

Stories from
GIZ Projects
in Namibia

Improving livelihoods

through the
promotion of
income opportunities
and **decent wages**



GIZ Namibia employment impact survey data 2020-2022

Combined highlights per category



7,411
people have
taken up jobs



58,727
people have been
able to reduce
their level of
underemployment



4,807
people have
better working
conditions



28,660
people have
increased their
income

Preface

As a service provider in the field of international cooperation for sustainable development, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is dedicated to shaping a future worth living.

GIZ has been working in Namibia since the country gained its independence in 1990. The current priority areas for the country are the management of natural resources, sustainable economic development and inclusive urban development. In these fields, as well as on several cross-cutting topics, GIZ implements projects on behalf of the Federal Government of Germany. In all projects, impact on employment is measured carefully as Namibia's development is hampered by high unemployment and the resulting inequitable distribution of income.

Impact on employment can be manifold: people can find new employment, realise additional employment opportunities, or generate more income. They can also benefit from improved working conditions.

A special emphasis is placed on creating equal opportunities for women and men, as well as promoting youth employment. This brochure showcases examples of GIZ projects in Namibia which help improve people's lives by creating jobs.





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Buying into the boom

SME opportunities in bush harvesting and charcoal production

Namibia's rangelands are severely impacted by bush encroachment, the thickening of thorny bushes. For farmers, controlling the bush and restoring rangeland was a cost they often could not afford. The GIZ Bush Control and Biomass Utilisation (BCBU) project works with the Ministry of Environment, Forestry and Tourism (MEFT) to improve the sustainable and economic utilisation of bush biomass.

The question is, how can bush generate income? A number of value chains are being promoted by the project, with charcoal production as a key opportunity. As the entry barriers to the industry are relatively low, it has significant potential for small-scale and emerging farmers to diversify their income, strengthen rural livelihoods and thus increase resilience. There is also room for the establishment of small and medium-sized enterprises (SMEs).

Phillipus Alughodi, a young professional, decided to invest in this opportunity. He already knew the sector from working for a biomass company. Phillipus participated in training that the BCBU project offered and founded Shikara Trading in 2019, a SME for bush harvesting and charcoal production. He now leads a team of 30 employees, thereby contributing to rural employment and income diversification.

Phillipus has invested in a booming sector. Namibia currently ranks among the top five charcoal exporting countries in the world, with an export volume of 210,000 tonnes in 2021. The production of charcoal for export is expected to increase to 230,000 tonnes by 2022. In 2016, the sector employed 6,000 people. This figure has nearly doubled, with an estimated 11,300 jobs today. The BCBU project has actively fostered the development of the biomass industry through knowledge creation, trainings, support to sector organisations, certification and more.

Harvesting indigenous products

Diversification of income in communal conservancies and community forests

Namibia is a leader in nature conservation and sustainable economic development with its Community-Based Natural Resource Management (CBNRM) Programme. However, the pressure on natural resources has increased in recent years. The severe drought, for example, has caused more conflict between humans and wildlife: Elephants are destroying fields and water infrastructure, and lions are killing livestock. Such human-wildlife conflicts increase the vulnerability of the local population and erode the acceptance of conservation measures.

The GIZ Climate Change and Inclusive Use of Natural Resources (CCIU) project's objective is to increase resilience of communities involved in conservation through diversification of income. For example, it assists local initiatives in the development of natural resource-based enterprise development.

The Eudafano Women's Cooperative near Ondangwa harvests and processes Marula fruit. The oil is then marketed to the cosmetics industry. Together with partners, the project has provided technical support for production, quality control and sustainable harvest. Other Indigenous Natural Products (INPs) that are supported include *Commiphora* and Devil's claw. Over 14,000 harvest workers and small-scale producers are benefitting from better working conditions and fairer incomes. These INP value chains are supported by CCIU in close collaboration with the BioInnovation Africa project, which focuses on equitable benefit sharing for biodiversity conservation in selected African countries.



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Trading safely in the pandemic

Upgrading of informal markets

According to the Labor Force Survey of 2018, 57% of Namibians are employed in the informal economy, which is estimated to have increased due to the formal job losses during the COVID-19 pandemic. The COVID-19 pandemic did not only expand the size of the informal economy, it also negatively impacted the income levels of traders.

The GIZ Inclusive and Sustainable Urban Development (ISUD) project, in partnership with the Ministry of Urban and Rural Development (MURD), responded by improving trade conditions related to health and hygiene. This allows traders to comply with strict COVID-19 regulations. Existing informal markets were renovated and upgraded, new trading facilities built and mobile stalls provided. More than 1,000 traders from Keetmanshoop to Opuwo, Nkurenkuru, Rundu and more cities benefitted from the measures.

