



Photo Credit: NAMPA

ONE

1 NAMIBIA. 1 ECONOMY

OUR BACKGROUND

The One Economy Foundation (“ONE”) is established in terms of the Companies Act as a Section 21 (Association not for gain) and operates under the auspices of the Office of the First Lady of the Republic Namibia. It is governed by an independent Board of non-executive Directors.

ONE concerns itself with the dual economy in Namibia, where one economy is prosperous and urban, with ready access to a developed economic, physical and technological infrastructure.

The second economy is informal, township or rural and lacks access to the networks, technology and capital required to succeed in the first economy. The majority of Namibians operate in the second economy or on the peripheries of the first economy. In order to meaningfully address structural poverty and unsustainably high levels of income and wealth inequality, it is critical that we build a bridge of opportunity, facilitating more Namibians to enter and/or elevate their participation in the first economy.

SPIRIT OF HARAMBEE

Each program is aligned to complement key aspects of the Harambee Prosperity Plan and the President’s declaration of War against Poverty. The Foundation has embraced a multi-pronged, four-year strategy.

PARTNERSHIPS

Pulling Together in the Same Direction

ONE has adopted a focused strategy to work with existing organisations as implementation partners, to avoid duplication of efforts and ensure maximization of synergies and outcomes.

ONE VOLUNTEER

The ONE Volunteer program seeks to embrace the spirit of volunteerism by mobilizing volunteers to assist with the implementation activities under each focus area.

ONE Volunteers are encouraged to pledge an amount of hours per month and indicate their skill and/or passion to enable us to apply them in the appropriate channel.

Numerous unsolicited offers have been received from people from all walks of life with diverse skills and focus areas.

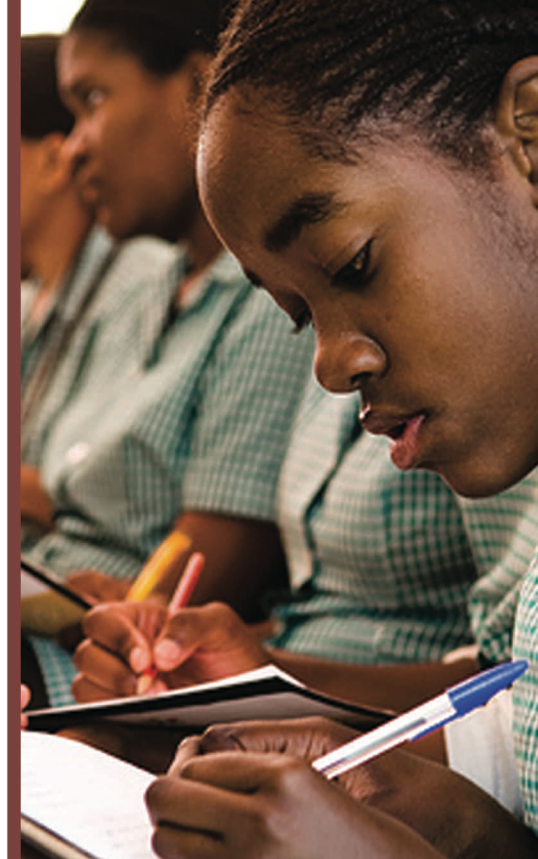
...ONE VOLUNTEER CONTINUED

Each human being can make a difference in the life of another person and we wish to tap into the strong support and goodwill displayed towards the Foundation and its objectives.

SOURCING & UTILISATION OF FUNDS

ONE received its seed capital from various donors at its launch event on 14 May 2016 and will continue to fundraise from international and local partners in order to meet its four-year budget requirements.

The capital raised is divided into segregated funds for specific projects and general funds, utilised according to the budget forecasts of the respective pillars and within the governance policy. Board approval is required for pillar disbursements. Project leaders are assigned to each pillar with the duty to provide the Board with monthly operational feedback and financial reporting. The Board is responsible to ensure that donors are provided with adequate project reports as well as annual financial statements and operational feedback.



