



**PENOUKA,
NAMIBIA**



PENDUKA FRIENDS

Chamaleon DIE REISE IHRE LEBENS

PENDUKA BELGIUM

enduka.nl

Penduka

City Tours

Loide



30 years

6 Adventures



Covid 19

Christien

story

Board of Trustees

Katutura group



Sustainable development goals

Red Earth safaris



IGS



Don

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The name 'Penduka' was carefully chosen originating from the Otjiherero and Oshiwambo languages and translates into 'Wake up!'.

We at Penduka strives to encourage and propel women, who have been systematically disconnected from economic opportunity, to take initiative to help themselves, increase their self-worth and confidence and in turn help break the cycle of unemployment and poverty.

word wakker!

WAKKE

Svegliati!



UPPI

Wach auf!

깨우다

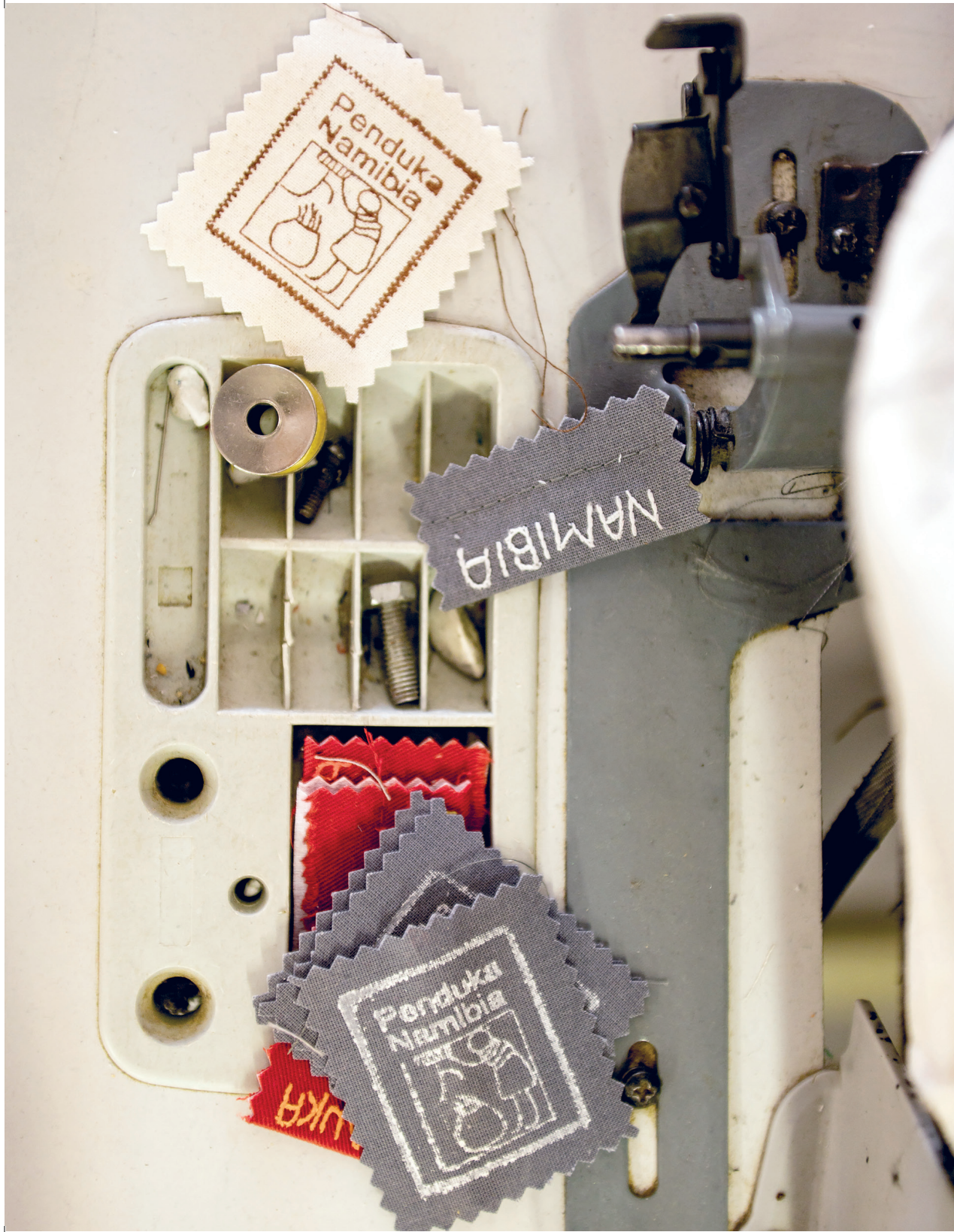
INTRODUCING PENDUKA

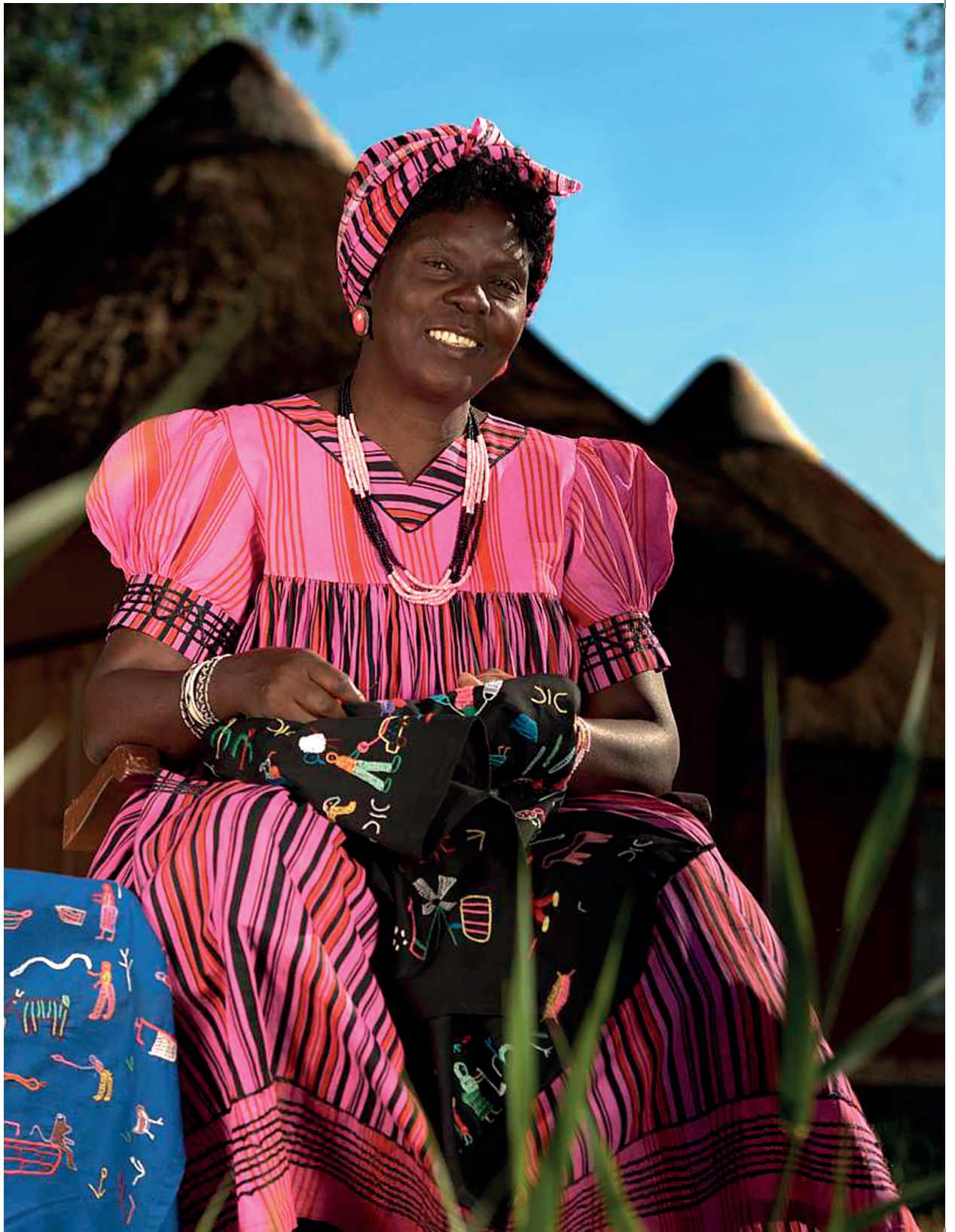
Globally, women and girls are at greater risk of falling victim to poverty, violence and abuse. Women are more likely to be malnourished and less likely to be educated. Women are also less likely to run businesses or be in positions of leadership; and on average they earn 75 per cent less than men. Yet, through the ages women played a vital role in revolutionising the social fabric of society.

Fittingly, the United Nation's Sustainable Development Goal (SDG) 5 is aimed to 'achieve gender equality and empower all women and girls.' Statistics show there is a lot of work to be done to achieve this target by 2030. Currently various social enterprises are playing a significant role in women's empowerment globally.

