

Advancing democratic values & accountable governance through open dialogue

Navigating effective communication toward implementing NDP6

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15.07.2026

www.kas.de

Roadmap for strategic navigating NDP6

- › Communication plan strategy role players legislation challenges/opportunities
- › Economic social fiscal public sector financial indicators
- › Political architecture & democratic trend
- › Permission based economy limits competition & economic growth
- › NDP5 audit & lessons
- › NDP6 external challenges indicators status quo & risks
- › Strategic shift & flagship targets
- › Delivery vehicle architecture & impact
- › Benchmarks indices & innovation
- › Forgotten infrastructure for navigating NDP6
- › Take aways

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Communication plan & strategy

- › Namibia has communication policies & consultation mechanisms
- › They do not constitute a consistently effective communication strategy that enables broad participation by all stakeholders in decision-making
- › There are strengths & several challenges/opportunities

Communication role players

Where are CBOs private & informal sector?

TOO MANY COOKS SPOIL THE BROTH



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Communication strenghts

- › Several formal mechanisms to promote public participation:
- › The Constitution Article 13 protects freedom of expression & access to information
- › Ministries conduct public consultations on major policies & legislation
- › NPC consults stakeholders during preparation of NDPs, including NDP6
- › Parliament invites public submissions on some bills through standing committees
- › Regional councils and local authorities hold community meetings
- › Government increasingly uses social media radio television newspapers & websites to communicate – CPBN – live opening of bids - live interviews VIP appointments NUST & UNAM - Fishrot – exceptions?

Communication challenges/opportunities

- › Despite variety of mechanisms, several challenges limit effective participation:
- › No whole-of-government communication strategy
- › Communication varies significantly between ministries
- › Many ministries focus on informing citizens rather than engaging them in two-way dialogue
- › Late consultation - Investment Promotion Facilitation Bill & NEEEB (2016 - 2026)
- › Stakeholders often consulted after key policy decisions have been made. Limited rural outreach
- › Many rural communities depend on radio, while government communication increasingly relies on online platforms
- › Internet access remains uneven across Namibia

Communication challenges/opportunities 2

- › Despite variety of mechanisms, several challenges limit effective participation:
- › Weak feedback mechanisms
- › Citizens often provide input but receive little explanation of how their views influenced decisions.
- › Limited participation by youth & vulnerable groups
- › Young people, persons with disabilities, informal workers & remote communities may not be adequately represented
- › Capacity constraints – spin docs & limited specialised understanding of sectors
- › Many ministries lack dedicated communication professionals and sufficient budgets for public engagement & not involved in planning

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Communication general opportunities

- › No pre-budget participation mechanism only post budget – Citizens' Budget
- › Access to Information Bill of 2022 not implemented yet – creates policy uncertainty
- › Whistleblowing Protection Act of 2017 not implemented yet – creates policy uncertainty
- › Limited investigative journalism – small market & economics
- › Very limited reporting on trends - focus on sensation & daily incidents
- › Policy participation events ad hoc – often fixed mandates consultations – public private forum meetings 2026 & IPF Bill (2016 – 2026)

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Communication challenges/opportunities

Data Protection Bill

- › No comprehensive Data Protection Act in force
- › June 2026 Minister notice in Parliament of a Data Protection Bill
- › Data Protection Supervisory Authority & Commissioner to be created
- › Regulate gov & private organizations' use, storage & sharing of personal data
- › Protect individuals' privacy rights
- › Regulate cross-border data transfers and data sovereignty
- › Introduce penalties for non-compliance

Communication challenges/opportunities 2

Data Protection Bill

- › Until such a law is enacted, privacy protection in Namibia relies mainly on:
- › Article 13 of the Namibian Constitution, which protects the right to privacy
- › Sector-specific laws and regulations
- › Common-law principles – limited & incomplete receipt feedback irregular limited & incomplete data organizations'
- › Not a single comprehensive data protection framework
- › Given Namibia's expansion of digital services, e-government, electronic IDs, & increasing use of personal data, many legal and technology experts consider a comprehensive Data Protection Act to be an important gap that the proposed Bill should address

Communication challenges/opportunities

Cyber Crime Act 2025

- › An important step in strengthening cybersecurity & combating cybercrime
- › As many first-generation cybercrime laws, it has several key challenges:
- › Focuses mainly on cybercrime, not data privacy
- › Act criminalizes offences such as hacking, cyber fraud, identity theft, & unlawful interception of data
- › Does not provide comprehensive protection for personal data or regulate how organizations process personal information.
- › This is why a separate Data Protection Act is still needed
- › Limited regulation of artificial intelligence (AI)
- › No court interdict needed for monitoring private info on platforms

Communication challenges/opportunities

Cyber Crime Act 2025 implementation capacity

- › Act was not designed to address emerging risks such as deepfakes, AI-generated fraud, algorithmic bias, or autonomous cyberattacks
- › Effective enforcement requires specialized investigators, digital forensic experts, prosecutors & judges
- › Namibia faces shortages of these specialized skills and resources
- › Cross-border enforcement challenges:
- › Many cybercrimes originate outside Namibia
- › Investigating and prosecuting offenders depends on international cooperation, which can be slow and legally complex – Fishrot SME Bank

Communication challenges/opportunities

Cyber Crime Act 2025

- › Cross-border enforcement challenges:
- › Rapid technological change
- › The Act primarily creates criminal offences
- › Does not establish comprehensive cybersecurity standards/mandatory security requirements for all public and private organisations
- › Limited protection of critical infrastructure
- › Cyberattacks on essential services are covered to some extent, more detailed obligations for protecting sectors e.g. electricity, water, telecommunications, health & finance required
- › Public awareness: Citizens & small businesses remain unaware of cyber risks & reporting procedures, reducing the Act's effectiveness

Communication challenges/opportunities

Cyber Crime Act 2025 overall

- › The Cybercrime Act provides a solid legal basis for investigating & prosecuting cyber offences
- › On its own it is not sufficient to ensure a secure and trusted digital environment
- › Provides opportunity as an early warning system for political incorrectness
- › It should be complemented by comprehensive data protection legislation, stronger institutional capacity, & broader cybersecurity governance to support Namibia's digital transformation & the objectives of NDP6

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Communication challenges/opportunities

Communications Act 2009

- › The Communications Act in Namibia provides the legal framework for telecommunications, broadcasting, postal services & regulation by CRAN
- › The Act has strengthened the communications sector
- › It has several challenges that affect effective communication and public participation
- › Key challenges include:
 - › Digital divide
 - › Many rural and remote communities still have limited access to reliable internet and mobile services. What about Starlink?

