



Namibia Rethink
Waste GreenCycle
Expo 2025

IMPACT REPORT

“Unifying for a Circular Namibia: From
Waste Challenges to Sustainable
Opportunities”

Abridged Version

A Collaborative Initiative by:
Creations Industrial Design (CID) & Aligned Sustainability & Environmental Consultants (ASEC)



STRATEGIC PARTNERSHIPS AND ENDORSEMENT

The Expo's credibility and reach were anchored by high-level endorsement and multi-sector partnerships:

Endorsing Authority

- Office of the President

Strategic Government Partners

- Ministry of International Relations and Trade (MIRT)
- Ministry of Urban and Rural Development (MURD)
- Ministry of Environment, Forestry and Tourism (MEFT)
- Khomas Regional Governor's Office
- Namibia Radiation Protection Authority (NRPA)

Development Partner

- United Nations Population Fund (UNFPA) Namibia

Private Sector Support

- Rössing Uranium – Financial support
- First National Bank (FNB) – In-kind support
- Benguela Blue Aqua Farming – In-kind support
- iPrint – Discounted printing services for all Expo material



I. Executive Summary

The inaugural Namibia ReThink Waste GreenCycle Expo 2025 was established as Namibia's premier youth-led national platform to accelerate the transition towards a circular economy. Held under the patronage of the Office of the President and endorsed by key government ministries, United Nations agencies, and private sector leaders, the Expo successfully convened over 550 stakeholders from across the waste value chain.

The event facilitated critical dialogues on policy implementation, green financing, technological innovation, and social inclusion. Key outcomes include the development of draft recommendations for Namibia's Extended Producer Responsibility (EPR) framework, the formation of tangible public-private partnerships, and the showcasing of scalable, homegrown circular economy solutions.

This report provides an overview of the Expo's proceedings, outcomes, immediate impacts, and strategic roadmap for the 2026 edition.

1. Introduction

1.1 Context and Rationale

While Namibia is celebrated as one of Africa's cleanest nations, it faces a significant economic and environmental opportunity cost due to persistent linear waste management practices. Valuable materials are routinely landfilled or exported, representing lost capital, innovation potential, and livelihoods.

The Namibia ReThink Waste GreenCycle Expo was conceived to fundamentally reframe this challenge. Its core premise is that waste should be viewed not as a problem to be managed, but as a catalyst for green industrialisation, job creation, and climate resilience. The Expo serves as a strategic nexus to connect policy, finance, innovation, and community action, thereby addressing systemic gaps that hinder Namibia's sustainable development.

*Closing the Loop
Through
Innovation and
Collaboration*



1.2 Inaugural Session - Establishing the Mandate

The inaugural session of the Namibia ReThink Waste GreenCycle Expo 2025 commenced with a high-level convergence of government, private sector, and civil society leaders, effectively setting the strategic agenda for Namibia's shift toward a circular economy. The proceedings established a clear, collaborative mandate for the five-year consortium.

1.2.1 The Founders' Vision and Collective Ownership

The session was inaugurated by **Ms. Maria Shimhanda**, Co-Founder of the Expo, who delivered a profoundly impactful address focused on conviction and collective effort. Ms. Shimhanda recounted the event's origin, tracing it back to a bold, shared vision with her co-founder, Ms. Toini Kauluma: "Two years ago, my co-founder Toini and I sat with a simple, crazy idea: what if Namibia could turn its waste problem into its greatest opportunity?"

