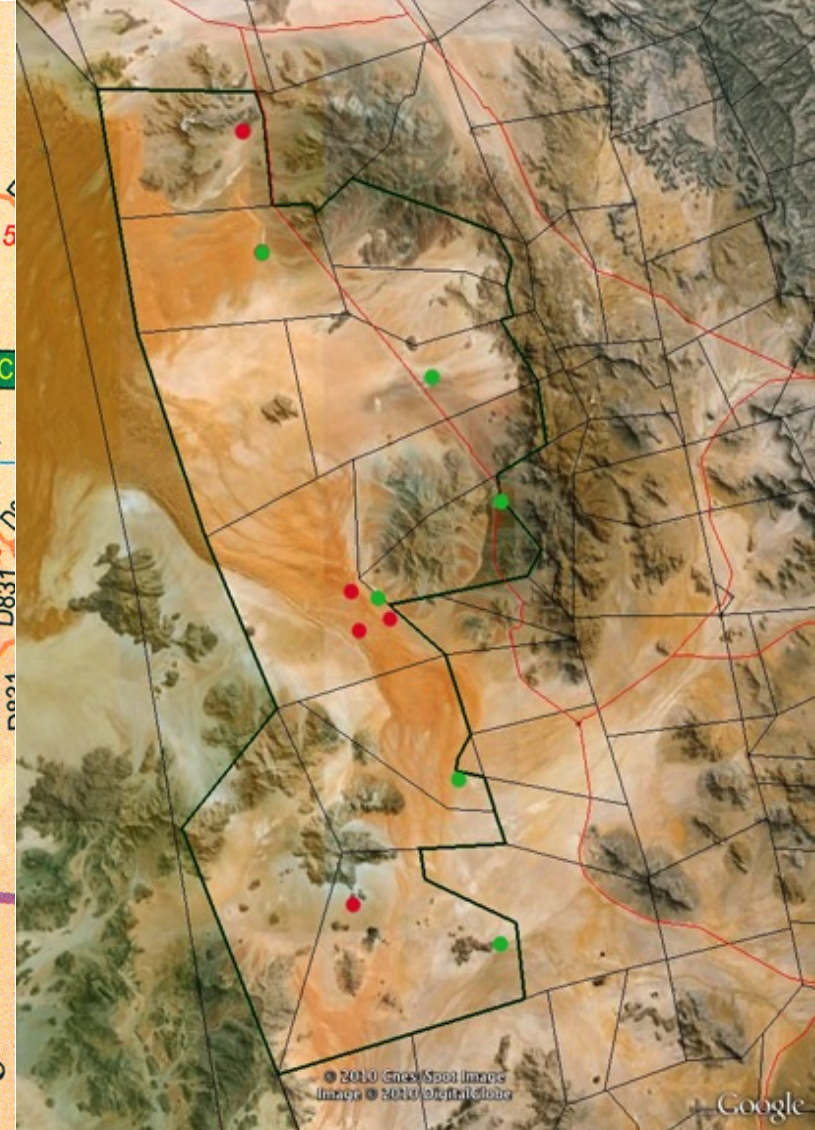
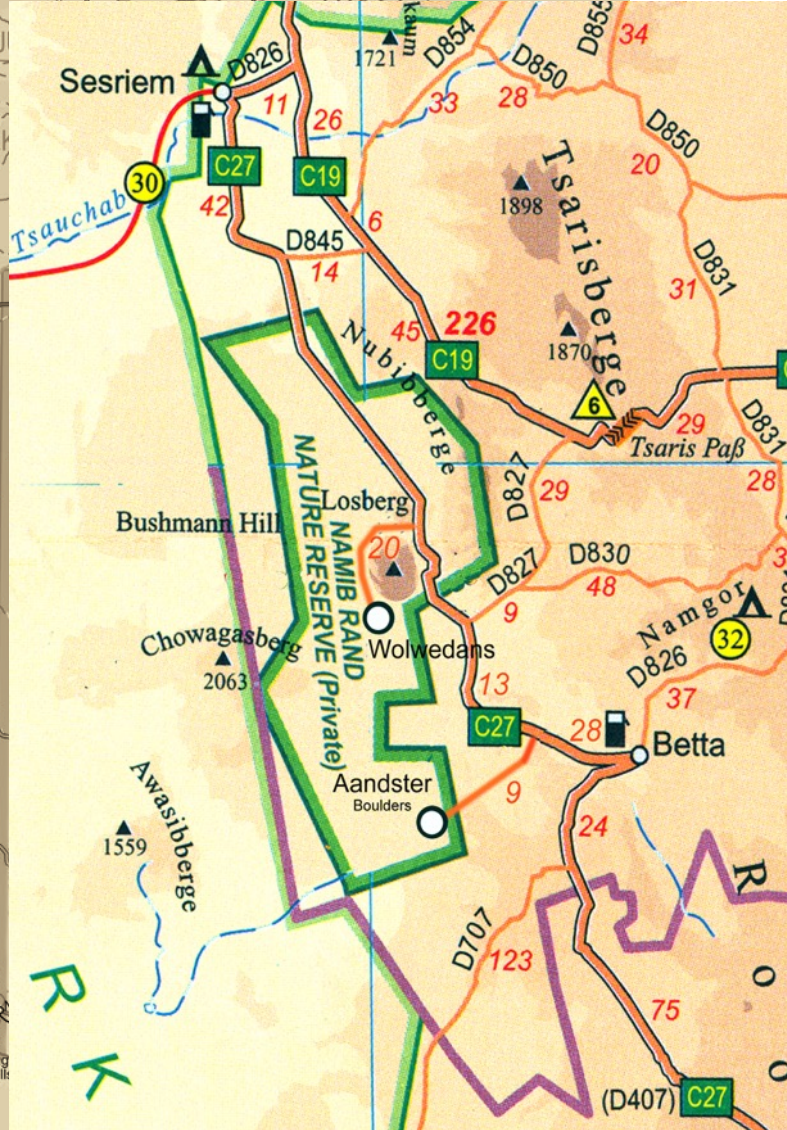




