

IMPACT TANK

ideate. build.
launch. grow.
inspire!

Impact Report

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Communities rise
by lifting others.

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Founder Notes

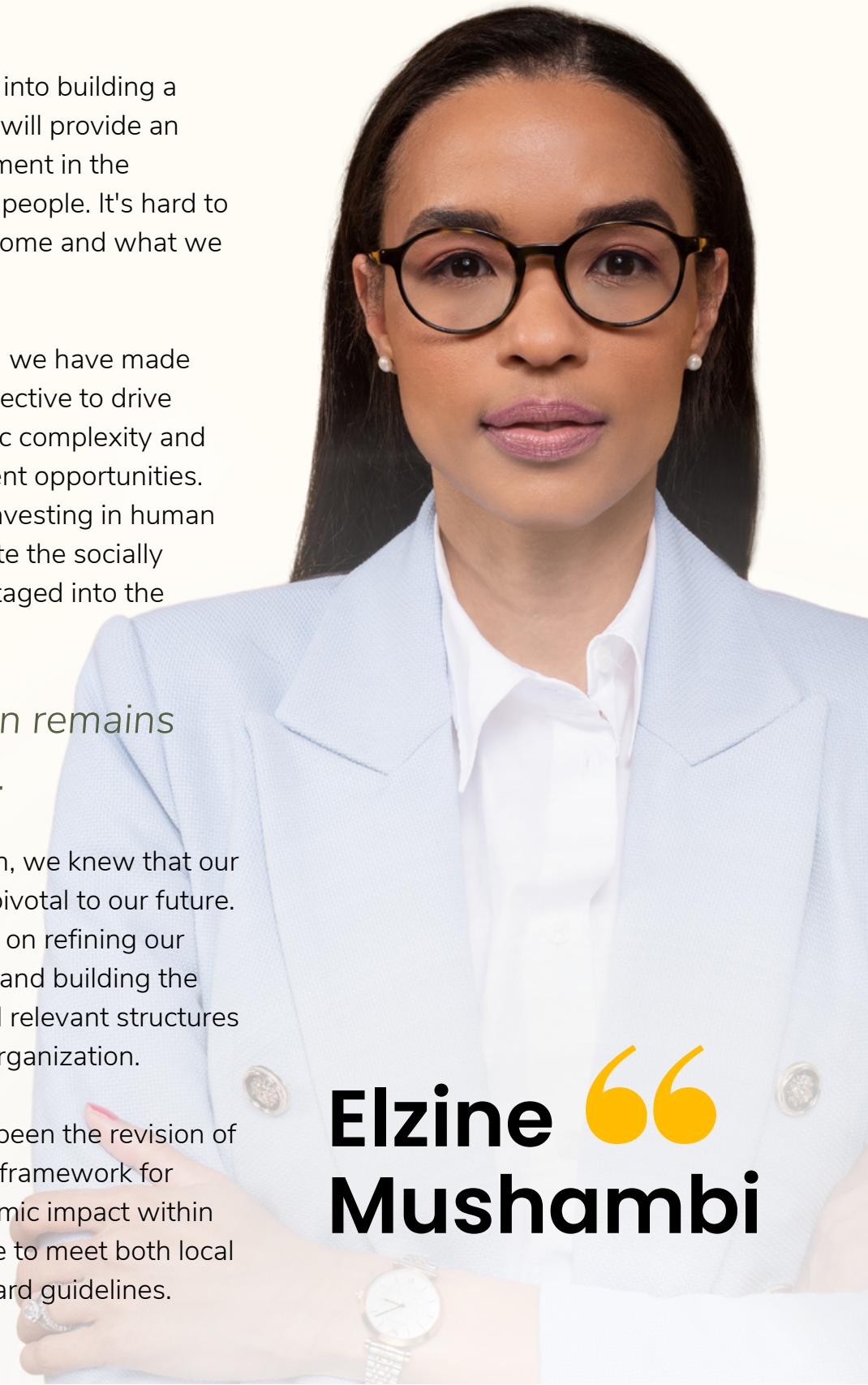
Here we are, two years into building a company that we hope will provide an opportunity of improvement in the livelihoods of countless people. It's hard to believe how far we've come and what we have achieved!

Over the last two years, we have made strong strides in our objective to drive innovation-led economic complexity and create better employment opportunities. While simultaneously investing in human development to integrate the socially excluded and disadvantaged into the workforce.

Our chief mission remains true to our DNA.

As a young organization, we knew that our second year would be pivotal to our future. It carried a strong focus on refining our venture building model and building the systems, processes and relevant structures needed for a growing organization.

Part of our growth has been the revision of our thematic areas and framework for measuring socio-economic impact within the Namibian landscape to meet both local and international standard guidelines.