She candidly acknowledged the significant challenges and complex stakeholder negotiations involved in translating the vision into reality, describing the journey as one marked by complicated, complex challenges and continuous learning for the young organisers. This reflection seamlessly transitioned into an expression of gratitude, reframing the Expo's ownership: *"This was never our expo. This is Namibia's expo."*

Ms. Shimhanda concluded by articulating the Expo's core mission as a national platform for *"our municipalities... for corporates... and it is especially for our youth and SMEs, the true engine of our green transition."* Her call to action defined the entire endeavour: *"Our vision is to connect the worlds; to turn policy into action. We are here to turn waste into value. And this is what it means to close the loop."*

1.2.2 The Regional Mandate and Concrete Action

Following the Founders' address, **Hon. Sam Shafiishuna Nujoma**, Governor of the Khomas Region, delivered the official opening remarks. The Governor immediately grounded the Expo's purpose in the context of the region, acknowledging Windhoek's significant waste challenges while strategically positioning the Khomas Region as the benchmark for scalable national solutions.

A pivotal moment in the Governor's speech was the announcement of concrete regional progress: *"Just last week, I had the privilege of participating in a ground-breaking ceremony for the second Waste Buy-Back Centre in Katutura... This milestone builds on the success of the first centre, which has become a beacon and a clear representative of circular economic action."*

The Governor highlighted the tangible social impact of these initiatives, noting the visible shift in community behaviour where recyclables are now collected as an *"income-generating resource."* He concluded with a powerful mandate for inclusivity and collaboration, urging that the Expo must *"catalyse new innovation"* that actively involves *"micro, small, and medium enterprises, green startups, unemployed youths, and residents of our informal settlements."*

1.2.3 The National Policy Framework and Call for Systemic Change

The session culminated with the keynote address delivered by **Hon. Sankwasa James Sankwasa**, Minister of Urban and Rural Development, whose presence brought notable enthusiasm and positive energy to the gathering. The Minister presented a profound philosophical and practical framework for the circular economy, linking the Expo's vision to the unflinching reality of service delivery across Namibia.

After a moment of trademark humour, the Minister defined the Expo's purpose as a fundamental shift in perception: ***"That out of the waste, which is totally disregarded as useless, we can come up with something useful. That is really a rethinking process."***

He spoke authoritatively on the monumental challenges facing local authorities, citing resource constraints, lack of available land, human resource shortages, and systemic thinking processes. Crucially, he linked effective waste management to human dignity and public health, stating, "You lose your health thinking because you cannot be healthy when the environment is not right."

Minister Sankwasa declared the Expo and its innovators as ***"very strategic partners in the upkeep of Namibia as a beautiful country,"*** and issued a powerful call for national responsibility: "Nobody has a duty to keep Namibia clean, to keep Namibia healthy, [or] to destroy Namibia, but ourselves as citizens." He issued a clear mandate to the innovators to look beyond the capital, challenging the audience to ***"replicate this Indaba to the rest of the country,"*** noting that ***"Windhoek is not Namibia; it is just the capital of Namibia."***

He concluded by framing the mission in moral terms, uniting all Namibians under a common goal and calling for concrete governmental engagement and financial support for the "Namibians that are thinking outside the box."

1.2.4. Official Launch and Sustainability Walk

Following the addresses, the Hon. Minister and the Distinguished Governor officially launched the Expo. They led a symbolic **Sustainability Walk** through the exhibition area, formally inaugurating the displays and engaging directly with the first wave of exhibitors, thereby transitioning the event from a high-level policy forum into a vibrant marketplace of green innovation.

***"Windhoek is not
Namibia; it is just the
capital of Namibia."***

2. Foundational Vision and Strategic Objectives



2.1 Vision

To establish a permanent, inclusive national platform that drives Namibia's transition to a circular economy by fostering collaboration, de-risking investment, and scaling innovation.