Communication challenges/opportunities 2

Communications Act 2009

- › High connectivity costs reduce access for low-income households
- › Limited emphasis on government communication
- › The Act focuses mainly on regulating communications infrastructure & service providers rather than setting standards for government communication with citizens
- › It does not establish comprehensive requirements for transparent timely or citizen-centered public communication
- › Affordability challenges:
- › Although competition is encouraged data and broadband costs remain relatively high for many Namibians - limiting access to information

Communication challenges/opportunities 3

Communications Act 2009

- › Unequal access:
- › Persons with disabilities, elderly citizens, and people living in remote areas may still face barriers to accessing communication services
- › Limited provisions for digital inclusion:
- › The Act does not comprehensively address digital literacy or programs to improve citizens' ability to use online communication platforms.
- › Rapid technological change:
- › New technologies such as artificial intelligence, social media platforms, & digital content regulation have developed much faster than the Act anticipated, creating regulatory gaps

Communication challenges/opportunities 4

Communications Act 2009

- › Cybersecurity coordination:
- › While Namibia has enacted separate cybercrime legislation, coordination between communications regulation, cybersecurity, & data protection remains an evolving area
- › Emergency communication:
- › Act provides only limited detail on ensuring resilient communication systems during national emergencies or disasters
- › Public participation:
- › There are limited legal obligations requiring government institutions to use communication technologies to actively engage citizens in policymaking & decision-making

Communication challenges/opportunities

Communications Act 2009 overall

- › Implications for effective communication in Namibia
- › Limitations as outline can contribute to:
- › Unequal access to government information
- › Reduced citizen participation in democratic processes
- › Slower dissemination of public information during emergencies
- › Information inequality between urban and rural communities
- › Reduced transparency and accountability where communication practices are inconsistent

Communication challenges/opportunities

Communications Act 2009 overall 2

- › From a governance or public administration analysis, I conclude that the Communications Act is primarily a sector-regulation law & not a comprehensive public communication framework
- › Achieving effective communication also depends on complementary legislation, policies & grn communication strategies, including:
 - › Electronic Transactions Act
 - › Data Protection Act
 - › Cybercrime Act
 - › Access to Information Act - with access to information measures & guarantees
 - › Whistleblowing Protection Act – with stipulated penalties & rewards for whistleblowers not based on discretion of a Minister

Electronic Transaction Act 2019

Scope & advantages

- › Provides the legal framework for conducting business & government transactions electronically
- › Gives electronic documents, electronic signatures, and electronic contracts the same legal status as their paper-based equivalents
- › Governs electronic evidence, e-commerce, & responsibilities of service providers
- › Advantages:
 - › Encourages digital business & investment
 - › Reduces paperwork and costs
 - › Speeds up business & government services
 - › Supports online banking and e-commerce
 - › Recognizes digital evidence in court
 - › Promotes innovation & digital transformation
 - › Improves access to government services

Electronic Transaction Act 2019

Challenges/opportunities

- › Parts of the Act, including the consumer protection chapter, are still not in force
- › Cybersecurity threats remain a concern
- › Unequal internet access limits benefits for some communities
- › Digital literacy is still developing
- › Implementation requires technical capacity and investment
- › Cross-border enforcement can be difficult

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Electronic Transaction Act 2019

Advantages practical examples

- › The Act recognizes:
- › Signing a contract electronically
- › Online banking transactions
- › Purchasing goods from an online retailer
- › Electronic invoices and receipts
- › Government services submitted online
- › Email correspondence used as evidence in court

Electronic Transaction Act 2019

Developments & conclusion

- › The Act was passed in 2019, with different provisions coming into force in stages
- › Most provisions commenced in March 2020, while provisions relating to electronic signatures and accreditation of authentication service providers commenced on 15 June 2026
- › Chapter 4 (Consumer Protection) has still not commenced
- › From a governance analysis, the Electronic Transactions Act is important because it enables digital government, electronic service delivery, secure electronic communication, & legally valid online transactions, all support digital transformation & improved public service delivery

Communication international best practices

- › An effective government communication strategy should include:
- › Early stakeholder mapping
- › Clear communication objectives
- › Plain-language communication in multiple local languages
- › Continuous engagement throughout policy development
- › Digital participation platforms
- › Regular public reporting on how stakeholder input affected decisions
- › Monitoring and evaluation of communication effectiveness

Communication overall assessment

Areas of Assessment

› Applying OECD & good governance principles, Namibia would likely be rated as follows:

› Transparency	Moderate	
› Public consultation	Moderate	
› Citizen participation	Moderate to weak	
› Two-way communication	Weak to moderate	
› Feedback to stakeholders	Weak	
› Coordination across government	Moderate	

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Communication

Concluding overall assessment

- › Overall Namibia has the institutional foundations for participatory governance
- › However, implementation is uneven
- › Government communication is still more information-driven than participation-driven
- › Moving toward a coordinated, whole-of-government communication & citizen engagement strategy would strengthen transparency accountability & public trust while supporting governance objectives of NDP6

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Namibia GDP rankings by year

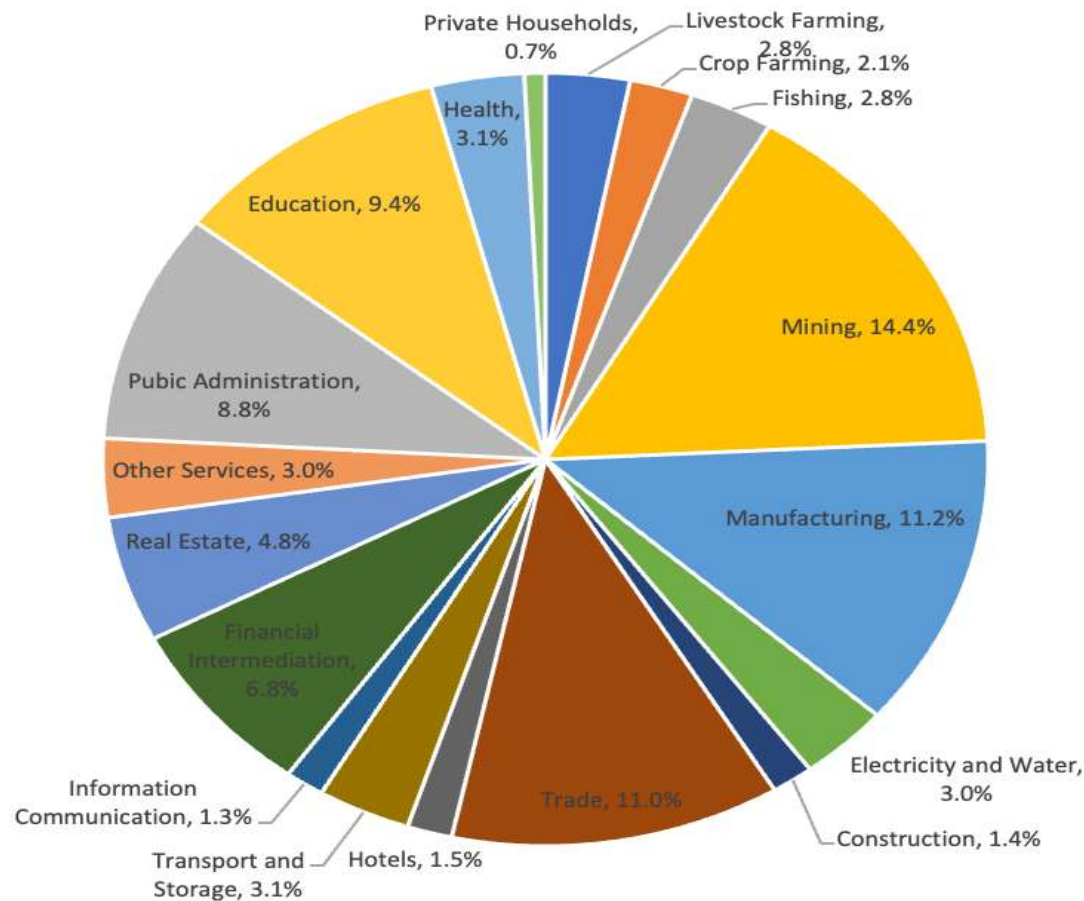


Data sources: World Bank | Economy & Growth (1980–2024, retrieved 2026-04-06).
GeoRank.org/economy/namibia | CC BY

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Economic structure



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Economic social fiscal public sector

- › GDP/capita US\$4 413 WB
- › GDP 3% of South Africa $13.4/401 = 0.33$
- › Public servants +-1:26 excl. NAMPOL & NDF 114 302(24/5)/3 022 401 (23)
- › Grn debt 66% of GDP
- › Grn expenditure 40% of GDP
- › Unemployment 37% excluding employable people not seeking
- › Gini coefficient 0.58
- › Informal sector 58% of total employment 27% of GDP



