

# CURRICULUM VITAE

(as at July 2007)

## ALEX HETHERINGTON BA, MSc

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**Date of Birth:** September 5 1970  
**Place of Birth:** Johannesburg, South Africa  
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### Summary of Expertise

#### **i) Media & Communications**

##### **Strategy design & implementation**

Activities include designing and implementing communication strategies for corporate, NGO and government clients including: Sea Harvest Corp., The Mvula Trust, Community Public Private Partnership Programme (Dept. of Trade and Industry), Transitional National Development Trust, Cape Action for People and the Environment (C.A.P.E.), DANIDA, Global Water Partnership Southern Africa (GWP-SA), CARE South Africa-Lesotho, the National Grasslands Bioregional Programme.

Special project communications development include Cleaner Production projects in South Africa and Namibia, and Livelihoods Recovery through Agriculture Project (LRAP), Lesotho, for CARE Int.

#### **ii) Social and environmental sustainability**

**Climate Change** Designed joint World Wild Fund for Nature-South Africa (WWF-SA)/South African Dept. of Environmental Affairs and Tourism (DEAT) Corporate Climate Change project, 2005-06.

Represented WWF-SA at South African National Climate Change Conference, October 2005.

Consortium member, OneWorld Sustainable Investments, Western Cape Climate Change Response Strategy and Action Plan, 2006.

Feasibility research and design of programme for Unisa's Centre for Corporate Citizenship Business and Climate Change Chair, 2007.

- Project design** Member of project design teams reviewing and designing Cleaner Production projects in the South African and Namibian fishing industries. Member of project team designing communications component for Southern African Development Community (SADC) Integrated Water Resource Management Project, 2004.
- Sustainability strategy and reporting processes** Activities include: Advising on corporate sustainability practices and feeding in to sustainability reporting requirements.  
Development of environmental sustainability module, on behalf of WWF-SA, for University of South Africa's (Unisa) Centre for Corporate Citizenship, 2005.  
Sustainability advisor to the Nedbank/WWF-SA Conservation Partnership, 2006.  
Assurance provider for Environmental Review of Spier Sustainability Report, 2006.  
Stakeholder engagement, Nedbank Sustainability Report, 2006.
- Writing** Activities include: Writing and publication of annual reports, marketing brochures, speeches, television/ video scripts for corporate, NGO and government clients.  
Co-authoring and editing of training manuals in Integrated Natural Resource Management (2001) and Local Economic Development (2002).  
Author and editor of six independent publications on Cleaner Production in South African and Namibian industry sectors, (2002-06).  
Writing for the World Economic Forum Africa Summit, 2005 & 2006.  
Writing for leading South African daily newspaper, *Business Day*, 2006.  
Documentary writing on housing issues, Social Housing Forum, 2006.
- Research** Special project research for corporate, NGO and government clients with specific focus on climate change, cleaner production, water resources management and the fishing industry.  
Southern African research for international media institutions including *New York Times* and *Discovery Channel*, USA.
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### Academic Record

**Imperial College of Science, Medicine and Technology, University of London, United Kingdom (2001-04)**

**Master of Science (MSc) – Environmental Management**  
Correspondence study, subjects included environmental science, environmental economics, environmental sociology, methodologies in environmental management, environmental ethics, plant genetic resources and integrated water resource management.

**University of Cape Town, South Africa (1991-93)**

**Bachelor of Arts (BA)**  
Full-time study, including major subjects in English literature and Developing World Politics.

**Rugby School,  
United Kingdom  
(1988-89)**

**Oxford and Cambridge A-levels**  
Subjects: English, History and Geography

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### **Work history**

**2004-present** Independent strategist & project designer  
(corporate & environmental sustainability)

**1996-present** Hetherington Media, communications consultancy  
Founder & director for strategy development and implementation

**1998-2000** Bandwidth Visual Solutions, design and technology consultancy  
Seconded as Managing Director

**1995** Felicia Mabuza-Suttle Show, current affairs television programme  
Senior Researcher; Video producer

**1994** Profit Magazine, business magazine  
Editor  
Midrand Reporter, weekly newspaper  
Reporter

**1993** Freelance journalist contributing to The Argus; South African Press  
Association during final year of full-time university study.