2.2 Strategic Objectives



THEMATIC PILLARS



01

Circular Solutions

Namibia's first mobile e-waste app, upcycling, and recycling innovation



02

Policy Acceleration

Plastic alternatives, e-waste policy collaboration, and circular economy models from the region



03

Inclusive System

WBBCs, waste picker co-ops, digital inclusion

IMPACT BY THE NUMBERS

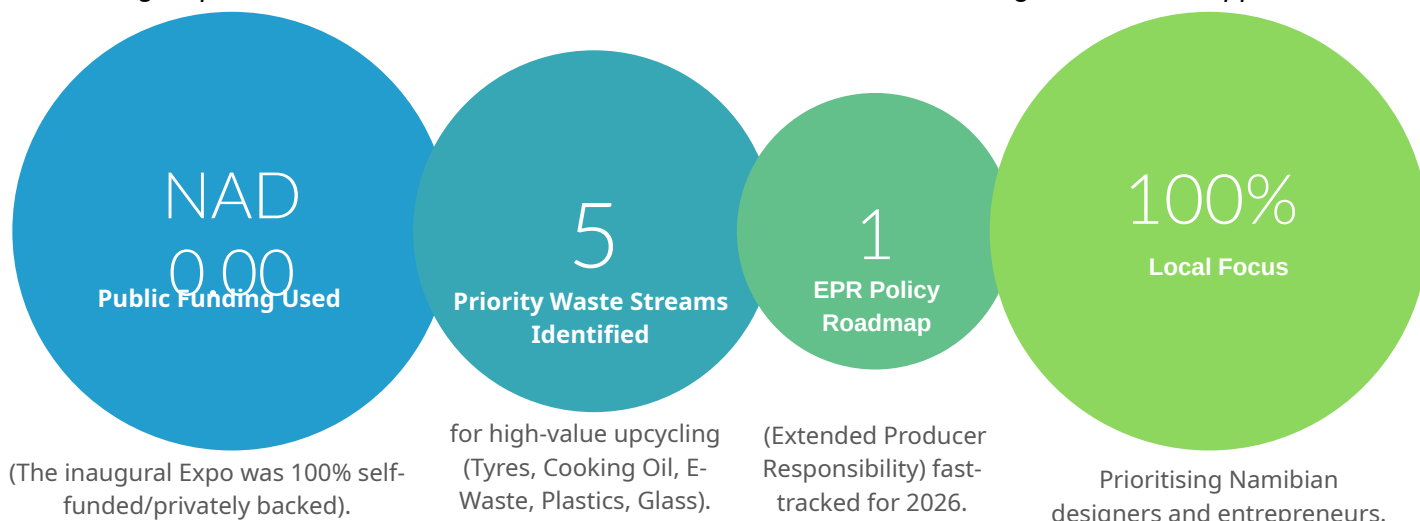
ATTENDANCE & REACH

Turning Interest into Action



ECONOMIC POTENTIAL

Retaining Capital in Namibia



3. Governance and Leadership

3.1 Founders



Ms Toini Hafyeatuke Kauluma – Co-Founder

Ms Toini Hafyeatuke Kauluma is a strategic consultant and design leader with over eight years of experience in management consulting, innovation, and business development. She holds a Master's degree in Strategic Design from **Politecnico di Milano** and is professionally certified by the **Public Relations Institute of Southern Africa (PRISA)**. She also holds a **Google UI/UX Design Certification**.

Toini is the Founder of **Creations Industrial Designs (CID)** and **MEKATO**, a consumer-focused brand platform (www.buymekato.com), where she applies human-centred design, strategic thinking, and creative problem-solving to drive sustainable business growth.

She is a member of the **International Society of Sustainability Professionals**, reflecting her commitment to responsible design and sustainability-led innovation. Her work bridges strategy, design, and implementation, with a strong focus on stakeholder engagement and practical execution.



Maria Ningenisheni Shimhanda - Co Founder

Ms Maria Ningenisheni Shimhanda is a sustainability and natural resources management professional with +7 years of experience in environmental governance, climate resilience, and community-based conservation. She is a final year PhD Candidate in Natural Resources Management and holds a Master's degree in Sustainability and Environmental Management from Coventry University. She is professionally **certified by Training and Resources in Research Ethics Evaluation (TRREE), the Chartered Management Institute (CMI, UK) in Professional Consulting, Strategic Management and Leadership.**

Maria is the Founder of **Aligned Sustainability & Environmental Consultants (ASEC)**, where she applies evidence-based research, strategic project management, and multi-stakeholder engagement to deliver sustainable environmental solutions across Namibia.

