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THE BRIEF

News Worth Knowing



**Livestock production faces annual losses of
N\$2.1bn to N\$4.2bn due to land degradation**

MONDAY 27 JANUARY 2025

MAIN STORY



Livestock production faces annual losses of N\$2.1bn to N\$4.2bn due to land degradation

The Ministry of Agriculture, Water and Land Reform says land degradation and bush encroachment cost Namibia's livestock sector between N\$2.1 billion and N\$4.2 billion annually.

According to a recent document, approximately 45 million hectares of rangeland are affected, with bush encroachment reducing agricultural productivity and impacting groundwater recharge.

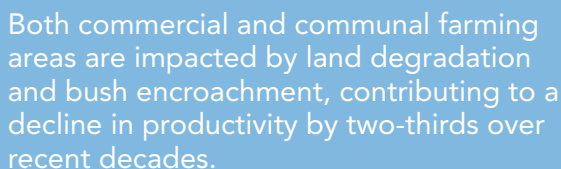
“Both commercial and communal farming areas are impacted by land degradation and bush encroachment, contributing to a decline in productivity by two-thirds over recent decades. This represents annual

losses estimated at between N\$2.1 billion and N\$4.2 billion in livestock production,” the Ministry said.

This comes as the decline in productivity

Crucial Dates

- Bank of Namibia Monetary Policy announcement date:
 - * 12 February 2025
 - * 16 April 2025
 - * 18 June 2025
 - * 13 August 2025
 - * 15 October 2025
 - * 3 December 2025



Both commercial and communal farming areas are impacted by land degradation and bush encroachment, contributing to a decline in productivity by two-thirds over recent decades.

has affected livestock production, which historically contributed 70% of Namibia's agricultural output.

However, this figure has dropped to an estimated 60% over the past five years, partly due to environmental challenges and declining stock numbers.

"Namibia has an average livestock stocking rate of 25kg per hectare, but much higher rates in regions like Omusati, Oshana and Ohangwena result in land degradation," the Ministry emphasised.

Namibia's Strategy for the Transformation of the Agri-Food Sector 2025/26–2030/31 prioritises the implementation of regenerative rangeland management and sustainable livestock practices.

Key measures include grazing plans that allow adequate recovery periods for forage plants and the development of forage flow plans.

"Sustainable stocking rates can be achieved by implementing grazing plans that allow for adequate recovery periods of forage plants between grazing cycles," the Ministry said.

In addition, the strategy focuses on improving market access for farmers in Northern Communal Areas (NCAs).

The Veterinary Cordon Fence (VCF) currently restricts livestock movement and marketing, limiting production to

subsistence farming in those areas.

"Developing markets for meat produced north of the VCF will serve as an incentive to produce more and higher-quality meat on a more commercial basis," the Ministry said.

Furthermore, animal health remains a significant challenge, especially in the NCAs, where diseases such as Foot and Mouth Disease (FMD) and Contagious Bovine Pleuropneumonia (CBPP) persist.

Proposals include fencing the Angolan border, introducing zoning, and enhancing vaccination and surveillance programs.

"The biggest challenge in the NCAs is to improve animal health, especially in terms of combating Foot and Mouth Disease and Contagious Bovine Pleuropneumonia," the Ministry said.

The Ministry also stressed the importance of promoting indigenous livestock breeds that are better suited to Namibia's increasingly arid conditions.

The beef industry primarily supplies live animals to South African feedlots, which prefer non-indigenous breeds, posing a risk to drought-tolerant local breeds.

"Farmers will need to adjust by rearing adaptive, smaller-framed indigenous breeds as the production environment becomes more arid and unpredictable," the Ministry said.



Year in Review



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Outlook 2025





Namibia ranks third in Africa for education, leads in GDP spending

Namibia has been recognised as a leader in education on the continent, ranking third in Africa according to the Mo Ibrahim Foundation's Financing Africa report. The country also achieved the top global position for education expenditure as a percentage of gross domestic product (GDP).

The report highlighted the challenges African nations face in meeting education spending targets, particularly in light of

the COVID-19 pandemic. "Admittedly, even before the COVID-19 pandemic, few African countries were meeting spending targets: whether in terms of the size of the economy (4% of GDP), of the budget (15% of total spending), or of spending per capita," the report stated.

Between 2017 and 2019, only 12 of the 52 countries with available data achieved at least one of the Incheon Declaration spending targets, according to UNICEF.

