### MINING

WIA Gold uncovers high-grade gold intercepts at Kokoseb p. 05



FINANCIAL Letshego Namibia's social bond to boost local financial access p. 07



FRAMEWORK
Unified framework
for oil and gas, critical
metals sectors proposed



## BR/EF

News Worth Knowing



### **MAIN STORY**



## Namibia revokes visa exemptions for over 30 countries

The Namibian government has resolved to introduce entry visa requirements for countries that have not reciprocated its visa exemption gestures.

Citizens from over 30 countries will no longer enjoy visa-free access to Namibia if their nations fail to reciprocate visa exemption agreements.

The proposal, submitted by the Minister of Home Affairs, Immigration, Safety and Security, has been approved by the Cabinet recently. According to data from the Namibia Tourism Board and various embassies, this decision could affect around 37 countries.

Namibia currently has visa exemptions

### Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
  - 19 June 2024
  - 14 August 2024
  - 23 October 2024
  - 4 December 2024
- AviaDev Aviation Development Summit 19-21 June 2024 at Movenpick, Windhoek
- Africa Hospitality Investment Forum (Ahif). 25-27 June 2024
   Mövenpick Hotel, Windhoek, Namibia
- Global African Hydrogen Summit (GAh2S)
   Windhoek, Namibia from 03 05 September 2024



### Citizens from over 30 countries will no longer enjoy visa-free access to Namibia if their nations fail to reciprocate visa exemption agreements.

for around 55 nations with only 18 of those replicating the exemptions.

Notably, 18 countries such as Angola, Botswana, South Africa, Zimbabwe and others will remain unaffected by the changes, as they have reciprocal visa arrangements with Namibia.

However, approximately 37 countries could be impacted by the new visa requirements.

These include nations such as Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Hong Kong (SAR), Iceland, Indonesia, Ireland, Italy, Jamaica, Japan, Kazakhstan, Kyrgyzstan, Liechtenstein, Luxembourg and Macau (SAR).

Furthermore, Mauritius, Moldova, Netherlands, New Zealand, Norway, Portugal, Russia, Sevchelles, Spain, Sweden, Switzerland, Tanzania, Tajikistan, Turkmenistan, Ukraine, United Kingdom, United States of America and Uzbekistan, could also be affected. The decision aims foster equal treatment among nations regarding visa regulations.



### **EXPRESSION OF INTEREST: DPMT24\_001**

### THE SUPPLY OF GENERAL STATIONERY, GRAPHIC DESIGN AND PRINTING SERVICES

Dundee Precious Metals Tsumeb (Pty) Ltd invites registered, competent and experienced **individuals or companies in Tsumeb area only** to express their interest for the Supply of General Office Stationery, Graphic Design and Printing work for DPM Tsumeb smelter operations.

Tsumeb based individuals or companies are requested to provide their profiles detailing their capabilities to supply stationery, graphic design and printing services.

Closing date for submission: Friday, 31 May 2024 at 16h00

Submissions should include supporting documentation such as income tax registration, company registration documents, social security registration etc. and be emailed to: <a href="mailto:Tendersnam@dundeeprecious.com">Tendersnam@dundeeprecious.com</a>

No other method of submission will be accepted.

Dundee Precious Metals Tsumeb employs an equal opportunity policy. Calls for Expression of Interests or any other procurement requests will be awarded through a competitive bidding process which is transparent and open to all.







with adventure, lifestyle, feel good stories and more.



### Market Sounding for Southern Corridor Green Valorisation and Central Valley Common User Infrastructure Development



Would you like to participate? Simply scan the QR code or visit <a href="https://www.gh2namibia.com">www.gh2namibia.com</a> to complete the form, and you'll receive comprehensive documents outlining our perspectives on the opportunity.



Scan to register

### Overview.

The Namibian Government, through the Ministry of Mines and Energy, and in collaboration with the Namibia Green Hydrogen Programme (NGHP) is embarking on an exciting phase of development that could unlock numerous opportunities for green industrialisation. As part of this endeavour, interested developers are invited to participate in a market sounding exercise, which will inform a launch for requests for proposals. The primary objective of this market sounding is twofold: to facilitate the development of crucial green hydrogen projects and infrastructure necessary for realising the goals of green industrialisation, and to gather preliminary perspectives, comments, and feedback on the proposed approach to advance the green industrialisation agenda.