ECONOMY

ONE NAMIBIA. ONE ECONOMY

STRATEGIC OVERVIEW

The Foundation has five pillars with targeted interventions. In addition to other considerations, project beneficiaries will always be required to satisfy the criteria of operating on the peripheries of the first economy or in the second economy. The five pillars of the One Economy Foundation are:

PILLAR 1:
ENTREPRENEURSHIP &
ENTERPRISE DEVELOPMENT

PILLAR 2:
INTEGRATED EARLY
CHILDHOOD DEVELOPMENT &
TALENT IDENTIFICATION

PILLAR 3:
GENDER BASED VIOLENCE

PILLAR 4:
HEALTH

PILLAR 5:
INSTITUTIONAL & STRATEGIC
SUPPORT PROGRAMS

PILLAR 1:

ENTREPRENEURSHIP & ENTERPRISE DEVELOPMENT

Project Leader:
Monica Geingos,
(B-Juris, LLB)

This pillar speaks to the core of Monica Geingos' extensive experience and will therefore be championed by her. Monica's experience is largely centred in the financial sector where she served as one of the founding shareholders and the Managing Director of Stimulus Private Equity, Namibia's first and largest private equity fund. She has received numerous merit awards such as the "Namibian Business Personality of the Year" and "Most Innovative Entrepreneur of the Year" and is inducted into the Namibian Business Hall of Fame.

Mrs Geingos is focused on fully applying her fund management and deal-making experience (and wide local and international network) to drive this pillar towards tangible bene

fits for program participants can be assured of a hands-on and dedicated approach.

As the leader of a private equity company which is involved in a broad range of economic sectors, Mrs Geingos is ideally equipped to add value to entrepreneurs and corporate intrapreneurs.

As this pillar represents an integration of Mrs Geingos' skill, professional experience and passion, participants can be assured of a hands-on and dedicated approach.

KEY OBJECTIVES OF THIS PILLAR

To promote entrepreneurship and skills development that will result in the strengthening and establishment of sustainable businesses and skilled individuals. This is expected to reduce the gap between the "first" and "second" economies by equipping program participants with the skill, network and capital required to become full participants in the first economy.

Okombahe Trading & Enterprises



THE THREE STRATEGIC INTERVENTIONS:

- 1.M3 Monthly Mentoring with Monica
- 2.Fair Opportunity Lending Collateral Free Lending
- 3.Indigenous Product Promotion Program: Retail friendly packaging of indigenous consumer products

PILLAR 1:

1. MONTHLY MENTORING WITH MONICA (M3)

Mentoring for Professionals

An initiative focused on the mentoring and life coaching of professionals, executives and managers. This coaching and mentoring initiative will focus on professionals trapped in middle management or executives who require guidance to navigate the corporate ladder in both public and private enterprise. This program is based on the concern that many high-potential executives

either get entangled in the complexities of office and boardroom politics or are simply not recognized as part of "the system." These professionals, with adequate coaching and mentoring, should be equipped with the necessary tools to navigate "the system" without compromising their professional integrity and/or personal values.

Mentoring for Entrepreneurs

Entrepreneurial mentorship and coaching will focus on small to medium enterprise owners whose high growth potential is constrained by lack of capital and information.

Preference will be given to those participating on the periphery of the first economy, township or rural economies. Preference will also be given to women and youth.

The two mentorship programs will be run separately and the participants will receive life skills, intra and entrepreneurial development as well as coaching and mentoring from the First Lady and other business leaders who have distinguished themselves in enterprise and leadership.

The participants of both mentorship programs qualify to be considered for the Fair Opportunity Lending (Collateral Free lending) program.

Strategies

The mentees will attend workshop sessions addressing various topics relating to entrepreneurship, business management and career development. The sessions will comprise of an initial workshop where mentees will be mentored on a specific topic per month.

The program is envisaged to run over in cycles of six months with an intake of 40 mentees per cycle (20 professionals and 20 entrepreneurs).

The main strategic actions identified under this program are:

- Providing access to relevant network of businesses, individuals, organizations and structures;
- Creating a platform through monthly workshops to provide training on management, finance, leadership and other pertinent issues; and
- Coaching mentees to maintain or set up sustainable businesses or careers.

Targeted Achievements

- To build and strengthen capacity of the mentees resulting in career advancement and personal growth;
- Equip mentees with the relevant tools to compete internationally within their profession;
- Enable young entrepreneurs to acquire the skills to manage their businesses effectively; and
- Promote a culture of continuous learning and growth through the study program.