Elzine Mushambi

To better foster social and economic resilience in local communities and enhance the country's economic comparative advantage, we have remodeled our thematic areas to focus on pillars that we believe are pivotal to the development of our National Innovation Systems:

Green Economy, Emerging Technology and Indigenous Knowledge.

In order to achieve success within our three pillars, we have defined socio-economic impact metrics designed to measure the model of economic productivity and complexity, focusing on the attributions of local human capital and innovation, social inclusion and poverty alleviation across all our ventures.

The measurement framework enables us to track critical metrics that demonstrate the degree to which our outputs match our objective goals.

In just two years, we've ideated and delivered more than 20 impactful projects and ventures. As an authority in the industry, we're proud of our achievements and excited to continue empowering new businesses.

In addition to the growth of our ventures, we have become a strong on the ground implementation partner for development agencies, foundations, and corporations.

Through our teams' combined expertise and experience, we have assisted foreign firms with their entrance and expansion into the African market.



Taking bolder strides toward our vision of building a pan African social impact venture builder by facilitating trainings, supporting microbusinesses and planting the seeds for expansion into Zambia, Zimbabwe and Botswana.

Proving that our method works and now is the time to scale!

With a larger team, more funds raised, and more projects under our belt, our intent remains resolute in our vision to to drive lasting social impact, better livelihoods, and inspire a culture of innovation in Namibia - in line to our founding 2 years ago.

Our enthusiasm for the challenges and opportunities ahead has motivated us to prioritize research as a tool for comprehending the developmental requirements in our area of work needed to ideate and design successful social interventions.

As we move forward, our top priority for the coming year is to develop innovative and inclusive solutions that leverage the immense potential of Green Hydrogen in Namibia's unique context.

Lastly, our heartfelt appreciation goes out to all our partners, funders, friends, and allies who have contributed to our journey thus far.

Your unwavering support and faith in our vision are what make all of this achievable!





THE IMPACT TANK UNIVERSE

Our community development efforts are centered on three key themes that address the pressing issues faced by our local communities. We prioritize alignment with the UNDP Sustainable Development Goals to achieve meaningful and lasting impact.

About Us

Impact Tank is a pioneering social impact venture builder in Namibia that aims to tackle systemic challenges through ideation, design, and validation of innovative interventions. Our focus is on creating and scaling businesses that drive sustainable change, empowering communities and delivering impactful solutions



Namibia, despite being classified as an upper-middle income country, grapples with a host of socio-economic issues that manifest in stark income disparities, unequal living standards, limited access to education and employment opportunities, and inadequate healthcare.

To address these multifaceted challenges, we believe in the transformative potential of social entrepreneurship as a powerful intersection between social good and commercial success.

Our approach involves deploying innovative, purpose-driven strategies to tackle complex socio-economic issues through entrepreneurial endeavors.

Our Vision

Our vision is to drive socio-economic development that is inclusive and sustainable, improving the livelihoods for all Namibians.



Our Mission

Ideating and building ventures that drive innovation-led economic diversification to bring about structural change for better employment opportunities.

While investing in human development by integrating the socially excluded and disadvantaged into the workplace.



Where are we?

As we experience continuous growth, our we are successfully venturing into new markets and broadening our range of operations. We strive to establish a global network of collaborative partners who share our values and are passionate about making a sustainable impact.

