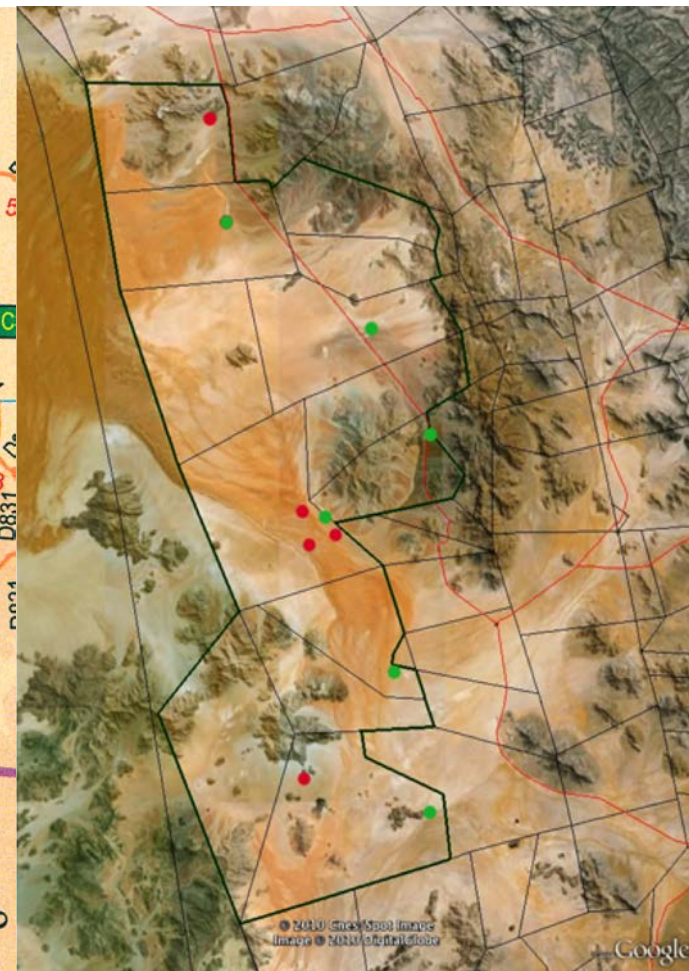
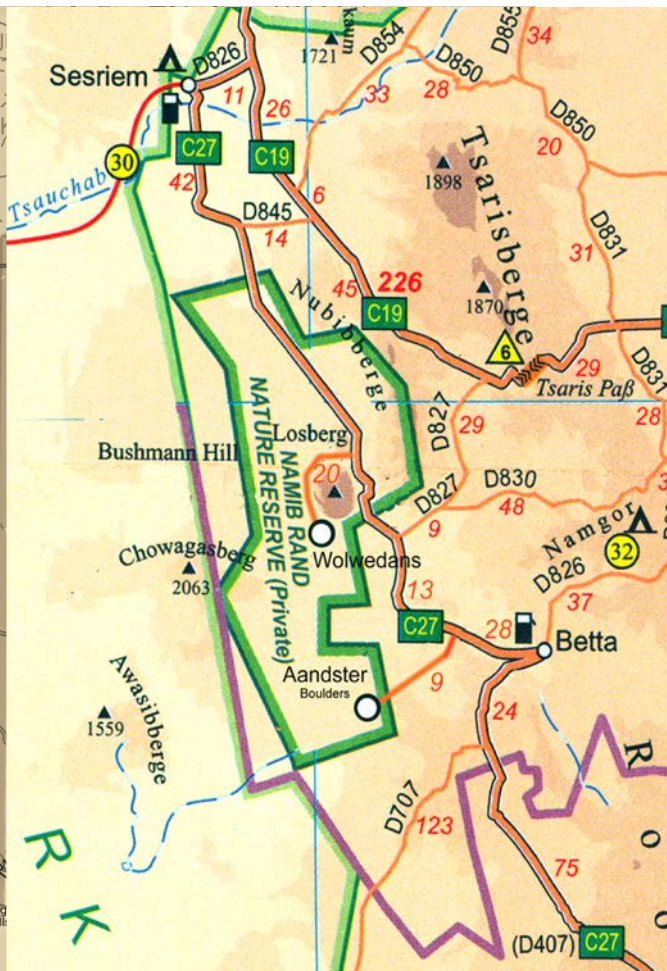
