

FRIENDS OF HONEYBUSH

Stewarding agency through bio-cultural intelligence
for the benefit of local communities and the
sustainable use of Honeybush

Reflections and insights about the ABioSA Indigenous People and
Local Communities Pilot Project in the Honeybush Sector



ABioSA Report

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Authors: Monika Adelfang and Joyce Stenstrom with Inge Adelfang-Hodgson

Design and artwork: Sally Whines

Photography: Brett Eloff and Jonathan Rees

Quiet Insight LLC (QI) was commissioned by the project ABioSA to facilitate an alternative community engagement approach. This report is a review of the Indigenous People and Local Community Engagement Pilot Project. ABioSA is funded by the Swiss State Secretariat for Economic Affairs (SECO), integrated in the governance structure of the ABS Initiative, and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Although every effort has been made to provide complete and accurate information, GIZ, SECO and QI make no representations or warranties, express or implied, as to its accuracy at the time of use. The Quiet Insight Approach is the methodology informing the knowledge products developed through this project, namely The Art of Community Hosting and The AbioSA Wayfinder www.QuietInsightGroup.com.

Foreword

by Natalie Feltman
DFFE Director of Bioeconomy

The best way for me to start is to start from the end.
Let me sum it up in the words of Mr Cyril Lombard, “The fact is that proper community engagement is necessary, and it is not inexpensive. A related reality is that not doing it properly is even more expensive.”

A listening government is what we say we are as we journey with an array of communities, organisations, associations, and industries on the mission to building a South Africa that is globally recognised for the sustainable and inclusive commercial use of its biodiversity. We call it Stakeholder Engagement. What has given me clarity to the true meaning of Stakeholder Engagement is what you are about to experience as you go page by page picking up on what was a groundbreaking method to really digging deeper to finding the true essence of self. I do not refer to the self as a single standalone individual but rather, the self that functions through interaction with others. It is through a collective that we can move mountains.

In the beginning, we tried to make sense of it all through our unique lenses before we moved to consciously appreciating each of our roles and realizing our gifts; collectively building the carriage to Cinderella’s ball. With a little bit of this and a little bit of that, is how we were able to transform the ordinary into the spectacular. But here we are going beyond the spectacular; it is ours. We found that in the strengths of everyone, there was a huge potential to conceptualise our vision, the collective vision. Connecting to earth, its offerings and in this case, a simple yet extraordinary plant that crowds in curiosity, possibility, opportunity, livelihood, and creativity.

As South Africans, we have been gifted a biodiversity like no other and this is a gift that keeps giving. With respect, we will be able to live in harmony with nature, sharing the space with what feeds us is an incredible reality and joy we wake up with every day. The tools referred to in this report will inspire you to take your time, to explore your thoughts, and to find ways to come together in the clear path to conserve and sustainably use the gifts of mother nature to restore and realize our purpose.

Read slowly, immerse yourself in each page, and join us on this fresh engagement approach that may be applicable in your situation.



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Abbreviations

ABioSA - ABS Compliant Biotrade in South(ern) Africa (ABioSA)

ABS - Access and Benefit Sharing

DFFE - Department of Forestry, Fisheries and the Environment

SECO - the Swiss State Secretariat for Economic Affairs

QI - Quiet Insight



Community Engagement with a bio-cultural focus

This pilot project was a mutual discovery between indigenous people, local communities and others who have some form of relationship with Honeybush.

A pilot denotes exploration — in this project we were discovering and testing how **bio-cultural intelligence*** offers alternative ways for co-operation and collaboration.

Through this pilot project we discovered that it is through mutually beneficial relatedness that we nurture our sense of belonging. As in nature by mutual co-operation we activate possibilities and develop our stewardship towards the earth – our home.

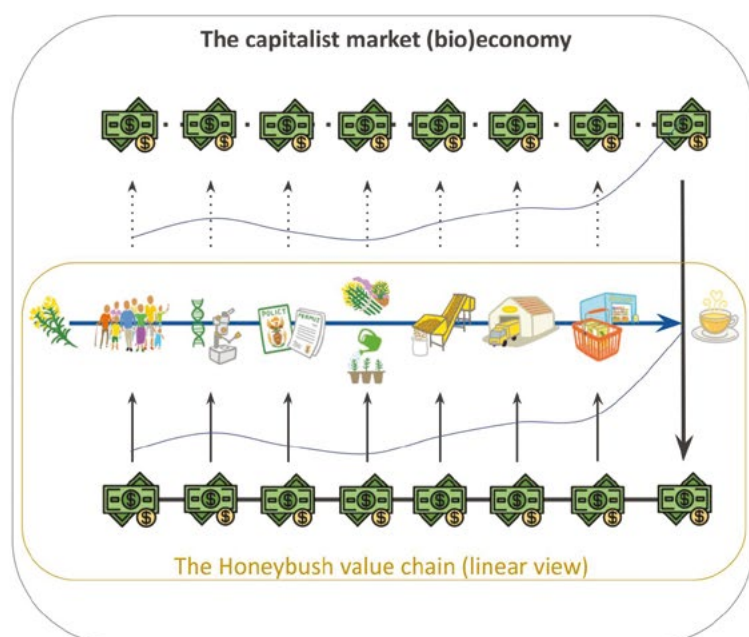
An important aspect of the community engagement approach was to relate to Honeybush stakeholders from a bio-cultural systems perspective. Thus, who we engaged included stakeholders as they contribute across

***Bio-cultural intelligence** (eco-cultural) as we relate to it, refers to the interdependent functioning between human beings and human beings and the natural environment.