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Additionally, education spending per capita on the continent fell by 8% in 2020 during the pandemic and has yet to recover.

Tunisia topped the education rankings, followed by Ghana, Namibia, Mauritius and Togo. South Africa, often viewed as an education hub in the region, came in eighth, while Zimbabwe, known for its education legacy, failed to secure a spot in the top 10.

Despite its achievements in education, Namibia has been flagged for poor performance in implementing the African Union’s (AU) Agenda 2063. The country has achieved only 28% of the goals set under the initiative, according to the first assessment report by the New Partnership for Africa’s Development (NEPAD) presented at the

February 2024 AU Summit.

Namibia is among 11 nations with an implementation rate of 30% or less, alongside Botswana (29%) and Zambia (27%). These countries collectively represent 9.4% of Africa’s population. On the other hand, Rwanda leads the continent with a 64% implementation rate, followed by Ethiopia and Senegal, both at 63%.

The report noted that only five countries—Rwanda, Ethiopia, Senegal, Zimbabwe and Togo—achieved implementation rates of 60% or higher for the first decade of Agenda 2063.

Namibia’s struggles reflect broader continental challenges in meeting Agenda 2063’s Goal 4: Transformed Economies and Job Creation, which saw a dismal implementation rate of just 17%.

“This is critical, considering the key areas of this goal measure focus points for the continent’s economic progress: sustainable and inclusive economic growth; manufacturing, industrialisation, and value addition driven by Science, Technology and Innovation (STI); economic diversification and resilience; as well as hospitality/tourism,” the report noted.

Namibia’s dual status as a leader in education spending and a laggard in broader development goals underscores the complexities of achieving balanced progress on the continent.



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CAPITAL GROWTH ASSET MANAGEMENT



Green scheme projects set for expanded production in 2025

The Ministry of Agriculture, Water and Land Reform (MAWLR) has announced plans to boost production across Namibia's Green Scheme Projects in 2025, with significant progress already underway at several sites.

Speaking at MAWLR's third-quarter Management Review Workshop, Minister Calle Schlettwein highlighted recent successes and outlined future goals.

"At Etunda, 210 hectares of wheat were harvested at a yield of four tonnes per hectare during the winter, and 210 hectares of maize have been planted in January 2025, with an additional 240 hectares scheduled for February," Schlettwein said.

Sikondo Green Scheme achieved an impressive yield of six tonnes per hectare, harvesting 120 hectares of wheat in October 2024. Plans are in place to plant 300 hectares this summer. At Uvhungu Vhundu, 147 hectares of maize have been planted alongside smaller quantities of butternut and green peppers. Meanwhile, Shadikongoro is preparing to cultivate 300 hectares of maize.

However, water shortages at the Hardap Scheme have constrained planting efforts, limiting Lucerne cultivation to just 10 hectares out of a potential 80.

"Most, if not all, of these Green Scheme Projects were dormant for three years prior

to MAWLR taking over in 2012. As a result, much of the equipment and infrastructure had become obsolete, requiring substantial recapitalisation to restart production,” Schlettwein said.

The Ministry has also made strides in land reform. During the third quarter of 2024, agreements were reached to acquire two farms in the Omaheke and Hardap regions, totalling 11,192 hectares, for the resettlement of landless Namibians from previously disadvantaged communities.

Six beneficiaries—one each from the

Omaheke, Hardap, Kunene, Kavango East, Otjozondjupa and Ohangwena regions—have been resettled on designated farms, including Kouwater Farm in Hardap, Ombindi Karambi Farm in Kunene, and Omkeer Farm in Otjozondjupa.

Schlettwein detailed additional progress: “A total of 5,870 customary land rights were registered across the country, 33 leasehold rights were issued and 64 illegal fences were removed.”

The Ministry also monitored compliance for 416 lease agreements to ensure adherence to land use and management standards.

To enhance its operations, the Ministry has advertised 237 vacancies, filling 69 positions by September 2024. The goal is to recruit 280 positions within the 2024/25 financial year to support key initiatives and improve service delivery. The Minister emphasised the importance of dedicated research facilities to address critical challenges in agriculture.

“We need the capacity to investigate all animal disease pathogens and develop vaccines. Similarly, we must strengthen plant health and phytosanitary services, develop improved seed varieties, enhance livestock breeding and advance land management research,” Schlettwein said.