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Gross fixed capital formation (GFCF)

Critical indicator investment & economic growth

Economic freedom by year

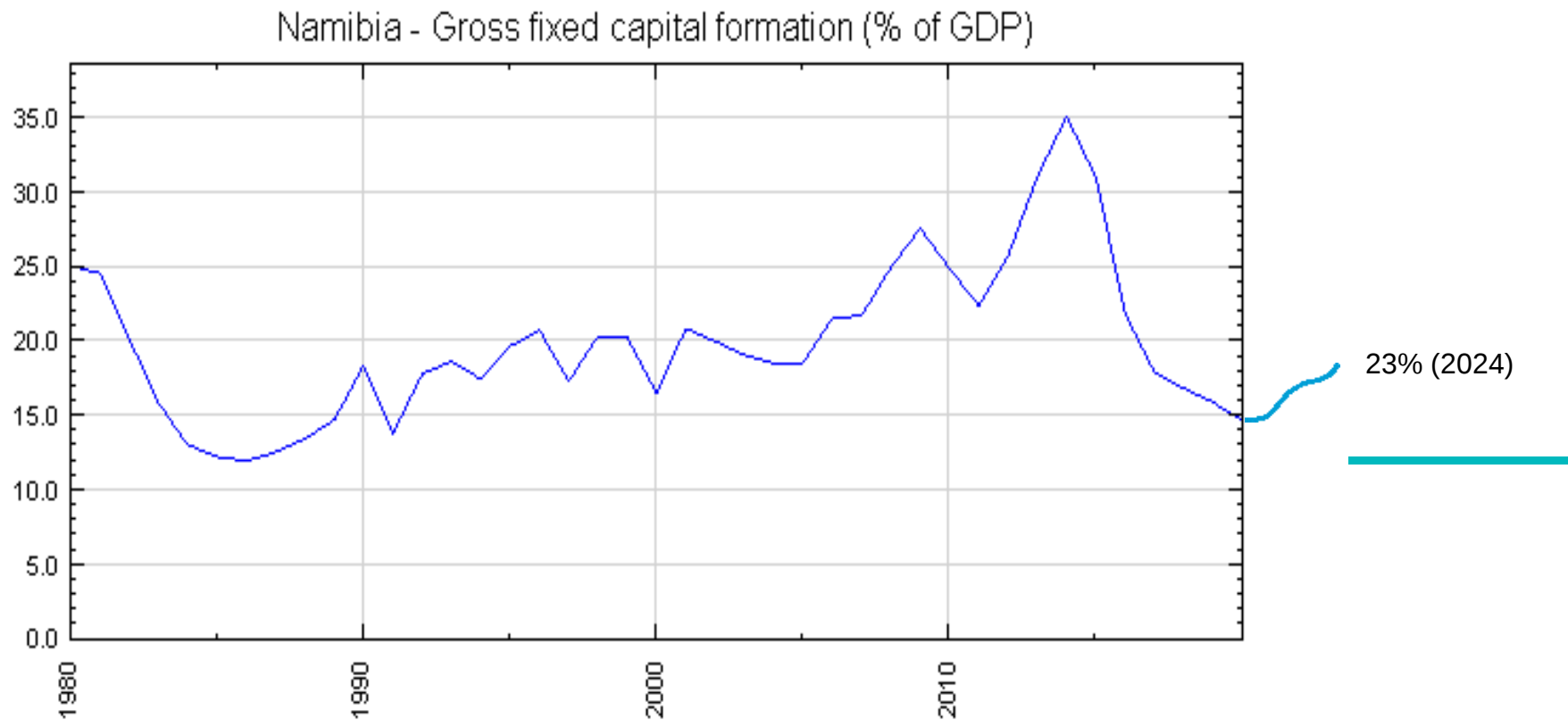


Data sources: The Heritage Foundation | Economic Freedom Index (1997–2026, retrieved 2026-03-09).
GeoRank.org/economy/namibia | CC BY

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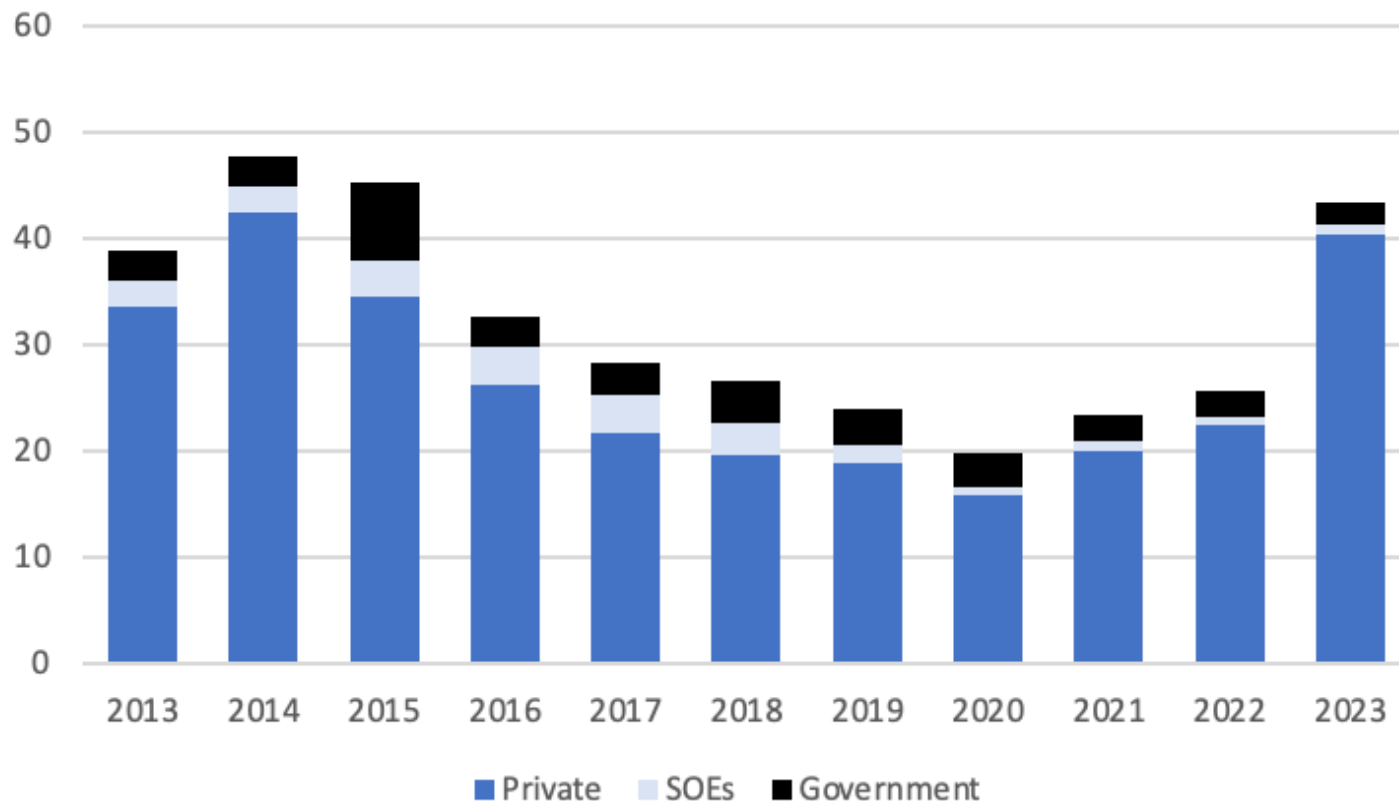
Gross fixed capital formation (GFCF)



Gross fixed capital formation (GFCF)

