentations at LED Summits, work sessions and alignment of implementation plans.
2007	LEDET	Provincial Govt.	Tourism Research Program	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
2007	LEDET	Provincial Govt.	Development of a comprehensive Transformation Plan for the Tourism Industry in Limpopo.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
06-07	LEDET	Provincial Govt.	Development of a community tourism strategy for Limpopo.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
2007	LEDET	Provincial Govt.	Evaluation of 30 community based tourism projects in Limpopo.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
2007	LEDET	Provincial Govt.	Coordinate all tourism related skills development programs in Limpopo, focusing on emerging SMME's.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
2007	LEDET	Provincial Govt.	Develop a Tourism BEE Charter and Scorecard Implementation Plan for Limpopo and monitor implementation.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
06-07	LEDET	Provincial Govt.	Develop and implement an integrated Provincial tourism awareness guideline.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
06-07	LEDET	Provincial Govt.	Coordinate tourism awareness programs in Limpopo to ensure increased understanding and participation of all groups in the tourism industry. This included the organization of various tourism events.	Project Management – responsible for coordination in Limpopo, with overall responsibility for delivery.
03-05	LEDET	Limpopo Tourism & Parks	Zoning plans and developmental guidelines for commercial tourism developments of 5 provincial reserves, 2002 – 2005.	Project Management and specialist input – team of 3 scientists.
04-05	LEDET	Limpopo Tourism & Parks	Tourism development framework for the Drakensberg Escarpment	Project Management and specialist input - responsible for provincial inputs into the framework and environmental aspects.
<b>ENVIRONMENTAL MANAGEMENT, PLANNING &amp; EIA'S</b>				
2010	4Life	Waterberg District Municipality/ Aurecon	Waterberg Wildlife Industries Analysis	Delineation of four intervention projects in support of the Wildlife Industries in the Waterberg District.
2010	4Life	Vhembe District Municipality	Demarcation of sites for township developments at Jerome and Rhibungwane.	Part of Project Team - responsible for public participation, environmental impact assessment and environmental management plans.
2009-2010	4Life	Vele Colliery	EIA – Above ground fuel storage	Part of Project Team - responsible for public participation, environmental impact assessment and environmental management plans.
2009-2010	4Life	Vele Colliery	EIA – Access road	Part of Project Team - responsible for public participation, environmental impact assessment and environmental management plans.