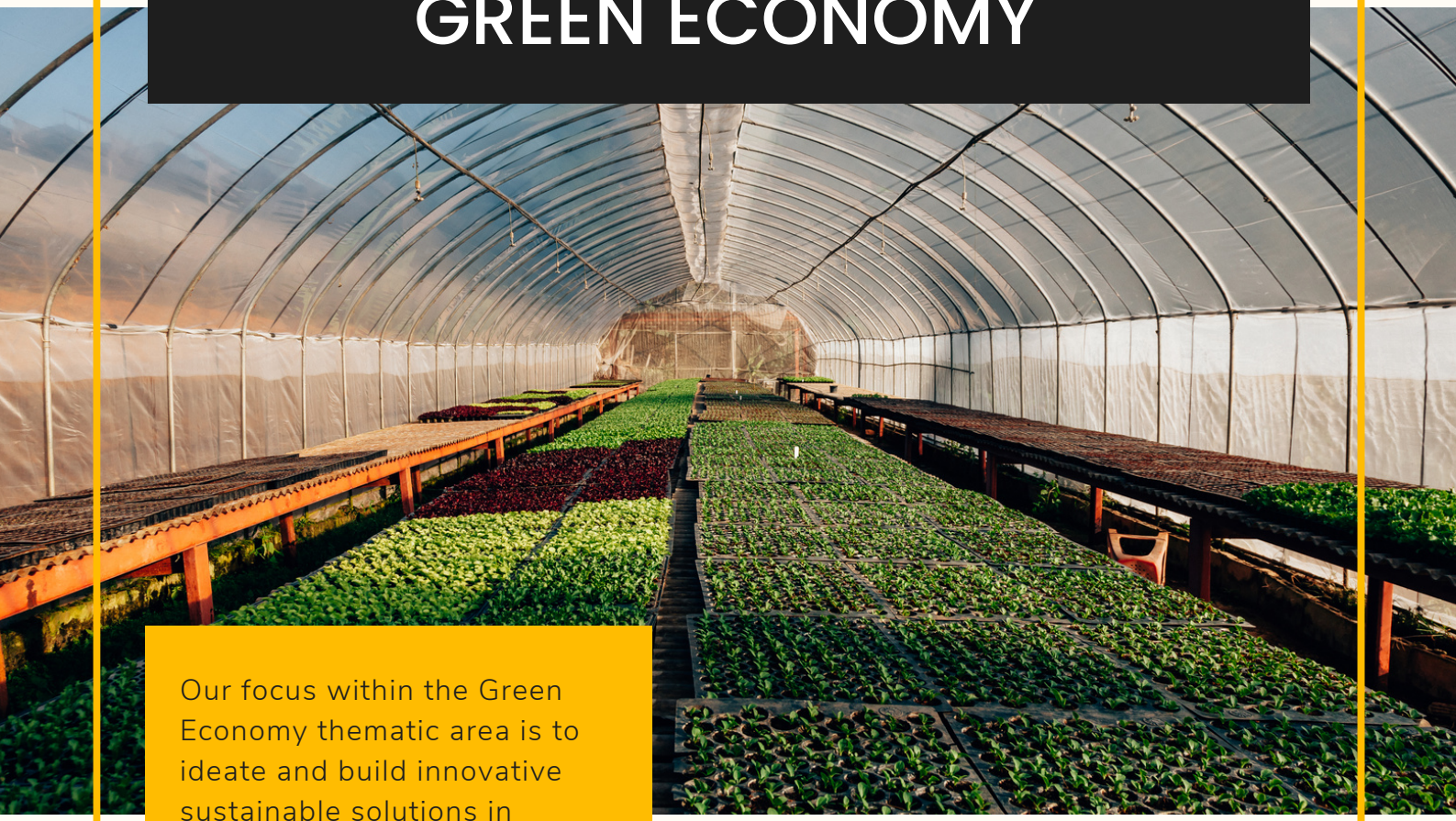
Our headquarters are located in the heart of Namibia, and we are currently active in various regions, including the SADC region (with program activity in Zimbabwe and Zambia), the DACH region (Germany, Austria, Switzerland), and the US, specifically Texas.



OUR THEMATIC AREAS

Our thematic areas provide us with a framework for ideation and action. Through these areas, we explore innovative and sustainable solutions to tackle the complex social, economic, and cultural challenges that hinder the progress of our communities.

GREEN ECONOMY



Our focus within the Green Economy thematic area is to ideate and build innovative sustainable solutions in Namibia that aim to harness the country's abundant natural resources.

In an effort to build resilience to unpredictable changes in climate while enhancing food security across communities.

Our ambitions are to deliver economic opportunities and growth potential across these five key sectors:

- Agricultural
- Fisheries
- Manufacturing
- Renewable Energy
- Eco- Tourism



TARGETING



INDIGENOUS KNOWLEDGE



Our Indigenous Knowledge thematic area is focused on developing social solutions that build upon our culture, heritage and traditional knowledge.

In an effort to strengthen the livelihoods of our local communities through the capacitation of our culture and social economies.

Aiming to cultivate and bolster economic progress and the development of an inclusive economy by working toward five indicators:

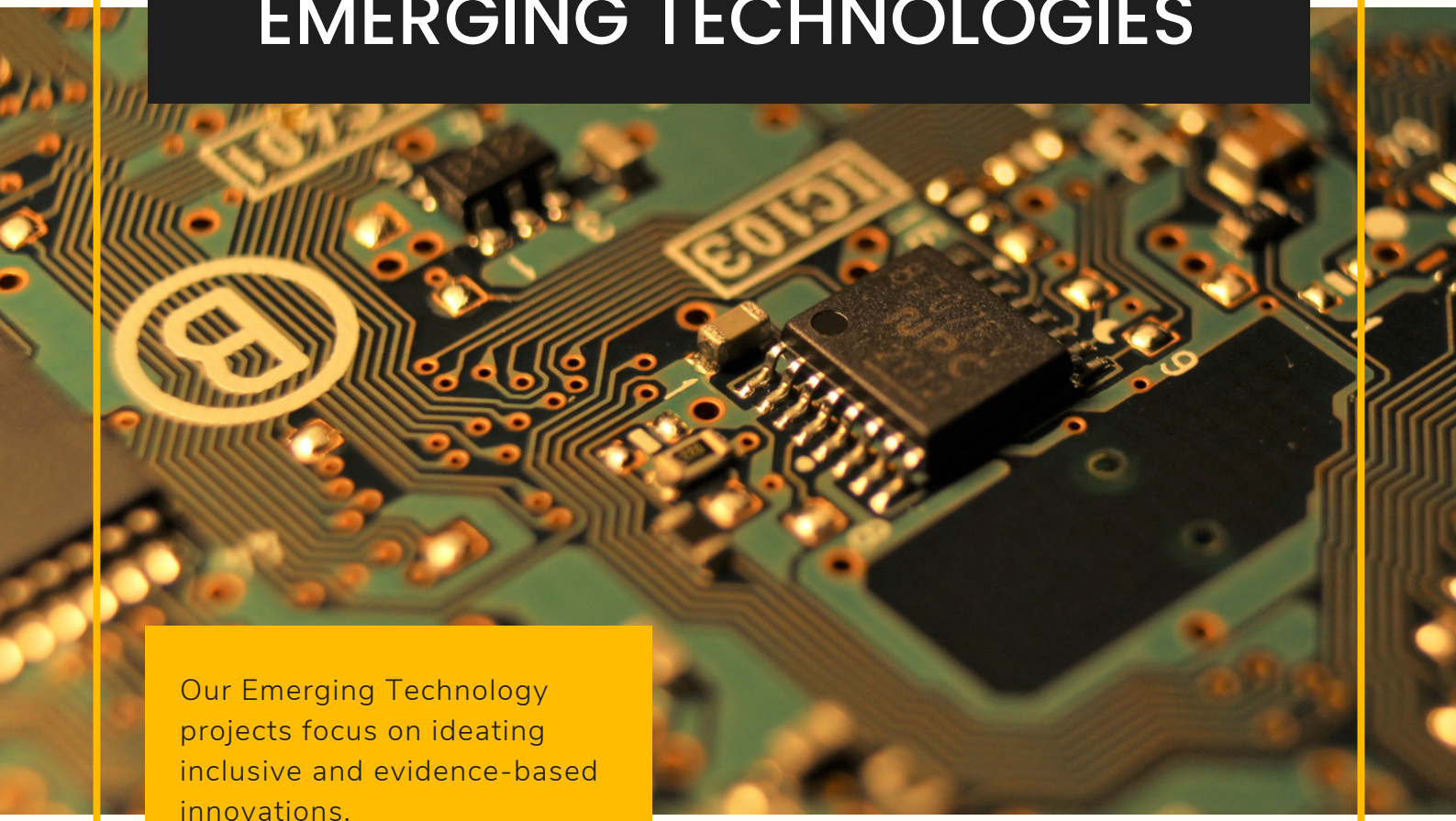
- Participation
- Equity
- Growth
- Stability
- Sustainability



TARGETING



EMERGING TECHNOLOGIES



Our Emerging Technology projects focus on ideating inclusive and evidence-based innovations.

Harnessing the capacity building potential of emerging technologies to accelerate our communities' economic transformation.

Our ambitions are to deliver tech solutions with a network of partners that improve the livelihoods of people and foster sustainable economic growth.

Our focal areas:

- Education
- Information
- Agriculture
- Health



TARGETING





OUR SERVICES & FRAMEWORK

Our strategy involves creating sustainable business solutions based on reliable evidence to tackle social barriers and help our partners in Africa expand their reach. We achieve this by implementing our ideas on the ground, adapting existing solutions, and inventing new ones.

WHAT WE DO

VENTURE BUILDING

We ideate, build, launch and scale commercial ventures that solve social issues.

Inspiring local and international market participants to collaborate and join us in achieving our mission.





ADVISORY & CONSULTING

We advise and consult partner organizations on how to develop, deliver, and measure social entrepreneurship, sustainability, and impact investing strategies.

We work with corporate partners to design and implement impactful CSR initiatives that benefit Namibian communities by safeguarding their development and livelihoods.

PROJECT DELIVERY

We support non-profit organizations and foundations with the implementation and operationalization of their projects by providing on-the-ground field operations and insight from Namibia.

How:

- Project Implementation
- Workshop Facilitation
- Monitoring and evaluation measurement



How We Work



IDEATE

We start by identifying a systemic problem, analyse its root causes, then IDEATE multiple possible interventions that can lead to a sustainable solution.



BUILD

We validate the most promising system changing models, then BUILD companies that create the desired social impact.

PROJECTS



LAUNCH

We LAUNCH these companies and work to influence market participants to engage actively in the desired solution framework.



GROW

We recruit a co-founding entrepreneur who has the passion and drive to GROW this venture with us. We support the team towards commercial success, and assist their path towards scale.