The Namibia National Reinsurance Corporation Limited, has re-appointed its current board of directors for a second term effective 1 January 2025 to 31 December 2027. The board was appointed by the finance and public enterprises minister, Ipumbu Shiimi, in line with the Public Enterprise Governance Act No. 1 of 2019 (PEGA).



Daniel Kisting
Board Chairperson



Lelly Usiku
Board member and ARC Committee Chairperson



Dr Akutu Munyika
Board member and Investments Committee Chairperson



Christell Loots
Board Deputy Chairperson and Technical and Finance Committee Chairperson



Rauna Hanghuwo
Board Member

2025 – the Year of the Customer!

By Hilda Basson-Namundjebo

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outside on our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so” – Mahatma Gandhi

2025 will probably go down as the year where humans worked with humans supported by AI. A rather sobering thought, no matter the field of service we find ourselves in. A year which will require even more empathetic and proactive engagement with customers in order to yield the success that we hope our business will be renowned for.

Business presents a convergence point for people; employees serving customers who come to you to have a specific need met. Important to note that employees are people too and at times they can be customers as well. Banks, retailers and insurance companies come to mind and they can provide the perfect opportunity for the co-creation of business solutions.

I recently took a stroll down memory lane



“

2025 will probably go down as the year where humans worked with humans supported by AI.

in an attempt to understand how marketing has changed over the last 10 years. While the four P's remain largely entrenched, in the field of service marketing an additional two P's are relevant. These are the people who deliver the service and the process of service delivery. Therefore, my emphasis on employees and attitudinal excellence.

Employees deliver the brand experience and remain at the core of how well you perform especially, when you are in the service business. This by no means excludes businesses in product delivery, where quality standards rule supreme.

Due to the high nature of contact between customers and staff, design process thinking is important to ensure reliability and efficiency. Marketing requires an approach, rooted in systems thinking where one identifies all

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touchpoints until customer satisfaction is achieved and/or exceeded. So in the words of Steven Covey “being with the end in mind”. In a world fixated with fraud prevention and the obligatory “know your client” governance framework, imagine what were to happen if we became equally committed to “know your customer”? And then meet their needs and aspirations?

Service marketing is complex, because the heart of marketing is people. And people are complex with a penchant for instant gratification.

However, a customer is more than a target to enable you to meet budget, for they are human beings too. Fickle human beings with aspirations, dreams or problems to be realised or be solved. Phillip Kotler, the father of marketing states emphatically, “if you don’t care about human beings, you shouldn’t be in marketing because it is your job to address people’s pains, inspire their hopes and cause them to dream.”

It’s not often that we think about marketing in this way. Far too often we think more about the product we wish to introduce, so much so that we forget it is our role to understand customers and in some way be the conveyor belt to the rest of the organisation.

Understanding people requires great effort. As marketers, we started out with an understanding on consumers as a broad term. Then in time, we learnt to appreciate that segmentation matters. That in marketing there is nothing like the general public and upon attaining that understanding, marketing evolved to the point that we now seek further understanding of our customer to the point that we must understand what triggers their behaviour on an individual basis. Personalisation in service delivery is the crux.

So how well will you do that in 2025, and going forward? And more specifically, how will you deploy the opportunity AI presents?

Economist Richard Baldwin states “AI won’t take your job, but someone using AI, might”.

It starts with data – data that will inform you as to where you may meet your customers. Once you know where they are, you then embark on a customer journey where you will understand their moments of truth. What are moments of truth? Moments of truth refer to the “moments when a customer or user first contacts customer service”. This engagement is as per the adage that “first impressions count” and will generate feelings or opinions about a company, its service quality and how their performance is aligned with their experience.

When you communicate, whether verbal or non-verbal, how do you make your customer feel? This exerts enormous pressure on advertising and PR agencies because we must deepen our skill set beyond the ability to design an award winning advert or write world class copy. And while that remains important, it has never quite been as critical as now to be able to generate consumer insights and to deliver work that moves the needle. The benefit is that we still have the exclusive ability to be able to understand humans as humans, while AI requires human oversight.

I am convinced that the big winners will be the companies who are passionate about serving people and doing that well; companies who have embedded a human centric model into their organisational culture. Customers are people and so are employees – how we optimise that presents an ideal opportunity for a symbiotic and prosperous co-existence.

“Take care of your people and they will take care of your customers”, J W Marriott!