To inquire into this is an invitation to explore the different facets and connections between our heritage, the land, forms of knowledge, community life and work life in ways that nurtures, protects and sustains life.

the Honeybush Sector Value Chain and beyond. By beyond we mean including the plant itself (i.e. the various Honeybush species) and people, like women and young people, living in the geography of where Honeybush grows.

From value *chains* to socio-ecological *networks*



Adapted visual from the African Biotrade Festival Presentation Trading as Equals. What's the cost?
Dr. Damien Krichewsky. 2023

This way of appreciating the multiple facets of who and what is involved was essential in expanding our definition of community. Our perspective of community evolved to encompass the interconnectedness between – plant, people, place and industry.

A bio-cultural focus emphasises that we are engaging a living system. This meant that each engagement would inform and guide the next step influenced by the perspectives and learning that came from each event. In this way over time the collective insight relating to bio-cultural intelligence could surface, develop and become more known. Enabling engagement in this way increased opportunities for co-operation, addressed misperceptions or conflicts and inspired a sense of shared stewardship.



The Art of Community Hosting

This alternative form of engagement process was captured in the knowledge resource, **The Art of Community Hosting**. This provides practical guidelines for engaging stakeholders with a bio-cultural orientation. This form of hosting provides an alternative and invites new possibilities for co-operation within and between local communities, government and other Honeybush industry stakeholders.

The ABioSA Wayfinder

This is a knowledge resource and dialogue process that invites bio-cultural perspective sharing. People discovering mutual priorities and shared qualities of stewardship as it relates to empowerment, conservation and sustainable use. To apply **The ABioSA Wayfinder**, community hosts would need to attend a foundational two-day training.



An alternative form of community engagement

Often with local community engagement, one party, generally well intentioned, makes a presentation to inform an underserved community about something they believe will benefit the group and what they feel the group should know. Our approach was quite different beginning with the very first step of meeting the local community. We are coming in at the beginning with no greater agenda other than to meet each other as human beings.

In order to support our purpose, we feel it is important to meet people where they live and work.

This also meant that our initial engagement was less about working towards a predetermined outcome and more about really taking in where people were right now in terms of their realities and also their perceptions. In other words, whatever perspective people brought, it was important to know as this was needed to inform the next step.

Naturally community engagement cannot be a once off event and be effective. Our approach to community engagement started off with a minimum of three gatherings. At each gathering trust deepened and the participation widened to include more stakeholders. We began with the most marginalised people, and we continued to let their voice be featured.

At each step of meeting the community, people needed to feel that it was okay to be themselves and to be okay with the uncertainty of the topic and where this was all leading. In fact, it was even okay to be sceptical that this process would lead to something good.

Bio-cultural perspectives relating to Honeybush

Discoveries from the first community event:

People from the Thornham Community shared what they knew about Honeybush from their grandparents. Wild harvesters spoke about their dealings with illegal harvesters and their struggle to access land.

Others spoke of the employment potential as the cultivation of Honeybush was increasing. Some people had no idea what Honeybush was about and were curious to find out more.

A few community leaders related Honeybush back to wider historic issues relating back to land reclamation and the wounds of a divided past in South Africa. DFFE officials spoke about ABS related questions in support of an ABS agreement for the Honeybush Sector.

When dealing with local communities, we knew we may also be dealing with mistrust based on past hurts. We would also be dealing with hopes and dreams for change. With this approach we invited these feelings and perspectives to co-exist and inform one another.

There exist many formal engagement approaches, and ABS also has a defined approach. The approach we were developing and testing does not just apply to the ABS context. We believe it has application in a wide variety of settings where issues are complex and urgent, particularly within the context of unequal power relations.

Lifting bio-cultural intelligence to activate agency

We were not coming into this situation to fix, rescue or solve anything. Rather, we were assuming that the intelligence of the problem and solutions lay within the community itself and our job was to create conditions and ways to allow ideas to come forward. We discovered that this way of approaching a community invited

collective discoveries. Many perspectives and insights developed; with this a growing sense of confidence and agency to tackle complex and long-standing problems developed. At the same time many misperceptions between stakeholders were corrected through listening to each other and exchanging ideas.

Guiding Premises

Their intelligence, not ours

As mentioned previously, we were there to help bring out the intelligence of the group we were working with. This is only logical, as they are the ones that understand the context and subtleties of their situation. For this reason, our questions are broad to allow for different perspectives to come forth.

