

Patensie farm earmarked as potential site for Solve.IT

Eastern Cape-based farm, Patensie, has been announced as a potential site for operational and business pledging financial support for the South African conservation-orientated think tank, Solve.IT. The induction of the think tank allows the farm to move a step closer to fruition with 9,500 hectares of farmland in the Baviaanskloof Mountains.



Thinking Big: Reserve Protection Agency founders Scott and Greta Williams are a step closer to setting up conservation-orientated think-tank Solve.IT thanks to business support.

Scott and Greta Williams, husband and wife and founders of the [Reserve Protection Agency](#) (RPA), which provides innovative technological solutions to the field of conservation, are set to spearhead Solve.IT, which is expected to be up and running in the new year.

“This is an important step forward for this initiative,” says Scott, a former US combat veteran. “Although Solve.IT will be conservation-orientated, we are looking forward to partnering with large corporates to show them how they can integrate with environmental and conservation goals.”

Greta, who is a board member of a US-based environmental compliance laboratory, was the president of an alternative energy company in Long Island, New York before she and Scott relocated to South Africa with their two children in 2010.

“Often conservation and business speak different languages, but with Solve.IT, we have the chance to merge the two for the benefit of the environment,” says Greta.

Scott, who is also RPA's director, says Solve.IT will run as a trust which will focus on education and training.

RPA will be responsible for the following:

- Researching cutting-edge conservation technology;
- Running re-integration programmes for combat;
- Law enforcement and emergency medical veterans; and
- Operating an endangered species rehabilitation sanctuary.

Voicing their support

Continental Tyre SA and sustainable solutions business, Rhino Group, have voiced their support for the Solve.IT campaign.

Niel Langner, Continental Tyre SA marketing manager, says the company is eager to get involved with Solve.IT.

"Continental wants to be involved in initiatives which will assist in conservation efforts. We do not want to steal the limelight from urgent issues, but rather be present to help enable solutions," says Langer, adding that the company was a sponsor of RPA.

[Rhino Group](#) managing director Brian van Niekerk says the company, which has a strong focus on renewable energy and sustainable solutions, looks forward to using the project for research and development purposes, rolling out the latest green building ideas and technology.

"As a national company, being involved with a unique and forward-thinking project such as this is a win-win, because we get to hone our business offerings [through research and development] while benefiting conservation efforts through our support of Solve.IT, " says Niekerk.

Other personalities associated with the Solve.IT initiative include:

- Tanya Goodman, the owner of Cape Town-based publishers Chapel Lane Media. Goodman will be the coordinator for social and educational upliftment programmes with the organisation;
- Former University of Pretoria philosophy lecturer Charl du Plessis. Du Plessis will be the associate director of education at Solve.IT;
- Elephant researcher and author Bob Preller; Digs Pascoe, CEO of the Space for Elephants Foundation; and
- NMMU zoology academic Kristoffer Everatt at the Centre for African Conservation Ecology.

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