Rural Revive

BUILDING A DESERT BASED ECONOMY

Wolwedans



NamibRand Nature Reserve Geographical context



Wolwedans Village Incubation & Innovation hub in the desert

Wolwedans
FOUNDATION

The three building Blocks making up Wolwedans

NamibRand Desert Trails (Pty) Ltd.

A land-holding and owner of farms Wolwedans and Jagkop (and 50% of Toekoms), and 'Wolwedans Village' (brick and mortar infrastructure).

NamibRand Safaris (Pty) Ltd.

This is the operating company of the Wolwedans Collection. It owns all movable assets and all lodges and camp infrastructure

Wolwedans Foundation & The AridEden Trust (new)

This is the 'do-good' department of Wolwedans. Founded in 2008, the Foundation is set to become a key player in the Wolwedans fold.

In it for The Longrun



Global collaboration and exchange



Wolwedans Collection
Comprising four lodges/camps

Wolwedans
FOUNDATION



Wolwedans Collection
Comprising four lodges/camps

Wolwedans
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Wolwedans Foundation
Vocational Training - Hospitality

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Wolwedans Foundation
Vocational Training Horticulture

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in the pipeline for 2025 - Facility Maintenance

Metal | Wood | Building | Plumbing | Electrical | Mechanics | Painting | Irrigation

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Our purpose is the Pursuit of Happiness, and Wolwedans exists to inspire a new way*.

(launched in February 2020)

New way = Business in Balance | Sustainability |
and building a more inclusive tourism economy

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Culture

Commerce

Community

Conservation

Consciousness



Wolwedans **5C**
Sustainability
Framework

Wolwedans is guided by
balance of People | Planet | Profit

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FOUNDATION

Hospitality
Education
Horticulture
Land & Ecology
Merchandising

Resilience

Wolwedans
5 Spheres of
Engagement

Wolwedans is guided by
balance of People | Planet | Profit

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FOUNDATION

Matrix 25 | The AridEden Project | Wolwedans Vision 2030

CONSCIOUSNESS	CONSERVATION	COMMUNITY	COMMERCE	CULTURE
Advocacy	Regenerative Agriculture	Education Support	Wolwedans Collection	Wolwedans Way
Heart & Home	Habitat Expansion	SME Development	Desert Based Economy	Visual Arts
Slow Food & Life	Resources Water Energy Waste	Vocational Training	Village Hotel	Performing Arts
Retreats Family Happiness Mindfulness	Tree Project	RuralRevive	Horticulture	Cultural Festival
Experiences	Large Landscape G S N L	Team Well-being	Merchandising	Heritage

Wolwedans



Taking the mission further than Wolwedans



to the Hardap region & beyond

Maltahöhe – our closest settlement
Daweb Constituency – Hardap Region

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Matrix 25 | The AridEden Project | Wolwedans Vision 2030

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Wolwedans

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Experiences	Large Landscape G S N L	Team Well-being		

Extract from
The AridEden Project

“RuralRevive could become
a practical blueprint for
building back better, more
sustainable and equitable
tourism/conservation
economies. Not only in
Namibia, but globally.”