### Southern Corridor Green Valorisation

This initiative focuses on the development of green energy valorisation projects within the Southern Corridor, as part of the Southern Corridor Development Initiative (SCDI). This initiative, integrated within the Economic Advancement Pillar of the Harambee Prosperity Plan II, aims to harness the potential of green hydrogen production and industrialisation for the benefit of Namibia. The SCDI comprises a strategic portfolio of projects and infrastructure in the Southern Region, designed to maximise the opportunities presented by green hydrogen. A key area of focus is in developing an industrial complex centred about the port of Lüderitz to connect Namibids' Green manufacturing with SADC and global markets. By fostering collaboration and innovation, the initiative seeks to drive economic growth and sustainable development in the region.

### Central Valley Common User Infrastructure (CUI) Development

This initiative seeks to explore the feasibility of developing Common User Infrastructure (CUI) in the Central Valley. The Central Valley has emerged as a key focal point for infrastructure investment, particularly in the establishment of a synthetic fuel hub. With multiple pilot projects already underway and private developers initiating ventures related to green hydrogen, the Central Valley is poised to become a thriving hub for green industrialisation. The primary focus of this initiative lies in developing various projects within high-capacity factor wind resource zones, including development of CUI for connecting existing and new projects, generation assets for renewable energy production, synthetic fuels production facilities (e.g., e-kerosene, methanol) and manufacturing facilities for essential components such as electrolysers, solar panels, wind turbines, and flat glass.

Virtual Sessions will be held on the dates and times noted below. Links will be shared with all registered participants.

Southern Corridor Green Valorisation Market Sounding Virtual Session.

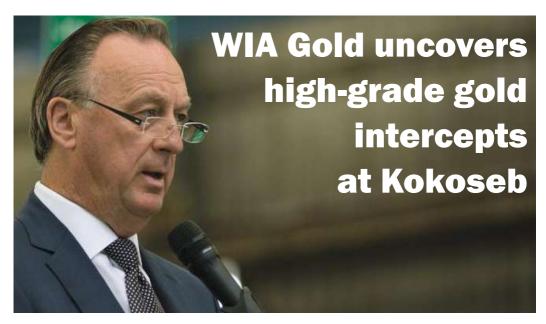
Date: 30th May 2024 Time: 10:00 - 12:00 CAT Platform: Online Central Valley CUI Development Market Sounding Virtual Session. Date: 29th May 2024

Time: 09:00 - 12:00 CAT Platform: Online









IA Gold Limited has announced significant advancements at its Kokoseb Gold Deposit in Namibia, revealing high-grade gold intercepts and new geological insights.

Recent drilling results include 43.1 metres at 1.34 g/t Au, 22.9 metres at 1.89 g/t Au, and 13.2 metres at 1.88 g/t Au, suggesting the mineralisation remains open at depth.

WIA Executive Chairman Josef El-Raghy said a revised geological interpretation indicates two major zones run sub-parallel, promising further resources.

"Kokoseb continues to deliver further significant drilling results as we target a range of strike and depth extension opportunities across the main zones," he said.

The company's latest drilling efforts include assay results from nine RC drill holes, three diamond drill holes, and six diamond tails.

El-Raghy said these 18 drill holes, which total 5,529 metres of drilling, are all



### HOW THE LAW PROTECTS YOUR MONEY FROM THEFT BY A LEGAL PRACTITIONER

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If your claim is proven true, the Legal Practitioners Fidelity Fund will reimburse you for your loss.

Find out when and how to report your allegation at www.fidelityfundnam.com



www.fidelityfundnam.com

situated within the resource area but were not included in the recent Mineral Resource Estimate (MRE) update.

"Our current drilling focus is also directed towards increasing classification levels of the existing MRE via further systematic drilling of the shallower mineralisation across these zones. With three rigs in operation at Kokoseb, we look forward to a steady pipeline of drilling results over



### **DBMNE0505 - DEDICATED INTERNET LINK**

#### DESCRIPTION:

Debmarine Namibia is seeking an experienced Service Provider to provide an internet link of 1024 Mbps.