1. Fixed capital as % of GDP/Investment Rate (% of GDP)
2. Investment productive assets – factories machinery roads etc
 - › Investment (GFCF) – productivity – exports - economic growth – employment
 - › GFCF 2024 23% of GDP
 - › Achieving NDP6 targets needs 30-35% GFCF
3. Multiplier effect 1/1 – Marginal Propensity to Consume (MPC)
 - Grn consumption spending short run fiscal multiplier 0.6-0.8
 - Impact N\$1billion Grn spending GDP increase N\$600 – N\$800 million

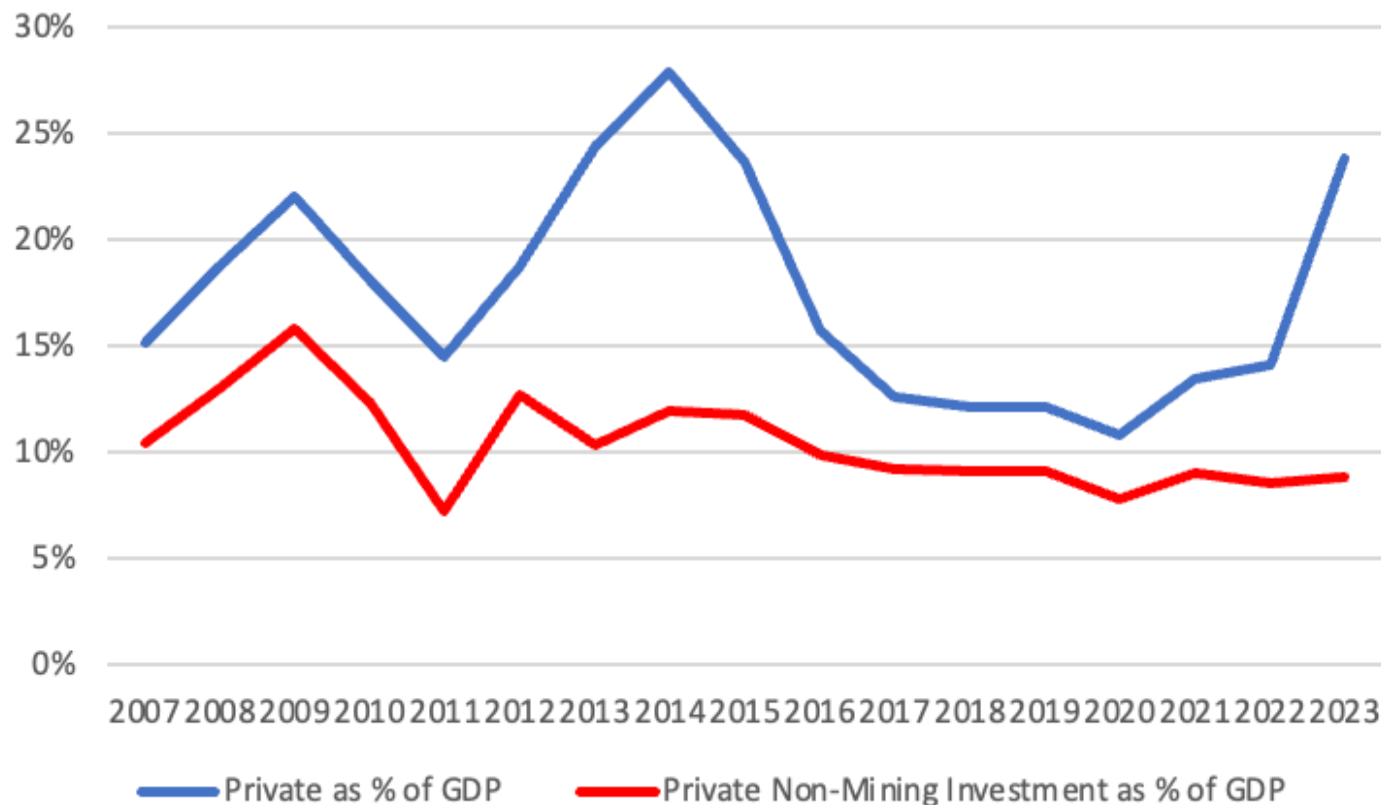
Investment structure private PPEs/SOEs & Grn



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Investment private non-mining

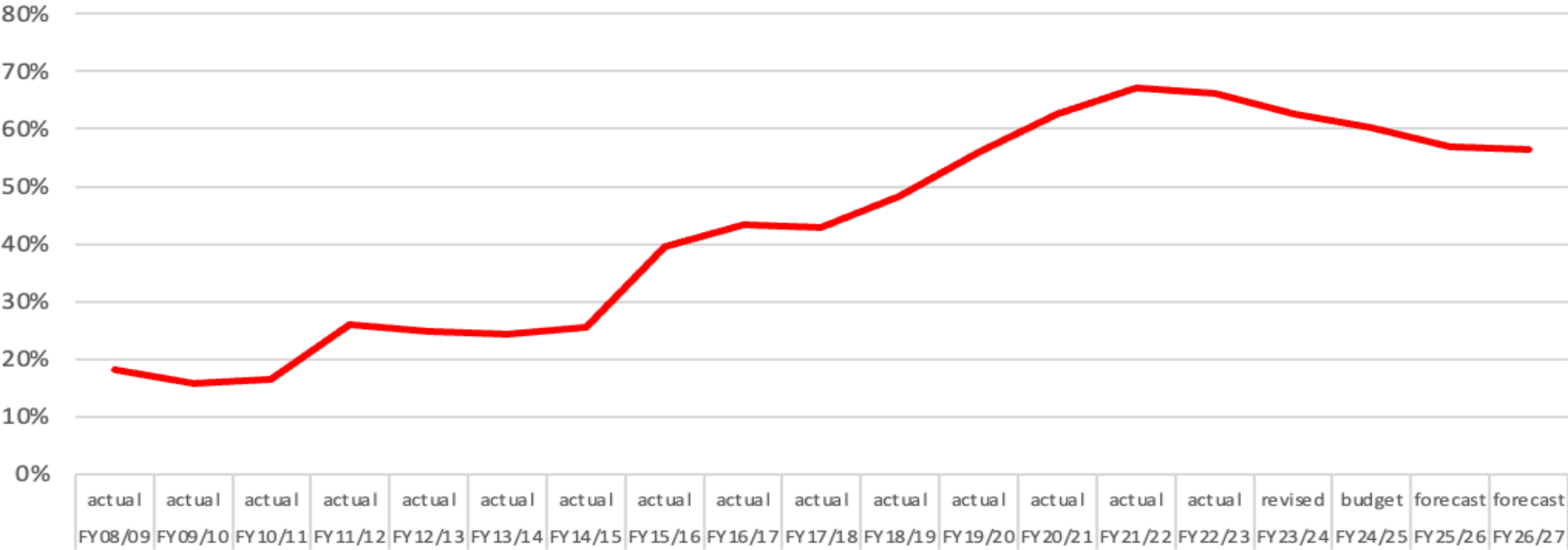


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Fiscal & public sector indicator Grn debt

Debt (as % of GDP)



Political architecture

- › Political stability
- › Unitary state & centralisation (trend)
- › Cabinet & Reg Governors accountable to President
- › Almost omnipotent powerful presidential position - appointments
- › Single transferable voting system Quota National Elections
- › Ministers & MPs not accountable to constituencies
- › Ministers & MPs accountable to party not voters
- › Incentives for party member ranking vs voter support ranking
- › Executive 1/3rd legislative overlap - systemic vulnerability
- › SADC tribunal vacuum – regional governance vacuum PRM



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Permission based economy

Limited competition – a slow growing monster

- › Pensions NAMPOST
- › August 26 several WHK Machine Factory
- › NAMCOR 256 filling stations
- › MTC & Telecom ITC
- › PSEMAS SSC
- › NAMDIA non disclosing price of diamonds & security
- › School feeding program by NTA?
- › PPEs & regulators increasing – NEEEB Whistleblowing Access to Information
- › Increasingly discretion to Ministers – IPFB Land Bill NEEEB Marine Resources Act
- › PM – appointment of Board Members & Regulating Model Skewed

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Q47A. How well or badly would you say the current government is handling the following matters, or haven't you heard enough to say: Managing the economy?