Wolwedans

Rural Revive

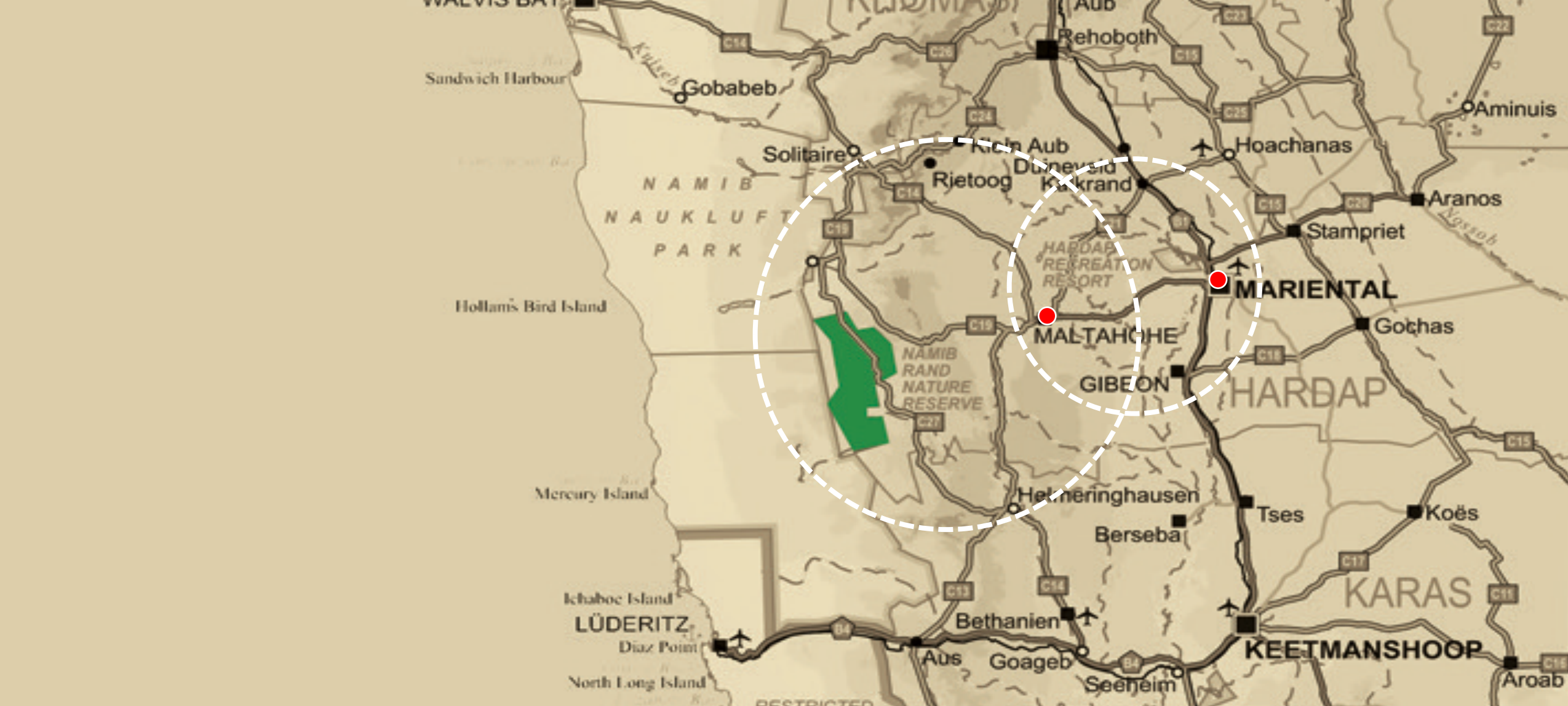
BUILDING A DESERT BASED ECONOMY



Maltahöhe

Daweb Constituency – Hardap Region

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Daweb Constituency | Hardap Region
Home of the Desert Based Economy

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A long road lies ahead, and there is no quick fix

(Initiative vs Project)



in it for the long run

RuralRevive seeks to address four pressing global challenges:

- **Climate Change**
- **Wealth Inequality**
- **Plastic and Waste**
- **Rural Decline and Youth Exodus**

Nine areas of engagement (blue fields are PPP's)

- Enterprize
- Horticulture
- Education
- Resources
- Solid Waste
- People-Wellbeing
- Transport | Logistics
- Culture | Heritage
- Media Ecology

Based on Wolwedans' 5C Sustainability framework

COMMERCE | CONSERVATION | COMMUNITY | CULTURE | CONSCIOUSNESS

RuralRevive

Building a Desert Based Economy

Wolwedans
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Values & Identity

A set of 10 values was formulated by the Steering Committee and provides the DNA of the project going forward.

