

The Green Trust: **a story of innovation and partnership**

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THE GREEN TRUST

What is “The Green Trust”?

- ❑ *A mutual-benefit partnership between WWF-SA and Nedbank (major SA bank)*
- ❑ *Founded in 1990*
- ❑ *Has raised over R40 million (approx. USD 4 million)*
- ❑ *Supported 125 conservation projects (mainly in South Africa, but also in Namibia, Mozambique and Malawi)*

How the partnership works:

WWF-SA

Administration

Project management

Project design

Project monitoring

Nedbank

Licensing fees

Marketing of “Affinity” banking products

Funds accrue to the Trust through use of products

Green banking products:



If this card is found, please return to any branch of Nedbank.

m a g n e t i c s t r i p (not precise height)

Indien die kaart gevind word, stuur dit asb na enige tak van Nedbank.

s i g n a t u r e s t r i p (precise position)

Authorised signature

This savings account carries a pledge by Nedbank to contribute to The Green Trust.

Gemagtigde handtekening

Hierdie spaarrekening behels 'n verbintenis deur Nedbank om tot Die Groen Trust by te dra.

- Cheque accounts*
- Savings accounts*
- Debit cards*
- Credit cards*
- Home loans*
- Insurance policies*

Potential Pitfalls:



- Business partnership - high expectations*
- Loose Agreement*
- Donor driven funding*
- Shifting ideologies (both within society and the bank)*

Lessons Learned:

- ❑ *Explicit agreement which clearly details expectations;*
- ❑ *Maintaining positive relationships*
- ❑ *Flexibility to accommodate changing strategies without compromising integrity*