Date	Employer	Client	Project	Responsibility
2009-2010	4Life	Modimolle Municipality	EIA - Township development - Modimolle.	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
2009	4Life	Vele Collieries	Biodiversity impact assessment and EMP.	Part of Project Team – EAP responsible for biodiversity assessment, environmental management plan and offset programs.
2009	4Life	Komatiland Forests	EIA road upgrade and stream flow reduction activities.	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
2008-09	4Life	Steelport Properties	EIA – Township development - Burgersfort	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
2008	4Life	Royal Malewane	Aircraft landing strip at Royal Malewane in Thorny bush Nature Reserve.	Part of Project Team - responsible for project management and environmental impact mitigation.
2008	4Life	Knottrox Property Trust / Caltra-Striata Trust	Dual site filling station on N1 north - Polokwane.	Part of Project Team - responsible for project management and environmental impact mitigation.
2008	4Life	Tsitsikamma coastal-agricultural estate	Tsitsikamma coastal-agricultural estate, Kliprivier - Eastern Cape	Part of Project Team - responsible for project management and environmental impact mitigation.
2008	4Life	Sunshine Street Investments	Legola View Eco-Estate - Marken	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
2008	4Life	Karel Moolman	Outdoor World Tourism Development, Roodekuil 496 - Bela-Bela.	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
2008	4Life	Tysocon Properties & Numeria (Pty)	Environmental Audits – Shopping centre, Bendor - Polokwane	Part of Project Team - EIA compliance monitoring
2008	4Life	Xanado Trade & Investment 123 (Pty) Ltd	Environmental Audits, development on Doornkraal 680 LS - Polokwane	Part of Project Team - EIA compliance monitoring
2008-09	4Life	Local Government and Hosing	Demarcation of sites for housing developments: Ga-Maphopa and Leboeng	Part of Project Team - Environmental impact assessment and mitigation.
2008	4Life	JD Scott	Equestrian Estate, Klipspruit – Houtbosdorp, Capricorn	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
2008-09	4Life	Department of Education	Secondary & Primary School, Portion 201 Tweefontein, Polokwane	Part of Project Team - responsible for project management and environmental impact assessment and mitigation.
05-06	LEDET	Provincial Govt.	Scientific review applications for legal authorization: 94 Permits and 41 EIA's	Project Management - 11 nature conservation scientists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Determine the impact of water abstraction by Venetia mine on riparian vegetation	Project Management - 2 ecologists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Develop environmental indicators for State of Environment reporting	Project Management - 11 nature conservation scientists, with overall responsibility for delivery.
<b>BIODIVERSITY AND WILDLIFE MANAGEMENT, MONITORING AND RESEARCH</b>				
2006	LEDET	Provincial Govt.	Develop provincial environmental legislation	Biodiversity Expert - adviser on biodiversity and environmental management aspects.
2006	LEDET	Provincial Govt.	Scientific Authority non-detriment findings for CITES applications	Appointed Scientific Authority under Secretariat in Switzerland as Scientific Authority for CITES in Limpopo.
2006	LEDET	Provincial Govt.	NBSAP – National Biodiversity Strategy and Action Plan	Provincial representative on national steering committee. Project Management – responsible for the development of a Provincial Biodiversity Strategy and Action Plan.
02-06	LEDET	Provincial Govt.	Develop and maintain a provincial biodiversity database and GIS system	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
02-06	LEDET	Provincial Govt.	Determine the extent of indigenous plant and invertebrate use in Limpopo	Project Management - 2 nature conservation scientists, with overall responsibility for delivery.
2006	LEDET	Provincial Govt.	Ecological support to all government Departments in Limpopo	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
03-06	LEDET	Provincial & National Govt.	Implementation of Biodiversity related Conventions in Limpopo e.g. BONN, RAMSAR, Biodiversity Convention, Climate Change.	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Draft Provincial Biodiversity Standards on: Rehabilitation Centres, Damage Causing Animals, Translocation of Game, Captive Maintenance of Animals, Biodiversity Research, Intensive Breeding, Utilization of crocodiles, PPP for biodiversity development, Collection of plants, Ecosystem Management, \wetland Rehabilitation.	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.

Date	Employer	Client	Project	Responsibility
05-06	LEDET	Provincial Govt.	Scientific review of applications for legal authorization: 94 Permits 41 EIA's	Project Management - 11 nature conservation scientists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Conservation assessment of Biodiversity in Limpopo	Project Management - 11 nature conservation scientists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Determine the impact of elephants on the riparian vegetation of the Limpopo.	Project Management - 2 ecologists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Development of rangeland condition database models for all major plant communities in the Limpopo.	Project Management - 2 ecologists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Development of a monitoring program to identify changes towards desertification in Limpopo	Project Management - 2 ecologists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Determine the impact of water abstraction by Venetia mine on riparian vegetation.	Project Management - 2 ecologists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Develop environmental indicators for State of Environment reporting.	Project Management - 11 nature conservation scientists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Classify and map wetlands in Limpopo	Project Management - 2 aquatic nature conservation scientists, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Develop a permit processing registry system for internal controls.	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Operational biodiversity research reference database with 80 000 entries.	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt.	Biodiversity Research Program with 10 research reports produced.	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
03-06	LEDET	National Govt.	National and Provincial Legal Frameworks e.g. NEMBA, NEMPA, Access and Benefit Sharing Regulations, etc.	Biodiversity Expert - contribute to drafting of national legislation & policy frameworks as expert in biodiversity conservation.
05-06	LEDET	Provincial Govt.	Development a Biodiversity Research Strategy for Limpopo.	Project Management - 11 nature conservation scientists and 5 technicians, with overall responsibility for delivery.
05-06	LEDET	Provincial Govt./Peace Parks Foundation	Roll-out of Hans Hoheisen research partnership with Peace Parks Foundation.	Provincial Representative on Steering Committee