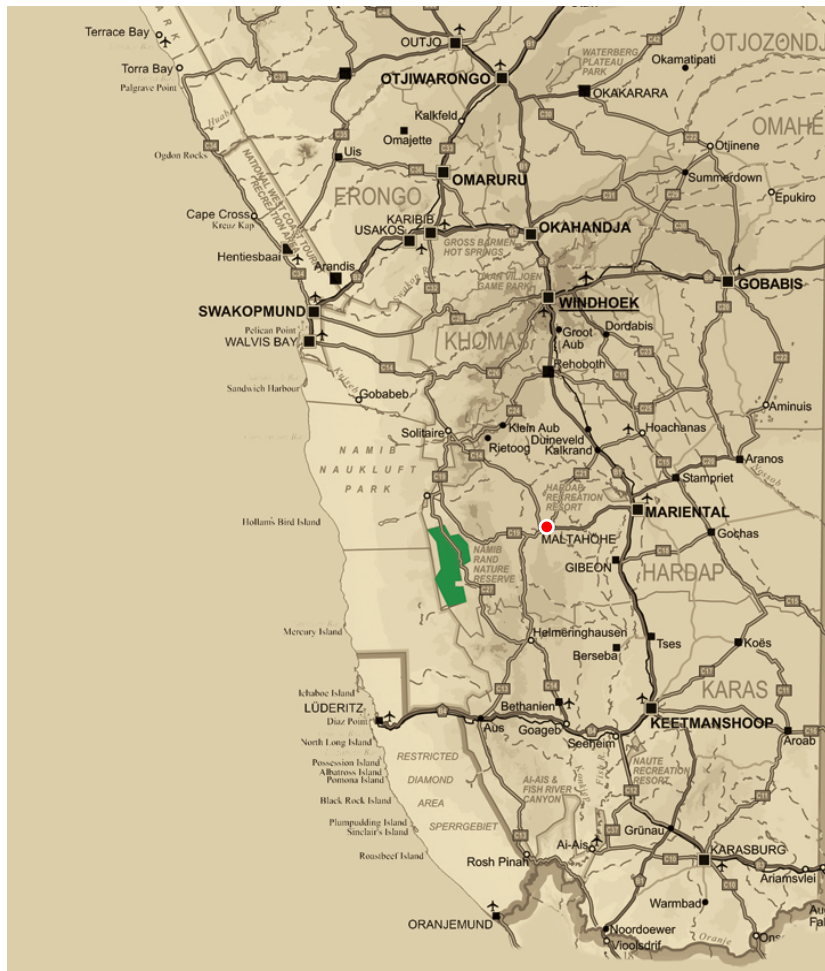