Implementation Partners

- One Volunteers who can serve as mentors and life coaches;
- Corporate funding;
- Organisations with programs to provide training support for small to medium enterprises



ECONOMY

ONE NAMIBIA. ONE ECONOMY

#STUDYWITHFLON (STUDY GROUP)

This program is focused on engendering a strong sense of African identity and empowering participants to act as change agents in the leadership and management of the “New Africa.” The courses are specifically designed to equip policy implementers to reduce the gap between policy formulation and implementation.

Courses are at NQF level 6 (36 credits) and range from topics such as:

- African Political Economy;
- Africa and International Trade - Building an African Developmental State;
- Afrikan Feminist and Gender Studies;
- Thought Leadership for Africa’s renewal
- Good Governance in Africa.

The various course durations are six months – jointly offered by the Thabo Mbeki African Leadership Institute (TMALI) and the University of South Africa.

The first intake has been finalized and participants range from entrepreneurs, engineers, management cadre from the public service, students and under-employed youth. The group comprises of 24 individuals, half of whom cover their own tuition and the other half sponsored by Prosperity Health. The monthly study sessions will commence in June and end in December 2016. Participants, including the First Lady, will study together and share course information at the monthly sessions.



ECONOMY

ONE NAMIBIA. ONE ECONOMY

2. COLLATERAL FREE FUND

This program is targeted at improving access to finance for those who participated in the M3 program and the beneficiaries of the indigenous product promotion program. This intervention will be executed through the provision of quick access to short-term loans, bridging finance and growth capital. The program will also be open for entrepreneurs in saving schemes like the Shack Dwellers Federation and other housing groups.

STRATEGIES

The main strategic actions under this program are:

- a. Providing access to finance support to mentees who successfully complete the M3 program and wish to fund growth in their existing businesses or start ups and,
- b. Support financing needs of the Indigenous Product Packaging beneficiaries, as well as participants of housing saving schemes.

TARGETED ACHIEVEMENT

Providing access to capital and mentorship to entrepreneurs who would otherwise not qualify through financial institutions. The mentorship program will serve as a form of risk assessment to determine which of the participants qualify for loans.

3. INDIGENOUS PRODUCT PACKAGING

This project seeks to support market access and availability and promotion of locally produced consumer products. The value adding activities are intended to contribute towards the industrialization agenda and job creation within local communities.

STRATEGIES

The main strategic actions under this program are:

- a. Identify, package, add value to and promote local products from different regions through;

- Development and implementation of a marketing campaign to increase market awareness of local products throughout the country;
 - Explore the export market for high potential products;
 - Design retail and consumer friendly packaging for local products;
 - Increase accessibility of local products through retail distribution networks;
- b. Create a pop-up shop in the capital city for the domestic market and tourists.

TARGETED ACHIEVEMENTS

- a. Evaluate avenues for value addition of local delicacies in addition to modernizing packaging thereof.
- b. Facilitate Standards compliance and certification for these consumer goods.
- c. Establish supply chains that empower and benefit rural women.
- d. Increase market access and inter-regional consumption of Namibian products.



STAKEHOLDERS

- a. FABLab - The FABlab Design and Technology Centre of The Namibia University of Science and Technology (NUST) is the implementing partner for this program; and
- b. Additional implementation partners like Team Namibia, Namibia Standards Institute and Namibia Trade Forum will be considered. The latter list does not exclude any interested party.

PILLAR 2:

INTEGRATED EARLY CHILDHOOD DEVELOPMENT & TALENT IDENTIFICATION



Project Leader:
Ms. Tuli Nghiyoyanye
(M.S) (B.Ed.; M.Ed.)

Tuli is a specialist in the field of education and training. She has been involved with policy and programme development and implementation since independence and has served the public service of Namibia in different managerial capacities, notably, in the field of labour and employment where she served as deputy director of international relations, in education and training as director of planning and development and the education project director at the Millennium Challenge Account Namibia.