**Rooted | Connected | Original | Rewarding | Organic | Changing
Empowering | Inclusive | Transparent | Sustainable**

Guiding Compass: Positive | Fair | Honest | Creative

Maltahöhe

WHERE THE TAR ROAD ENDS AND THE ADVENTURE STARTS



Maltahöhe

Daweb Constituency – Hardap Region

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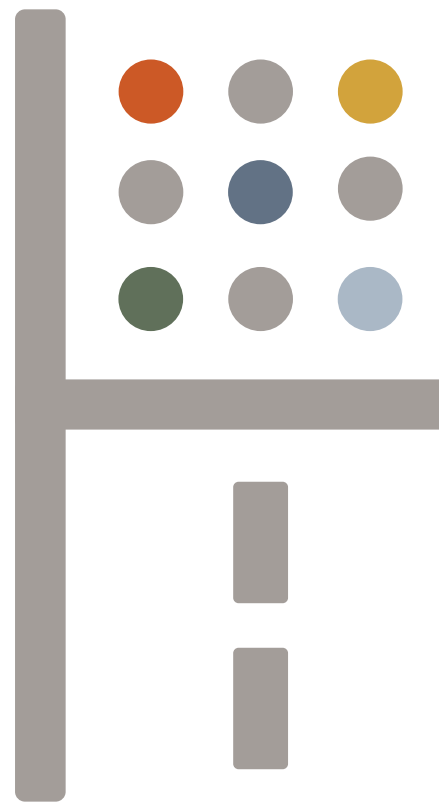
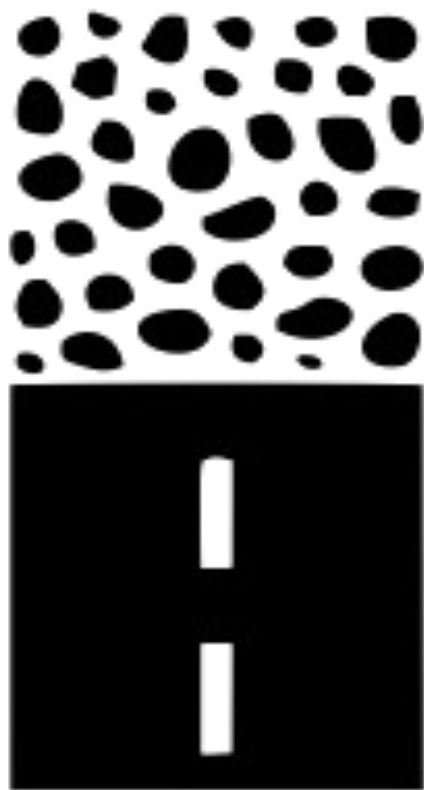
Identity



RuralRevive Identity

Logo | values | Compass

Wolwedans
FOUNDATION



RuralRevive Identity

Logo | values | Compass

Wolwedans
FOUNDATION



RuralRevive Identity

Logo | values | Compass

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RURAL REVIVE

A new way of building back better. More sustainable, equitable and inclusive.



junction

Business as usual and the depleting economic models of the past

RuralRevive Identity

Logo | values | Compass

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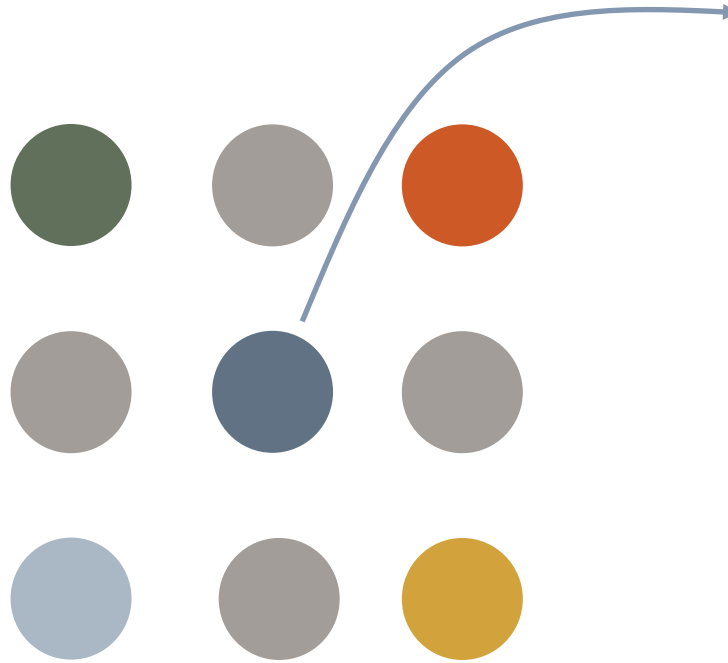


