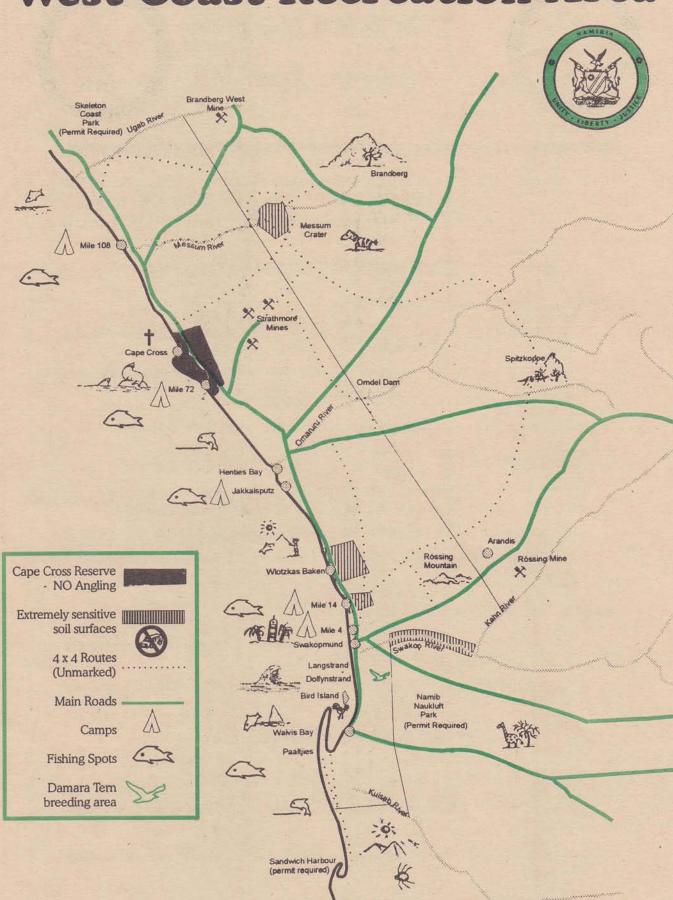
## West Coast Recreation Area





# ZERO TOLERANCE

**Welcome to the Namib** 



#### THE MINISTRY OF ENVIRONMENT HEREBY BRINGS TO YOUR ATTENTION THE FOLLOWING:

Due to constant ignorance of existing laws and regulations in respect of the protection of the environment in the West Coast Recreation Area by locals and visitors, the Ministry will adopt a ZERO TOLERANCE APPROACH on law transgressions.

#### **HOW IS THE NAMIB BEING DESTROYED?**

#### Pollution and destruction of scenery

- In the Namib, litter may last longer than a human's lifespan it is unsightly and can be dangerous to children and wildlife.
- Tracks are also a serious form of pollution and leave ugly scars on the landscape.
- In some areas, these tracks may take 100 years to disappear.
- A scarred Namib will result in a decrease in tourism would you come back?

#### **Damage to Lichens**

- These plants, which occur mainly on the gravel plains and hills, are vital to the ecology of the Namib and provide food and shelter for many forms of wildlife.
- The Namib is one of the most important lichen areas in the world.
- The unique lichens of the Namib are threatened by vehicles because they are slow growing and fragile.

#### Possible extinction of Damara terns

- One of the rarest sea-birds in Southern Africa, the Damara tern breeds only on the Namib coastline, and nowhere else in the world.
- Because they nest on the ground, the breeding of these endangered birds is seriously threatened by vehicles.

### What we expect from you

- In parks, drive only on constructed roads.
- In other areas, drive only on WELL-USED tracks and NEVER venture over virgin land.
- By driving cross-country, you will be causing environmental damage without knowing it.
- Take home all refuse and encourage others to do the same.
- Return unwanted fish and bait to the sea and don't feed jackals or birds.

Otherwise, we wish you a memorable stay along the coast of Namibia

Ministry of Environment