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### **List of Clients (See description below for details of projects)**

#### International

New York Times  
Discovery Channel USA  
World Economic Forum  
The Nature Conservancy  
SafeMap International  
Royal Danish government, DANIDA  
Namibian Ministry of Environment and Tourism  
Danish Technological Institute  
COWI  
IUCN – The World Conservation Union

#### Southern African

Sea Harvest Corporation  
Woolworths  
The Mvula Trust  
Development Bank of Southern Africa  
Stutterheim Development Foundation  
Transitional National Development Trust  
C.A.P.E.  
Sustainable Energy Africa  
Global Water Partnership, Southern Africa  
South African Broadcasting Corporation  
WK Kellogg Foundation (Southern Africa)  
CARE Lesotho-South Africa  
World Wide Fund for Nature – South Africa  
South African National Biodiversity Institute (SANBI)

Social Housing Foundation  
Nedbank  
Spier  
Sanlam  
Garden Route Initiative  
Univeristy of South Africa (UNISA)

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### **Elected Positions**

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|---------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 2004-06 | 25:40, United States non-profit organisation working with child victims of HIV and AIDS in southern Africa.<br>Elected to Board of Directors |
| 2007    | Faculty associate, Centre for Corporate Citizenship, University of South Africa (UNISA)                                                      |

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### **List of projects undertaken by Alex Hetherington and/or Hetherington Media**

(Alphabetical order)

▪ **CARE South Africa-Lesotho** –

*Regional office of CARE International.*

- Communications consultant responsible for communications and media strategy design, 2003.
- Communications consultant responsible for communications and media strategy design of “Livelihoods Through Agriculture Project”, 2003.

▪ **Cleaner Production in the South African Fishing Industry** –

*Project to reduce the environmental impact of the fishing sector, funded by the Royal Danish government and implemented by the Danish Technological Institute.*

Communications consultant responsible for communications and media strategy design & implementation, 2001-2004.

▪ **Cleaner Production in the South African Metal Finishing Industry** –

*Project to reduce the environmental impact of the metal finishing sector, funded by the Royal Danish government and implemented by the Danish Technological Institute.*

Communications consultant responsible for communications and media strategy design, 2001.

▪ **Cleaner Production in the South African Textile Industry** –

*Project to reduced the environmental impact of the textile sector, funded by the Royal Danish government and implemented by Darudec.*

Communications consultant responsible for short-term media liaison work, 2003.

▪ **Community Public Private Partnership Programme** –

*South African national Department of Trade and Industry’s programme linking rural communities with private sector investors.*

Communications consultant responsible for communications and media strategy design & implementation, 2000-2002.

▪ **Danced/Danida** –

*Danish government's overseas environmental development organisation.*

- Member of Mid-term Review of Cleaner Production in Namibian Fishing Industry, 1997.
- Member of Design Team for Cleaner Production in South African Fishing Industry, 1997.
- Writing and production of book entitled "Cleaner Production in South Africa," 2003.
- Member of Design Team for Awareness Raising Component of Southern African Development Community Integrated Water Resource Management programme, 2004

▪ **Discovery Channel USA** –

*Leading environmental documentary television channel.*

Research, 1996.

▪ **Global Water Partnership Southern Africa** –

*Regional office of international Integrated Water Resource Management programme, funded by numerous international donor organisations.*

- Communications consultant to design regional internet-based information resource, SAWINET, 2000.
- Communications consultant responsible for development of various communications tools, 2002-2005.

▪ **IUCN – The World Conservation Union**

*International network of conservation organisations.*

- Design and production of "Training Manual for Wetlands Managers: Southern Africa," 2004.
- Documentary writer on Integrated Water Resource Management in southern and eastern Africa, 2007.

▪ **Namibian Ministry of Environment and Tourism**

*Namibian national government department for tourism and industry*

- Author and production of *Generic Guideline on Cleaner Production for Regulators*, 2006
- Author and production of *Best Available Technologies for the Namibian Fishing Industry*, 2006
- Author and production of *Best Available Technologies for the Namibian Tourism and Hospitality Industry*, 2006
- Author and production of *Best Available Technologies for the Namibian Meat Processing Industry*, 2006

▪ **Nedbank**

*One of the four leading commercial banks in South Africa*

- Targeted stakeholder engagement for development of Nedbank Sustainability Report, 2006

▪ **New York Times** –

*Leading United States daily newspaper.*

Research, 1996-98.

▪ **SafeMap International**

*Australian-based International workplace safety consultancy*

- Writing of marketing materials, 2005

▪ **Sea Harvest Corporation** –

*South African deep-sea fishing company producing for local and international markets.*

- Design of communications strategy and continued consultation & research on sustainability, 2004-06.
- Author and editor of Sea Harvest sustainability, social investment and transformation charters.
- Chair of Sea Harvest executive communications meetings, 2005-06.