Selma Dirks is one of the 240 street traders across the country who received a 2 by 2 metre movable stall. She sells cooked food from the provided mobile stall in Keetmanshoop, thereby supporting 7 family members. Selma explains that the stall enables her to trade under the strict COVID-19 regulations, allows her to store goods and shelters her from the scorching heat of the midday sun. It also gives her security that she will not be removed from her trading area. Although her income is not yet as it used to be before the pandemic, she believes that the improvements made at her trading area are an important step to recovering the profitable business activities that were destroyed by the COVID-19 lockdowns.



Startup Centre for fresh ideas

Driving success

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The GIZ StartUp Namibia project improves conditions for the formation and growth of start ups in selected regions of Namibia. The 'Incubation and Innovation Centre' of the project aims to build a thriving Namibian startup ecosystem where new, innovative ideas flourish and grow into sustainable businesses. To date, around 300 entrepreneurs, of which 61% are female, have participated in these programmes. In 2021, these startups created 432 jobs, of which 43% employed women and 10% employed youth.

With its 'Slingshot Fund', the StartUp Namibia project offers milestone-based grant funding of up to 5,000 Euros (N\$ 90,000) to the top performers at its annual 'Pitch on Point' competition. Additionally, participants receive free business coaching and mentoring for six months. The startups use the funds for product or service updates, marketing measures or operational costs.

Iyaloo Magongo is the Marketing Manager at LEFA Transportation Services – a shuttle requesting application that connects passengers and drivers. "I am excited to work with an innovative and successful company such as LEFA which I believe is currently shaping the future of mobility in Namibia," she says. LEFA focusses on promoting their brand. They develop targeted marketing campaigns and concepts by using fresh and creative ideas. This includes creating a video explaining how to use their application and placing advertisements on local radio to tap into a larger market and increase brand visibility.



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Cooking up innovation

Training and pitching for recovery after COVID

Ndeafetwa Johannes runs a restaurant on the streets of Opuwo, cooking food in a small trailer and serving it to her guests in a tent. The COVID-19 pandemic hit her business hard: regular guests lost jobs and income and could no longer afford to enjoy Ndeafetwa's cooking.

With its 'Pitching for Recovery' Programme, the GIZ Promotion of Business Advisory and Economic Transformation Service (ProBATS) project supported small enterprises during and after the COVID-19 emergency measures. Events combining training and pitching of new ideas were organised in 14 regions throughout Namibia, involving 376 people, of which 60% are women and 40% youth. 40 grantees received grants for equipment, supplies, fees, wages and loans.

Ndeafetwa used the opportunity to start a proper bookkeeping system and introduce a group voucher system: when hungry guests come in a group of four, they get a discount! Before the programme, Ndeafetwa only had one member of staff, now she employs five. Her dream is to move her business from the streets to a proper restaurant. The ProBATS project promotes economic growth through local value creation and private investment. It focuses on seven value chains which include cosmetics, game meat exports and small miners. More than 10,000 jobs have been created within these value chains.

Securing employment through integrated training

Learning on the job

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For unemployed youth, training is important, but securing a job is the ultimate goal. The GIZ Promotion of Vocational Education and Training (ProVET) project focuses on improving the quality of technical vocational education and training in partnership with the Namibia Training Authority (NTA) and the Ministry of Higher Education, Technology and Innovation (MHETI).

The first 38 young people have now graduated from the 'Work-Integrated Learning' (WIL) programme. This initiative follows the German model of training within a company: The trainees are employed in the company for 70% of their time and for 30% attend courses in vocational training centres. ProVET supports the programme with workshops, trainings and curriculum development. Currently, more companies are encouraged to participate in the programme.

29 graduates (76%) were able to keep their jobs after graduation. **Davis Kwenani** is one of them. Davis studied tour guiding (level 3) through the GIZ WIL programme. "Being an apprentice guide at Gondwana collection for the past two years has been the best thing in my life," he says. "I learned a lot about the tourism and hospitality industry and the importance of conserving and sustaining our country's natural resources. I am so proud to mention that I'm now fully employed as a local tour guide at Etosha King Nehale lodge. The working environment is at its best, colleagues are friendly, and I enjoy communicating with guests from different cultural backgrounds."