The “holistic child development” concept is focused on providing a conducive environment for integrated childhood development in terms of physical, emotional and cognitive development. The main objective of this pillar is to develop an appropriate toolkit for rural homesteads and day care centres operating in poor communities, which will assist with the identification of talented children (Talent Identification Program) and tools to maximize learning and brain development. It is also under this pillar that the Foundation will actively identify and support talented children from poor communities and mainstream them into top private schools with the necessary psycho-social, financial, mentorship and academic support.

THE STRATEGIC INTERVENTIONS

The strategic actions will take the form of a multifaceted approach, which will entail conducting needs assessments in 8 regions (32 constituencies) to inform the content of Early Childhood Development implementation support. The needs assessment will inform the level and magnitude of the ONE intervention in terms of:

- Conducting training and capacity building of ECD caregivers in poor communities to provide quality teaching;
 - Supplying childcare reference and learning support materials to the centres;
 - Initiating nationwide conversation with parents and communities on relatable strategies to improve the nutrition, health, physical protection, hygiene, values and psycho-social well-being of children;
 - Exploring the availability and access to decent shelter and services such as water and sanitation, electricity, telecommunication services and other factors which can influence the educational development of a child; and
- Assessing cognitive development re-

lated challenges/difficulties or factors with potential to impede learning and recommend a tool to identify children with learning impediments and talented children at an early age in order to provide them with the appropriate intervention.

TARGETED ACHIEVEMENTS

- Improved and integrated childhood development programs in Namibia in the 32 selected constituencies;
- Mainstreaming talented children to enable them reach their potential and enable them to access quality secondary education and to be able enter competitive tertiary institutions.

PILLAR 2:

The program was developed in collaboration with key stakeholders and has identified 32 Early Childhood Development (ECD) centres in 32 poor and rural constituencies in eight regions, namely, Kavango East, Kavango West, Omusati, Ohangwena, Kunene, Otjozondjupa, Hardap and Zambezi, in urgent need of service delivery improvement.

The key stakeholders already committed to the successful implementation of this program are:

- a. The Ministry of Gender Equality & Child Welfare;
- b. Ministry of Safety and Security (Namibia Correctional Services & Namibian Police);
- c. Vision School;
- d. Ministry of Justice (Child Protection);
- e. Ministry of Health and Social Services;
- f. UNICEF;
- g. UNFPA;
- h. Legal Assistance Centre;
- i. Namibian Women Lawyers Association;
- j. Ecumenical Social Diaconate Action; and
- k. University of Namibia Social Work Department.



ECONOMY

ONE NAMIBIA. ONE ECONOMY

PILLAR 3:

GENDER BASED VIOLENCE

Veronica Theron is a Child Protection and Gender Based Violence Specialist with extensive experience in Clinical Work with children, survivors and perpetrators of Sexual and Gender Based Violence, Vulnerable Witnesses, Shelters, Trauma & Crisis Counseling and other Social Pathologies.

Veronica developed an integrated child protection training manual and toolkit for Professionals and Community Based Groups. Her innovation and dedication is evident in the establishment of shelters in 11 regions of Namibia.

Veronica's extensive experience and passion will enable ONE to be responsive to the plight of those in social distress.

This program seeks to ensure that survivors of gender based violence, their families and communities have access to integrated, survivor-centred, multi-disciplinary prevention and response services through the establishment of a One Stop Help Centre. It further seeks to ensure that existing legislation provides for intervention programs for high potential and convicted perpetrators.

- a. Reduce the frequency and severity of all forms of violence against women and children;
- b. Provide opportunities for individuals to end the cycle of domestic violence and for our society at large to develop healthy, non-violent relationships;
- c. Create awareness on the link between GBV and dysfunctional home environments, particularly when characterized by lack of love, fatherlessness and patriarchal attitudes.

THE STRATEGIC INTERVENTIONS

The strategy actions will be done in phases to ensure impactful implementation:

- a. Conduct research study on GBV with a specific focus on the optimal enforcement of Protection Orders – already underway;
- b. Conduct an Anti-Violence Campaign with the support of inmates incarcerated for Gender Based Violence offences; and
- c. Provision of technical and institutional support to key Ministries and other stakeholders, particularly the Department of Correctional Facilities efforts to reform inmates;
- d. Provide litigation support to test cases which can improve the case law around Gender Based Violence related court cases.