The way we bring out the intelligence of the group is done in a wide variety of ways throughout the engagement process. This approach as we applied it during this pilot project has been described in the knowledge product, **The Art of Community Hosting**.

Our tools are designed to ensure the loudest voices are not the only voices that are heard as is so often the case. We recognise that there are different preferences based on personality and we respect and value these differences, which invites people to do and say things in their own way, make choices and feel at ease .

Structure with Freedom

While we are not imposing solutions on a group of people, neither are we beginning with a blank slate. By this we mean we use tools that provide a scaffolding to ensure that we are adequately covering people's perspectives about their situation.

We rely on nine universal principles as an essential guide to probe and make sense of the situation. A key component of using universal

principles is the recognition that these principles can show up in a degraded and distorted form. This gives us the opportunity to help people articulate problems as they see them, as well as hopes for what could be.

Everything in its own time

A key aspect of our approach is that things have a particular follow order that is true to nature. Just as the growth of a seed has a sequence, so does human co-operation and partnering. We recognise that in many change, partnering and engagement processes certain key elements are often missed, rushed or overdone. This interrupts the natural flow of people coming together in how they approach and solve problems in ways that are realistic and exciting.

As the engagement process unfolds from one gathering to the next, insights, ideas and questions are captured visually. By doing this, people are better able to remember what happened at the last event and can more easily communicate past insights to newcomers. In this way the storyline emerges, and perspectives develop in a co-creative way.

As we reflect on the community events that formed part of this pilot project, we describe how these three premises gave us a steady orientation as people came together to make sense of an uncertain and complex topic relating to sustainable growth for Honeybush and the Honeybush Industry.



The intelligence and wisdom of Community Engagement

We use the words intelligence and wisdom in specific ways. Intelligence speaks to the functional contribution participants brought in sharing their experience and perspectives. Wisdom highlights what emerged as participants embodied qualities of stewardship in relation to others in the local community, the industry and the Honeybush Species.

The project consisted of two phases. Phase 1 was organised around three engagements*. Phase 2 focused on testing the engagement process which was informed by the first phase. As the engagement process happened change was observed and integrated through the capturing of significant change stories, small group and panel interviews.

* PHASE 1: Community Engagement took the form of three steps:

- Community Events
- Story Circles
- Digging Deeper

From one event to the next event the circle of participation expanded. In this way we included more stakeholders across the traditional Honeybush Value Chain and others like Regional Government, Academia, and NGOs.

For more detail relating to the engagement process refer to the resource: **The Art of Community Hosting**.

The first engagement – Community Events

The community events consisted of two get togethers. First, we met with the local community who had ecological knowledge and related to it in way they termed indigenous. We then met with women who were living in the area and those working within the Honeybush Sector.

The outline for preparing for the first engagement is described in **The Art of Community Hosting** with particular emphasis on *Gathering 1 - Meeting each other close to the land*.

Their intelligence, not ours

We had a clear purpose but no specific agenda for these community events. Our purpose was to meet people and find out what was on their mind about the subject. In this case we asked the question: “What are you curious about in relation to Honeybush?”

An important feature of this event is that we are meeting people in their community and on their land. In visiting them, we invited community participants to choose a ritual for the opening of each event. In each instance the community leaders chose a cleansing ritual which involved burning herbs and singing.



Given the diversity of stakeholders that came together (i.e. government officials, community leaders, and development specialists), we respected that each group has a preferred way of doing their introductions and these were not rushed.

We used a metaphor that could be easily understood and has universal recognition. “The blind people and the elephant,” communicates a truism that we are coming together with different perspectives on a problem. All perspectives are partial, and all are important.

We wanted to uncover the women’s perspective on the subject by hosting a subsequent event where only women participated, here the focus was on women and young girls. This choice turned out to have a substantial impact on the whole pilot process.

Discoveries from the first community event:

- The community engagement highlighted the challenges of young people in this local community. Women grappled with the difficulty they had in finding ways to relate to the youth. There was a sense of disconnect between the generations. The women recognised this disconnection but also remained the “go to” for many young people.
- In both the larger group with community leaders and the group with just women, people found it was motivating to envision ways that they themselves could be empowered. They didn’t want to be dependent on handouts, emphasising that their position wasn’t one of waiting for what government can do for them, rather they wanted to be in charge of their own future.
- Some participants grappled with the open-endedness of the first meeting. As the meeting progressed however, the overall sentiment was one of support, good will and cautious optimism.
- The women’s community meeting was powerful in bringing deep insight and wisdom regarding the real levers for change. They identified working with young people and establishing support systems between women.

Structure with freedom

The first event emphasised curiosity and listening. Community hosts had freedom to change the opening questions for the event based on what participants said during their introductions. During the first community event, it was evident that a rich diversity of needs, experiences and opinions about honeybush and the honeybush industry were present. Thus, we did not frame the engagement within the ABS context, we kept it very broad inviting people to talk about Honeybush as a plant, from a wild

harvesting perspective and from a traditional ecological knowledge perspective. In this way everyone could find an entry point to participate.