VENTURES



INSPIRE

We INSPIRE other market participants towards a new normal that serves people and the planet.



OUR PORTFOLIO

We have a diverse portfolio comprising numerous ventures and partnership projects that are in various stages of implementation, all falling under our three thematic areas. These areas are the core of our activities and are instrumental in shaping our expertise.

OUR **VENTURES**













OUR **PROJECTS**













2022 Spotlight

Gained 501(c)(3) Certification

Registered as Welfare Organization

Top 8 Capricorn Food Waste Challenge

Become a Global StartUp Awards Country Partner

Top 3 GIZ F4R StartUp Pitch

HFE COP27 Youth Hackathon Namibian host

Attended the ESC hackathon in Zamibia

BrightHill Pre-School Donation Drive



IMPACT INDICATORS

Although Namibia is classified as an Upper-Middle-Income Country (UMIC), it faces several socio-economic challenges. To address this, we have developed impact indicators that serve as a framework for monitoring the impact of our social ventures and provide a standard of measurement for our interventions.



1 Economic Impact Indicators

Our economic indicators are focused on economic diversification (ED) - As a key element to building to economic growth and development across and within local Namibian communities.

Parameters:

- Economic Productivity
- Innovation
- Economic Diversity

2 Social Impact Indicators

Our social indicators focus on human development.

These include the capabilities of people to make decisions, actively participate in their communities, and lead productive lives.

Parameters:

- Access to financial capital
- Access to human capital
- Access to social capital



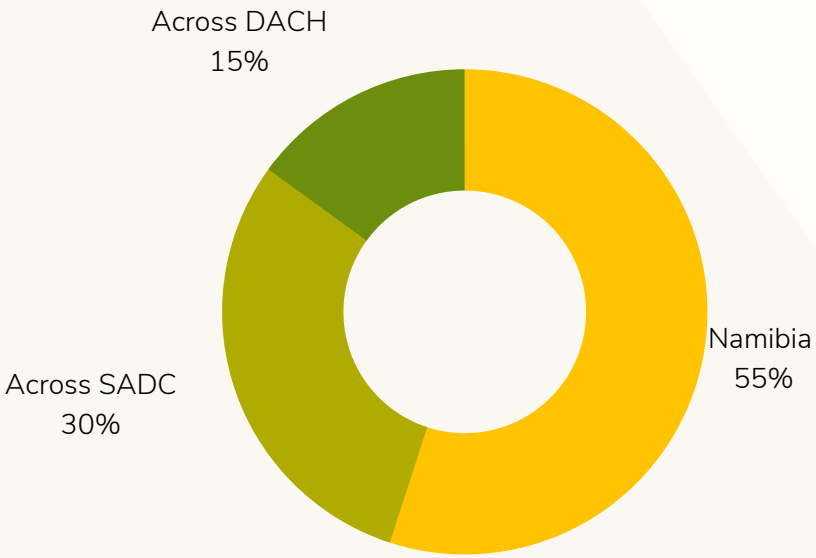
MARKETING TRACTION

We connect with communities across the DACH (Germany, Austria, Switzerland) and SADC (South Africa, Namibia, Botswana, Zambia, Zimbabwe) regions through our comprehensive communication strategies.

Community Composition

Our community continues to grow rapidly across all our online channels, encompassing three core community segments:

Namibia, SADC, and the DACH regions. As we expand our marketing efforts, we are excited to connect with and serve this diverse and dynamic community.



Newsletter & Blog Engagements:

2000

Website Subscriptions

1020





SOCIAL MEDIA COUNT

2356

FOLLOWERS

2129

FOLLOWERS

909

FOLLOWERS

170

FOLLOWERS



FUNDS **RAISED**

Over the past two years following the onset of Covid-19, our fundraising department has navigated a challenging yet invigorating landscape. Amidst the intensity, we have experienced exciting growth through partnerships with new donors and foundations.