Phase 2

- a. Conduct continuous public outreach and awareness raising;
- b. Provide capacity building of service providers, and
- c. Create an integrated multi-disciplinary centre for survivors (One Stop Centre).

TARGETED ACHIEVEMENTS

- a. Survivors of sexual and gender based violence, their families and communities have access to an integrated, survivor-centred, multi-disciplinary prevention and response services (One Stop Help Centre);



Project Leader:
Dr. Veronica Rose Theron
(MA in Social Work -
Direction Play Therapy,
Ph.D. in Social Work)

- b. Optimal legislation and enforcement thereof that provides for perpetrator intervention programs that will result in improved community safety;

Stakeholders

This program will be implemented in collaboration with:

- a. The Ministry of Gender Equality & Child Welfare;
- b. Ministry of Safety and Security (Namibia Correctional Services & Namibian Police);
- c. Ministry of Justice (Child Protection);
- d. Ministry of Health and Social Services;
- e. UNICEF

I PILLAR 4:

HEALTH

This Pillar aims to promote maternal and child health, particularly in rural and/or economically disadvantaged communities. This Pillar will also provide advocacy support in the health sector for communicable and non-communicable diseases, with a specific focus on HIV/AIDS and reproductive health related cancer.

THE STRATEGIC INTERVENTIONS

The strategic actions will take the form of complementing or providing support to existing programs, in the areas of:

- Improvement of maternal and child health, including the prevention of teenage and crisis pregnancies;
- Increasing awareness of optimal parenting;
- Advocacy support for communicable and non-communicable diseases with a specific focus on HIV/AIDS, reproductive health, rights and cancers;
- Mobilise international pharmaceuticals to provide Namibian youth with

The strategic actions will take the form of complementing or providing support to existing programs, in the areas of:

- Improvement of maternal and child health, including the prevention of teenage and crisis pregnancies;
- Increasing awareness of optimal parenting;
- Advocacy support for communicable and non-communicable diseases with a specific focus on HIV/AIDS, reproductive health, rights and cancers;
- Mobilise international pharmaceuticals to provide Namibian youth with access to free and/or affordable contraceptives and reproductive health related vaccines;
- Advocacy against transactional sex with youth between the ages of 16 – 25;
- Timely access to reproductive health-care and reproductive health education services, particularly to the youth; and
- Advocacy on lifestyle issues such as drug and alcohol abuse, which degrade our social capital.

Stakeholders

The key stakeholders important to partner with to make these programs successful are:

- First Lady's Advisory Council;
- Organisation of African First Ladies Against HIV/AIDS
- Ministry of Health and Social Services;
- Ministry of Gender Equality and Child Welfare;
- Ministry of Education, Arts and Culture;
- Program for Accelerating the Reduction of Maternal and Child Mortality (PARMaCM);
- World Health Organisation;
- United Nation's agencies, particularly UNFPA;
- Namibian Planned Parenthood Association.

PILLAR 5:

INSTITUTIONAL & STRATEGIC SUPPORT PROGRAMME

The key objective of this Pillar is to provide institutional, implementation & strategic support to ensure that the objectives set out in the above-mentioned four Pillars are achieved while also covering inter-related and umbrella socio-economic issues such as the speedier provision of decent shelter to all Namibians.

The specific issues are:

Decent Shelter and Sanitation

- Shack Dwellers Federation (SDFN) – Support to SDFN and similar organisations is cemented on the principle that the home is the foundation from which all socio-economic interactions flow, including wealth creation from legal title. The First Lady sets aside a specific amount of time per month to assist the strategy formulation, fund raising and enterprise development support for the SDFN and its members of low-income earners.

Education

- Patron of Namibia Business School (UNAM)
- Patron of Monica Geingos School

a. Namibian Women Lawyers Association

An agreement has been signed with NWLA to serve as a strategic policy reform and litigation support partner for Gender-Based Violence and women rights related case work.

Targeted Achievements

Assist organizations to achieve specific targets as collectively defined between the First Lady and the respective organizations.