RuralRevive

Wolwedans





NamibRand Nature Reserve Geographical context

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 Village
Incubation & Innovation hub in the desert

Wolwedans
FOUNDATION



Wolwedans Collection
Comprising four lodges/camps

Wolwedans
FOUNDATION



Wolwedans Collection
Comprising four lodges/camps

Wolwedans
FOUNDATION



Wolwedans Foundation
Vocational Training - Hospitality

Wolwedans
FOUNDATION



Wolwedans Foundation
Vocational Training Horticulture

Wolwedans
FOUNDATION



in the pipeline for 2025 - Facility Maintenance

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

Wolwedans
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 <small>Water Energy Waste</small>	Vocational Training	Village Hotel	Performing Arts
Retreats <small>Family Happiness Mindfulness</small>	Tree Project	RuralRevive	Horticulture	Cultural Festival
Experiences	Large Landscape <small>G S N L</small>	Team Well-being	Merchandising	Heritage

Wolwedans

Taking things beyond Wolwedans



To the Hardap region & beyond

Maltahöhe – our closest settlement
Daweb Constituency – Hardap Region

Wolwedans
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 B...	Visual Arts
Slow Food & Life	Resources Water Energy Waste	Vocational Training		Arts
Retreats Family Happiness Mindfulness	Tree Project	RuralRevive		
Experiences	Large Landscape G S N L	Team Well-being		