RAISED FROM INTERNATIONAL AND REGIONAL DEVELOPMENT PARTNERS, INVESTORS AND HNWI ACROSS THE GLOBE



2022 FUNDS RAISED

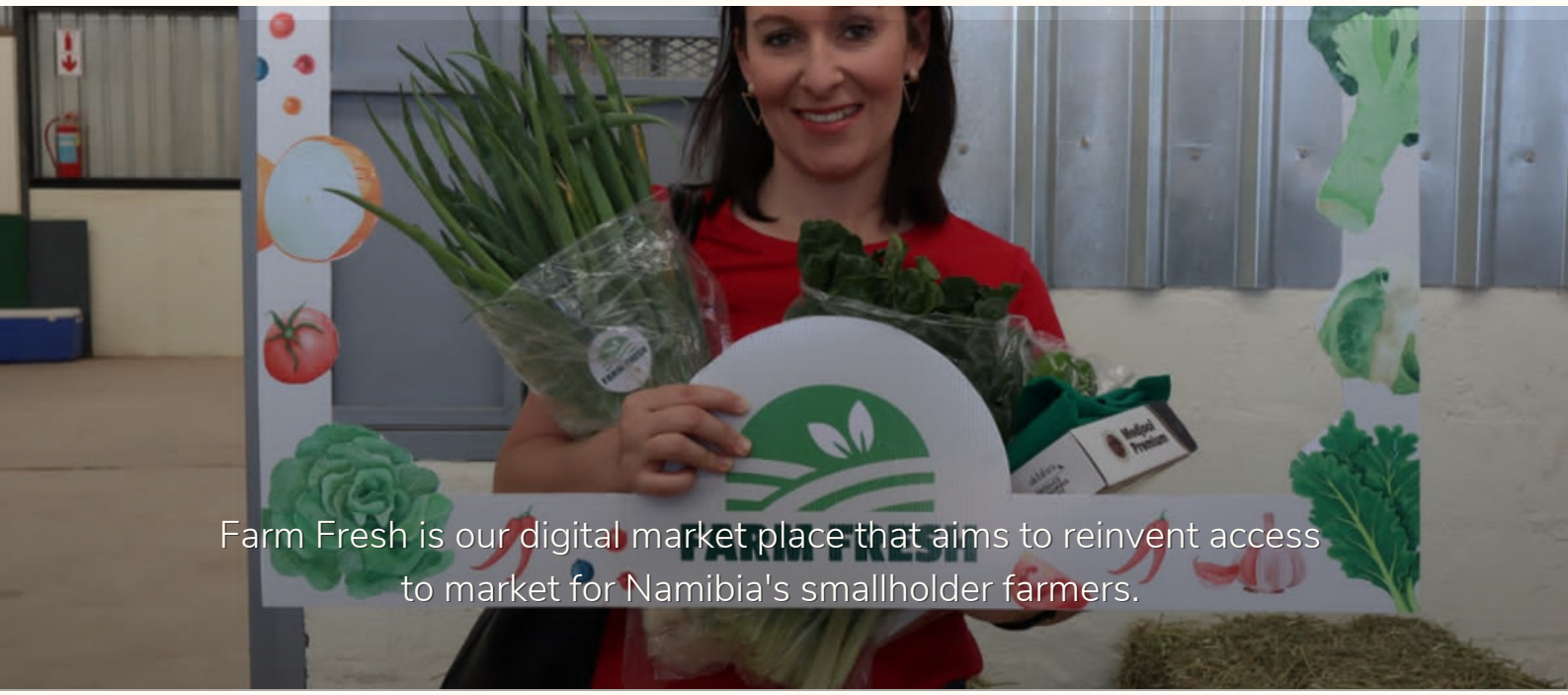




PROJECTS AND **VENTURES**

We prioritize forming strong partnerships with key organizations in our region to foster growth in crucial areas such as the economy, agriculture, and culture. Through these ventures, we are committed to building lasting relationships that will drive progress and benefit our community.

FARM FRESH



Farm Fresh is our digital market place that aims to reinvent access to market for Namibia's smallholder farmers.



FARM FRESH MARKET DAY



PROJECT BACKGROUND

FarmFresh Namibia is a platform that connects small holder farmers in Namibia with market access opportunities for their horticultural produce.

We aim to level the playing field and address the issue of imported horticultural dominance by disrupting the broken food value chain.

Our strategy is to break down the barriers faced by small holder farmers within the retail market. We do this by vertically integrating a tailored sequence of activities that replicates the commercial production chain, while keeping the local context in mind.







PROJECT INSIGHTS AND SUMMARY

SMALL HOLDER FARMERS ONBOARDED

2.7k SESSIONS

134k TOTAL SALES

85 TOTAL ORDERS

KEY STAKEHOLDERS

Ministry of Agricultural, Water & Land Reform

Mariental Town Council

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

LAB OF TOMORROW



Lab of Tomorrow (lot) is an open innovation process to develop entrepreneurial solutions for development challenges in a co-creation, multi-stakeholder approach.



HYBRID IDEATION SESSIONS



TEAM BUILDING EXERCISES

PROJECT BACKGROUND

Lot #16's theme was "Biodiversity Protection Pays Off Digitally in Namibia" and aims to support the Namibian tourism sector by recognizing that the biodiversity upon which it is based is under threat and means to protect it must be put in place.

We welcomed over 40 participants from various companies and entrepreneurial ventures within the tech, gamification, tourism, and conservation sectors to the well anticipated Lab of Tomorrow biodiversity sprint, in collaboration with GIZ (Gesellschaft für Internationale Zusammenarbeit).