RuralRevive Identity

Logo | values | Compass

Wolwedans
FOUNDATION

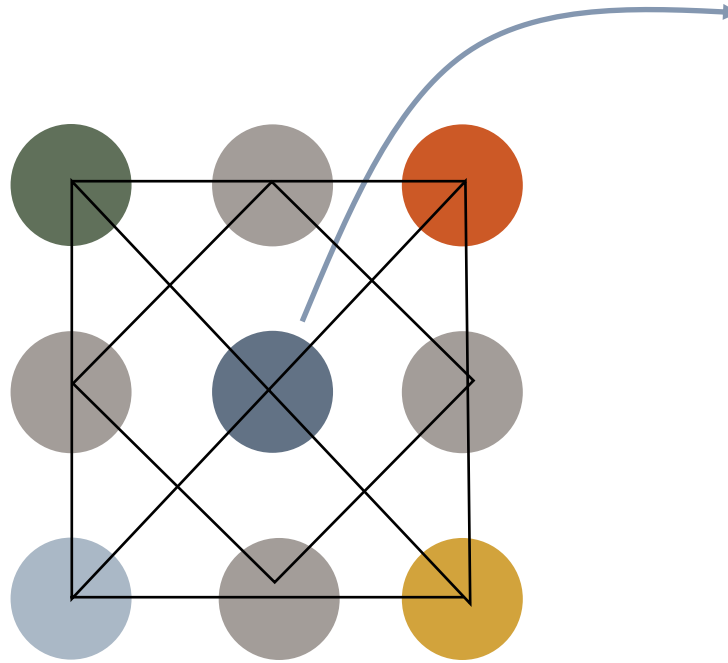
nine areas of engagement



1. Enterprize
2. Horticulture
3. Education
4. Resources
5. Solid Waste
6. People-Wellbeing
7. Transport | Logistics
8. Culture | Heritage
9. Media Ecology

nine areas of engagement

All dots/fields are interconnected



1. Enterprize
2. Horticulture
3. Education
4. Resources
5. Solid Waste
6. Basic Healthcare
7. Transport | Logistics
8. Culture | Heritage
9. Media Ecology

Work packages



Initial work packages

- Work Package 1 - Laundry Service in Maltahöhe
- Work Package 2 - Horticulture Project & Capacity Building
- Work Package 3 – The Barn - Fresh produce hub in Maltahöhe
- Work Package 4 – DesertRunner - Scheduled Transport Service
- Work Package 5 - Waste Management & Recycling Facility (lodges and village)

