

# Jojoba for Namibia Trust

## Women in plant oil production





# NAMIBIA

Namibia is the first African country to include nature conservation in its constitution.



## Independence from South Africa

**Constitution**  
9. February 1990  
**Independence**  
21. March 1990

## Area

**Total**  
825,615 km<sup>2</sup>  
(ca. 20x the size of Switzerland)

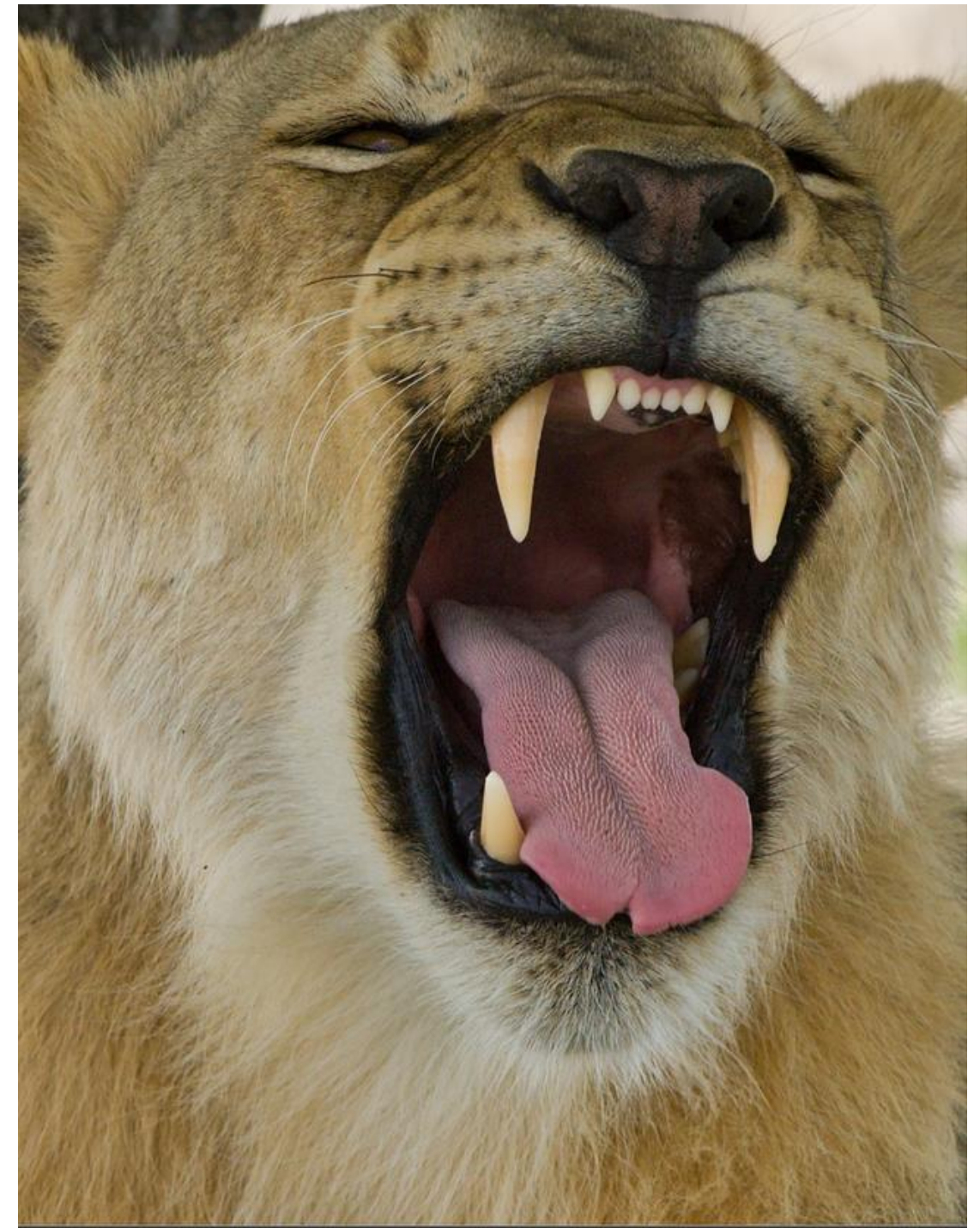
## Population

2023 Estimate: 3,2 million



# NAMIBIA

- Land Of The Brave
- Immense Diversity
- Ancient Traditions
- Clean Air & Unpolluted Soil
- Natural Resources
- More Than 20 Languages





# BEAUTIFUL NAMIBIA

## ALSO FACES MANY CHALLENGES:

- Wealth inequality
- Unemployment
- Rural depopulation
- Drought
- Overgrazing







# THE JOJOBA FOR NAMIBIA TRUST



The Jojoba for Namibia Trust is a non-profit organization whose mission and social responsibility is to act ecologically and sustainably for the benefit of socially disadvantaged communities.