#### REQUIREMENTS:

- 1. 1024 Mbps dedicated internet link
- 2. Complete installation of service
- 3. Service Level Agreement (SLA) with guaranteed uptime of above 99.9%

The following criteria will be an added advantage

- 1. Access to monitoring tools to be able to view dashboards
- 2. Monthly Reports

### DOCUMENTS TO BE SUBMITTED:

- Comprehensive business profile including organogram
   Rental agreement requirement
- All relevant fees, including rental period.
- All relevant fees, including rental period
   At least three (3) reference letters relevant to the service required

CLOSING DATE: 24 May 2024 at 12H00, by electronic submission.

Registered businesses interested in providing such services are requested to submit the business profiles with all relevant documents, and fees with reference number DBMNE0505 DEDICATED INTERNET LINK

### SUBMISSION OF ELECTRONIC COMPANY PROFILES:

Email Address: Tenders@debmarine.com Subject line: DBMNE0505 DEDICATED INTERNET LINK

### ENOUIRIES:

The Procurement Officer

Tel: +264 61 297 8481

Email: TenderEnquiries@debmarine.com Subject line: DBMNE0505 DEDICATED INTERNET LINK

Subject line: DBMNE0505 DEDICATED INTERNET LINK

### DISCLAIMER:

Debmarine Namibia shall not be responsible for any costs incurred in the preparation and submission of a response to this Expression of Interest and furthermore reserves the right not to extend this Expression of Interest into any future tenders, negotiations, and/or engagements

Debmarine Namibia will not accept submissions rendered after the closing date and time.



the remainder of 2024," he said.

Drilling at Kokoseb has been ongoing throughout 2024, with three rigs (two RC and one diamond) dedicated to expanding the quantity and quality of gold ounces.

Additionally, "drill hole KDD025, located 50 meters south of a previous high-grade site, confirmed continuous gold mineralization with intercepts including 6.9 meters at 2.30 g/t Au and 7.0 metres at 5.35 g/t Au."

Drill hole KRC194 revealed two significant zones, one with 9 metres at 1.69 g/t Au and another with 18 metres at 1.58 g/t Au.

The Chairman noted that these correspond to the Western ZoneE and the Gap Zone mineralization, which now appear to run sub-parallel rather than merging.

This revised geological interpretation is expected to positively impact further MRE growth locally. - mining and energy. com.na



BR/EF 06:40
Mon-Fri

## Letshego Namibia's social bond to boost local financial access

etshego Holdings Namibia says proceeds from its recently listed N\$260 million social bond on the Namibian Stock Exchange (NSX) will support the bank's strategy to increase access, reach, and affordability of productive financial solutions for more Namibians.

According to the bank, this includes support for underserved individuals, micro and small entrepreneurs, and small business owners, with inclusive products like affordable housing, healthcare, and education.

"A social bond listing evidences our commercial purpose to improve lives while leveraging the opportunity to access a rapidly increasing pool of social financing globally. Social bonds not only introduce Letshego Namibia to an expanded pool of social investors, but also deepen stakeholder confidence in our credentials, given industry and listing regulations require independent evaluations and approvals of our Social Financing Framework prior to listing," said Letshego Namibia's Country Chief Executive, Dr. Ester Kali.

Although several regional Letshego subsidiaries already access local capital via bond listings, Letshego Namibia is the first subsidiary to list a social bond, tapping into





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t) (f) @thebrieflive www.thebrief.com.na Africa's growing social financing opportunities.

"Achieving a tangible social and sustainable impact from our pan-African inclusive financing products and solutions has been intrinsic to Letshego's 25-year legacy in Africa, having first opened our doors in Gaborone, Botswana, in 1998. Sustainability and ESG remain integral components across our geographies and business divisions, and core to our inclusive culture and how we do business. Namibia's social bond leads the way for other subsidiaries to access the growing pool of social capital and financing vehicles, for the benefit of our strategy, and ultimately our customers, partners, and communities," Letshego Africa Holding's Group Chief Executive, Aupa Monyatsi, said.