We applied universal principles of sustainable growth which follow a natural order, this guided our purpose at the first events¹ We relate this to the “Awareness Stage” and “Positioning Stage”. The Awareness Stage is about discovering where participants are at, that is are they talking with each other or at each other. The Positioning Stage is about uncovering the wishes and ideas of participants and making it known to each other, possibly for the first time. The initial engagement step nurtures trust building.

We feel in the broad category of stakeholders engaging one another this step is often not given time and space and possibly overlooked completely. The consequence of neglecting this step will show itself further down the line in a lack of interdependent functioning and ultimately coming together for solutions.

In uncovering perspectives and pulling out shared topics and priorities, the community hosts can make use of a variety of methods. These have been outlined in **The Art of Community Hosting**.

Discoveries from the first community event:

- The open-endedness of this approach invited a wide response to the topic of Honeybush; it surfaced a fruitful blend of socio-economic and bio-cultural perspectives.
- This step also clearly communicated that participants were in the driving seat, informing the parameters of the community engagement. In this context the focus on wild harvesting, youth and women as leaders in the community were the predominant themes.

Everything in its own time

The engagement process is about developing and strengthening the agency of participants. The key ideas coming from the community events were visualised as memory aids. These were shared

1 The Stages of Sustainable Growth come from the InnovationCircle by Albert Kamphuis. These stages are included in the Wayfinder as inquiry cards using the Quiet Insight Approach.

with participants via WhatsApp after the event and also used to introduce the next event. In instances where it is not possible to have visual facilitation, a few photos will go a long way as a memory aid. It is important that the hosts provide a short summary of topics and key points – using the words of participants. This is not meant to be formally written minutes. This way of keeping continuity between the first and second event facilitated openness as people's experience of the process developed. Refer to the addendum for a few examples of the memory aids that were used.

At the same time, meeting some participants in their work context was important. It is here where perspectives and insights emerged and the relationship with participants strengthened. It was extremely helpful to meet each other outside of the event space and into the real working space of the participants.

Discoveries from the first community event:

- As community hosts, trust developed that the wisdom and intelligence of a group would make itself known. In this case, A young women embodied stewardship for the Honeybush plant that inspired everyone involved in the pilot project and beyond. She would sing to the plants as she was tending to the saplings in the Honeybush nursery. Her choice of song also carried enormous power and inspiration for her – *Stand up* by Cynthia Erivo...

*I'm gonna stand up
Take my people with me
Together we are going
To a brand new home
Far across the river
I hear freedom calling
Calling me to answer
Gonna keep on keepin' on
I can feel it in my bones
I go to prepare a place for you*

- Most participants had never enjoyed a cup of Honeybush tea. The Thornham Nursery sponsored honeybush tea leaves, inviting us to brew and experience it during the first engagement. A few wild harvesters expressed their delight in tasting Honeybush tea, saying. "It is one thing to know the plant, we've even tried eating it. It is quite something else to enjoy it as a beverage."
- A M&E report capturing the significant change stories quotes a DFFE Government official who highlights the impact of the opening engagements. "I think it is good to bring out the central part of human beings, **away from them being together because they are Honeybush communities, but to draw out the human beings within the communities.**" -Thembisile Zimu



The second engagement – Story Circles

The outline for preparing for the second engagement is described in **The Art of Community Hosting** with particular emphasis on *Gathering 2 - Appreciating realities more widely and deeply*.

Their intelligence, not ours

Story Circles are about communicating and enriching our understanding of a topic. We invite participants to explore their own experience and listen to the direct experience of others. An important aspect of hosting Story Circles is to create space for being silent together and listening without crosstalk or discussion. In this way each voice has an opportunity to form, be heard and contribute.

We used a device called the Quiet Insight Cards; these cards consist of universal terms to help bring out personal perspectives about what was said at the previous community events. Although participants explore their personal perspectives, because we use universal principles as the starting point to reflect on, it strengthens the universal recognition that although our perceptions and opinions are different, we can appreciate where others are coming from. The Story Circle topics focused on Indigenous Knowledge Systems and Young People in local Communities.

Discoveries from the second community event:

- In sharing their experiences, it became evident that many people had been in a position as teacher to young people in the community. In listening to their stories of teachers we could appreciate even more how critical this topic was.
- We discovered an amazing desire to uplift the community, and this was true for people who had lived in the local community for their entire life, those who had left and returned and those who were newcomers. We also uncovered incredible skills and expertise amongst these same people so that it



was not wishful thinking. There is the know how in the community to make things work.

- We wondered if the Story Circles could work online with people who were not physically at the community events (for example researchers, NGOs and conservationists). We discovered that it could work very well. The words of universal principles evoked critical perspectives and stories just as it did in the physical Story Circle groups.

Structure with freedom

Story Circles are more than people getting together to talk about a subject. The story circle process is supported by inviting people to make choices in how they explore and share their personal perspectives on the topic. The Quiet Insight Cards have phrases that enable choice which speaks to the freedom aspect.