Farming together for resilience

New business through cooperatives

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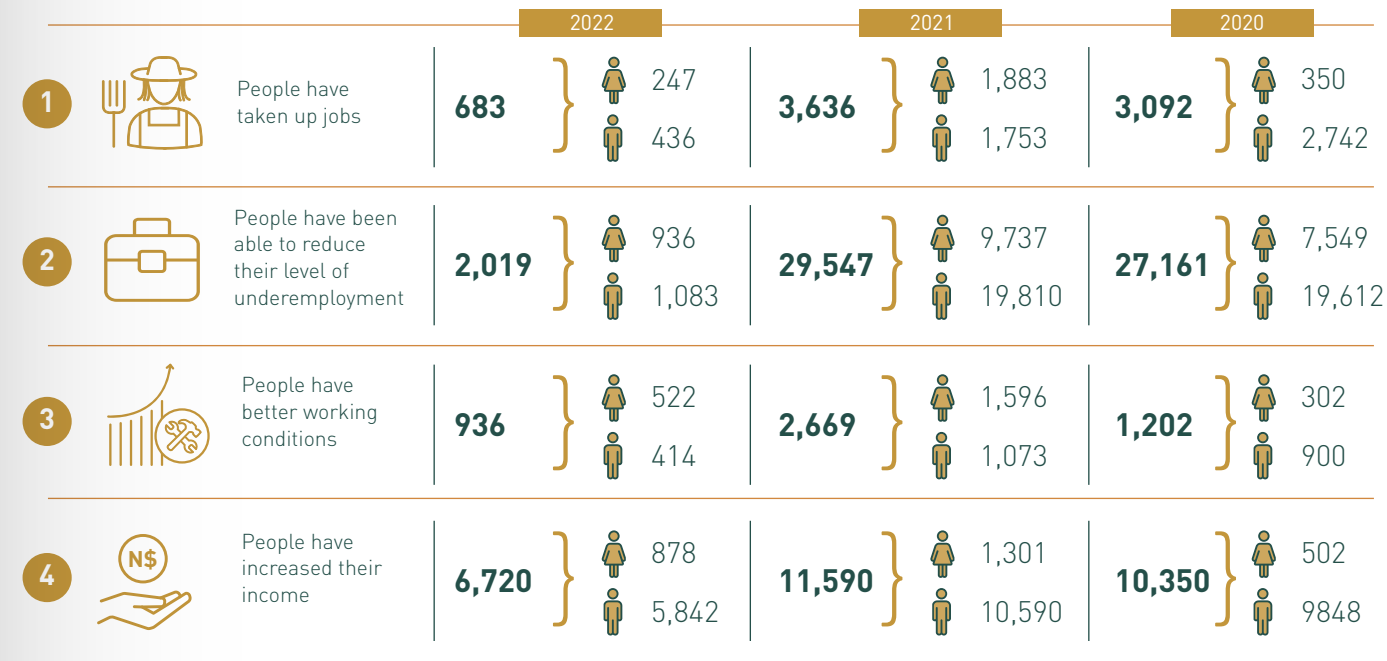
The GIZ Farming for Resilience (F4R) project started in October 2020 and supports the Ministry of Agriculture, Water and Land Reform (MAWLR) in making the Namibian food and agriculture sector more resilient to climate change. For smallholder farmers, running their farming operations individually as a viable business is often a challenge due to market access, as well as high transport and production costs. When an individual farmer struggles to bear the burden of these costs, working together as a group in a cooperative or association is a good solution. Cooperatives allow smallholder farmers to pool resources and to create economies of scale, thereby increasing their market leverage and ability to capitalise on new business streams beyond primary production. They can diversify and maximise their income while increasing their resilience to external shocks. By integrating various stages of the value chain, cooperatives also provide opportunities for formal employment, especially for the youth.

The Amarika Farmers' Cooperative in Okahao, Omusati Region is a good example. Founded as a livestock producer organisation, the cooperative successfully established its own butchery. It sources livestock from its members and is thus in command of the entire value chain from "the farm to the fork". The butchery earns about N\$160,000 from its nearly 1,000 customers per month and employs eight full-time employees, ranging from accounting and sales personnel to young butcher assistants and a master butcher.

While the cooperative movement in Namibia is still in its infancy stage, its potential for the agricultural sector, especially in communal areas, is huge. GIZ F4R supports cooperatives and farmer associations in organisational development, business growth as well as value addition and marketing. Other project activities include capacity building of smallholder farmers on climate-adapted, diversified and business-oriented agricultural production as well as awareness raising campaigns and practical trainings on healthy nutrition.



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We work with our commissioning parties and partners to achieve sustainable development. All data was gathered between 2020-2022. It illustrates where GIZ Namibia has been able to contribute to employment locally with its commissioning parties and partners.

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