Philip Chapman, Chief Executive Officer for RMB

### Congratulations

ReconNamibia wishes to congratulate Paulus Mahupe Hamutenya on being awarded the Best Second Year student in the Bachelor of Applied Mathematics and Statistics for the 2023 academic year.

This award was conveyed to Hamutenya during the 2024 Namibia University of Science and Technology Annual Academic Awards.

Hamutenya is one of 10 beneficiaries of ReconNamibia's Science; Technology; Engineering; Arts and Mathematics (STEAM) scholarship programme for students from the Kavango East and Kavango West regions. Currently in his third year, Hamutenya has shown continued commitment and dedication towards his studies from the beginning of his course.

The scholarship programme forms part of ReconAfrica's Community Outreach Programme, to which the company has committed N\$112 million, as part of the Environmental, Social and Governance approach to business We are extremely proud of this achievement and wish Hamutenya continued success in his academic journey and beyond.







which Namibia. acted Letshego Namibia's arranger, dealer, NSX debt sponsor, sustainability advisor, and coordinator, said, "Private sector players are increasingly coming to the fore in solving development challenges. Noting Namibia's socioeconomic challenges, RMB used its wealth of expertise in Sustainable Finance to structure a robust Social Financing Framework (SFF) to ensure the utmost social impact in the deal. We navigated the various complexities coupled with our debt capital markets capabilities to introduce Letshego Namibia's firstto-market social bond."

Letshego Namibia is a subsidiary of the proudly African multinational organization, Letshego Africa Holdings Limited, listed in Namibia and focused on delivering inclusive finance solutions to the low and middle-income segments, as well as micro-small enterprises (MSMEs).

Since its IPO in 2017, the Namibian subsidiary has invested in and leveraged the local capital market with various medium-term note programs, diversifying its funding sources and benefiting from local currency funding.

### EAN PUBLIC DISCUSSION

Optimizing Economic Returns: The Role of Critical Minerals





























### Old Mutual Foundation allocates N\$800K to OM SEED 2024 in northern regions

The Old Mutual Foundation plans to invest N\$800,000 to support grassroots entrepreneurs in Ohangwena, Zambezi, Oshikoto, and Kavango West regions.

This will be achieved through the third edition of the Foundation's initiative called the Old Mutual Sustainable, Economic, and Empowerment Drive (OM SEED) programme.

The investment comprises N\$400,000 allocated for operational expenses, with an equal amount earmarked for distribution among the top three winners.



Following successful initiatives in Erongo, Kavango East and Hardap regions in 2022 and 2023, the Foundation extends its reach to Ohangwena, Zambezi, Oshikoto, and Kavango West regions this year.

The selection these four regions is strategic, aiming to promote entrepreneurship, generate local value contribute to and the achievement the United of Nations' Sustainable

Development Goals (SDGs). Mutual Namibia Old Executive of Marketing, Public Affairs and Sustainability Mignon du Preez welcomed OM SEED Partners such as Financial Literacy Initiative (FLI). United Nations Development **Programme** (UNDP) and Basecamp onboard. stating with collaboration, they be sowing the seeds of opportunity, resilience and hope.

"Application forms will be available at Old Mutual branches in the participating towns, as well as on the Old Mutual Namibia website. We eagerly anticipate witnessing how our grassroots entrepreneurs contribute to addressing the SDGs, particularly with less than seven years remaining until our expected achievement of these goals," she said.

Patricia Olivier, MD of Corporate Segment and Chairperson of Old Mutual Foundation underscored the importance of fostering entrepreneurship in shaping Namibia's future.

"Initiatives like OM SEED empower grassroots entrepreneurs, fostering inclusive and sustainable businesses that drive economic growth, create job opportunities, and facilitate community advancement. Together, we cultivate an

SDGs). entrepreneurial ecosystem aligned with the United Nations' amibia Sustainable Development Goals, paving the path for a Group prosperous Namibia," she said.

Olivier emphasised that "as part of the selection process, a team from the Old Mutual Foundation will conduct visits to the businesses of the ten shortlisted entrepreneurs per town later this year. Through thorough evaluation and assessment, the top three candidates in each region will be identified as winners, receiving financial support and incubation assistance."