The structure provided acknowledges that there are many feelings we can have related to the subject. In a safe way, we can talk about our reactions in a way that doesn't fuel reactivity, rather it invites candid communication. We conclude a Story Circle inviting participants to explore the potential they feel currently exists in relation to the topic.

It may appear that Story Circles about data collection; it is not. The focus is rather on encouraging a quality of communication that is generally missing in day-to-day conversations.

Because the Story Circle process is structured, it is easy to upskill facilitators to assist in hosting story circles. The three people who hosted the Story Circles, required little training.

An aspect of Story Circles was included in the development of the ABioSA Wayfinder. We included a set of Quiet Insight Cards which we refer to as the “**Sustainable Growth Cards***”.

Discoveries from the second community event:

- Participants could observe and listen to a vast spectrum of perspectives relating to business, community life, personal successes and disappointments. The sharing is reflective of the living system that makes up the community. There is a realism that surfaced that impressed everyone, including the hosts of the process. It is at this point where a sense of Honeybush community developed.
- One participant’s background was that of a long career as a marketing executive for Coca-Cola. He surfaced an idea from his work experience that inspired everyone and a new term “throat share” was coined. His story brought a more “can do” attitude about what was possible.
- Several other participants who worked closely with Honeybush and the land, brought in the spiritual nature and beauty of Honeybush, especially when in bloom.
- Yet another participant who is a processor spoke about the talents of his staff. He talked about a woman in his processing factory who had a nose for flavouring Honeybush tea. As he shared his story, he embodied qualities of compassion and entrepreneurship that impressed everybody.
- The hard marketing realities of the tea industry, the beauty of the plant and

compassionate leadership co-existed in this space and widened and deepened the understanding for all participants and gave us all an appreciation for what we were now a part of.

Everything in its own time

This event is about creating space for informal connection to be made and encourage quality time between people. We are not trying to move into actions and solutions. This is clear to everyone as we participate.

Most people will enjoy the process of speaking their heart and mind. This strengthens connections and invites more confidence towards staying with the complexity of the subject. A few people will struggle with not getting into action sooner. To calm certain personalities, we bring into the conversation process an invitation to think about future possibilities. During the Story Circle event ideas surfaced that energised the whole group. The group felt inspired by the possibility of their coming together and left feeling empowered by the time together.

Discoveries from the second community event:

- The sense of being part of a Honeybush Community developed. Thinking in value chain lines went into the background and more connection about the possibilities of good partnering took the foreground.
- In the process of listening to each other, assumptions about different people were busted. For instance, a community leader shared that despite historic challenges relating to land reclamation and the identification of indigenous knowledge holders, they did not want to stand in the way of Honeybush industry progress – in fact local communities want to support this. The processor and community leader discovered they both valued momentum and forward movement – and this was a shared departure point to consider possibilities.

* The Sustainable Growth Cards are based on the InnovationCircle™ by Albert Kamphuis and the application thereof on the Quiet Insight Approach

The third engagement – Digging Deeper

The topics relating to the Digging Deeper event were informed by prior events and online interviews with a variety of stakeholders. The purpose of the interviews was to enrich contextual understanding of the Honeybush industry, conservation and sustainable use.

The outline for preparing for this engagement is described in **The Art of Community Hosting** with particular emphasis on *Gathering 3 - Inviting possibilities for all of us*.

Their intelligence, not ours

We facilitated Digging Deeper centred around three primary questions:

- Question 1. What is special about Honeybush?
- Question 2. What are the opportunities for growth?
- Question 3. What are the corridors for change?

Their response to these questions surfaced topics, for each topic we focused on a small doable step that stakeholders could take-on as it related to their role in the Honeybush community of stakeholders. The outcomes of this event were captured in the “**Digging Deeper Booklet**”.

Discoveries from the third community event:

- During the event misperceptions could surface. For instance, a wild harvester came to understand the difference in dry weight versus wet weight Honeybush bundles. Historically this misperception was the source of feeling that things were not fair.
- As participants we had repeatedly experienced the Khoi cleansing ritual which grew in meaning for all pilot participants. In concluding the ritual at Digging Deeper, a community leader spoke from the heart embodying a compassionate holding that was needed within the group. The evening before many participants heard of the tragic passing of a dear colleague and friend. His words acknowledged the sadness and grief present in the room while highlighting that as a Honeybush community we could hold this loss together.



Structure with freedom

True engagement invites diversity. In this sense we refer to diversity as the different perspectives, motivations and needs of the participants. The engagement process was developed to allow for the diversity and responses to come forth and be shared. This invited a confidence and a sense of agency towards a doable step forward. In this sense Digging Deeper is less about the outcome and more about the sense of agency that grew for someone and between people.

During Digging Deeper, the pace of everything picked up considerably to reflect the urgency of the challenges and this speed of pace could only be possible with a group that had come to trust each other from previous events.

Discoveries from the third community event:

- There was a heartfelt parting of ways and a newfound recognition of each other and the Honeybush context. This community engagement process ended with participants extending a friendly embrace and expressing goodwill as goodbyes were said.