TEAM:

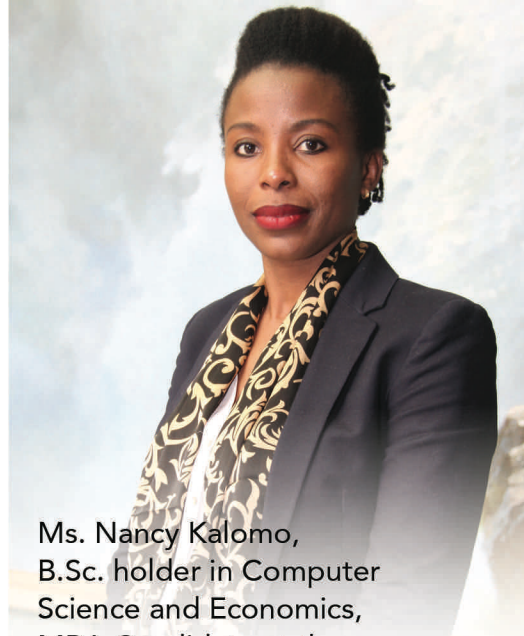
PROFESSIONAL SUPPORT STAFF



Mrs. Helena Kuzee
B. Soc. Sci : Politics, Public
Policy and Industrial
Sociology

Helena Kuzee is passionate about social development issues in the health and education sector as well as those affecting orphans and vulnerable children.

She brings to the team her background and passion for international relations, policy analysis and development planning. Helena previously worked as a diplomat in the Namibian Foreign Service. The work of ONE excites her because the interventions have direct impact on the beneficiaries.



Ms. Nancy Kalomo,
B.Sc. holder in Computer
Science and Economics,
MBA Candidate at the
School of Executive
Management (Steinbeis
University, Berlin)

Nancy's experience has been around Business Development and Management, specifically in project management and consultancy.

Nancy's project execution experience will be utilized throughout the Foundation. Nancy is particularly excited at the opportunity to assist entrepreneurs strengthen their businesses as this is her personal passion.



Mrs. Vanessa F.K. Harases
Diploma in Public
Management; BBA
candidate

Vanessa has extensive secretarial and administrative experience. Vanessa's thorough and skillful administrative support and professionalism is a valued asset and critical in supporting the programs.

Vanessa has sound knowledge in public management and her current studies in Business Administration assist her in easily understanding business related concepts in a way that adds value to the Foundation and to her studies.

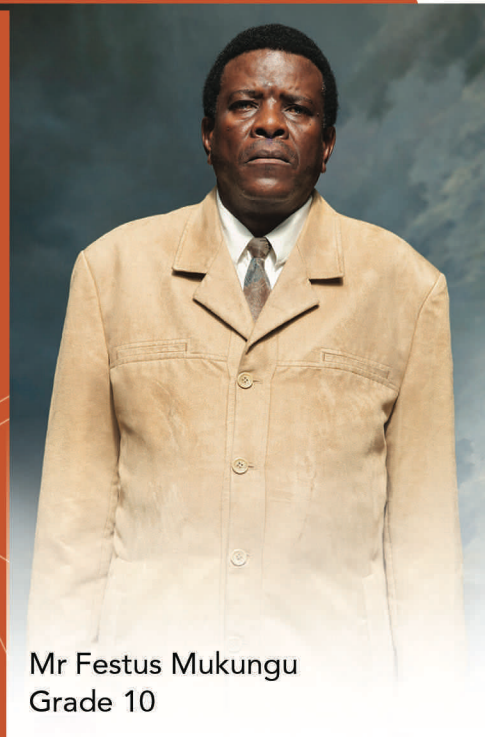
TEAM:

ONE DIRECTORS

Monica Geingos is the Executive Chairperson and the rest of the Board is constituted of independent, non-Executive Directors.

Board diversity is personified in the skills, demographic and experience mix of its Directors and also by their respective participation in the formal and informal economies. Director backgrounds include financial services experts, youth, an office cleaner who aspires to be an entrepreneur and a breadwinner whose full time occupation is guarding cars at a shopping complex in Klein Windhoek. At the One Economy Foundation, we are committed to accountability, efficiency and transparency. We pledge to be good stewards of the funds entrusted to us by our generous donors. Our annual report will provide a summary of our audited financial statements, accompanied by information on our accomplishments for the year.