In each of the four 2024 towns, three winners will be

### INVITATION FOR BIDS



The Namibian Agronomic Board (NAB) hereby invites competent Namibian registered companies to submit proposals as outlined below:

NO.	Description	Procurement Reference No	Document Fee	Closing date and Time
1	Procurement of five (5) motor vehicles for the NAB	G/ONB/NAB- 001/2024/2025	N\$300	30 May 2024 at 10H00 AM
2	Consultancy services to undertake an assessment of the financial sustainability of the Namibian Agronomic Board (NAB)	SC/RP/NAB- 002/2024/25	N\$300	30 May 2024 at 10H00 AM

Interested eligible bidders may send their proof of payment and request for bidding documents via the email below. Kindly use the bid no as a reference (e.g. NAB-001 or NAB-002).

The document fee should be paid into the bank account provided below:

Bank: Standard Bank Namibia Limited

Account Name: NAMIBIAN AGRONOMIC BOARD

Account Number: 041525361

Account Type: Business Current Account

Branch: Ausspanplatz Branch Branch Code: 082672 Swift Code: SBNMNANX Currency: Namibian Dollar Universal Branch Code: 087373

Submissions must be hand-delivered/ couriered to; NAB Head Office, NO. 30 David Meroro Road, Agricultural Board's Building, Windhoek, Namibia. The documents must be deposited into the bid box placed at the NAB reception. No emailed or faxed documents will be accepted.

### Requests and enquiries:

Mr. Severin Shilongo Tel: 061 379 500 Email: PMU@nab.com.na Procurement Management Unit





### **PUBLIC INVITATION**

### PUBLIC PRESENTATION OF THE 2024/2025 END-USER TARIFF APPLICATIONS BY THE DIFFERENT LICENSEES

The Electricity Control Board (ECB) is hereby inviting interested members of the public to attend the public presentation by NORED, CENORED, Erongo RED, Oshakati Premier Electric, Keetmanshoop Municipality and City of Windhoek on their respective 2024/2025 applications.

Interested members of the public will have the opportunity to engage the distribution licensees to clarify and explain their tariff applications to their customers.

The public presentations are to enhance electricity end-consumers' involvement in the determination of end-consumer tariff.

Herewith the schedule of the public presentations:

Date	Licensee	Town	Venue	Starting Time
21 May	NORED	Katima Mulilo	UNAM Katima Mulilo Campus Auditorium	09:00 - 11:00
23 May	NORED	Rundu	Rundu Trade Fair Centre Hall	09:00 - 11:00
24 May	OPE	Oshakati	Oshakati Town Council Auditorium	09:00 - 11:00
27 May	NORED	Ondangwa	Ondangwa Airport Hotel	09:00 - 11:00
28 May	NORED	Opuwo	P Wake Conference Centre	09:00 - 11:00
29 May	CENORED	Otjiwarongo	C' est Si Bon Hall	09:00 - 11:00
30 May	Erongo RED	Swakopmund	Strand Hotel	09:00 - 11:00
04 June	Keetmanshoop Municipality	Keetmanshoop	Westdene Moth Hall	09:00 - 11:00
06 June	City of Windhoek	Windhoek	NamPower Convention Centre	09:00 - 11:00

We look forward to welcoming you at the different presentations.

info@ecb.org.na | www.ecb.org.na



P.O. Box 2923 Windhoek Namibia

ECB House, 35 Dr. Theo-Ben Gurirab Street | Business Hours: Weekdays from 07:30 - 16:30

selected, with the first prize amounting to N\$50,000, the second prize valued at N\$30,000, and the third prize at N\$20,000.

She added that these grants will serve as catalysts. empowering the winners to scale their businesses. generate more employment opportunities, and make significant contributions to Namibia's economic growth and development.

OldThe Mutual Foundation invites all aspiring entrepreneurs in Tsumeb, Nkurenkuru, Eenhana, Katima Mulilo, and surrounding areas to seize this remarkable opportunity and submit their applications.

By harnessing the power of entrepreneurship and sustainable business practices, we can collectively work towards a brighter future for all Namibians.