Everything in its own time

This was the last engagement step forming part of the pilot project. It was important not to end Digging Deeper by trying to ‘wrap everything with a bow’. By this we mean we did prompt that conclusions needed to be reached. At the same time given that Phase 1 of the project had come to an end, it was important to acknowledge the contribution of pilot participants and the community hosting team.

Digging deeper prompted a sense of commission about going forward. Agency was activated by important connections that were made with others, and by ideas meeting ideas through the engagement process.

Discoveries from the third community event:

- Between participants and even the community hosting team it was evident that a special sense of connectedness had developed between participants and in support of Honeybush. Given the bio-cultural orientation everyone had a newfound relationship with Honeybush be it from a place, plant or people perspective. The spirit of our bio-cultural learning and sense of stewardship was captured by closing the Digging Deeper event with a name that appreciated the intelligence and wisdom that had come together — ***Friends of Honeybush.***



Stewarding Agency

The ABioSA Wayfinder consist of three conversations that community hosts can use in their engagement with local communities and other sector stakeholders. We discovered that the process of using the Wayfinder is teachable.

Community hosts working with young people to test the Wayfinder approach felt the format of the Wayfinder provided a structure to work with which gave them the confidence to host.

As awareness of the ABioSA Wayfinder expands, we believe it will support uncovering bio-cultural intelligence towards creating more opportunities for better livelihoods whilst consciously embodying our role as caretakers of the earth's natural resources.



The intelligence and wisdom of Wayfinding:

The board members of the Khoi-Khoi Trust expressed their interest in participating in the dialogue invited by the Wayfinder. The potential to use the Wayfinder will support equitable sharing of benefits within the Honeybush Sector and other sectors within the ABS context.

Young people spoke about how they saw their role in relation to nature and explore more ways they could facilitate peace in their communities. They felt that polarisation and conflict got in the way of their local community finding ways to improve their circumstances. They also felt as young people they were eager to pursue job opportunities -but they were without guidance. The Wayfinder was like an island of sanctuary for them, a place they could express what was on their minds and in their hearts.

One of the young people who participated in the Wayfinder conversations did not want to eat the food that was provided. He asked if he could take it home, as his family was hungry. He felt he could not eat food when his family was without food at home. On hearing this, another youth offer the money she had on her as support. The group also asked if there were leftovers that their friend could take home.



Insights for Staying on Course

The Art of Community Hosting is the alternative form of engagement that was created through this pilot project. In developing the **ABioSA Wayfinder** our aim was to co-create something that is accessible to others and invites new perspectives and connections about Honeybush –the plant, the place, the people and the industry.

This was not an inexpensive approach, but the alternative is vastly more expensive not only in terms of money and effort but also expensive to the earth itself.

We know that the challenges and issues of job creation, conservation and sustainable use are urgent. It is our hope that by reading this report it inspires a collective resolve to continue to transform the playing field between people and between people and the environment. The art of community hosting lays the ground for the possibility of new solutions and ideas.

What we discovered is that the actions steps and ideas remain realistic and right sized within the context of what we have to work with. This generates agency, compassion and confidence in the face of long-standing problems.

A critical aspect about this form of community engagement is the quality of relating between people that prompts a turning towards each other for the benefit of all and the earth. What we saw and experienced invited “the better angels of our nature” to show up.

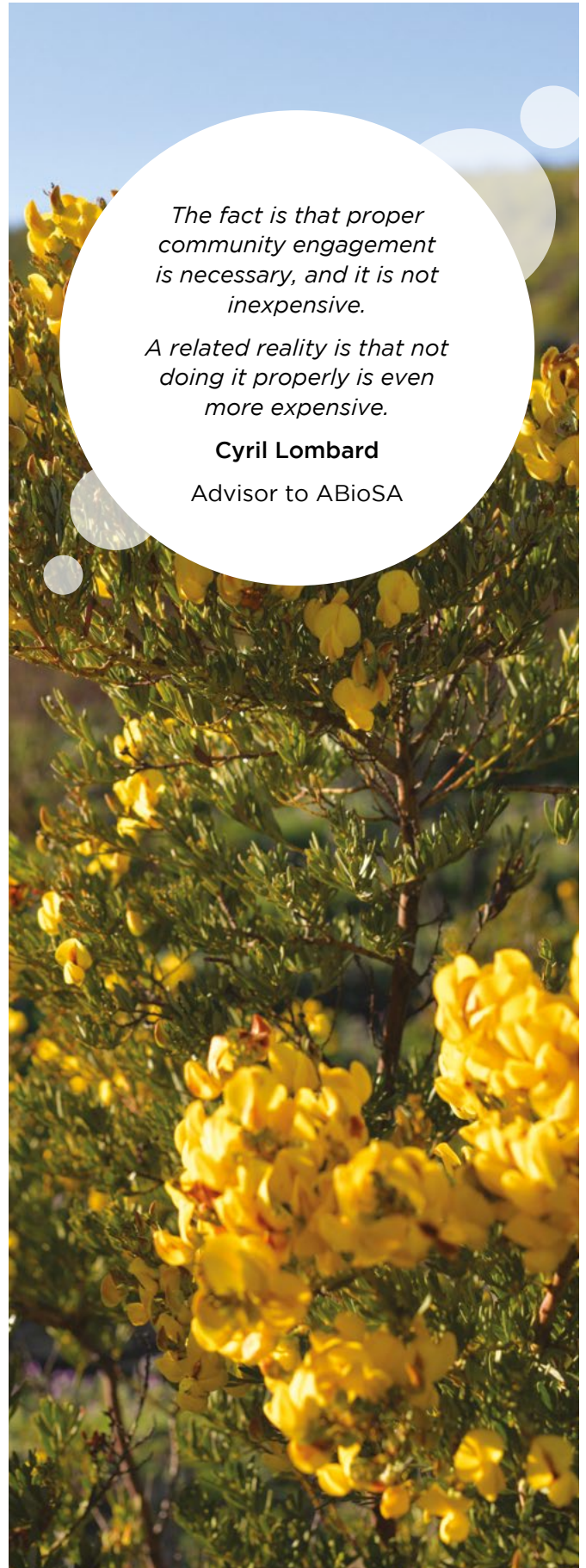
It is our hope that in reading this report that we have conveyed how powerful and impactful the experience was. We invite you to consider how this new and fresh engagement approach is applicable to your situation.

