



Collab. Ref.: 185 215
File Ref.: 11/3/4
LA Waring

2011-08-30

To Whom It May Concern

Dear Sir/Madam

SUPPORT FOR THE NATURALLY KNYSNA INITIATIVE

Knysna Municipality is extremely excited to be part of the Naturally Knysna initiative and is proud to have played a role in supporting the development of this revolutionary model.

The concept of developing a model for a town based on natural systems functioning and guiding principles is both visionary and bold. We recognize that Naturally Knysna is essentially about emerging an entire new economic model, one that brings with it significant entrepreneurial opportunity and job creation potential. In these times of economic uncertainty, a model that is based on proven principles and lasting success, is one that must be embraced and implemented with integrity and intent.

We recognize that applying this model and its principles will not only result in lasting prosperity and resilience for us as a community, but will also contribute to the health of our beautiful natural environment that is so central to our own health and unique identity as a town.

We fully support and endorse this initiative and look forward to playing an important role in seeing it implemented throughout the municipality, business, industry and tourism.

Yours sincerely


LAUREN WARING
ACTING MUNICIPAL MANAGER
/as