### SUBSCRIBE TODAY!

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### MultiChoice is here to stay!

### A business at the forefront of video entertainment

We have entered a new era of how television content is created, delivered, and even defined. The digitalization of papers, the evolution of streaming media, an explosion of mass content creation, and on-demand access to various content are among the factors driving this transformation.

The TV landscape has changed dramatically over the last decade. From PVR to streaming services, the way we watch TV has significantly changed. As new technologies emerge, they often disrupt existing modalities.

#### Television's Future

In light of all these new trends and changes, Multichoice Namibia is positioning the business for the future by providing integrated customer value propositions that personalise the customer experience, to develop strong customer loyalty, off the back of a robust content offering on its DStv, GOtv and Showmax brands.

Building on its track record of investing in technology to be ahead of the curve and to accommodate shifts in consumer video consumption trends to support future growth, the group continued to transition strategically with an increased investment in Showmax, ahead of an exciting re-launch earlier this year.

We remain focused on developing our leading entertainment platform that caters for consumer needs across Africa, on leveraging our footprint to build a differentiated ecosystem and on developing additional revenue streams.

#### The New Showmax is Revolutionising Streaming

Earlier this year, MultiChoice, Comcast's NBCUniversal and Sky announced the launch of the new Showmax featuring a refreshed brand and a massive content line-up, all delivered on a powerful new streaming platform.

At the heart of the new offering is the world's first standalone Premier League plan for mobile, with all 380 games offered live on Showmax Premier League.

There are currently just over 450 million smartphones in the hands of individuals across Africa \_ and more than 250 million avid football lovers on the continent. Showmax Premier League is a game-changing product that gives individuals a ticket to the football they love, wherever they are, on the device they always have with them, at a price that's impossible not to love.

Alongside the Premier League, the new Showmax also opens the door to a thrilling entertainment universe spanning a wide range of stars and stories across multiple genres, with no fewer than 21 new Showmax Originals. There will be more than 1 300 hours of Showmax Originals produced in the coming year, representing a significant 150% increase in production output compared to the year before.

Unlike our competitors, Showmax's content



offering is boosted by its focus on the African market and strengthened by the vast creative and commercial presence already established by MultiChoice.

As the first streaming service in Africa to make mobile downloads possible for offline viewing and the first to launch a mobile-only plan, showmax has now delivered incredibly competitive new price points, with a growing network of payment options available to customers.

### Digital Innovation and the Entertainment Experience

MultiChoice is leading the digital transformation in entertainment, not only with the reimagined Showmax streaming platform but across all its platforms.

Over recent months, MultiChoice Namibia expanded its online offering by introducing GOtv Stream to GOtv customers across Namibia and introduced DStv Stream – a groundbreaking service that allows new customers to access DStv content seamlessly without the need for a satellite dish, bringing content directly to their TVs or mobile devices.

These digital advancements are grounded in our continued commitment to offer more than just content; we offer value for money through seamless digital interfaces that are even more accessible, effortless to use, and affordable. Our sole intent remained intact – enrich our customers viewing experiences.

Our digital transformation journey is about more than just technological advancements; it's about creating a cohesive, user-centric ecosystem across DSty, GOty, and our add-to-bill products such as Showmax. Our approach to resolving common issues like the E-16 error, streamlining app functionalities, whilst future-proofing our technology demonstrating our dedication to enhancing customer experience and delivering value at every touchpoint.

Telling the Namibian Story: Impact through Hyperlocal Focus Multichoice has long embraced the power of telling authentically African stories that enrich the lives of African audiences, celebrating the diversity of the continent and its multifaced culture

The company has built business models around this commitment, not just supporting African storytelling in principle, but practically, by growing the African film and TV production sector, as well as its content industry.

In 2022, MultiChoice Namibia embarked on an ambitious journey to provide uniquely local and inspiring Namibian content and empower Namibian creatives with the necessary skills to grow the creative industry. The undertaking with the local broadcaster nbc produced 13 unique locally produced Namibian films, which featured on DStv, GOtv and Showmax under the banner Namibia to the World' and received overwhelmingly positive responses from Namibian and African audiences across the board.