	Urban	Rural	Men	Women	Total
Very badly	40.6	43.9	43.2	41.0	42.2
Fairly badly	25.2	26.3	24.3	27.2	25.7
Fairly well	24.1	23.8	24.8	23.0	24.0
Very well	7.3	4.4	5.9	6.0	5.9
Refused	0.4			0.4	0.2
Don't know / Haven't heard enough to say	2.5	1.6	1.8	2.3	2.0

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Political & democratic trends

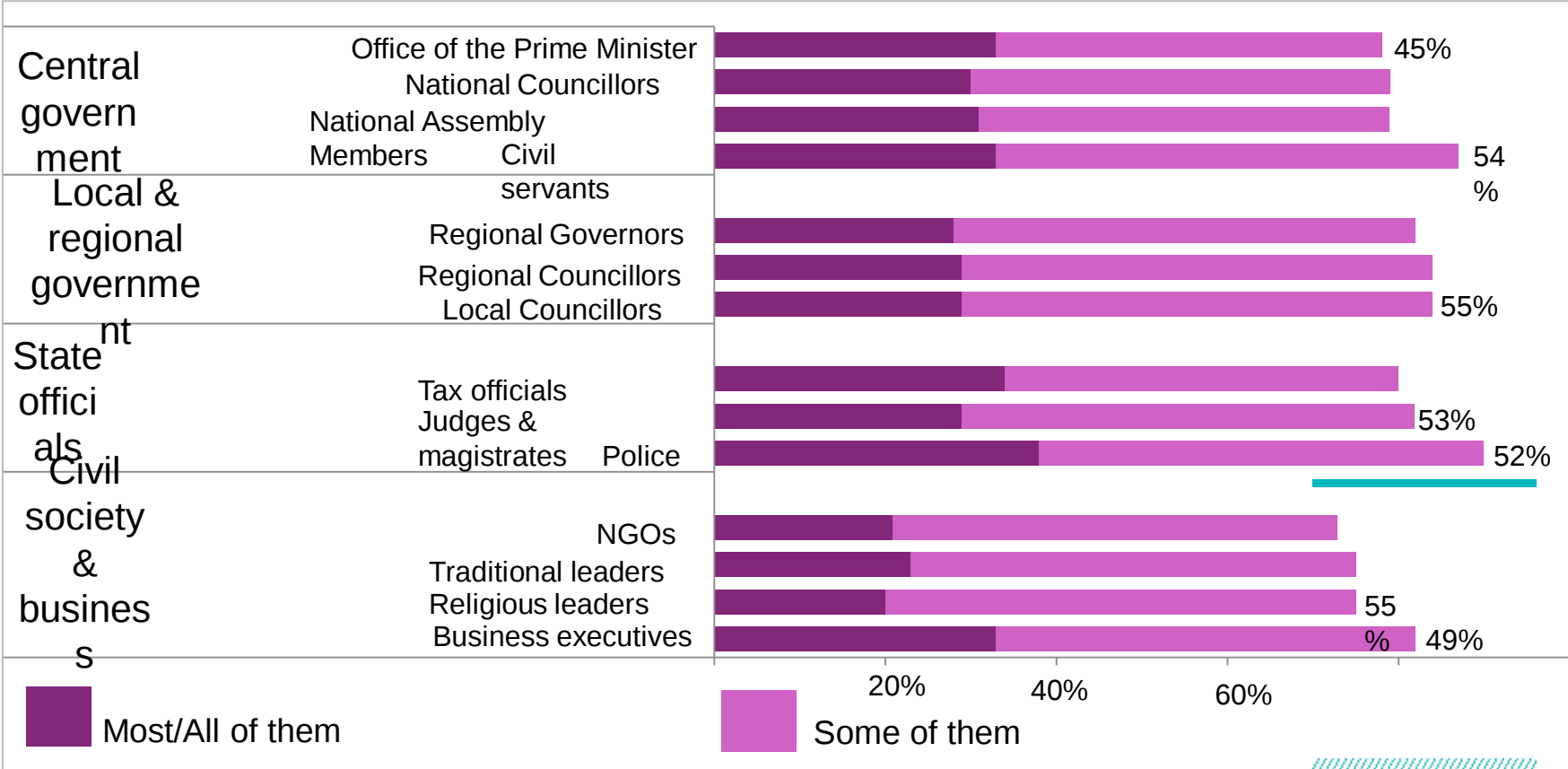
- › Trend - ENC distrust 45% Afro barometer 2024
- › Trend – low voter turnout & declining public trust
- › Trend – ECN repeating problems no penalties Supreme Court endorsement
- › Trend – youth unemployment biggest challenge – Afro barometer 2024
- › Trend - military rule increasingly more acceptable – Afro barometer 2024
- › Trend - young voters 18-35 yrs economic inclined & dissatisfied
- › Trend - African liberation movements - Botswana Zambia RSA Mozambique
- › Trend – policy participation selective not frequent & ad hoc

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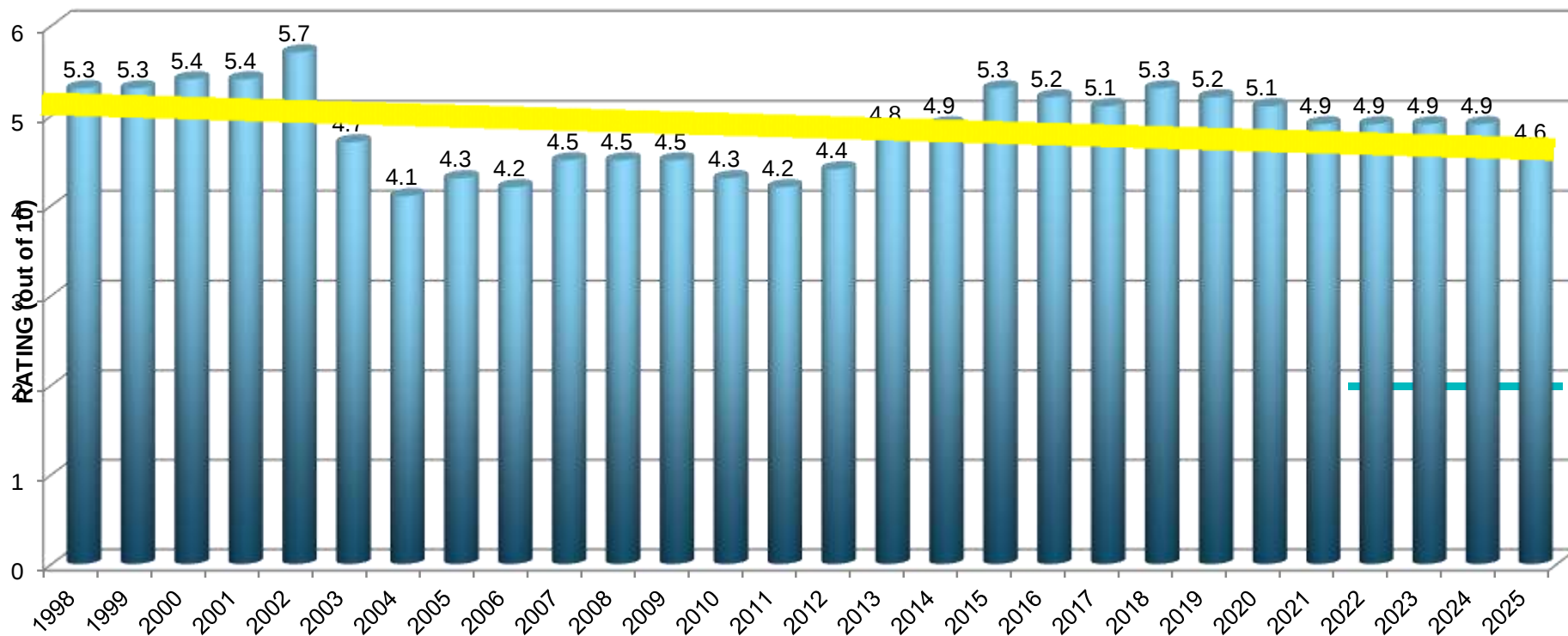
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Corruption in state institutions & leadership groups