The fact is that proper community engagement is necessary, and it is not inexpensive.

A related reality is that not doing it properly is even more expensive.

Cyril Lombard

Advisor to ABioSA



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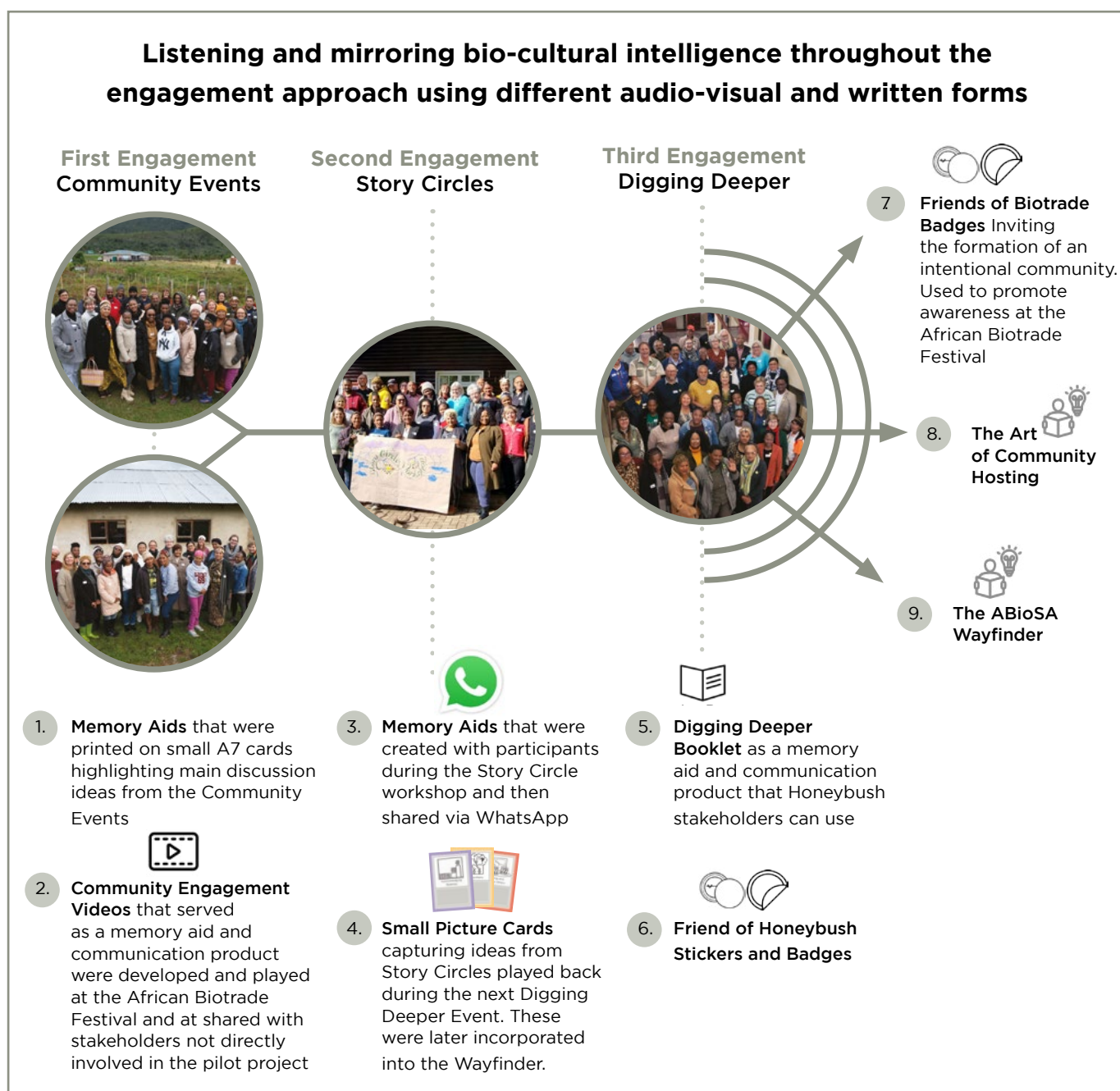