Now MCN has officially launched the second phase of its local content initiative, Ombura, making it the largest commercial investment in the local TV and film industry – this year producing 6 feature films, I documentary and 1 lifestyle series – each showcasing a unique and authentic perspective of Namibia, its culture, its people, and way of life.

To build the capacity to provide the hyperlocal programming, MultiChoice established the MultiChoice Talent Factory (MTF) in 2014. MTF is a continent-wide training initiative dedicated to training the next generation of African filmmakers and storytellers. Since its establishment,13 Namibians have graduated as young filmmakers who are now taking Namibian stories to the world – with two more Namibian students expected to graduate at the end of 2024.

This industry integration has twin benefits of providing the creative sector with a healthy pipelline of talented young people, while also giving MTF graduates relevant experience. Seven MTF graduates have worked on the MCN local content project, helping create unique Namibian films, documentaries and series.

### The Future of Television is Still Bright

MultiChoice has a compelling growth strategy in place, which is partly driven by the opportunity to capture sustainable long-term growth through our targeted investment in streaming and the need to absorb increased external economic pressure on the business and its consumers in the short-term.

So, while the media landscape is undoubtedly changing, MultiChoice maintains its significance through its unique offering. It's not just surviving; it's thriving by adapting and continuing to play a crucial role in our daily lives. The business has embraced the evolution of television, recognising the enduring value of linear TV alongside the rise of online streaming, digital transformation, local content and placing our customers at the centre of everything we do.



## Unified framework for oil and gas, critical metals sectors proposed

mpowerment Consulting Services Managing Partner Zenzi Awases says there is a need to establish a unified framework to govern the country's oil and gas as well as critical metals sectors.

The proposal comes amid ongoing discussions regarding regulatory efficiency and sustainability in these industries.

Awases emphasised the need for a cohesive approach to managing the oil, gas and critical metals sectors, citing concerns over fragmented regulation and oversight.

According to Awases, the absence of a unified framework hampers efforts to address the complex interdependencies within these industries.

"Each sector currently operates under its own set of regulations, leading to inconsistencies and inefficiencies. To optimise sector potential and ensure sustainable development, a single framework that encompasses all aspects of exploration, extraction, and production is essential." noted Awases.

She highlighted the importance of holistic governance and issues such as environmental impact and community engagement as interconnected challenges requiring comprehensive solutions.

Awases called for collaborative efforts among industry stakeholders, government entities, and civil society organisations to develop inclusive policies and standards.

The proposal aligns with global initiatives aimed at promoting responsible resource management and mitigating environmental risks associated with extractive industries.

Awases believes that a unified framework could enhance transparency and accountability, fostering greater trust among stakeholders.

University of Namibia lecturer Gurvy Kavei

stressed the of strategic planning for the exploitation of critical minerals.

Kavei emphasised the need economic development and social progress.

profits into initiatives such fund and increasing equity participation progressively.

Kavei also called with for partnerships educational institutions to build local capacity and advocated for policies that prioritise self-actualisation value and addition. particularly in infrastructure development.

Development Bank Namibia of CEO and Economist, John Stetler, emphasized Namibia's favourable regulatory environment, particularly in the mineral sector, stating, "Namibia has always been highly rated when it comes to governance, protection of property rights, and policies."

He cautioned against overregulation, emphasising the importance maintaining a pragmatic approach towards economic development.

Stetler highlighted Namibia's status as a mixed economy, allowing flexibility in decision-making, warned against stifling

importance investment with excessive regulation.

Regarding the mineral sector's performance, Stetler noted, "Namibia was attracting investment in minerals," attributing this success to the country's strong regulatory framework.

He called for a deeper examination of how investments for clear strategies to ensure benefited Namibia and emphasised the country's small, open economy status.

Stetler advocated for embracing openness and strategic He suggested reinvesting positioning within regional value chains.

He reaffirmed confidence in Namibia's economic policies, as building an endowment citing the influx of mining investments as evidence.

> The economist emphasised the need to align policies with the Constitution's principles of embracing openness to foster economic growth.