From
The AridEden Project

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

Wolwedans

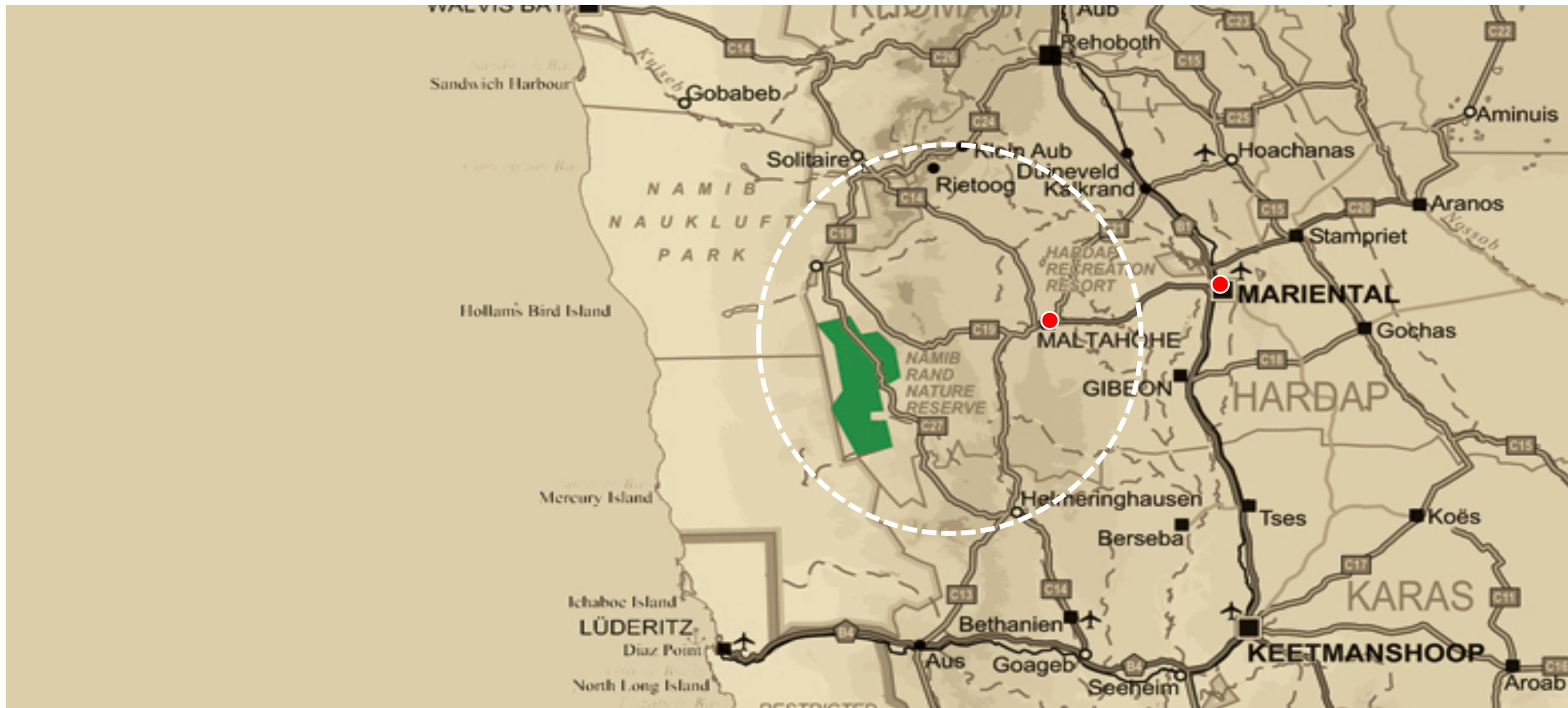
Rural Revive

Maltahöhe
Daweb Constituency – Hardap Region

Wolwedans
FOUNDATION



RURAL
REVIVE



Daweb Constituency | Hardap Region
Home of the Desert Based Economy

Wolwedans
FOUNDATION

Nine areas of engagement

- Enterprize
- Horticulture
- Education
- Resources
- Solid Waste
- Basic Healthcare
- Transport | Logistics
- Culture | Heritage
- Media Ecology