****Hilda is a seasoned broadcast journalist, entrepreneur and television host. Founder of the national brand and organisation Team Namibia, Hilda believes her purpose is to impact the world with kindness, one engagement at a time.***



Popular affordable hatchbacks in Namibia: A look at entry-level value

By Max Lodewyk

Namibians in search of affordable, practical, and reliable cars often find themselves turning to the hatchback segment. Compact, efficient, and decently specified, these cars cater to budget conscious buyers without sacrificing essential comforts.

In this article, we will explore some of Namibia's most popular entry level hatchbacks, highlighting their price, engine specs, fuel consumption, and standard features.

VW Polo Vivo

Price: Starting at N\$273,000

Engine: 1.4L, 55kW / 130Nm

Transmission: 5 speed manual

Fuel Consumption: 5.5l/100km (claimed)

Features:

The Polo Vivo (also known as “oka Polo” in northern Namibia) which recently got a facelift is a household name in Namibia, known for its reliable performance, affordable maintenance and excellent resale value. Entry-level models receive air conditioning, front electric windows, central locking, electronic stability control,

a tyre pressure monitoring system and a 9-inch user-friendly infotainment system. It's a solid all-rounder with a refined drive.

Toyota Starlet

Price: Starting at N\$258,000

Engine: 1.5L, 77kW / 130Nm

Transmission: 5 speed manual

Fuel Consumption: 5.4L/100km (claimed)

Features:

All models come standard with ABS, EBD, Brake Assist and Vehicle Stability Control. Driver and passenger airbags are also fitted as standard as well as a double-DIN audio system with CD/Bluetooth/USB/Aux functionality, playing through 6-speakers.

Suzuki Baleno

Price: Starting at N\$257,900

Engine: 1.5L, 77kW / 130 Nm

Transmission: 5 speed manual gearbox

Fuel Consumption: 5.4L/100km (claimed)

Features:

The Baleno is a feature packed hatchback fitted with cruise control, dual front airbags, a 7 inch infotainment, rear parking



sensors, electrically adjustable mirrors and remote central locking just to mention a few. For those who may not know, the Starlet is based on the Baleno, however the Baleno seems to offer more at a slightly lower price.

Suzuki Swift

Price: Starting at N\$215,600

Engine: 1.2L, 61kW / 113Nm

Transmission: 5 speed manual

Fuel Consumption: 4.9l/100km (claimed)

Features:

The Swift is a stylish, compact hatchback that is easy to drive. It offers a no-nonsense, practical interior with air conditioning, electric windows, and a modern infotainment system with USB and Bluetooth. Its light weight and fitted with 6 airbags as well as engine auto stop/start.

Hyundai Grand i10

Price: Starting at N\$185,000

Engine: 1.0L, 49kW / 94nm

Transmission: 5 speed manual

Fuel Consumption: 5.5l/100km (claimed)

Features:

The Hyundai i10 is a practical entry-level car. Standard features include driver and passenger airbags, air conditioning, central

locking, electric windows, a rear view camera and park assist. It also comes with an impressive warranty valid for 5 years / 150 000 km, giving first time buyers great peace of mind.

Kia Picanto

Price: Starting at N\$235,995

Engine: 1.0L, 49kW / 95Nm

Transmission: 5 speed manual

Fuel Consumption: 5.1L/100km (claimed)

Features:

The Kia Picanto is probably the smallest of this bunch and due to its size comes with low running costs. Standard features include air conditioning, electric windows, Bluetooth connectivity, and USB ports. Similar to the Grand i10, the Picanto also comes with a 5 year / 150 000 km warranty for peace of mind.

Essentially, each of these vehicles offer great value, but your choice should ultimately depend on your budget, lifestyle, driving habits, and after sales support. My advise is to test drive, compare warranties, and look beyond the price when deciding which of the above will suit you.

****Max Lodewyk is a motoring enthusiast.***

Youtube: maxlodewyk_na

Tiktok: maxlodewyk_na

Enhancing strategy implementation and organizational goals achievement in 2025

By Vera Njong

It is “Annual Strategy Season” again for most Organizations, with most reviewing their past performance and developing new strategies and initiatives to propel them towards their goals in the new financial year. However, the hidden enemy or propeller of organizational goals achievement – Business Processes, still remains unattended to in most organizational strategy sessions.

