



**UNAM**  
UNIVERSITY OF NAMIBIA

# **African forum on Youth Skills & Enterprise in the Digital Age**

**By**

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## Presentation Structure

- Title of the presentation
- Role of the presenter in the project
- Region covered by the programme/project
- Alignment to the general theme and sessions
- Explanation concerning what is innovative in the programme/project
- Relevance in terms of development issue/challenge addressed by the programme/project
- Alignment to 2030 Global Agenda / Africa's Agenda 2063 / AUC strategies / national policies and or other strategies
- Description of the MEL component of the programme/project
- Explanation on how the programme/project's impact was measured
- Description of the lessons learned and their relevance in terms of informing policy / programmes

## Title of the presentation/Role of the presenter in the project

- Empowering young women and girls through digital skills: Mobile Social Media and Digital Literacy Training (MoSoMe-DiLiT Project)
- Project Leader to ensure that the project is implemented and executed as planned within the allocated timeframe and resources.
- Communicating with various stakeholders
- Market the project
- Ensure continuity and sustainability of the project

## Region covered by the programme/project

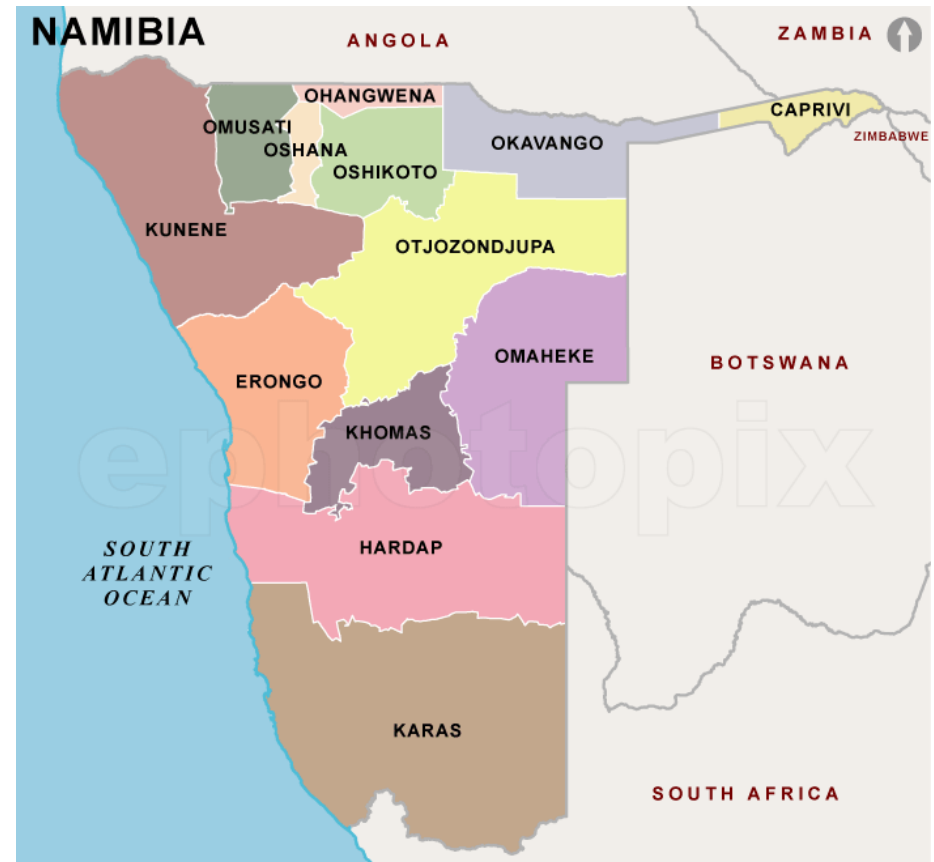
- Erongo Region: Karibib Constituency
- Erongo is one of the 14 regions of Namibia, its capital is Swakopmund.
- Comprises the Swakopmund magisterial district up to the Ugab River and includes the Walvis Bay, Omaruru and Karibib magisterial districts.
- Named after Mount Erongo, a well-known landmark in Namibia and in this area.
- All the main centres within this region are connected by paved roads.
- The Governor of Erongo Region is Cleophas Mutjavikua.
- In the west, Erongo has a shoreline on the Atlantic Ocean.
- On land, it borders the following regions: Kunene – north, Otjozondjupa – east, Khomas – southeast and Hardap - south



## Region covered by the programme/project

The region comprises seven electoral constituencies:

- Arandis
- Dâures
- Karibib
- Omaruru
- Swakopmund
- Walvis Bay Rural
- Walvis Bay Urban



## Alignment to the general theme and sessions

- The proposal is in line with the theme:
- Empowering young women and girls through digital skills.