Namibia 2024 @ Afrobarometer

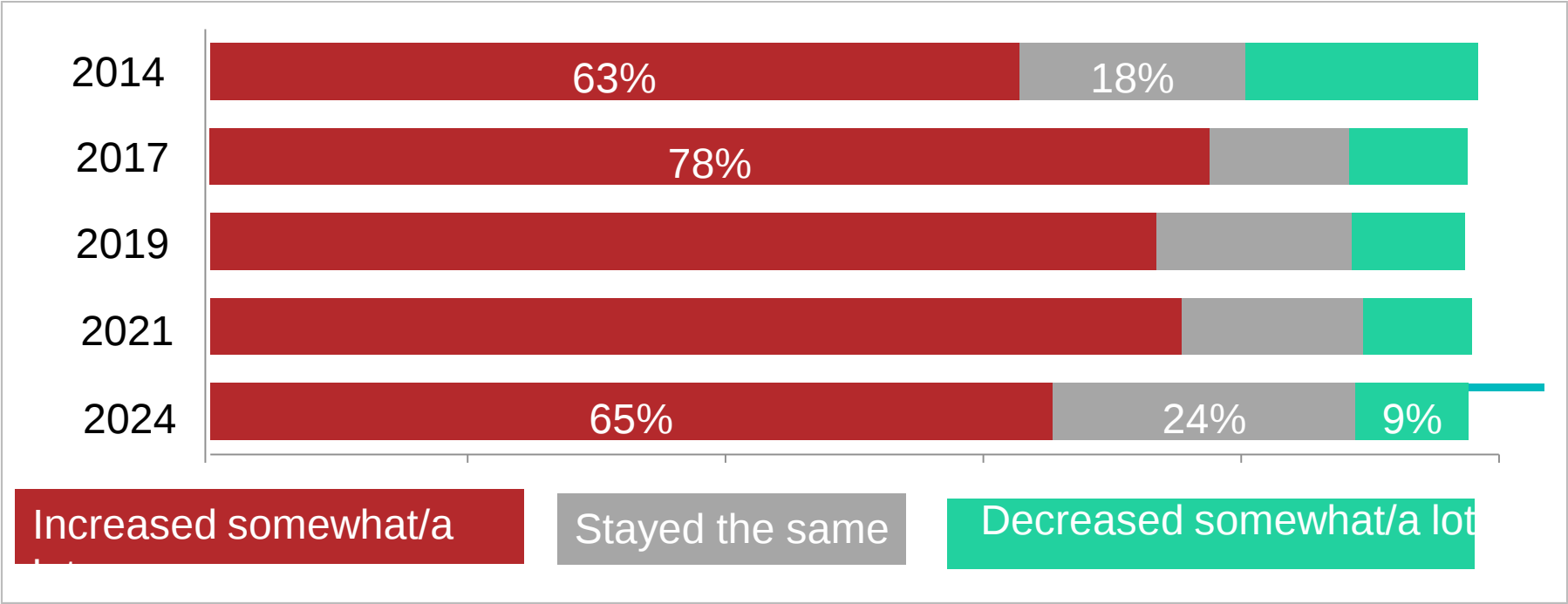


Transparency International index 1998-2025



Level of corruption Namibia 2014 - 2024

@Afrobarometer





- › Institutional presence & rule of law property rights
- › Weak delivery of performance outcomes
- › System & process inertia
- › Bureaucratic pathologies
- › Input & output complacency
- › Failed transformation to outcome performance What dif in society? Impact?
- › Too much focus on general indices & not institutional
- › Structural policy barriers & uncertainty

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- › Weak institutional trust not measured
- › Trust - Parliament 37% ECN 45% Courts 52%
- › Corruption perception trend mediocre 1998- 2025 4.9/10 TI
- › ACC public perceptions GIPF SME Bank NAMDIA RCC Marina Resources Act
- › Ease of doing business 50-55 days
- › Judicial case backlog e-justice offline April – June 2026
- › Governance pillars 3x **not achieved**, 2x **moderate** 1x **good**



NDP6 challenges

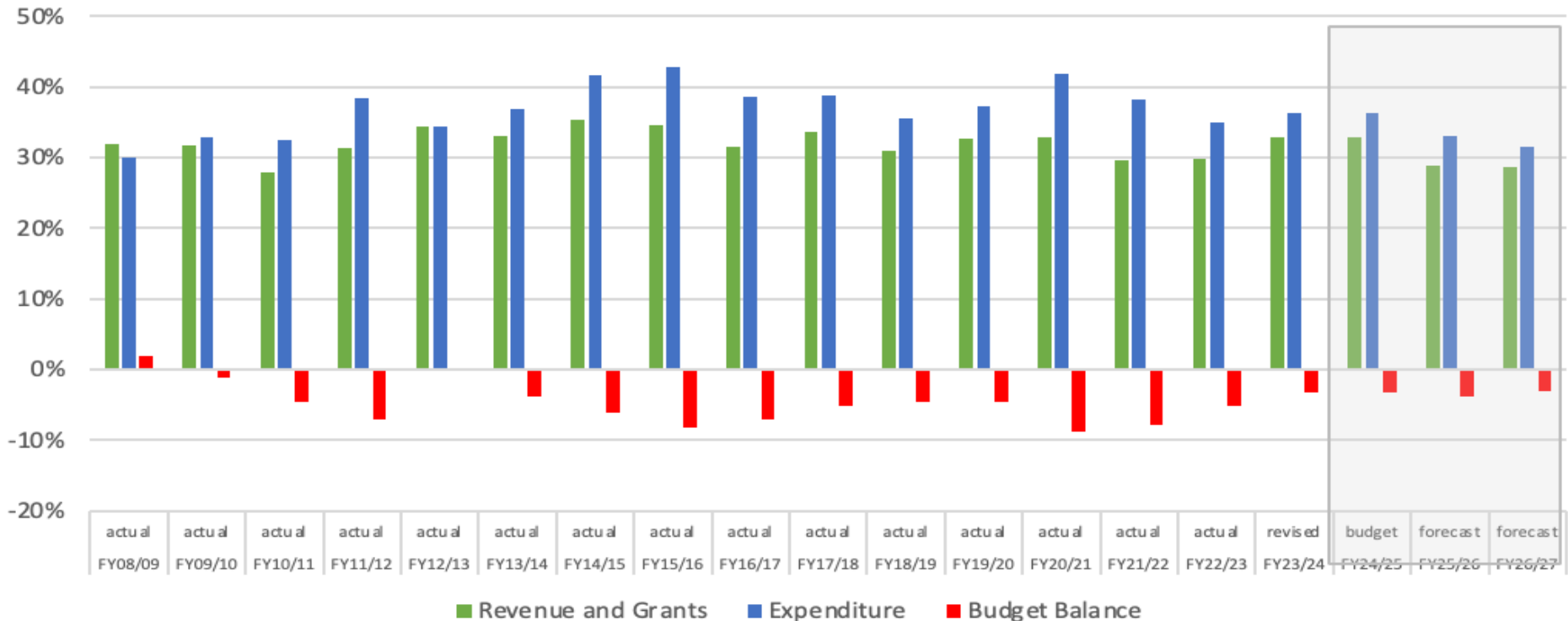
- › Increase of executive power RGs Parliament Fishcor Procurement PM
- › Global institutional influence BIS UN WEF WHO WTO MNCs 
- › Self governance individual sovereignty less reliance on state common law
- › Bureaucratic overreach & silos
- › Inflexible labour market
- › Private property rights collateral & communal areas
- › Policy impact - land investment NEEEB
- › Regulators increasing – unsustainable model Why?
- › Who should reconcile with whom?