As we step into 2025, one of the most effective ways to ensure success in Strategy Implementation and Organizational Goals Achievement, is by paying closer attention to business processes and reviewing workflows to align with the annual organizational strategy. Business processes are the backbone of any organization, and are the key tools for successfully implementing organizational strategies and initiatives. They provide the framework within which resources are utilized, and work is executed to achieve strategic objectives. However, outdated or inefficient processes can become obstacles to achieving desired outcomes. By refining and aligning these processes with the organizational strategy, companies can:

- Improve operational efficiency
- Enhance resource allocation
- Streamline decision-making
- Increase agility and responsiveness to market changes

Too often, when we talk about business process improvements, the immediate assumption in most cases is; processes



Business processes are the backbone of any organization.

should be improved across the board and every single business process reviewed. Hence, it is seen as a tedious task which requires an external consultant and high costs, consequently it gets swept under the carpet in many organizations. Doing this across the board may be great, but isn't always necessary. However, it is critical to make sure the specific processes related to your strategic goals are reviewed every year to ensure alignment to the strategy and annual goals. This should be a critical activity in every annual strategic planning session.

For instance;

- An organizational goal to “increase sales”, should trigger a review of the key business processes which influence sales such as; Customer query/inquiry management process, Order placement process (Quotation request, and sales order processing), etc.
- An organizational goal to “increase client satisfaction” should trigger a review of business processes which have an impact on client satisfaction such as; customer complaints management process, after sales support process, etc
- An organizational goal to “increase internal efficiency and effectiveness” should trigger a review of customer servicing processes and

other internal execution processes related to the specific area of interest.

These business process reviews can reveal areas of high bureaucracy, effort duplication, lack of accountability, delays and bottlenecks, non-value adding activities, ineffective resource allocation, and other serious inhibitors to organizational goals and strategy. Instead of falling

into the trap of needing to develop new initiatives every year, organizations need to analyze their critical business processes to ensure their growth and implementation of initiatives isn't being hindered by the

business' processes and workflows. When business processes are effectively aligned with strategy, organizations can expect tangible benefits, including:


- Higher success rates for strategic initiatives
- Enhanced collaboration across departments
- Improved customer satisfaction
- Better financial performance and cost management

As organizations navigate the challenges of 2025, enhancing strategy implementation through effective process review and alignment is no longer optional—it is essential. By taking a proactive approach

to refining business workflows, companies can significantly improve their chances of achieving their annual targets and positioning themselves for sustainable growth.

If your organization is looking to achieve more in 2025, now is the time to assess and optimize your business processes to ensure they are driving strategic success

***Vera Njong is an Operational Excellence & Strategy Consultant. She is an experienced Industrial Engineer passionate about helping organizations achieve their goals through process optimization and strategy improvement. For consulting inquiries contact her at: vera@akahconsult.com**



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Affordable Living: The Key to Unlocking Student Potential in Higher Education in Africa

Addressing the Growing Need for Student Accommodation in Namibia

Tertiary education in Africa is on the rise, with enrolment rates steadily increasing as more students pursue higher education opportunities. While the current enrolment average in Sub-Saharan Africa hovers around 11%, countries like Namibia have experienced significant growth. Over the past years, according to the Namibian Council for Higher Education (NCHE), Namibia has recorded a 21% increase in tertiary education enrolment since 2018, adding over 12,000 new students to the system.

However, this progress brings with it a critical challenge: the limited and often inadequate availability of accommodation opportunities that enable students to succeed academically.

Namibia’s higher education institutions, such as the University of Namibia (UNAM) and the Namibia University of Science and Technology (NUST), enrol thousands of students each year. However, the availability of adequate student housing falls significantly short of demand, with an estimated annual deficit of 15,000 accommodation units. As a result, students or families equally turn to the private rental market or Housing Multiple Occupations (H.M.O), which often lacks the safety, sense of community, and support essential for academic and personal success. These unsuitable housing options can have deeply adverse effects, hindering students’ ability to thrive and navigate the challenges of university life effectively.

The Critical Link Between Accommodation and Academic Success



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Although the link between student accommodation and academic performance is not clearly established, it remains evident that adequate student accommodation is, among other factors, a contributing pillar to academic success. Studies from reputable institutions worldwide show that students who live in supportive and conducive environments, with access to essential resources, are more likely to perform better academically than their peers who lack such advantages. Inadequate living conditions, unreliable internet connectivity, and long commutes, to name a few, create significant barriers to student success.

In a competitive educational landscape, ensuring that students graduate within the expected timeframe is crucial. Extended stays in tertiary education due to academic challenges or external pressures, such as housing instability, increase the cost of education for students, parents, and governments.

