


# Exhibition

Our new 2022 strategy

Created by  
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OMD  2030

MAKING A NEW ORANJEMUND

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**People Make Places**

## Who we are:

An independent Community Association  
The citizenry partner in the Oranjemund Town Transformation Programme  
We work together with other stakeholders to drive the Town Transformation process

## Mission:

To encourage and facilitate active citizenry involvement in co-creating a resilient, sustainable, economically diverse, and culturally rich town.

## How we do this:

By implementing community projects in the following areas:

- Tourism (OMD 2030 is the face of Oranjemund Tourism)
- Community Engagement & Activation
- Town for Tomorrow & Environmental Education

## Town Transformation – Who is involved



### Oranjemund Town Council

- Land & service provision
- Create investment friendly environment
- Local economic development
- Public tourism infrastructure & compliance

### OMDis

- Supporting existing businesses to be more sustainable
- Develop new SME's & an entrepreneurial culture
- Create new large industries
- Capacity building
- Town branding

### OMD 2030 - Citizenry Association

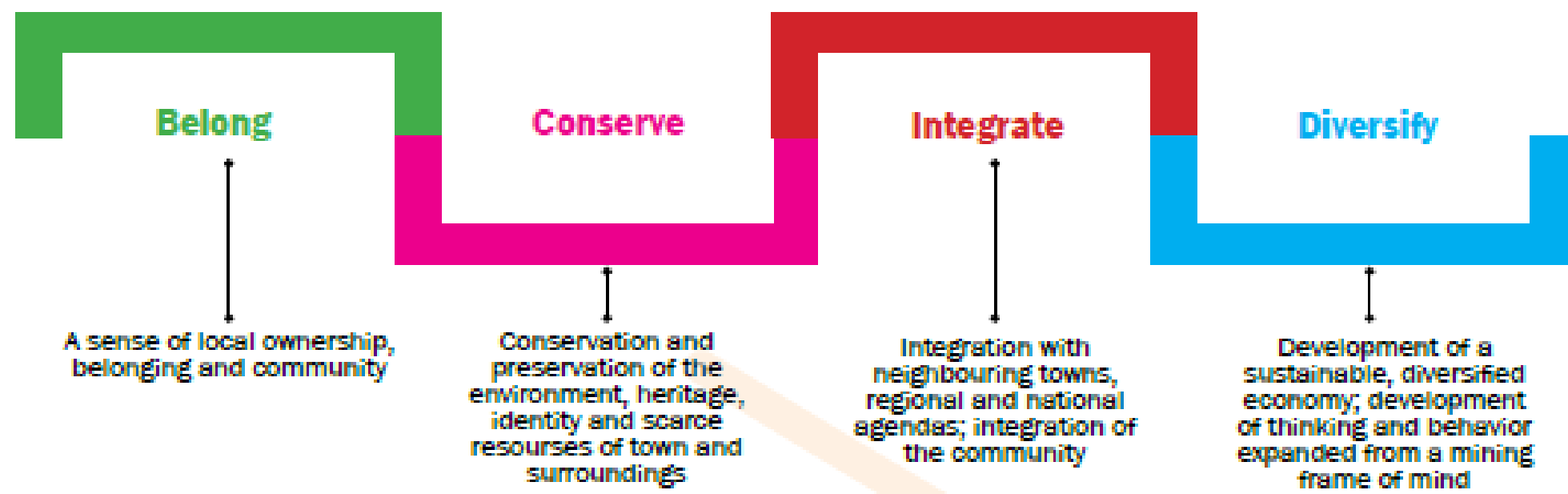
- Community engagement & activation
- Resilience
- Face of Tourism
- Environment & social sustainability
- Town branding

### Namdeb & other enablers

- Management of risk associated with mine closure
- Private property ownership
- Organic development



## Town Transformation – What is involved



## OMD 2030 Sustainability Strategy

<p><b>TOWN TRANSFORMATION PILLARS</b></p> <p>CONSERVE          INTEGRATE          DIVERSIFY</p>	<p><b>1. ECONOMIC</b>          Tourism Projects</p>	<p><b>OMD 2030 Success 2021/2022</b></p> <p>Hospitality Association of Namibia (HAN)          Conference presentation Feb 2022          Local tour-guided training (co-sponsored by OMDs)          Opened refurbished Jasper House museum (project in partnership with Namdeb &amp; OMDs)</p>
<p>BELONG          CONSERVE</p>	<p><b>2. ENVIRONMENTAL</b>          Town for Tomorrow Projects</p>	<p>1st town in Namibia to receive an Eco-Awards rating for environmental sustainability (project in partnership with OTC).          Recycling projects, including E-waste .          Launched local school's educational project 2022</p>
<p>BELONG          CONSERVE          INTEGRATE</p>	<p><b>3. SOCIAL - OUR FOUNDATION</b>          Community Engagement &amp; Activation Projects</p>	<p>Resilience workshops &amp; life-coach training (delivered by Sallents),          Night markets &amp; Fun Runs,          Covid support provision for MoHSS &amp; Community,          Oranjemund Community Choir Formation</p>

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# People Make Places



Greetings



Community Day



Recycling



Museum



Night Market



Tourism & Hospitality



Fun Activities



Vaccination



Fun Run

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