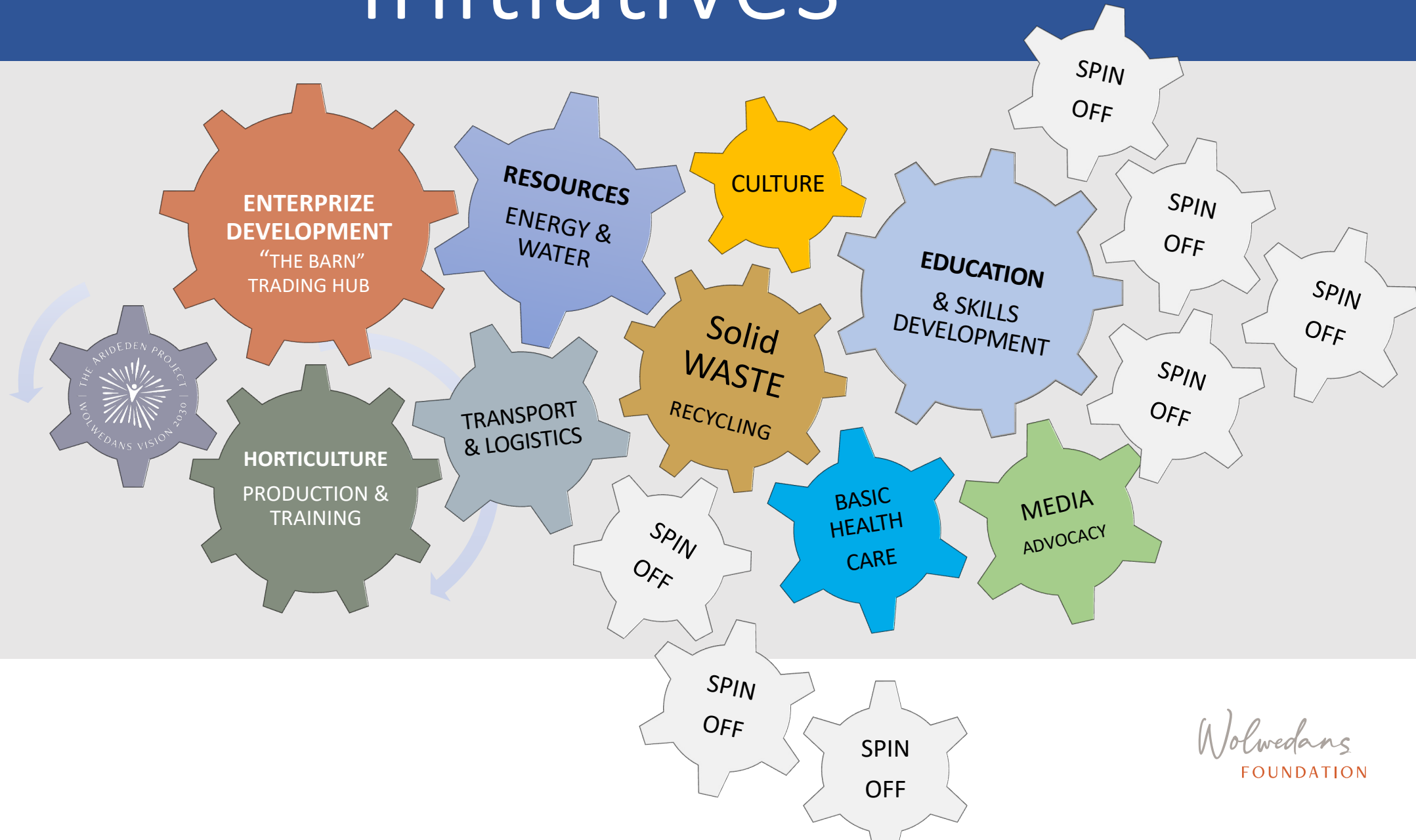
Over-arching Work Packages

- EconoMix 'Basics of Business'
- Enterprize - SME Development (i.e. Textile, Butchery, Composting)

WALKING THE TALK

Bringing RuralRevive to life, one step/project at a time

Initiatives



Laundry



Work Package 1 Laundry Service in Maltahöhe

Setting up a large-scale laundry operation in Maltahöhe will service the wider tourism sector in the Daweb Constituency. Employment opportunities created will prioritise women from the local area and be on a variable hours basis (determined by workloads and productivity) to ensure flexibility. The laundry facility includes a 50 kW solar system to provide energy independence and a waste water recycling facility to enhance sustainable operations within the arid environment.



Horticulture



Work Package 2

Horticulture Project & Capacity Building

Greenhouses and irrigation systems will be established on the project properties as well as on other sites in and around Maltahöhe for the production of organic, staple vegetables to supply both the local market and the wider tourism industry.

Capacity building (skills transfer) for local farmers and the youth of Maltahöhe will nurture a culture of self-sufficiency, improve local food security, and create employment opportunities.



“The Barn”



Work Package 3

Fresh produce hub in Maltahöhe

“The Barn” will primarily be a distribution hub in Maltahöhe where local farmers and small producers can deliver a variety of fresh produce (e.g., fruit and vegetables, processed meat products, eggs, cheese, etc.) with a reasonable guarantee that their produce will be absorbed by the Desert Based Economy. “The Barn” is designed to create a local marketplace to secure demand, while simultaneously promoting entrepreneurship. A coffee shop located at “The Barn” could become a meeting hub for producers and tourists alike.

“The Barn”

Trading Hub Phase I



“The Trading Hub”

Replacing “The Barn” when more space is needed



DesertRunner



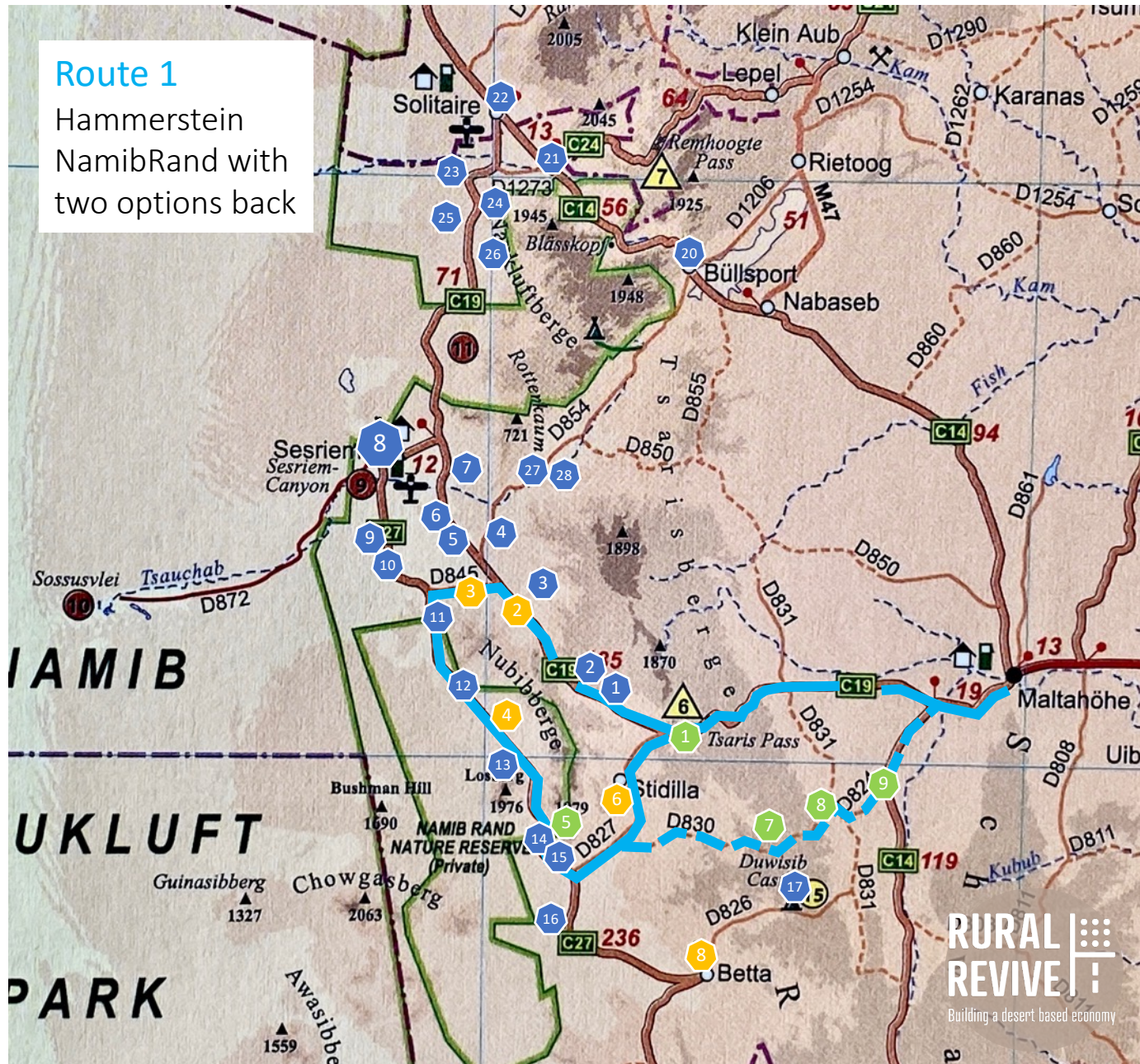
Work Package 4 - Scheduled Transport Service