PBSA : A Solution for Africa

Purpose-Built Student Accommodation (PBSA) offers a practical and sustainable solution to Africa's student housing crisis. Designed specifically for the needs of students and to alleviate many of the challenges associated with private rental housing, PBSA provides a structured, safe and resource-equipped living spaces that come with amenities such as high-speed internet, study areas, communal spaces, and security systems, creating an environment conducive to learning and growth all at a competitive price.

Moreover, PBSA also fosters a sense of community, which is essential for students navigating life away from home. Through social activities, study groups, and enriched student life program, students can build relationships and networks that support their academic and personal development journey.

StudentStay Namibia: Leading the

Way in competitive Student Housing

StudentStay Namibia, a pioneer in privately owned student accommodation in Namibia is committed to bridging the gap in student accommodation by offering quality, priced competitive living options. StudentStay's residences, one male and the other female situated in close proximity to NUST and Windhoek CBD are thoughtfully designed to meet the diverse needs of students, featuring shared and private rooms equipped with essential amenities such as high-speed internet, study spaces and recreational areas. Pricing at StudentStay adopts a balanced approach in which the rent is aligned with the quality of the living experience and the added benefits of essential student services,

Furthermore, StudentStay also promote mental health and inclusivity by supporting students from marginalised backgrounds who might otherwise face barriers to accessing higher education.

Building Partnerships for a Brighter Future

Addressing the student accommodation shortage in Namibia requires a collaborative approach. StudentStay Namibia is actively working with educational institutions, government agencies, and the private sector to create sustainable solutions for student housing. By pooling resources and expertise, StudentStay aims to expand its reach and provide more students with the housing they need to succeed.

**** By StudentStay Management***

StudentStay is now accepting applications for the 2025 academic year. We invite you to visit and schedule a tour of our residences.

Contact us for more information at:
www.studentstay.com.na

(+264) 83 722 9104 or (+264) 83 722 9100

***resverdi@studentstay.com.na or
resmercury@studentstay.com.na***

Namibian startup Patient Care named among innovators to watch in 2025

Patient Care, a Namibian health-tech startup founded by Jesse Liula, has earned a spot on the "30 African Startups Defining 2025" unveiled by The Africa Startup Festival.

The list, which highlights 30 groundbreaking companies redefining industries across the continent, was curated from over 200 nominations in collaboration with investors and ecosystem leaders spanning Africa's five regions.

Recognized for its innovative approach to healthcare, Patient Care aims to transform how medical services are accessed across Namibia, South Africa, and Nigeria.

Backed by Timbuktoo, UNDP, and Co-Creation Hub, the startup leverages digital technology to bridge gaps in healthcare accessibility, particularly in underserved communities.

Founded in 2024, Patient Care's flagship mobile app allows users to schedule virtual consultations with healthcare professionals anytime and anywhere.

The service is a lifeline for individuals facing challenges such as distance, mobility



constraints, or financial barriers in accessing quality medical care. By removing the need for long travel or wait times, the platform ensures that affordable and reliable healthcare is within reach for all.

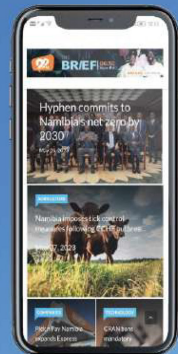
The Africa Startup Festival, which highlights transformative advancements in industries like AI, cleantech, mobility, healthcare, and fintech, provides a platform for innovators, investors, and industry leaders to explore solutions shaping the continent's future.

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Maximising socio-economic impact while minimising our footprint in one of Namibia's precious national park

By Sheldon Husselmann

We know it really matters HOW Hyphen delivers green hydrogen for Namibia. It is critical that we acknowledge and position our project in its overall context – balancing the positive socio-economic impacts it will bring to the country and its people, whilst identifying and minimising its environmental impact.

We will do this through continuing to work directly with local communities and through very selective siting of infrastructure within the vast project area.

Namibia's position in the world

Globally, there is a strong commitment to transition towards a low-carbon future in a manner that is equitable and tailored to the unique contexts of each country. A critical component of this transition is the adoption of green hydrogen, which plays a vital role in helping heavy emitting industries – such as steel, cement, and fertiliser – decarbonise.

With its extensive, largely uninhabited and protected arid coastline, Namibia is strategically positioned to contribute to global decarbonisation efforts while simultaneously expanding economic opportunities for its population.