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NDP6 fiscal challenges – limited options

Fiscal Aggregates (as % of GDP)



NDP6 indicators & status

- › Public trust mediocre/weak
- ›
- › Public service uneven & inefficient
- › Grn effectiveness/implementation - international measures
- › Regulatory quality/ease of doing business worrisome
- › Corruption/government integrity trend 1990 – 2025 mediocre 4.6/10 (TI)
- › Digital Grn incompatible silos manual systems/not interactive/no payments

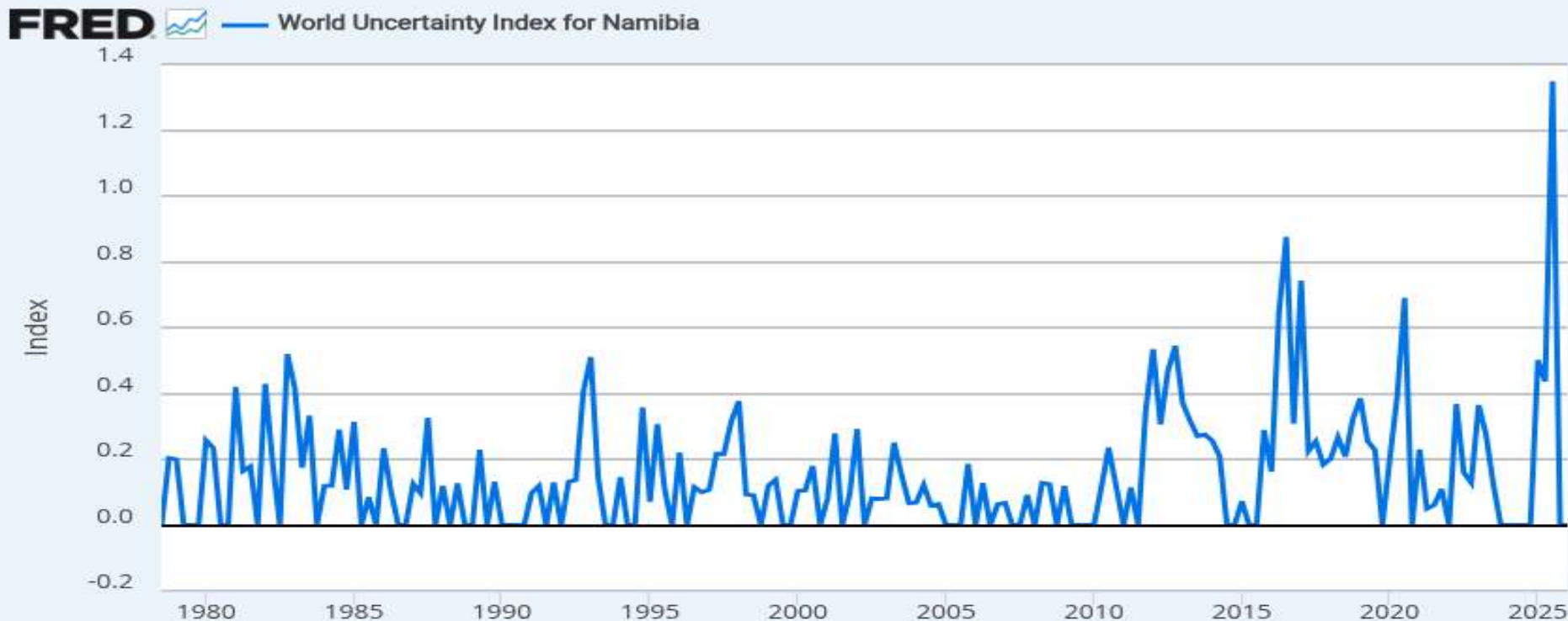


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Policy uncertainty index for implementing NDP6

Investors breath certainty



Sources: Ahir, Hites; Bloom, Nick; Furceri, Davide via FRED®

myf.red/g/1X0EC

NDP6 governance risks

	Risk	
› Public trust	High	
› Service efficiency	Alert	
› Investment certainty	Alert	
› Effectiveness/Implementation	Alert	
› Regulatory	Alert	
› Corruption/Integrity of government	Alert	
› Digital/integrated services	High	

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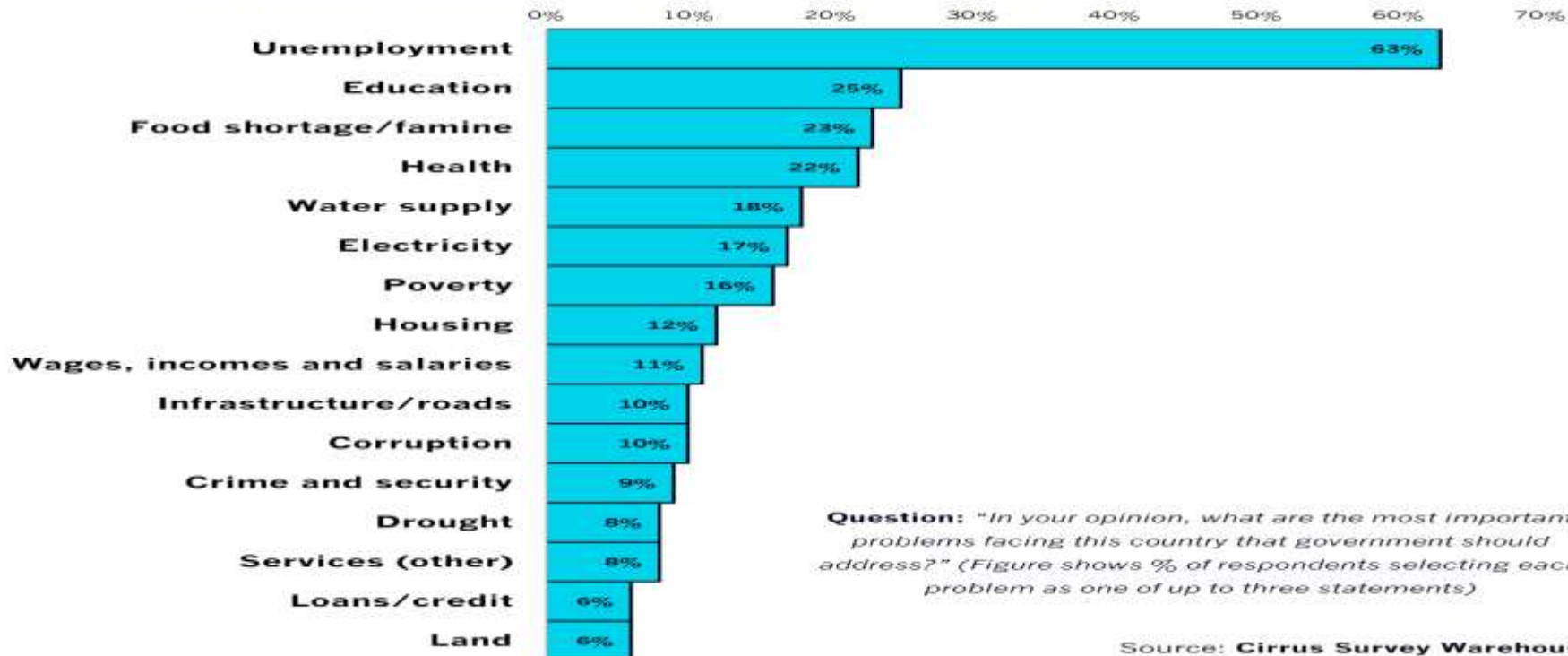
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Biggest challenges

How do public communicators reflect on these?