Based on Wolwedans' 5C Sustainability framework

COMMERCE | CONSERVATION | COMMUNITY | CULTURE | CONSCIOUSNESS

RuralRevive

Building a Desert Based Economy

Wolwedans
FOUNDATION

Values & Identity

RuralRevive seeks to address two pressing global challenges: Climate Change and Wealth Inequality. A corresponding 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**

Maltahöhe



Maltahöhe
Daweb Constituency – Hardap Region

Wolwedans
FOUNDATION

Identity



RuralRevive Identity

Logo | values | Compass

Wolwedans
FOUNDATION



RuralRevive Identity

Logo | values | Compass

Wolwedans
FOUNDATION

RURAL REVIVE

A new way. Sustainable,
equitable, inclusive and
building back better.

junction

Business as usual and
the depleting economic
models of the past

RuralRevive Identity

Logo | values | Compass

Wolwedans
FOUNDATION

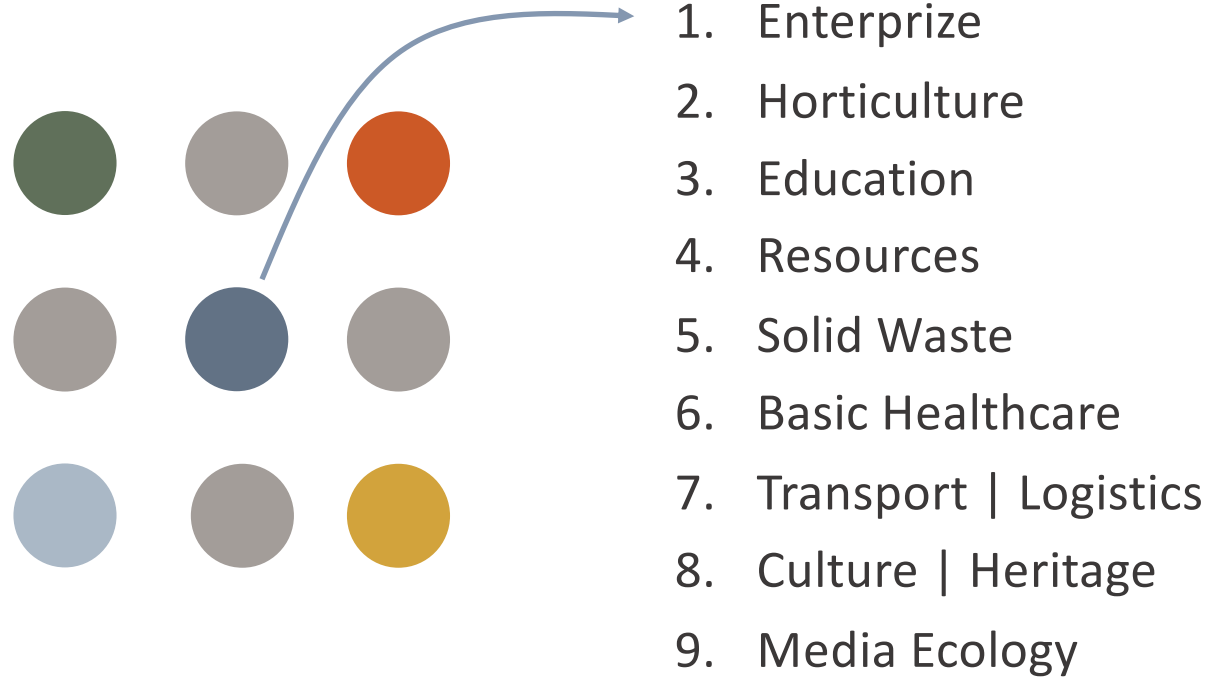


RuralRevive Identity

Logo | values | Compass

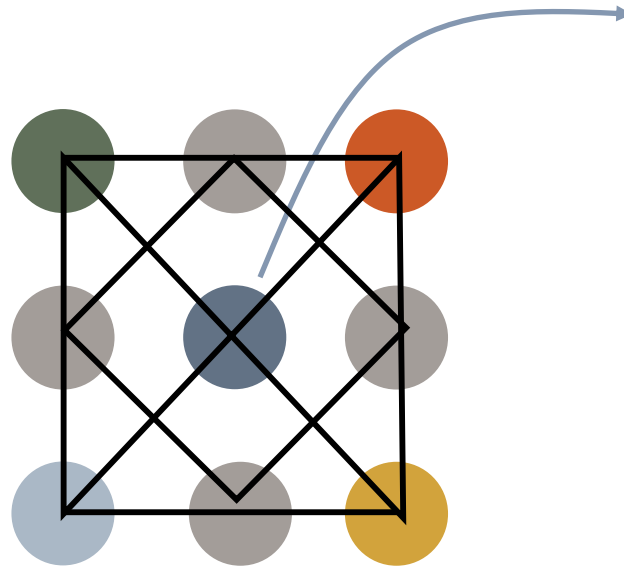
Wolwedans
FOUNDATION

nine areas of engagement



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 - Fresh produce hub in Maltahöhe
- Work Package 4 - Scheduled Transport Service
- Work Package 5 - Waste Management & Recycling Facility