Addendum: Summary of Knowledge Products and Communication Forms

By listening and playing back what people shared supported not only the development of bio-cultural intelligence but also made it explicit. This transformed the engagement context inviting a responsiveness which met people in away that they felt self-sufficient and empowering.

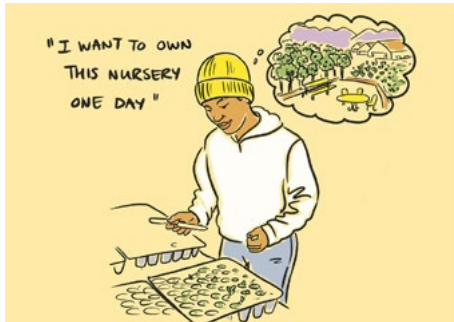
We used the language and framing Honeybush stakeholders used themselves and created different ways to playback what was heard and shared. The memory aids that were created are aimed at facilitating oral transmission – that is, for Honeybush stakeholders to talk about and communicate more widely the insights and wisdom that they walked away with during and after community engagement.

Based on the Quiet Insight Approach



Community Events Memory Aids that were shared via WhatsApp

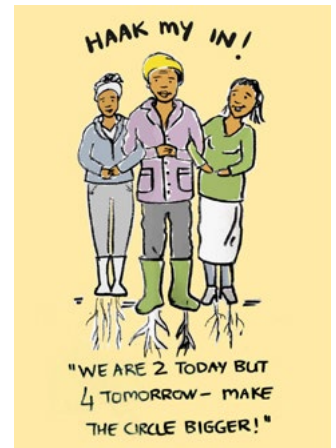
These memory aids captured important ideas that participants shared during the Community Events.



Nurturing the entrepreneurial spirit



Conservation crisis



Horizontal leadership: Haak in



Sector wide focus

Story Circle Memory Aids that were shared via WhatsApp

These memory aids we co-developed with participants at the Story Circles event. We spoke about the project and how participants wanted to communicate what this project was about.



What is this project about? #1

It is about connecting different role-players in Honeybush that do not usually have an opportunity to meet. When we meet, we listen to each other, and we share our perspectives and discuss what we really care about.

Waaroor gaan hierdie projek?#1

Hierdie Heuningbosprojek bring verskillende betrokkenes bymekaar wie gewoonlik nie die geleentheid het om te ontmoet nie. Wanneer ons bymekaarkom luister ons en deel ons perspektiewe met mekaar.



What is this project about? #2

In this project we are exploring what Honeybush is about. There are many species with different tastes and medicinal purposes. We are finding opportunities together that we can develop to support growing the Honeybush Sector.

Waaroor gaan hierdie projek?#2

In hierdie projek verken ons Heuningbos. Daar is baie spesies met verskillende smake en medisinale voordele. Ons vind gesamentlike geleenthede om die groei van die Heuningbosbedryf te ontwikkel en te laat groei

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What is this project about? #3

We are insuring that indigenous community inputs are included at each step of the Honeybush Value Chain.

Waaroor gaan hierdie projek?#3

Ons verseker dat inheemse gemeenskapinsette by elke stap van die Heuningbos-waardeketting ingesluit word.

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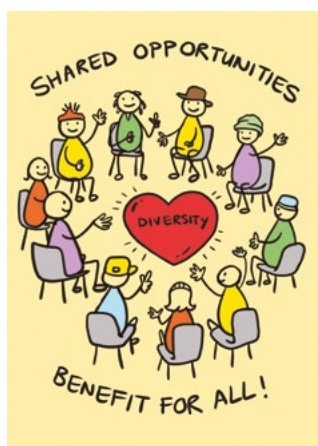
What is this project about? #4

We are nurturing the partnering potential between government, industry and local communities. We will be a model, that other Sectors can look to in South Africa and in the world.

Waaroor gaan hierdie projek?#4

Ons koester die vennootskapspotensiaal tussen die regering, nywerheid en plaaslike gemeenskappe. Ons sal graag 'n model wil wees vir ander sektore in Suid Afrika en die wêreld.

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What is this project about? #5

We are showing how bringing together the diversity of people involved in Honeybush results in creating shared opportunities for the benefit of everyone.

Waaroor gaan hierdie projek?#5

Ons wys hoe die bymekaarbring van die diversiteit van mense betrokke by die Heuningbosbedryf kán lei tot die skep van gedeelde geleenthede tot voordeel van almal.

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