Namibian Opinions on Most Important Problems (2024)



Source: Cirrus Survey Warehouse

Strategic shift

What should be top priorities?

- › From index-based governance to performance-based governance
- › Structural/cross sectoral unemployment education poverty health
- › From Input & output focus to outcome performance
- › Institutional trust & satisfaction levels
- › Cross sectoral indicators standard of living employment education
- › Reduced corruption/government integrity
- › Policy certainty investment land

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Flagship targets @ Coetzee

- › Faster services
- › Increase in trust in critical institutions courts ECN ACC Police Regulators
- › Stronger rule of law
- › Digital state – one government portal ease of doing business
- › Collaborative/cooperative governance
- › Network governance – cross sectoral performance outcome indicators
- › Economic value- added governance – primary products & manufacturing

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Artitecture innovation

- › Value chain - GFCF – productivity – economic growth – employment – export
- › Outcome performance contracts
- › Policy Incentives appropriate?
- › Baseline - benchmarking – quality - education health housing courts ACC
- › Penalties - penalties > benefits of corruption convictions community service
- › Pre budget participation
- › Civil society audits
- › Competition public & private education – vouchers



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Delivery vehicle

- › Real-time dashboards & 1 grn real time portal
- › Retrieval Augmented Generation (RAG) system
- › Corrective action cycles
- › Quarterly reporting
- › Targets & monitoring KPIs
- › Incentives & penalties
- › Civil society & CBOs auditing
- › Schools' expenditure notice boards - Uganda



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Transformation

- › Faster & more responsive services Health Housing Courts
- › Integrated digitisation NAMRA BIPA CoW NIPDB
- › Higher trust courts parliament ECN ACC Courts MPs
- › Reduced corruption
- › Behaviourial changes
- › Perception changes
- › Satisfaction levels
- › More economics less politics
- › Livelihood changes & informal entrepreneurs
- › Good governance & economic pillars least achieved of NDP5



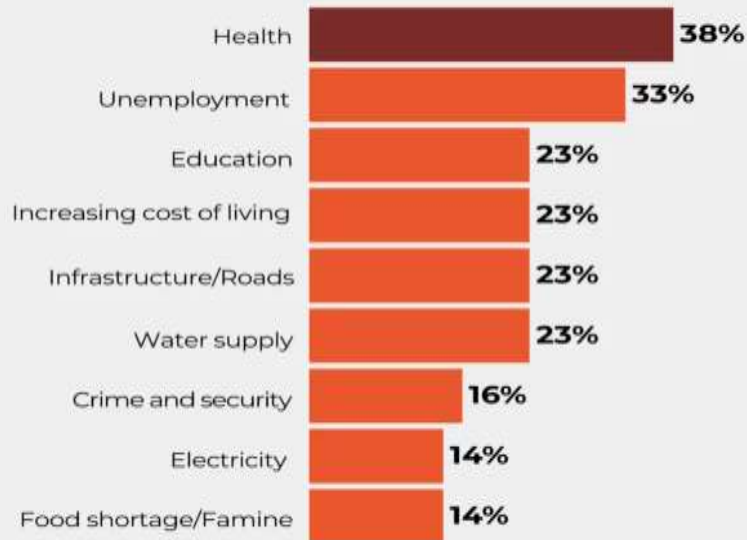
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Benchmarking African countries biggest challenges

Health tops citizens' policy priorities | 38 African countries | 2024/2025

AFROBAROMETER



Respondents were asked: In your opinion, what are the most important problems facing this country that government should address? (Figure shows % of respondents who cite each problem as one of up to three priorities. The health category also includes responses coded as "illness/sickness," "HIV/AIDS," and "COVID-19.")

Benchmarking Gini coefficient top 10 highest 2023

O.S.I.N.

One Story In Numbers



Gini Coefficient by Country

03 May 2023

38%

The global average Gini Index

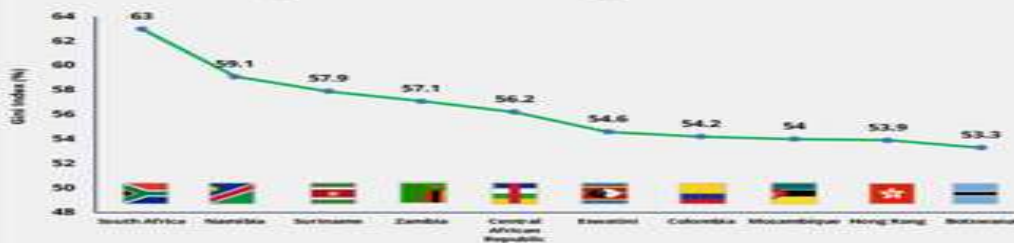
23.2%

Slovakia's Gini Coefficient (lowest)

USD 14,553

The global average GNI Per Capita

Top 10 Countries With Highest Gini Index



Source: Wisevoter, Investopedia



A population's income distribution is measured by the **Gini index**, often known as the **Gini co-efficient**. The co-efficient has a value between 0 (0%) and 1 (100%), where 0 denotes complete equality and 1 denotes perfect inequality.

ZIGRAM
Risk (Data Technology Services)

Benchmarking global & innovation

- › South Korea manufacturing value addition
- › Estonia integrated digital public services - whole of grn
- › Singapore merit human assets efficient government
- › Rwanda trusting public services title deeds regulatory reform
- › Mauritius economic freedom top 20 (HF) investor confidence
- › Botswana decentralisation corruption (TI) economic freedom (HF)
- › Nordic flexible labour market
- › Kenia integrated payment systems

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Benchmarking global & innovation

- › Finland Outcome education
- › China Productivity
- › New Zealand PPEs model business registration
- › Germany Technical & VCT
- › Seychelles GDP/capita US\$20 -25 000
- › HDI Seychelles 0.84/1 Mauritius 0.8 vs Namibia 0.67 (2023)
- › Zanzibar Tax free 10 years grace SMEs
- › Singapore Anti Corruption Office
- › Ethiopia Blockchain education integrity

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Forgotten infrastructure for navigate NDP6

- › Communication verbal & non-verbal
- › Intentionality - from intention with information to frequency
- › Awareness & consciousness – animals water plants insects soil people
- › Energy = vibrations = frequency
- › 528 & 928Hz frequency
- › Frequency 528 Hz:
- › Wellness/Love frequency
- › Healing frequency
- › Repair DNA
- › Therapeutic
- › What you vibrate will return to you amplified!

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Take Aways

- › **If we do not measure outcome of this Conference after 1 year we will shoot in dark!**
- › How much better can we as Communicators do with more effective transparent communication?
- › How much more answerable & transparent can I communicate to make NDP6 a reality?
- › **Publish unfalsified empirical verifiable information – quantitative & qualitative**
- › **Energy vibrations frequency 528 Hz the LOVE frequency wellness & healing frequency/repair DNA/therapeutic!**
- › **From Information to frequencies with good intentions!**

Advanced
democratic values
& accountable
governance

15.07.2026