Over-arching Work Packages

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

RuralRevive

Building a Desert Based Economy

Wolwedans
FOUNDATION

Building a Desert Based Economy

WALKING THE TALK

Bringing RuralRevive to life, one step at a time



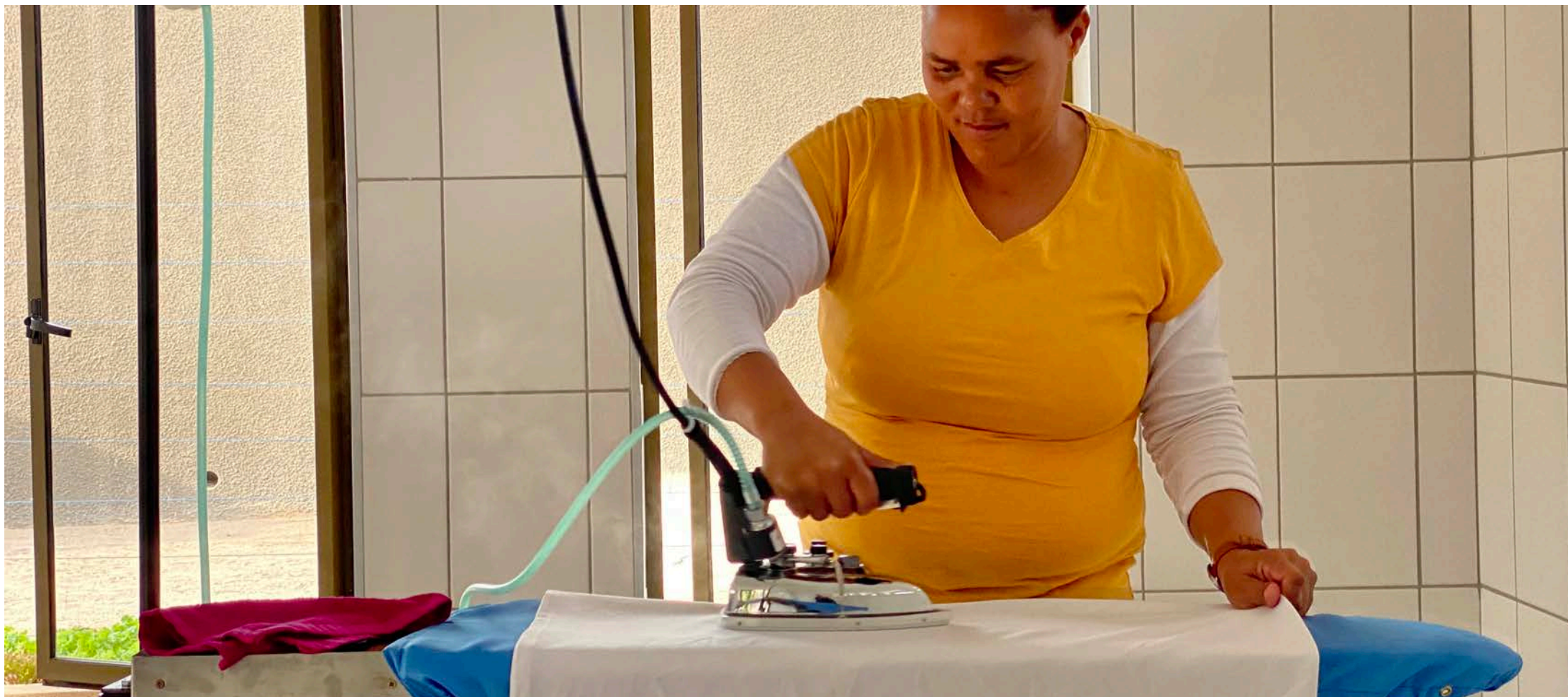
Laundry



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.



RURAL
REVIVE



Wolwedans
FOUNDATION

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.



**RURAL
REVIVE** | 

Wolwedans
FOUNDATION

“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

RURAL
REVIVE



Wolwedans
FOUNDATION

“The Trading Hub”

Replacing “The Barn” when more space is needed



**RURAL
REVIVE** 

Wolwedans
FOUNDATION

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.



**RURAL
REVIVE** | 

Wolwedans
FOUNDATION

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.



**RURAL
REVIVE** | 

Wolwedans
FOUNDATION



**RURAL
REVIVE** 

Wolwedans
FOUNDATION



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



Enterprize



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.