### **SUMMARY OF ADVISORY COMMITTEES & WORKING GROUPS THAT THE MEMBER SERVED ON**

- Member: Mammal Taxon Advisory Group affiliated from the International Union for the Conservation of Nature (IUCN), 1994.
- Member: South African Delegation to the 2<sup>nd</sup> Conference of Parties of the Convention on Biodiversity in Argentina, South America in 1996, responsible for scientific advice.
- Member: Provincial Water Liaison Committee, 1997 - 2000.
- Founder Member: National Aquatics Conservation Committee, 1996 - 1998.
- Member: National Aquatics Biomonitoring Program and Provincial Coordinator, 1998-2005.
- Member: Phalaborwa Spatial Development Initiative (SDI) Technical Task Team, 1998 - 2000.
- Member: National Steering Committee for the Convention on International Trade of Endangered Species (CITES) Implementation Plan, 1999 – 2002.
- Member: Provincial Committee for the Evaluation of In-stream Flow Reduction Activities, and In-stream Flow Requirements, 1998 - 2000.
- Scientific Adviser: National Research Foundation on aquatic and water related research, 1998 – 2005.
- Member: Steering Committee of the National Environmental Management Framework Programme, 1998 - 2002.
- Member: Steering Committee for the Kruger National Park Rivers Research Programme 1998 - 2000.
- Member: Inter Departmental Committee for Commercialization on Protected Areas, 1999 – 2001.
- Member: Forum for Development of a Goal Orientated Management Plan, Kruger National Park, 1999 –2000.
- Member: Environmental Advisory Committee for South African National Defence Force, 2000 - 2003.
- Member: International Scientific Authority appointed under Switzerland to make scientific non-detriment findings for trade in endangered wildlife by South Africa as part of the implementation of the CITES Convention 2000 - 2005.
- Member: Several Governmental Working Groups and Steering Committees of which several deals with sustainable development such as the Provincial Spatial Development Framework, SADC Development Framework, etc.

- Provincial responsibility for: National Rhino Management Group (RMG), Elephant Management and Owners Association (EMOA), Rhino Owners Association (AROA), Wild Dog Action Group (WAG) and the Roan Action Group (RAG), the Olifants River Forum (ORF), the technical task teams for the determination of In stream Flow Requirements (IFR's) of various rivers, the Provincial coordination of the National Bio-monitoring and Wetlands Programmes, etc.
- Member: Scientific and Technical Advisory Committee to the National Biodiversity Working Group, 2000 - 2005.
- Member: Steering Committee for Hans Hoheizen Centre of Excellence in Biodiversity Research and Information with the Peace Parks Foundation 2000 – 2005.
- Provincial Representative: National Biodiversity Working Group, 2001 - 2005.
- Member: Inter-Provincial Governmental Environmental Management Forum, 2002-2004.
- Member: National Biodiversity Strategy and Action Plan Steering Committee, 2003 – 2006 and was also responsible for the development of the Provincial Biodiversity Conservation Action Plan in 2005.
- Member: Provincial Steering Committee on “The State of Environment Reporting” 2003 and 2004.
- Member: WITS University Makapans Valley Research Steering Committee, 2002 -2004.
- Member: Makapans Valley World Heritage Site Steering Committee Member, 2003 – 2007.
- Member: South African Delegation to Conference of Parties (Convention on Migratory Species, Kenya, 2005).
- Member and Provincial Representative: National Tourism BEE Charter and Scorecard Forum, 2006-2007.
- Member: Agribusiness Academy Program and Steering Committee, 2006 - 2007.
- Member: Tjate Heritage Site Steering Committee, 2007-2009.
- Provincial Representative: Working groups for development of national legislation, including amongst others: National Environmental Management Act (Biodiversity, Environment and Protected Areas), National Water Act, Forestry Act, Fire Management Act, as well as associated regulations e.g. EIA regulations, Community Forestry, National Forestry Action Plan, Policy on Community Based Natural Resource Management, etc.