A transport service to/from tourism enterprises in the Sossusvlei and NamibRand forms an essential component of making the Desert Based Economy work. A twice weekly scheduled transport solution for the delivery and collection of laundry (clean and dirty linen), fresh produce, waste and, importantly, people provides a reliable and regular service that connects the dots. Ongoing transport solutions will be established to connect the Daweb Constituency with the national transport grid.



Route 1

Hammerstein
NamibRand with
two options back



1 Lodges & Tourism

- 1 - Wikebi
- 2 - Hammerstein
- 3 - Ultimate
- 4 - Litte Sossus
- 5 - Desert Homestead
- 6 - Ondili Lodges (2)
- 7 - Hoodia
- 8 - Sesriem (5 lodges)
- 9 - Geluk (3 lodges)
- 10 - Mirage
- 11 - & Beyond SDL
- 12 - KwessieDunes
- 13 - Wolwedans
- 14 - NaDeet
- 15 - Tokokkie & Hideout
- 16 - Aandster/Toulouse
- 17 - Duwisib
- 18 & 19 - open/future
- 20 - Büllspoor
- 21 - Ababis
- 22 - Solitaire
- 23 - Namib-Naukluft
- 24 - Moon Mountain
- 25 - Namib Desert Gondwana
- 26 - Weltevrede
- 27 - Elegant Homestead
- 28 - other

6 Ranger Stations & Farms

- 1 - Zaris
- 2 - Neuhof
- 3 - La Motte
- 4 - Keerweder (NamibRand)
- 5 - Wereledend
- 6 - Nubib (ProNamib)
- 7 - Eldorado
- 8 - Nuwerus
- 9 - Lisbon

DesertRunner Routes&Stops

Waste Management



Work Package 5 – Solid Waste Management & Recycling Facility

Developing an integrated and collective approach to managing waste as a resource (“Trash-to-Treasure”) will significantly reduce landfill and landscape pollution in Maltahöhe and the Daweb Constituency. The aim is to ensure a cleaner and healthy living environment, which simultaneously creates livelihood opportunities.

Establishing a waste logistics and transport solution for the region may also serve as a blueprint for other regions and villages in Namibia that face similar challenges.





The RCC Property – Could this Malathöhe's Future Recycling Plant?



EconoMix



Over-arching Work Package - 'Business Basics' Skills Transfer

“EconoMix” is a tailor-made, entry-level business management programme that includes the basics of financial intelligence (how to manage money and debt), costing, procurement, HR/admin, negotiation skills, and marketing. “EconoMix” serves as the backbone to entrepreneurial empowerment across all RuralRevive business development projects. Individuals who pursue personal career aspirations will be supported with basic business skills to convert these into financially viable livelihoods, enabling them to take charge of their own destiny.

The Basics of Business



Enterprise



Future Work Package:

Enterprise Diversification and Business Development

Once work packages 1 through 5 have been successfully implemented and the Desert Based Economy builds momentum, additional stakeholders will see merit in coming on board. New and complementary business ventures will naturally evolve, ranging from diversified services and value-add production to manufacturing and retail. Eventually, Maltahöhe could be a thriving business hub again, creating jobs and sustaining livelihoods.