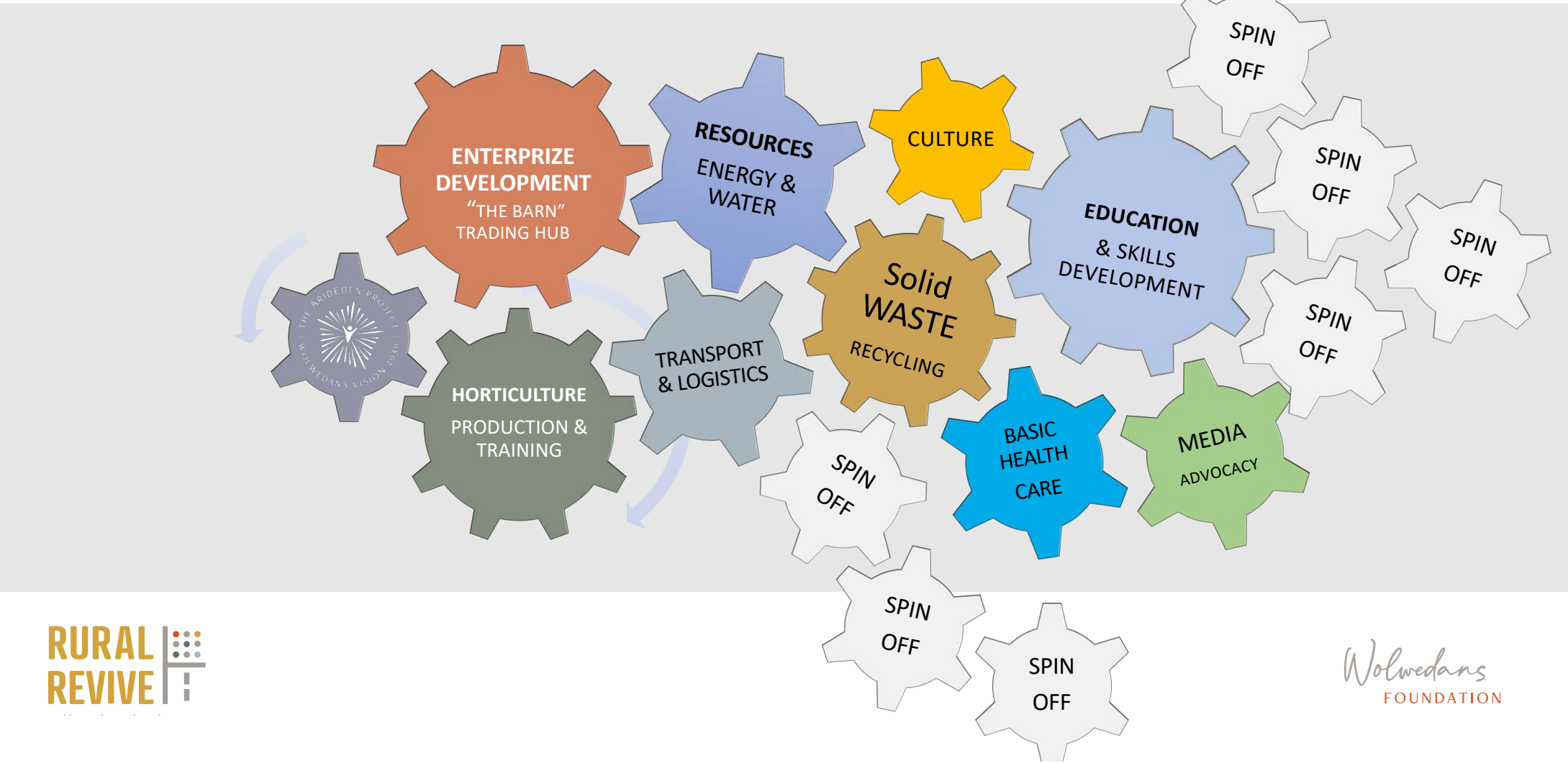
RURAL
REVIVE

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

Sheep dung (trash) for some
Worth gold (treasure) to others

RURAL
REVIVE

Building a Desert Based Economy



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
- Bridging of wealth inequality

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

From
The AridEden Project

"..., it (RR) could become a practical blueprint for building back better, more sustainable and equitable tourism/conservation economies. Not only in Namibia, but globally."

Partners & Funding



Committed Donors



Potential Donor



on the horizon...



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

1. **Education** support with special focus on vocational training (four strains)
2. **Basic Healthcare** - revive old Clinic and base a doctor at Maltahöhe
3. **Resources** (energy | water | waste)
4. **Media Ecology** (advocacy | access to WiFi | Radio RuralRevive | SM)
5. **Culture** – celebrating local culture, diversity & heritage



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





BUILDING A DESERT BASED ECONOMY

PROJECT

The Barn – Central Trading Hub

SPHERE

Commerce | Enterprize Job creation and Food Security Development

OBJECTIVE

Connecting the dots by establishing a scheduled transport solution linking the lodges in the desert with Maltahöhe and Windhoek.

IMPACT

Reliable transport

DRIVER

Agra ProVision with Wolwedans Foundation

SPONSOR|S



Wolwedans
FOUNDATION



BUILDING A DESERT BASED ECONOMY

PROJECT

DesertRunner Logistics

SPHERE

Commerce | Enterprize Job creation and Food Security Development

OBJECTIVE

Connecting the dots by establishing a scheduled transport solution linking the lodges in the desert with Maltahöhe and Windhoek.

IMPACT

Reliable transport |

DRIVER

Agra ProVision with Wolwedans Foundation

SPONSOR|S



Wolwedans
FOUNDATION



BUILDING A DESERT BASED ECONOMY

PROJECT

Recycling Plant | Clean-up & Solid Waste Management System

SPHERE

Commerce | Community | Conservation | Consciousness

OBJECTIVE

Establish recycling hub in Maltahöhe and address solid waste management in the town and Daweb

IMPACT

Job creation | cleaner environment |

DRIVER

Wolwedans Foundation and Rent-a Druma as technical partner

SPONSOR|S



Capricorn Foundation





Impressions

RURAL
REVIVE



Maltahöhe
The rural decline



Maltahöhe

Not much hope – or... let's just do it.