The potential for socio-economic improvement in Namibia is significant. Investments in green hydrogen can lead to job creation, enhanced training opportunities, and increased tax revenues, thereby stimulating the growth of new



Globally, there is a strong commitment to transition towards a low-carbon future in a manner that is equitable and tailored to the unique contexts of each country.

industries.

Hyphen aims to be the first step in the implementation of the Namibian government's strategy for the development of a large-scale green hydrogen industry in various regions in-country.

But this transition towards a low-carbon economy must be approached with care, and the development of Namibia's green hydrogen sector cannot be at the expense of protected ecosystems and biodiversity. For Namibia to grow, we need to strike a balance between protecting the environment and enabling economic development.

A balancing act

To achieve this, from the outset, Hyphen has prioritised the environment in every decision we make.

As the development of Hyphen's project progresses, multiple workstreams are operating simultaneously to deliver the benefits swiftly. For example, we have

carried out extensive pre-feasibility environmental work to prepare for the Environmental and Social Impact Assessment (ESIA) and guide the project design.

Typically, ESIA work follows detailed engineering design phases, however, to ensure environmental considerations are prioritised in our engineering work, both processes are being conducted in parallel, thus facilitating early application of what we call the ‘mitigation hierarchy.’ This is where we design our engineering program to limit as far as possible negative impacts to biodiversity thus acknowledging the complexity and sensitivity of the surrounding environment.

The field work conducted during the pre-feasibility phase has been essential in enhancing our understanding of the environmental condition on-the-ground. Adhering to the mitigation hierarchy, we have used an approach where the environmental sensitivity guides the placement of infrastructure. For instance, we have situated our solar generation infrastructure – which requires the most land of all project components – away from the most critical conservation areas.

International best practice

Namibia has a strong history of protecting its sensitive environments –

it is one of the few countries in the world where protection of the environment is enshrined in its highest law, the Constitution. Hyphen is committed to developing Namibia’s hydrogen industry in alignment with Namibian environmental legislation and the highest international standards.

During the project bidding phase, Hyphen’s proposed project footprint was guided by the biodiversity sensitive areas mapped in the Tsau //Khaeb National Park’s (TKNP) management plan further demonstrating our commitment to the mitigation hierarchy, purposefully positioning our project infrastructure in



PUBLIC NOTICE: SCAM ALERT

We have once again become aware that the criminal network, impersonating Rössing Uranium employees and specifically our procurement operations is continuing with its fraudulent activities.

As part of the scam, they have created an e-mail domain with the name “rossinguranium.com.na” and are fielding their communications through this domain with criminal intent. In particular, the main culprit uses an alias of “Adriaan Morkel”, claiming to be the Operations Manager and operates from an e-mail address “adriaan.morkel@rossinguranium.com.na”.

Document templates have been recreated, using Rössing Uranium logos and communications and even pretend to copy Rössing staff members, but all using the false domain e-mail addresses. Suppliers should note that Rössing uses the following domain: “rossing.com.na”.

A criminal case has been opened with the Namibian Police, but unfortunately the culprits have not yet been apprehended and continue to scam suppliers.

To avoid falling into these criminals, we urge all our valued suppliers to take note of the following important guidelines regarding purchase orders and collection of goods to ensure smooth coordination and adherence to Rössing Uranium Limited procedures:

Suppliers should note that Rössing uses the following domain email “rossing.com.na” This is the only valid Rössing email address.

- Rössing will request an official quotation and issue a formal Purchase Order using Rössing domain email. As per below example, please ensure that all quotations and orders are sent and received only to Rössing Procurement Advisors – domain “rossing.com.na”
- If you receive any Quotation/Purchase Order from any other email address than the above Rössing domain, this is an invalid request and not issued by Rössing Procurement Department. Rössing will not be held responsible in case of any losses incurred as a result.
- **Refrain from Direct Handovers to Employees/Non Rössing Individuals**
All goods should be delivered to our transporter “Wesbank/FP Du Toit depo in Walvis Bay or Swakopmund. Alternatively, suppliers may deliver directly to Rössing Uranium Mine in Arandis. Suppliers are strictly prohibited from handing over goods to any Rössing Uranium Limited employees without the prior approval of the Logistics Superintendent.
- **Centralized Coordination by the Logistics Department**
The Rössing Logistics Department will coordinate all collection requirements and arrange with our authorized Logistics Service Providers to deliver goods to the Rössing Receiving Section.
- **Approval for Emergency Requirements**
In cases of emergencies, approval of such collections will be overseen and coordinated by the Logistics Superintendent (in conjunction with the supplier).
- **No Payment for Uncoordinated Collections**
Please note that Rössing will not accept or pay for any goods that have not been collected through the proper channels managed by the Rössing Logistics team.

