



**From the Team:**

**FIRMFAC TS NEWSLETTER IS A MEMBER-TO-MEMBER FREE BUSINESS HELP & ADVICE SERVICE. IF YOU HAVE ANY HEALTHY AND CONSTRUCTIVE ADVICE, PLEASE EMAIL THE TEAM. THANK YOU!**

## TEAM NAMIBIA BRANDING



**With the adoption of the Code of Conduct at our AGM in August and the subsequent mails pertaining to the Naturally Namibian brand as well as the accompanying Statutory Declaration, Team uses this month's FirmFacts to elucidate the difference between the two brands.**

Team Namibia's mandate is to market quality Namibian products, services and destinations locally and internationally as a united entity under one generic brand. As a member based organization all companies operating in Namibia, employing Namibian citizens and meeting a few other legal requirements can apply for membership. In addition, Team Namibia members of whom at least a third of their final product or service is sourced and produced locally may apply to use the 'Naturally Namibian' product brand. The aim of the Naturally Namibian campaign is to stimulate sustainable economic growth, thereby minimising unemployment, alleviating poverty, which in turn will lead to improved social and economic conditions.

Any business, organisation or individual can apply for membership to Team Namibia. Membership will be granted if a member meets the minimum requirements. The focus is on contribution to the Namibian economy through local procurement and local employment, amongst others. There are two classes of branding rights for members: The first is the use of the Team Namibia brand, which is more corporate in nature while the second is Naturally Namibian which is focussed on brands and particular products.

### Minimum Requirements:

#### Team Namibia Brand:

- All those applying for Team Namibia membership must be registered with the Ministry of Trade and Industry and must be operative in Namibia for a minimum of eight (8) months.

- A total of 75% of labour must be Namibian.
- At least 50% of the operational costs of the business or organisation must be incurred in Namibia.
- The product, service or destination must be of demonstrably high quality.

#### Naturally Namibian Brand:

- All brands, services and products with more than 33.3% local value adding can apply to carry the Naturally Namibian trademark.
- At least 33.3% of the cost of materials, the cost of production and the cost of labour must be incurred in Namibia.
- All manufacturers of these brands, services and products are required to submit to a compliance test to ensure quality and certification.
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- All multinational brands with more than 50% value adding in Namibia, the same as above, may apply to carry the Naturally Namibian trademark.

#### Additional Criteria:

- Members are required to sign a statutory declaration stating they meet the minimum requirements of Team Namibia.
- All members are to supply Team Namibia with a product list, as and when relevant, and must inform Team Namibia of any changes to the said product list.
- All members are urged to subscribe with Employment Equity Legislation.
- All members are to comply with Labour Act requirements.
- All members are urged to subscribe to best environmental practice.