She is a **Commonwealth Scholar Alumni** and a member of the CMI, reflecting her commitment to advancing sustainable development through impactful solutions and ethical leadership. Her work bridges academia, policy, and community action, with a strong focus on climate adaptation and circular economy innovation.

As Co-Founder of the **Namibia Rethink Waste Greencycle Expo 2025**, Maria anchored the Expo's green vision, recruiting and aligning stakeholders around a practical circular economy framework rooted in her environmental governance and sustainability expertise.

3.2 Core Organising Team

A dedicated, multidisciplinary team managed stakeholder engagement, communications, finance, and logistics.



Fillemon Shilongo

Stakeholder Engagement Lead

Economist,(M.A.) Economics ~ with 8 years of diverse experience in socio-economic research, international business, ESG compliance and policy analysis. Proven expertise in supporting strategic environmental assessments corporate compliance and intergovernmental programs. Adept in data-driven research, stakeholder engagement and report development for public and private sector clients.



Johannes Kauluma
Volunteer



Petrus Shimanda
Volunteer



Natal Nghipunyeme
Volunteer



Iyaloo Mbware
Volunteer

3.3 Event Facilitation and Operational Management

The professional execution of the Namibia ReThink Waste GreenCycle Expo 2025 was underpinned by a strategic partnership between specialized communication and event management entities.

Strategic Programme Facilitation Ms Morna Ikosa, a distinguished strategic communicator and academic, served as the Master of Ceremonies and lead facilitator. Ms Ikosa was instrumental in bridging the gap between high-level policy discourse and grassroots innovation, ensuring that the two-day programme maintained its thematic integrity while navigating complex official protocols with finesse.

Operational Management and Execution The comprehensive event management, logistical coordination, and operational execution were delivered by **Onyx Marketing**. Their role was vital in managing the physical infrastructure of the Expo, exhibitor coordination, and on-site technical delivery, ensuring a seamless experience for both high-level delegates and the general public.

4. Expo 2025: Programme and Proceedings

4.1 Day 1: Driving Transition Through Policy & Partnerships

The opening day focused on establishing the policy and governance framework for a circular Namibia.

- **Official Opening:** The Expo was declared open by Hon. Sam Shafiishuna Nujoma, Governor of Khomas Region, who underscored the urgency of inclusive, localised solutions and announced the launch of a second Waste Buy-Back Centre in Katutura.
- **Ministerial Keynote:** Hon. Sankwasa James Sankwasa, Minister of Urban and Rural Development, delivered a powerful address linking waste management to human dignity, public health, and national responsibility. He called for solutions to be scaled beyond Windhoek to rural communities.

4.2 Day 2: Catalysing Innovation & Investment for Impact

The second day highlighted practical innovations, entrepreneurial solutions, and financing mechanisms.

- **Focus:** Sustainable entrepreneurship, green technology showcases, and investor networking.
- **Highlight:** A live partnership proposal between Shalom Plastics and Veldtschoen Waste Management Solutions to produce paving bricks from plastic waste.



4.3 Panel Discussions: Key Insights and Recommendations

Four thematic panels formed the intellectual core of the Expo:

Panel Topic	Moderator	Key Outcomes & Recommendations
1. From Policy to Action	Ms. Emilia N. Nanyeni	● Demand for transparent reporting of Plastic Bag Levy funds. ● Recommendation to legally ring-fence EPR fees for circular infrastructure. ● Proposal for a high-visibility pilot project in 2026.
2. Cross-Sector Synergies	Dr. Sioni Ikela	● Identification of industrial symbiosis opportunities (e.g., mining waste in construction). ● Call for a national digital marketplace for secondary resources. ● Highlighted need for direct involvement from mining, hydrogen, and tourism sectors.
3. SRHR, GBV & Climate Action	Mr. Protasius Neunda	● Established direct link between environmental stress and gender-based vulnerabilities. ● Unanimous call for mandatory Gender and Health Impact Assessments in all climate and waste management projects.
4. Rural Resilience & Biodiversity	Ms. Elina N. Nakambale	● Proposed the “Conservancy Circular Hub” model, funded via tourism levies. ● Panellists made concrete 12-month pledges for research, community projects, and monitoring.