ECOLOGICAL



SOCIAL



BUSINESS



# DESCRIPTION



The population of Namibia is confronted with widespread wealth inequality. Citizens living in rural areas in particular are often excluded from participating in national and international value chains and rely on a purely traditional lifestyle characterized by poverty. The way of life in these rural areas is based almost exclusively on subsistence farming, which is very often accompanied by the destruction of the environment. Poaching and deforestation are often the order of the day.

Although they have access to natural resources, which are in great demand in the international cosmetics industry, for example, these people often fail to change their living conditions positively and make them sustainable.

With this in mind, the Jojoba for Namibia Trust has developed inclusive projects aimed at people living in remote, rural areas:

- 1** To develop and sustainably exploit sources of income that are closely linked to their living environment and culture.
- 2** To develop value chains of, for example, cosmetic products and to make communities an important part of these value chains and to allow them to participate in them.







# TRUST PROGRAM OBJECTIVES

## Establishment of plantations, wild collection areas and educational harvest centers

1. Sovereignly managed and owned by members of a community
2. Highest quality standards in harvesting, plant care and storage of raw materials
3. Creation of new jobs in the harvest center, e.g. as sales person, supervisor, etc.
4. Integration of traditional ways of life
5. Ecological and cultural restoration
6. Reduction of rural exodus
7. Sustainably increasing the standard of living of individuals and the community
8. Striving for quality and sustainability
9. Targeted and specialized training courses on project-related topics



# MAP OF NAMIBIA & project locations



 Sivara: educational harvesting center & oil factory for Mongongo, Kalahari Melon & Moringa

 Etomba: educational harvesting center for Marula & Kalahari Melon

 //Gubasen: Jojoba plantation

 Swakopmund: Jojoba plantation, office & oil factory

 **NEW:** Bwabwata: educational harvesting center & oil factory for Mongongo





**1.** It all starts with a trusting partnership



**2.** Project location and planning



**3.** Plantation construction, infrastructure & planting



**4.** Care during the growth phase



**5.** Harvest according to organic principles



## 5. Oil production according to international standards





The Trust has completed 90% of the following project sites:


## 1 //Gubasen Farming

 **Founding year:** 2019

 **Tribe:** Damara

 **Location:**  
Namib Desert, Omdeldam  
Erongo Region

 **Activities:**  
Jojoba and Kalahari Melon

 **Additional Activities:**  
Camping, Vegetables,  
Poultry, Livestock

## //Gubasen Farming Main Outcome:

- 12 Farmers received their own piece of land
- 20 Hectares Jojoba plantation
- 2 Hectares Kalahari Melon plantation
- 1 Campsite
- Self-sufficient vegetable livestock farming
- 2 Sanitary facilities










The Trust has completed 90% of the following project sites:

### 3 Etomba Farming

 **Founding year:** 2020

 **Tribe:** Ngandyela  
Owambo

 **Location:**  
Ohangwena  
North Namibia

 **Activities:**  
Marula

 **Additional Activities:**  
Mahango, Livestock,  
Trading Post

### Etomba Farming Main Outcome:

- 67 Women educated in organic harvesting
- Approximately 1500 women can sell their seeds to the trading post
- 1 Trading post
- 2 Storage rooms for harvest





# **A** SOCIAL

1. Wealth inequality
2. ABS – Access and Benefit Sharing
3. Importance of partnerships within the community on equal terms
4. Mutually agreed terms (MAT – Mutual Agreed Terms)
5. Recognized indigenous knowledge systems (IKS – Indigenous Knowledge Systems)







## **B** ECOLOGICAL / ENVIRONMENTAL PROTECTION

1. Promoting and preserving biological diversity
2. Environmental protection based on biological principles
3. Promoting ecological education for children, young people and adults
4. Ecologically sustainable use of local resources in natural landscapes
5. Promoting the principles of organic farming and harvesting wild plants
6. Reforesting degraded landscapes, promoting and participating in flora ecozones
7. CO2 neutrality



# BUSINESS PRACTICES

1. Namibian Labour Law
2. Basic accounting
3. Harvesting, processing and producing high-quality products in line with market requirements
4. Calculating and marketing of own products
5. Terms and conditions with trading partners
6. Fair trade principles based on integrative business approaches