PROJECT INSIGHTS AND SUMMARY

INCUBATOR PARTICIPANTS

5 BUSINESS VENTURES

8 COUNTRIES FROM ACROSS THE GLOBE

10 LOCAL INDUSTRY COACHES

KEY STAKEHOLDERS

Ministry of Environment, Forestry & Tourism

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

lab of tomorrow
NEW WAYS TO NEW BUSINESS

PROJECT CLEAN HANDS



COLLECT

RECYCLE

DISTRIBUTE

PROJECT BACKGROUND

Hand-washing is a crucial hygiene skill, but disadvantaged children often lack access to soap due to its high cost.

The Clean Hands project addresses this issue by collecting used soap bars from hotels and lodges in Namibia, processing and disinfecting them, and then redistributing them to vulnerable communities.

By recycling and reconstituting soap, Clean Hands provides a sustainable solution that promotes good hygiene practices and helps to reduce waste in landfills.







PROJECT OPPROTUNIES

Namibia's tourism industry uses tones of soap bars, most of which are used only once and then disposed in landfills.

Making it a key mechanism to effect change.

Additionally a hygiene curriculum has been designed to stress the importance of proper hand washing and water related hygiene.

PROJECT VISION

- Seed a culture of cleanliness, recycling and hand washing in vulnerable communities
- Reduce the amount of soap waste into landfills
- Create a country lighthouse case of the project within the informal sector





PROJECT INSIGHTS AND SUMMARY

IDENTIFIED 22 KINDERGARTENS

- Signed up 3 local tourism hotels and shops (Avani Hotel, Hotel Thule and Natura Africa) to donate used bar soaps to the project.
- Total used bar soaps collected from partners 70kg to-date.
- Designed and manufactured a soap press with a local supplier Print Hoek 3D.
- Employed and trained production staff from our micro-entrepreneurship program, to recycle used bar soaps.

KEY STAKEHOLDERS

Ministry of Gender Equality, Poverty Eradication and Social Welfare

Ministry of Health and Social Service

momentum

OLD MUTUAL SEED





WINDHOEK SPRINT



KEETMANSHOOP SPRINT

PROJECT BACKGROUND

Old Mutual Namibia, in collaboration with local partners including the UNDP Accelerator Lab, FLI, and Launch Namibia, has launched the Old Mutual Sustainable, Economic & Empowerment Drive (OM SEED).

This initiative is designed to uplift grassroots entrepreneurs across all 14 regions of Namibia over the next three years.

As part of this effort, we were responsible for designing training sprints to help participants in the second and third phases of the initiative grow and scale their businesses.







SPRINT GOALS ESTABLISHED

- Ensured that all participants understood the problem their businesses solve, the persona of their main target audience and prepared the founders for Phase III (incubator).
- Provided participants with enhanced confidence, skills in problem solving and increased business development skills through Design Thinking
- Created a common basis of knowledge amongst the cohort by filling any potential gaps in the market understanding
- Fostered team spirit and networks within the cohort and industry mentors.
- Taught participants critical business skills that allows for potential continuance of the exercises in a hybrid format in Phase III





PROJECT INSIGHTS AND SUMMARY

180 GRASSROOT ENTREPRENEURS

97% ATTENDANCE RATE

35% WOMEN TO MEN RATIO

518 HOURS OF TRAINING

KEY STAKEHOLDERS

TAMBULA EXPANSION







PROJECT BACKGROUND

In partnership with the UNDP Accelerator Labs, we launched Tambula. A central e-commerce hub for Namibia's informal market. It features a collection of ethically sourced artisanal goods, crafted by hand and heart.

Connecting consumers to a collection of artisans from across Namibia and empowering them to sell their products directly to the formal market.

Our mission is to give local artisans within our informal market a platform to showcase their craft and innovations.







LAUNCH GOALS ESTABLISHED

In addition to the provision of design thinking based sprints aimed at providing informal vendors with the necessary skills and knowledge base to improve their commercial viability, we provided:

- Support in recruiting 10 pilot vendors.
- Coordinate participant company profile details.
- Assisted with the opening of bank accounts and provision of barcodes.
- Provided branding and packaging support.
- Set up email addresses and develop vendor e-commerce starter kit.
- Provided 1-3 Windhoek based training.





PROJECT INSIGHTS AND SUMMARY

10 INFORMAL VENDORS

50 ONLINE PRODUCT ORDERS

2000 CUSTOMERS REACHED

518 HOURS OF TRAINING

KEY STAKEHOLDERS

UNDP

DHL

chammie



YEAR OF THE SMALLHOLDER FARMER

Agriculture is one of the single most important economic activities across Africa. As it stands - 60% of the continent's land is arable, providing the primary livelihood for two-thirds of our work force.

Positioning itself at the heart of alleviating continental conditions of poverty.