4.4 Presentations and Showcases

A series of technical presentations provided depth across sectors:

- Green finance instruments (Bank Windhoek)
- Biodiversity-positive financing (BIOFIN)
- Prototype demonstrations (Khorixas VTC's paper-to-fertiliser, Eco Tires Namibia)
- Sectoral insights from aquaculture, oil & gas, tourism, and health.

4.5 Exhibition

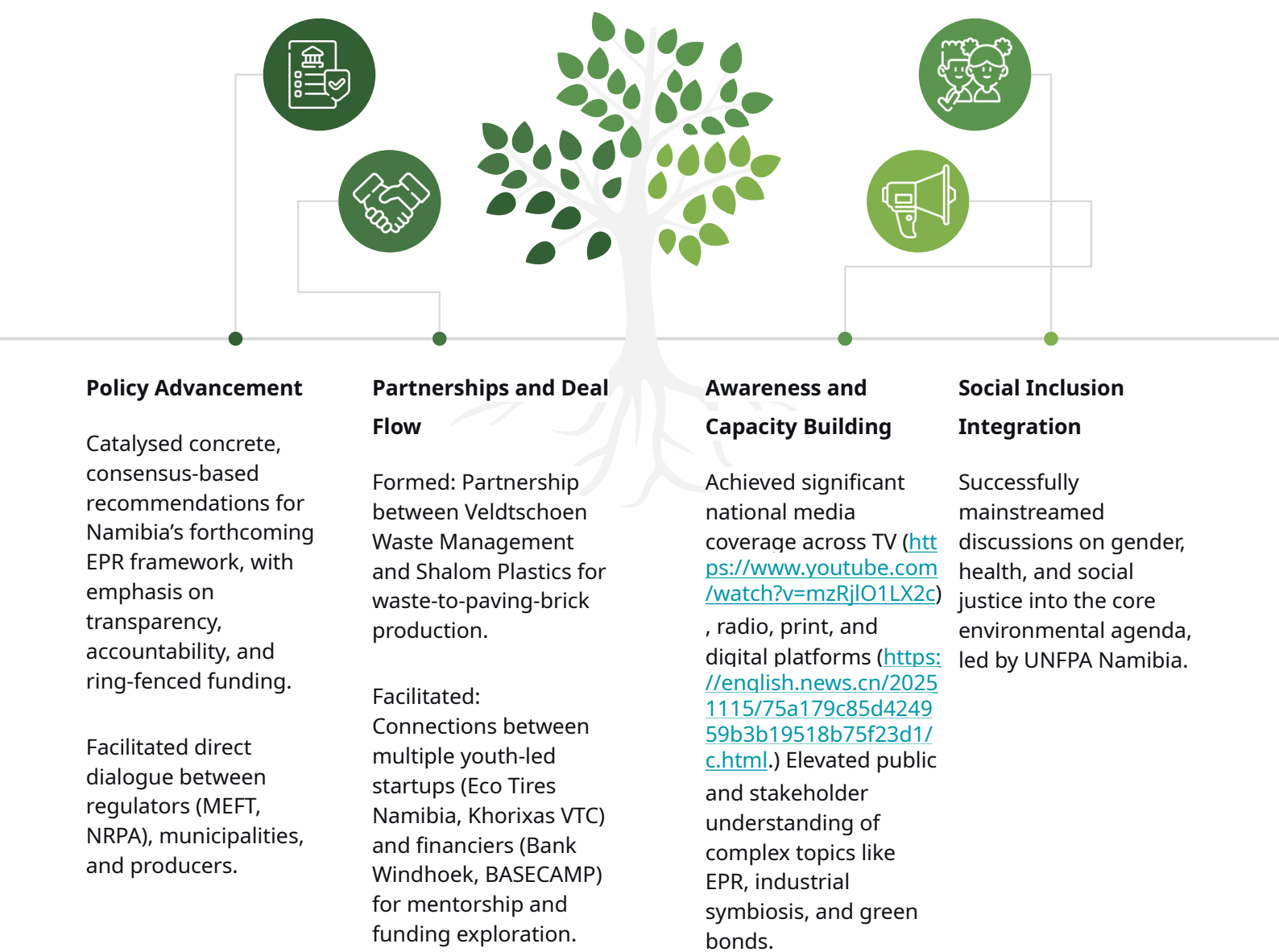
The exhibition floor featured 26 organisations across six categories, serving as a dynamic marketplace for circular solutions and fostering direct B2B and B2G engagement.