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RURAL
REVIVE |

Relevance



RuralRevive addresses four major global challenges

- Climate Change and CO₂ mitigation
- Wealth inequality (widening gap | rich and poor)
- Rural decline and youth exodus (no future)
- Solid waste and need for recycling | upcycling

Impact



- Job Creation and enhanced Livelihoods
- Cleaner environment and CO² mitigation
- Substantial water saving in the Namib desert
- Skills transfer and capacity building (vocational)
- Regional growth through the local economy

All culminating in a rural revival model which can be replicated elsewhere in Namibia and beyond (Southern Africa | Africa | World)



RuralRevive – A Blueprint for other villages in Hardap and Beyond?



Partners & Funding

Committed Donors



Additional Donors and Partners needed

???

on the horizon...



Future Work Packages (1-3 = classic PPP's)

1. **Education** support with special focus on vocational training (four strains)
2. **People Wellbeing** – Physical & Mental Health | Nutrition
3. **Resources** (energy | water | waste)
4. **Media Ecology** (advocacy | access to WiFi | Radio RuralRevive | SM)
5. **Culture** – celebrating local culture, diversity & heritage

**The RuralRevive Initiative is an open system
providing a platform and framework for
multiple stakeholder involvement, including
Public Private Partnerships**



The AridEden Project Wolwedans Vision 2030 & Beyond

PROJECT

RuralRevive

Building a Desert Based Economy

SPHERE

Conservation | Community | Commerce | Culture |
Consciousness

OBJECTIVE

Building a more equitable and inclusive tourism economy
in the Dabeb Constituency, Hardap Region, Namibia.

Building Blocks

Enterprise Development | Horticulture | Transport &
Logistics | Waste Management | Resources | Education |
Basic Healthcare | Culture | Media Ecology

IMPACT

Job creation | CO2 mitigation | Food Security | Rural
Revival | Happy Planet

DRIVER

Wolwedans Foundation & others inspired to following suit

INITIAL SPONSORS



BUILDING A DESERT BASED ECONOMY

PROJECT

The Village Laundry

SPHERE

Conservation | Commerce

OBJECTIVE

Build a laundry powered by the sun, recycle water and
use latter for horticulture production

IMPACT

Job creation and water saving in the Namib and

DRIVER

Wolwedans Foundation

SPONSOR|S



BUILDING A DESERT BASED ECONOMY

PROJECT

Horticulture Project

SPHERE

Conservation |

OBJECTIVE

Food production and training of youth and small scale
farmers, aiming to build a regional economy and drive
food security.

IMPACT

Job creation, Skills Transfer and Food Security

DRIVER

Wolwedans Foundation in collaboration with Desert
Academy

SPONSOR|S



Impressions

RURALREVIVE IN THE MAKING





Maltahöhe

Desolation and rural decline

**RURAL
REVIVE** 



Maltahöhe

Trash and plastic everywhere

RURAL
REVIVE





Horticulture Here?

Maltahöhe is built on solid rock



Sewage water removal
No sanitation network

**RURAL
REVIVE** 



RuralRevive
Project kick-off January 21





RuralRevive
Community briefing





Maltahöhe

The laundry drying shed

**RURAL
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RuralRevive Campus
Project base and 'home'



The Laundry
12 machines powered by the sun

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Horticulture
Intercultural connection

**RURAL
REVIVE** | 



Horticulture
Seedling Nursery in the making

**RURAL
REVIVE**



Horticulture
Seedling Nursery in the making



Horticulture
Lydia's Permaculture Garden



Waste water (trash) for some
Liquid gold/resource (treasure) to others



Sustainability

This nonsense must stop

**RURAL
REVIVE** 



Horticulture
Our first cabbage

**RURAL
REVIVE** 



Horticulture
Our first Broccoli





Horticulture

Plenty of fruit trees in Daweb – many going to waste

**RURAL
REVIVE** 



Blikkiesdorp
Making the best of a dire situation

RURAL
REVIVE



Horticulture

1000's of sheep 'kraals' can provide manure



Sheep dung (trash) for some
Worth gold (treasure) for RuralRevive





Celebrating Cultural Diversity
Opening ceremony of laundry

**RURAL
REVIVE** | 



Celebrating Cultural Diversity
Happy Wolwedans Trainees



Enterprise and the basics of business
The 'Open Market' - one day a weekly occasion



Enterprise and the basics of business
Open Market Vendors steadily growing in numbers



Plan B for Greenhouses
Some red-tape slowing progress



Plan B for Greenhouses
Some red-tape slowing progress



Horticulture

Working with the Earth = Happiness



Could Maltahöhe one day
become a location for
textile manufacturing?
Starting with overalls and
taking it from there one
step at a time?



RURAL | :::::
REVIVE | !



Horticulture Level 3 Wolwedans
Next Level 2 intake at RuralRevive in 2024?