According to the UN's Food and Agriculture Organization, our continent holds an estimated 33 million smallholder farms. Yet despite controlling the largest areas of production - contributing up to 80% of sub-Saharan Africa's food supply, smallholder farmers often face bouts of food insecurity and constraints in accessing markets to sell their goods.

In which many of their constraints stem from their remote locations, high transportation costs, limited knowledge, and the lack of business know-how that could give them the bargaining power they need to interact on equal terms with other market intermediaries.

However, in a twist of irony, smallholder agriculture remains key to cementing food security throughout much of the continent. For it is these same farmers who supply the necessary foundations for creating sustainable local food systems.

By empowering their capabilities, we not only increase our output but, more importantly, help solve Africa's issues with poverty and malnutrition.

Redefining smallholder farmer inclusion.

Based on these realities and our desire for long-lasting community solutions, we designed FarmFresh.

A digital marketplace that supports and enables smallholder farmers to get their produce to the market, while tackling the accessibility gap faced by many growers. To kick off the pilot of our FarmFresh platform, we hosted a farmer's market in Mariental.

It aimed to encourage trade between local farmers and residents - while contributing to the larger conversation about defining what "sustainability" really means within the context of our food systems.



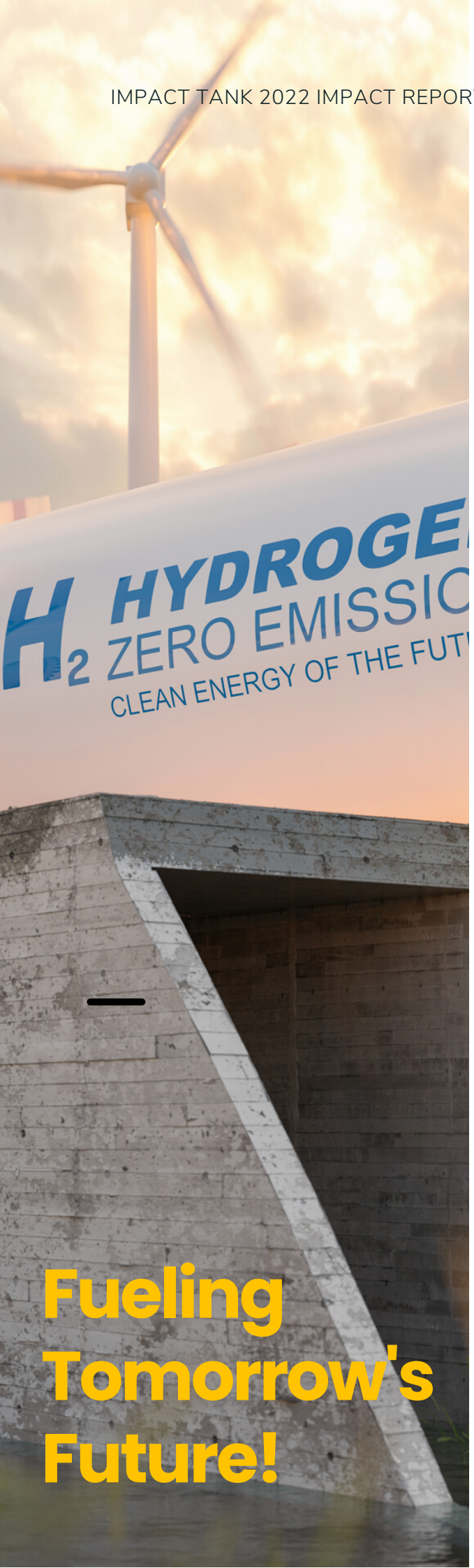
ECONOMIC OUTLOOK





The economic environment in which we operate is critical to the success of our ventures.

Much like many countries, Namibia's economy is impacted by global factors. For the global picture, the clouds have darkened.



INamibia's economy has displayed remarkable resilience in the face of the COVID-19 pandemic.

While many African countries continue to struggle with the impacts of the pandemic on their economies, Namibia's economy contracted by 8% in 2020 but rebounded in 2021 and is projected to grow by about 4% in 2022.

The mining sector, particularly diamond mining, as well as tourism, wholesale and retail trade sector, telecommunications, and manufacturing, have all contributed significantly to this positive trend. Looking ahead, Namibia's economic growth is expected to remain steady, with an anticipated growth rate of just under 3% in 2023.

The primary sector, tourism, and higher SACU revenues are expected to drive growth during this period. Moreover, the discovery of oil, lithium, and rare earth metals, as well as the Green Hydrogen project, are likely to enhance investor confidence in the country's economy.

Nevertheless, there are some risks associated with Namibia's economy these include slowing global economic activity, high inflation, the impact of Covid-19 strike, and supply bottlenecks. Furthermore, geopolitical developments could pose a significant threat to the country's economic stability.


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