## Explanation concerning what is innovative in the programme/project

- Women and girls becoming digital literate through the use of mobile social media to access information, communicate and do business.
- Digital literate

## Relevance in terms of development issue/challenge addressed by the programme/project

- The project seeks to address information gap of women and girls in Karibib to use mobile social media to access information, communicate and do business in order to improve their standard of living.
- Digital divide



- **The 2030 Agenda for Sustainable Development.**
- Goal 5: Achieve gender equality and empower all women and girls specifically enhance the use of enabling technology in particular Information and Communication Technology (ICT), to promote the empowerment of women.
- **Agenda 2063 The Africa we want.**
- Aspiration 1: A prosperous Africa based on inclusive growth and sustainable development with particular emphasis on well-educated and skilled citizens, underpinned by science, technology and innovation for a knowledge society in the norm and no child misses school due to poverty or any form of discrimination.

## Alignment to 2030 Global Agenda / Africa's Agenda 2063 / AUC strategies / national policies and or other strategies

- Aspiration 6: An Africa, whose development is people-driven, relying on the potential of Africa people, especially its women, and youth, and caring for children.
- This indicates that by 2063 Africa has empowered women to play their rightful role in all spheres of life and has engaged and empowered youth.
- **National: Harambee Prosperity Plan (HPP) 2016/17-2019/20:**
- Namibian Government Action Plan towards Prosperity for All.
- Chapter 4: Economic Advancement through economic transformation which aim for economic empowerment leading to higher inclusion of disadvantaged groups into the formal economy.

- **Namibia's 5th National Development Plan (NDP5), working together towards prosperity 2017/18-2021/22.**
- Pillar no.2 Social Transformation which cascades to Human Capital Development and Social Development to produce capable & healthy Human Resources.
- **Namibia Vision 2030: Prosperity, Harmony, Peace and Political Stability.**
- Chapter 4. People's Quality of Life. Education and Training to ensure that the society is comprised of people who are literate, skilled, articulate, innovative, informed and proactive.

## Description of the MEL component of the programme/project

- Monitoring, Evaluation and Learning
- All monitoring data will be shared among implementing partners and with local stakeholders.
- Progress reports / activity reports
- MEL feasible, practical and necessary measures and methods into account to give a fair view of the value of the project implemented .
- Performed as an ongoing management and learning activity, supported by periodic external independent reviews.

## Description of the MEL component of the programme/project

PRINCIPLE	DESCRIPTION/KEY QUESTION
Relevance	Is the activity relevant, well conceived in the context of the use of social media? Can the use of social be improved?
Efficiency	Is the activity implemented in a timely and cost-effective manner? Have resources been used cost effectively? Do the quantitative and qualitative results justify the resources expended?
Effectiveness	In relation to the project objectives, what changes in behaviour, relationships or activities of boundary partners is the project generating; what is the evidence? To what extent have the project Outputs been achieved and are contributing to these changes? What supports and barriers have affected the achievement of project Outputs and contribution towards project Outcomes? What are we learning from our experience and how can we improve?

## Description of the MEL component of the programme/project

PRINCIPLE	DESCRIPTION/KEY QUESTION
Impact	What evidence is there that the project is potentially contributing to improved business operations, livelihood, increased ability to support capacity development and skills development at the national and regional level through strengthened partnerships in the country?
Sustainability	To what extent is the intervention contributing to building an enabling environment for continued capacity development action and for improved standard of living and conducting of business activities—new sources of funding, changes in national laws, policies and regulations.
External Utility	To what extent is the project replicable? Might its approaches, methods, and/or content have potential value in other countries or regions or for other subject areas?

## Explanation on how the programme/project's impact was measured

- Number of women and girls trained on the use of mobile social media to access information, communicate and do business.
- Number of women and girls able to transfer the knowledge and skills gained to other
- Number of women and girls in business earning more than what they use to earn
- Closed digital divide

## Description of the lessons learned and their relevance in terms of informing policy / programmes

- Importance of mobile social media as a tool to access information, communicate and do business will inform the Social Media Policy and Implementation Plan.
- National cyber-security law.
- Internet Society Namibia Chapter (ICANN YouthCom Workshop)
- ICANN means Internet Corporation for Assigned Names and Numbers





**Thank You for  
being good  
listeners**