5. Key Outcomes and Immediate Impact



6. Long-Term Vision and Impact Pathway

The Expo is designed as a continuous catalyst, not a singular event. Its long-term impact pathway aligns with national and global sustainability goals:



7. LESSONS LEARNED AND STRATEGIC EVOLUTION

7.1 Key Learnings from 2025

- Engagement: Need for deeper pre-event outreach to rural municipalities and a more structured exhibitor recruitment process.
- Investment Facilitation: Benefit in pre-matching investors with vetted startups to advance deal-making.
- Momentum Retention: Necessity of post-event working groups to convert dialogue into action.

7.2 Expo 2026: Thematic Framework – “Proof of Impact”

Building on the 2025 “proof of concept,” Expo 2026 will focus on delivering measurable results through three pillars:

1. The SME Growth Track: Dedicated programme for circular entrepreneurs featuring workshops, pitch sessions, and investor meetings.
2. The Climate Resilience Nexus: Exploring circular solutions for water security, drought-resistant agriculture, and climate-adaptive infrastructure.
3. Financing the Transition: Featuring a Live Investment Pitch Arena and a Corporate Social Responsibility (CSR) Innovation Challenge.

7.3 New Institutional Initiatives

- GreenCycle Innovators Incubator: A year-round support programme for high-potential startups.
- Municipal Innovation Challenge: Pairing municipalities with technologists and financiers to co-design waste solutions.
- GreenCycle Task Force: A permanent multi-stakeholder body (including MEFT, MURD, Finance, EIF, NAMRA, private sector) to drive policy implementation.



Date for Expo 2026: 30–31 October 2026

8. CALL FOR STRATEGIC PARTNERSHIP

The 2025 Expo was delivered through significant pro-bono effort and limited seed funding. To scale its national impact, strategic partnerships and funding are essential for:

- Scaling the Expo 2026 event and its year-round initiatives.
- Co-developing flagship research and high-impact sessions.
- Naming Rights Sponsorship for Expo 2026.

Contact the Organising Team:

Email: impact@trycid.com

Phone: +264 81 325 5089

*We need you to help us in
Closing the Loop Through
Innovation and Collaboration
in 2026*

9. CONCLUSION

The Namibia ReThink Waste GreenCycle Expo 2025 successfully established itself as the definitive national convening point for circular economy action in Namibia. It demonstrated a powerful model of youth-led, multi-stakeholder collaboration that is both innovative and actionable. The foundations laid in 2025, through policy dialogue, partnership formation, and public engagement, provide a robust platform from which to launch an even more impactful Expo in 2026. With continued collaboration, this platform will play an indispensable role in securing a greener, more resilient, and prosperous future for all Namibians.

Exhibit | Sponsor | Attend



Namibia Rethink Waste GreenCycle Expo 2025

Let's build a cleaner, greener and circular Namibia, together.



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