

**TERMS OF REFERENCE FOR DIRECTED CALL**

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| **KEY STRATEGIC AREA: Innovation and Impact**  |  |
| **THRUST: Knowledge Services**  |  |
| **PROGRAMME:**  |  |
| **TITLE**: My role in mitigating the impacts of drought: Lessons from the Western Cape through a video for all stakeholders  |  |

**Overall Aim*:***

The aim of this study is to develop an educational video record that will illustrate how drought progressively changes livelihood and how society and business must adapt to reduced water availability.

***Specific objectives:***

This video development project will be based on WRC drought reports and supplemented by extensive literature review. The review and synthesis is expected to trigger individual attitude/conscious towards water resources, especially during drought periods. It will be designed to be an easy and friendly audio-visual tool to empower communities, business and water resource managers. It will carry a landscape message from mountain water sources through to household use. The following objectives will be key to the successful execution of this study:

1. Conduct extensive review and analysis of the available tools, reports on water and public awareness
2. Following the hydrological cycle, demonstrate the journey of water and impacts of the nature of the landscape (vegetation cover) and business land use (agriculture, mining, trades, etc)
3. Categorize the environmental risks (vulnerability) to businesses and to society using models where appropriate driven by catchment – human relationship
4. Analyse costs and benefits as a result of society and business attitudes/behaviour to water resource management
5. Suggest viable alternatives such as investment in maintaining healthy ecological infrastructure
6. Unpack society and business roles in water resource management and interaction critical for surviving current and future water and climatic challenges (drought/floods)
7. Illustrate the role of society mobilization, such as rallies, workshops and dialogues in water management
8. Demonstrate citizens science water quality monitoring tools and reporting channels to authorities for action as appropriate

**Motivation:**

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| Numerous reports have reported on the water scarcity, water security and indeed projected droughts and their frequencies, impacts on business, society, and biodiversity. Recently, a dedicated list of reports were produced triggered by drought impacts in South Africa, particularly in the Western and parts of the Eastern Cape. All these reports are highly technical and not easily digestible to many non-technical citizens. This was demonstrated by wastage of water by communities and some businesses despite early warnings on water shortage (e.g. a public campaign: the so-called day zero used in Cape Town). There is a general lack of realization of how society and nature are inter-dependent. The video story will be a journey of discovery by a group of young South Africans who learn about where our water comes from, how it gets to us, the challenges facing water security and options for balancing water between the different users (one of which is the environment). The interactions of business and society with water as it slowly disappears from dams, ground water, water-harvesting means. The impacts of alien and invasive species on water balance, their eradication and returns (CBA is critical here). The role of citizens rallying around water saving messages and change of behaviour, through all stakeholders taking collective responsibility, the traditional leaders, churches, schools, business, mayors, water and sanitation minister, environmental (ecosystem services), Agricultural (irrigation,), Health (water borne diseases, hygiene) and all other relevant authoritiesThe video will cover different seasons, so as to demonstrate changes in society/business behaviour using existing reports. Although the story will unfold through the eyes of young South Africans, the target audience should be decision makers, water consumers in business and the general public, and the next generations. Video developers must work closely with WRC managers to ensure that the messages accurately reflect the WRC's values and priorities. The video should meet and appeal to national/international audience. This must be a product that has a wide reach and a strong legacy. Most of WRC managers managed drought related reports as they appear on the website, therefore interviews with them are critical  |

**Deliverables/Output:**

The study will produce:

An educational video record with a strong water conservation message to all ages and managers of natural resources.

Video packaging:

The video should be packaged in 45 minute and 5-minute outputs, in file formats that are relevant for online, video and web.

Voice over /narration costs should be included if required

Script Writing should be included in the cost proposal

**Impact Area:**

Besides the listed areas, of which this research must impact upon, the outcomes must deal with broad issues of

society, economy, health and environmental stewardship

1. Inform policy and decision-making
2. Develop new products and services for economic development
3. Enhance Human Capital Development (HCD)
4. Empower business and communities
5. Promote transformation and redress
6. Drive sustainable development solutions

**Time Frame:**

Not more than 6-months

START: 2018/19

END: 2019/20

**Total Funds Available:**

Total estimated budget is R150 000 (15% VAT inclusive). The budget is available from KSA-5 to support this project over a period of approximately 6 months.

Year 2018/19

**TOTAL:** R150 000