Auditors: PriceWaterhouse Namibia
Company Secretary: MMM Consultancy
Bank: SME Bank of Namibia



Mr Festus Mukungu
Grade 10

Festus was unable to complete his high school due to financial circumstances. He worked as a security guard at a Parastatal and after nine years, was made redundant. In his own words, he refused to sit at home and feel sorry for himself, so he approached the Woermann Brock Supermarket in Klein Windhoek and offered his security services to guard cars and direct shoppers to available parking spots.

Festus has an incisive and inquisitive mind and is testament to the many Namibians who have high levels of intelligence and talent but were unable to access the necessary educational foundation to fully harness their intellectual capabilities. Festus provides meaningful and insightful contributions to the Board and is dedicated to ensuring that no talented Namibian falls through the poverty crack.



Mrs Kaunapau Ndilula,
Masters of Development
Finance (Massachusetts),
MBA (University of
Stellenbosch)

Kauna is a Development Finance Specialist whose experience has largely been in the development of the SME Sector, and the institutional development and delivery of financial products, particularly related to access to credit for sme owners. Kauna has played an active role in policy formulation for SME focused finance programs in both the commercial and development finance arena. Kauna is the founding shareholder and Principal in Business Financial Solutions, which provides access to finance for SME's and corporates. As a Development Economist, Kauna's passion is channeling her experience into the upliftment and economic empowerment of Namibians. She serves on various Boards such as the Namibian Stock Exchange, Namdeb Holdings, BIPA and Business Financial Solutions and associated entities like the Namibia Procurement Fund.



Mavis Elias
Student

Mavis Elias is a final year Civil Engineering student at the Namibian University of Science and Technology (NUST). Mavis was awarded the 2015 Vivid Philanthropist of the year and represented Namibia in Washington DC, USA, on a Gender Based Violence research program. With her passion for the empowerment of women, her community-minded life view as well as her insights as a 23 year old Namibian, Mavis is a reflection of the energy, passion and focus that characterizes the One Economy Foundation. Mavis hopes to use her position as a Director of One Economy Foundation to transform as many lives as possible



Dawie Fourie
B. Acc (cum laude) CA (Nam)

Dawie was the Managing Partner of PriceWaterhouseCoopers Namibia for many years and played an instrumental role in gaining massive market share for PWC. Under his leadership, staff at PWC increased from 16 to 216. Dawie retired from PWC at the age of 42 to found the African Leadership Institute and is the owner of Rock Lodge (12km outside of Okahandja). Dawie has a passion for leadership and the Namibian dream. He has written a book called "Who is stealing my joy" and is the presenter of various leadership and family seminars. He also mentors many young, upcoming Namibian professionals.



Marcelina !Gaoses
Bsc. Business Administration
(University of Hayward
California); MBA Law (University
of Wales); National Higher
Certificate in Public
Administration; Diploma in Life
Insurance (UNISA)

Marcelina is a Financial Sector Expert with extensive local and international experience. She is a Director and Senior Partner of Musa Capital Namibia and Managing Partner of Global Mandate Consulting Namibia while serving on several public and private sector boards. Marcelina is passionate about finding solutions to reduce wealth inequality and feels it is important that the economic imbalances in Africa are urgently addressed at all levels. Her involvement at One Economy Foundation is her way of doing her little bit to work towards One Namibia, One Economy.



Fredericka Eichas, high potential, intelligent, hard working, entrepreneurial Namibian with no primary or secondary education

Frederika works as a full time domestic worker and to make ends meet, runs a small catering business. She is the personification of a talented Namibian who fell through the poverty crack. Board presence not only raises her knowledge base but also enriches the One Economy Board with practical explanations of the realities faced by low-income earners who have entrepreneurial and self-advancement ambitions. Frederika, together with the rest of the Board, have undertaken Board training and an effort is made to resist the temptation for unnecessarily complex jargon without diluting fundamental governance principles.



Ms Nancy Kalomo

ADMINISTRATOR

Email: admin@1economy.org

F:ax +264 61 270 7525

Postal Address: P.O. Box 463

Windhoek,

Namibia

ONE

1 NAMIBIA. 1 ECONOMY