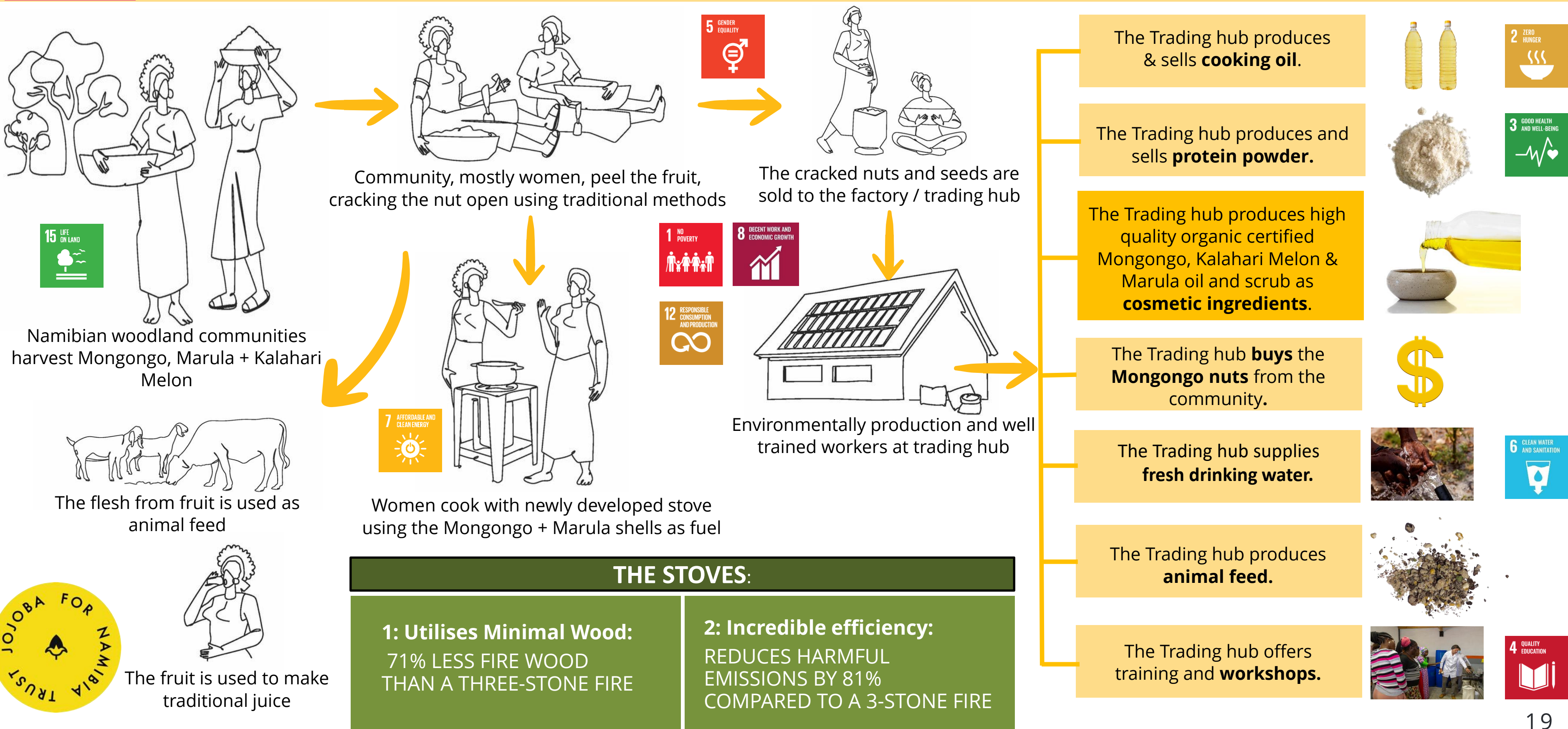






# EDUCATIONAL TRADING HUB PROGRAM AND ITS VALUE ADDING TO THE COMMUNITY AND THE ENVIRONMENT

COMMUNITIES ARE VALUABLE & IMPORTANT PARTNERS IN NATIONAL & INTERNATIONAL VALUE CHAINS





# PARTNERS WHO INCORPORATE OUR OILS IN THEIR PRODUCTS



**2 Phase-Shake by Annemarie Börlind  
with Jojoba- and Marula oil**



**Lip care by Phystine Naturkosmetik  
with Jojoba-, Marula- and  
Kalahari Melon oil**



**Shampoo by Schwarzkopf  
with Marula oil**



***Thank you for your interest and attention!***



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