# Wash or Hush: What happens if you fall short on your sustainability targets?

By Ama Owusu-Agyemang

Sustainability strategies are the talk of the town. They guide us towards a future that ensures operational efficiencies and longevity for responsible business. Most look pretty on paper but fall short in action with shallow metrics for the measurement of intangibles. For some, the idea of sustainability remains intangible in value, but one cannot deny its polish on brand perception.

Under the pressure publishing organizations sustainability reports, risk treading the very fine line between greenwashing, defined as overexaggerating results, and greenhushing which reflects underreporting and, in some cases, the concealing of sustainability efforts or results. In most cases, both can be a result of a lack of direction in navigating sustainability targets, and both risk negative brand impact and stakeholder confidence.

Greenhushing can be tempting when an organization either misses on the delivery of a sustainability target, doesn't do enough towards said target, or doesn't know how to communicate its sustainability efforts.

An alternative to resorting to greenhushing or greenwashing is choosing to do what you can with what you have.

- Start where you can and keep your goals realistic and measurable.
- Avoid grand targets that may not have the internal capacity to be championed.
- Create smart partnerships that not only support your target(s) but also reduce the strain on internal teams who may not be equipped to fully absorb the weight.

A great example of doing what you can with what you have is South Africa's Castle Lager and its incredible "Bread of the Nation" initiative. The brand has repurposed the by-products of its beer brewing process, to produce 30,000 loaves of bread for communities in need. From an ESG lens the initiative forms part of its environmental sustainability strategy, while also solving for its social commitments towards food insecurity in South Africa.

The brand (i) milled flour from its own byproducts, including over 200,000 tonnes of spent grain that would typically be discarded, (ii) partnered with a local bakery to produce the bread, and (iii) enlisted the help of a local NGO with feeding schemes around the country, to deliver free loaves to South Africa's most vulnerable.

Castle Lager has big goals of sustainability, including the reduction of carbon emissions

## Start where you can and keep your goals realistic and measurable.

and the minimalization of operational impact on the environment. But they have started doing what they can with what they have. They have held hands with those of a similar vision and have created value for those in need.

At Advantage A d v e r t i s i n g , communicating the sustainability efforts of clients is important to us. We shift CSI and ESG from a marketing strategy to a revenue strategy and amplify the good business that corporates want to do in Namibia.

Consequently, we have created a dedicated department called The Alliance which focuses specifically on developing data-driven impact solutions for our clients. With a foundational principle of Shared

Value. The Alliance guides corporates the path away from profit vs purpose and towards profit & purpose. Housing a researcher and strategist, The Alliance is equipped to amplify the CSR and ESG efforts of businesses looking to go beyond business as usual.

True to its name, The Alliance is about working together for desired impact to help you do what you can with what you have, without resorting to greenhushing or greenwashing. We would love... and we would love to collaborate with you. Please get in touch on info@advantage.com.na

\* Ama Owusu-Agyemang is Head of Strategy & Shared Value at Advantage Advertising & Communications





### Listing of Coca-Cola bottling business, including Namibia back on track

oca-Cola is gearing up for a potential initial public offering of its African bottling business including Namibia as soon as next year, after previously putting the plans on hold, people with knowledge of the matter said.

The drinks company is considering a dual listing for Coca-Cola Beverages Africa in Johannesburg and Amsterdam, according to the people. It may seek a valuation of more than \$8 billion (N\$150 billion) for the business, the people said, asking not to be identified because the information is private.

Coca-Cola owns 66.5% of the bottling unit while the remaining 33.5% is owned by Gutsche Family Investments. Deliberations are at an early stage and details of the offering could change, the people said.

A spokesperson for Coca-Cola declined to comment beyond an earlier statement that the company "remains committed to successfully listing Coca-Cola Beverages Africa as a public company via an initial public offering once market conditions become more favourable". A representative for Gutsche Family Investments referred queries to Coca-Cola.

Coca-Cola first announced in 2021 its intention to sell a portion of its shareholding in the unit via an IPO, but the plan was put on ice the following year.

Coca-Cola Beverages Africa is the eighth largest Coca-Cola bottling partner worldwide by revenue and the biggest on the continent, accounting for about 40% of all Coca-Cola volumes sold in Africa.

The unit now operates in about 15 African countries, employing more than 18 000 people, according to its website.

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