Wolwedans
FOUNDATION



RuralRevive
Project kick-off

Wolwedans
FOUNDATION



RuralRevive
Interested community

Wolwedans
FOUNDATION



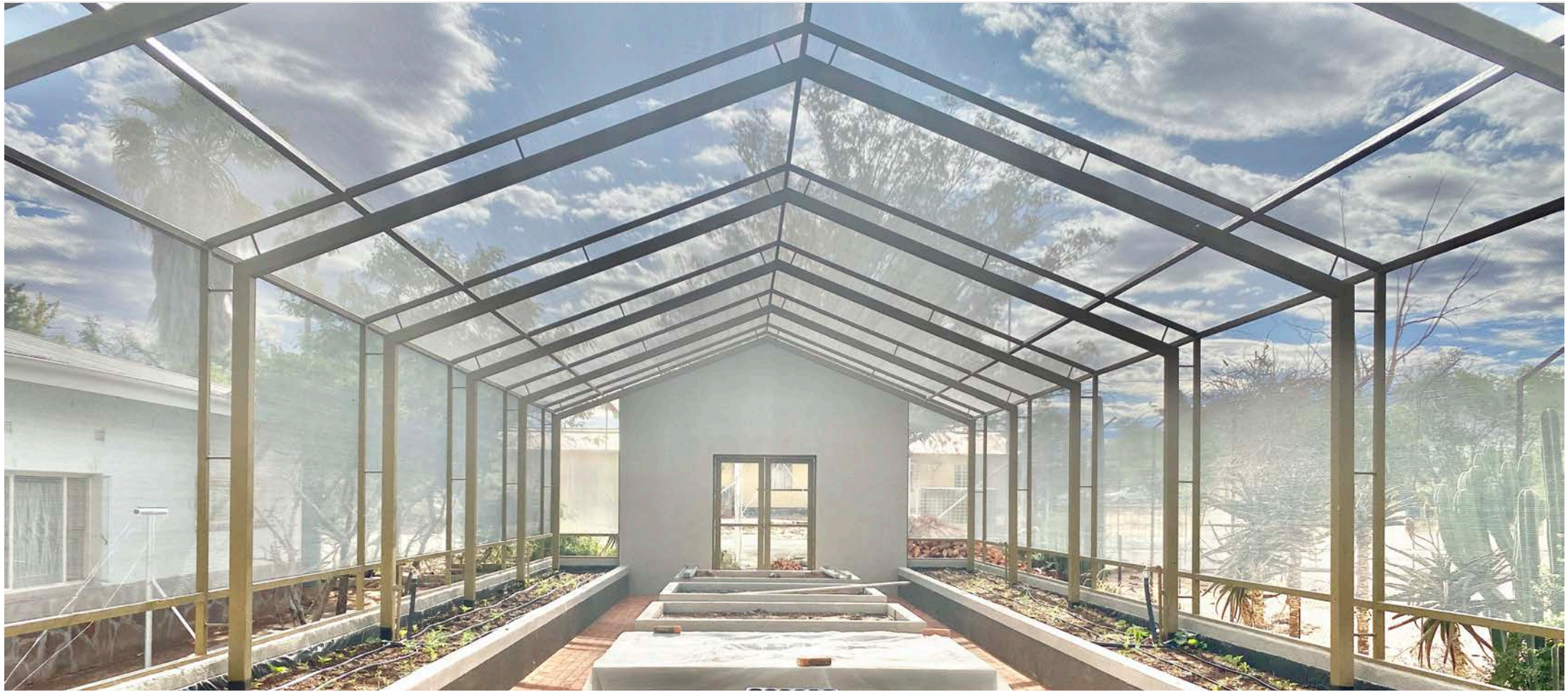
**RURAL
REVIVE** | 

Wolwedans
FOUNDATION



RuralRevive Campus
Project base and 'home'





**RURAL
REVIVE** 

Wolwedans
FOUNDATION



**RURAL
REVIVE** |

Wolwedans
FOUNDATION



RURAL
REVIVE



Wolwedans
FOUNDATION







Let's just stop this madness



RURAL
REVIVE



Wolwedans
FOUNDATION



RURAL
REVIVE



Wolwedans
FOUNDATION



Sheep dung (trash) for some
Worth gold (treasure) to others



Celebrating Cultural Diversity
Opening ceremony of laundry

**RURAL
REVIVE** | 



RURAL
REVIVE



Wolwedans
FOUNDATION



RURAL
REVIVE

Wolwedans
FOUNDATION



Sewage water removal
No sanitation network

**RURAL
REVIVE** | 



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

**RURAL
REVIVE** 



Plan B for Greenhouses

Some red-tape slowing progress



Sheep dung (trash) for some
Worth gold (treasure) to others

**RURAL
REVIVE** | 



Horticulture Level 3 Wolwedans
Next Level 2 intake at RuralRevive?



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



**RURAL
REVIVE** 

Wolwedans
FOUNDATION