Suppliers are requested to remain vigilant and to report such incidents to the Namibian Police.

Issued by : Rössing Uranium Corporate Communications Department
Date : 22 January 2025

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areas which are the least ecologically sensitive – a decision we have maintained.

We are also scaling and bundling up infrastructure we will use such as pipelines and powerlines that can also be used for future hydrogen development within TKNP, which is recognised as international best practice for minimising ecological impacts.

Bringing Namibians along on the journey

Extensive public consultation has also been a priority for Hyphen. Over the past two years, we have conducted a National Green Hydrogen Roadshow in partnership with the Government of Namibia, alongside targeted engagement with local and international conservation non-governmental organisations early last year.

As we move into the formal ESIA process, we are committed to comprehensive public consultation efforts that go beyond legal requirements. These requirements will include mandatory newspaper notices, notices on site and direct correspondence with all adjacent landowners and occupiers. Additionally, we plan to broadcast information via radio and hold focus group meetings at a local community level during the scoping phase of the ESIA.

Paving the way forward

If Namibia is to participate in helping the world achieve its global decarbonisation goals and use the opportunity to drive Namibia's economic prosperity for the benefit of its people, the right balance needs to be found in crafting an approach for environmentally responsible development.

Hyphen is committed to achieving this. From the extensive pre-feasibility work, the forthcoming ESIA guiding the project design, and everything else we learn along the way, Hyphen is dedicated to ensuring our project is developed responsibly.

It is this commitment that will help us minimise our ecological footprint while delivering transformative opportunities for the Namibian people.

****Sheldon Husselmann is Senior Project Developer - Environment Workstream Lead at Hyphen Hydrogen Energy***



Enriching
Generations

FINANCIAL MARKET MONITOR

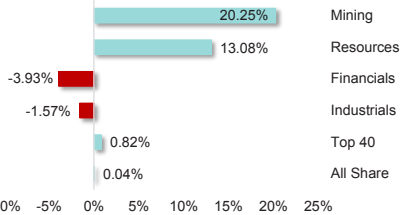
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Spot Gold	2756.25
Platinum	949.73
Palladium	970.66
Silver	30.37
Uranium	73.85
Brent Crude	78.28
Iron Ore	97.93
Copper	9192.52
Natural Gas	3.74
Lithium	9.85

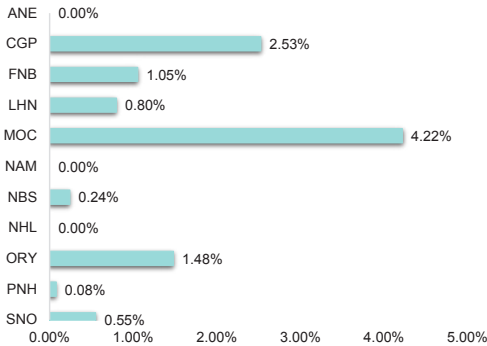
Currencies

USD/ZAR	18.6954
EUR/ZAR	19.6725
GBP/ZAR	23.3844
USD/CNY	7.2444
EUR/USD	1.0523
GBP/USD	1.2508
USD/RUB	97.2303
CPI	3.40%
Repo Rate	7.00%
Prime Rate	10.75%

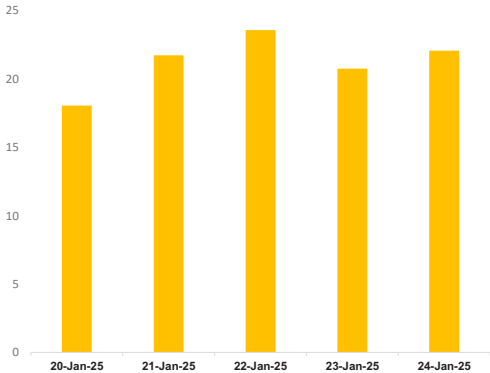
JSE Sectors: Year to Date in %



NSX Local Stocks: Year to Date in %



JSE ALL SHARE VALUE TRADED (ZAR BILLIONS)



Global Indices: Year to Date in %