• **Social Housing Foundation** –

*Developers of sustainable social housing in South Africa, mandated by the national Dept. of Housing.*

Documentary writer, 2006

▪ **South African Broadcasting Corporation** –

*Local national radio and television broadcaster.*

Research, 1996-98.

▪ **South African National Biodiversity Institute (SANBI)**

- Cape Action for People and the Environment (C.A.P.E.) –  
*South African Department of Environmental Affairs and Tourism’s flagship strategy for the sustainable conservation of the Fynbos biome, co-funded by the Global Environment Facility and the Critical Ecopartnership Foundation.*  
Communications consultant responsible for communications and media strategy design & implementation, 2002.
- National Grasslands Biodiversity Programme (Grasslands) –  
*South African Department of Environmental Affairs and Tourism’s flagship strategy for the sustainable conservation of the South African Grasslands biome, co-funded by the Global Environment Facility.*  
Communications consultant responsible for communications strategy design, 2006.

- **Spier**

*Leading wine estate and tourism/entertainment facility*

Environmental assurance provider for Environmental Review of Spier Sustainability Report, 2006.

- **Stutterheim Development Foundation –**

*Leading South African Local Economic Development organisation.*

Writing and production of training manual on Local Economic Development, funded by the Open Society (South Africa), 2001.

- **Sustainable Energy Africa –**

*Southern African energy consultancy*

Writing and production of communication materials for Cleaner Production Project in the Western Cape Tourism Industry, funded by the Provincial Department of Environmental Affairs and Development Planning, 2005.

Writing and production of communication materials for Cleaner Production Project in the Tourism Industry, funded by ICLEI and City of Cape Town, 2006.

- **The Garden Route Initiative**

*Social environmental partnership programme of South Africa’s Garden Route, hosted by South African National Parks and funded by the World Bank.*

Communications consultant responsible for communications strategy design, 2007.

- **The Mvula Trust –**

*South Africa’s largest water and sanitation NGO, funded by the South African Department of Water Affairs and Forestry, European Union, AusAid.*

Communications consultant responsible for communications and media strategy design & implementation, 1996-98.

- **The Nature Conservancy –**

*Washington DC-based international conservation organisation.*

Development and facilitation of numerous World Parks Congress communication tools, 2003.

- **Transitional National Development Trust –**

*SA government’s NGO development programme, co-funded with the European Union.*

Communications consultant responsible for communications and media strategy design, 1997.

- **University of South Africa (UNISA), Centre for Corporate Citizenship**

*Academic research and advisory initiative of South Africa’s largest university.*

Feasibility research and design of a programme for the Centre’s Business and Climate Change Chair, 2007.

- **WK Kellogg Foundation (southern Africa)**

*Regional office of WK Kellogg Foundation.*

- Editing, design and production of book entitled “Mobilisation for Self-drive: Building Effective and Sustainable Community Institutions,” 2005.

- **Western Cape Department of Environmental Affairs and Development Planning**

*Provincial environmental affairs department*

- Consortium member (led by OneWorld Sustainable Investments) on team of consultants designing the Western Cape Climate Change Response Strategy and Action Plan, 2007.

- **WWF-South Africa –**

*Regional office of World Wide Fund for Nature.*

- Design and production of booklet entitled "Success Stories: Education and Capacity "Building in South Africa", 2002.

- Media relations & launch of "Biodiversity in South Africa 2002: Trends, Indicators and Human Impacts," 2002.

- Media relations for Green Trust Awards, 2003.

- Development of executive programme, presented by the University of South Africa (UNISA), on corporate environmental sustainability, 2005.

- Design of WWF/DEAT/NBI corporate climate change project, 2005.

- Represented WWF-SA at South African National Climate Change Conference, Johannesburg, 2005.

- Sustainability adviser to WWF-SA/Nedbank Conservation Partnership, advising on implementation of Equator Principles and internal Nedbank sustainability targets, 2006.

- Sustainability adviser to the WWF-SA/Sanlam partnership, advising on implementation of sustainability practices and targets within Sanlam, 2007.

- Sustainability adviser on development of WWF-SA's own environmental footprint, 2007.

- **Woolworths –**

*Large South African retail chain.*

Communications support to sustainability division, 2005.

- **World Economic Forum –**

*International political and business forum for dialogue and partnership.*

Writer, Africa Economic Summit, 2005 & 2006.