As the understanding and need to address gender inequality gains traction around the world, socially sensitive consumers are actively targeting their support toward female producers.

Despite this mammoth task, we at Penduka, challenge the status quo of global gender inequity. We work daily to elevate the status of women and live into the model of valuing people over profits.





THE PENDUKA STORY

Penduka is a continuing success story crafted by female hands. Behind our proudly Namibian brand stands lady warriors, talented and vibrant individuals who has not only been positively impacted by Penduka's history, but continues to combat the way forward.

Penduka as an organisation strives to maintain and develop relationships with local women in marginalised communities throughout Namibia. Through empowering women we inspire and enable them to cultivate lasting, positive transformations not only for themselves but also their families and the broader community in which they function.

Using hand intensive techniques with basic tools also allows us to train and work with artisans, who, for the lack of capital, would not otherwise be able to enter the premium market of high design goods. Thus, handmade is to us, not in the least, a means of providing fair and sustainable work for such individuals and communities.

We are committed to creating longstanding impact in those communities, by working towards sustainable incomes and inclusive growth for each artisan that we collaborate with.

LET THE BEAUTY WE LOVE BECOME THE GOOD WE DO

VISION To become a leading, self-sustainable and inclusive social enterprise where unemployed women from marginalised communities across Namibia, are empowered to become independent, self-sufficient individuals, create a better future for themselves and in turn positively impacting the communities they live in.

MISSION To equip the women we work with and transform their lives by encouraging creativity, teaching the necessary hand crafts and life skills in order for them to achieve their full potential.





HISTORY

Founded in 1992 by Dutch anthropologist Christien Roos & her first board member, Martha Muulyau who had a shared history dating back to former Ehafo, an organisation which assisted people with disabilities to acquire critical skills to assimilate (integrate) as best possible into the Namibian society. Both of them understood the power of empowering people, and especially women through business and artisan entrepreneurship

Starting out with only 6 women and one of the first organisations in Namibia focused exclusively on serving women suffering the effects of unemployment and poverty, Penduka was launched with the sole aim of developing creative potential amongst these women. By establishing a positive and nurturing environment where women can develop their unique inherent crafting skills to create extraordinary hand-made creations Penduka empowers women to join the local economy and have the ability to provide for themselves and their dependents.

The name 'Penduka' was carefully chosen originating from the Otjiherero and Oshiwambo languages and translates into **'Wake up!'**. We at Penduka strive to encourage and propel women, who have been systemically disconnected from economic opportunity, to take initiative to help themselves, increase their self-worth and confidence and in turn help break the cycle of unemployment and poverty.



1995

Penduka officially as a Trust established

1994

seven rural women groups established

1996

Penduka purchased buildings at Goreangabdam from Kalahari Yacht club, having the official opening half a year later.

1993

first five rural women groups established

1992

Penduka 'Wake up' established.

1997

extending area with one hectare to build 6 rondawels, 5 dorms, ablution, bush kitchen. Application to purchase the land sent to COW

2008

Opening of Wake up Daycare Centre Trust in Otjimuiise.

2002

Penduka TB program established in conjunction with MOHSS and LHL in Norway

1988

Martha Muulyau and Christien Roos meet

1998

Greenwell Matongo Recycling Innovation Project (GRIP) established in the informal settlement nearby. Penduka declared self supporting

2000

Foundation Penduka established in Groningen NL as support organisation for Penduka Trust.



2011

December, Martha Muulyau goes on an early retirement and moves back to her family place, Omishe, in the North.

2013

The Fair Story, fair trade organisation in South Korea partners with Penduka

2016

November, fundraising for purchasing of the land has started.

2017

Kauna Power becomes GM of Penduka Trust

2022

Jan-June, renovation and upgrading of buildings and surroundings.

30 years anniversary celebrations in June 2022

2021

October, finally Penduka got the green light to purchase the land.

2020

Penduka in silence, no tourists, no visitors, no income due to Covid

2018

Penduka VZW (support group not for gain) in Belgium is born

2019

Covid hits Namibia incl Penduka



PENDUKA AS A SOCIAL ENTERPRISE

Penduka employs social enterprise as a model to develop skills, encourage creativity, provide employment and facilitate the economic empowerment of women in Namibia's marginalised communities through delivering unique, quality hand made products.

Women employed within the social enterprise are continuously being coached in skills development and benefit from employment support services while enjoying the opportunity to generate an income. Peer group learning is particularly important as women who attend workshops are encouraged to teach their skills to community members who may be unable to attend.

Utilising this innovative approach, Penduka continues its legacy of the past thirty years to develop women in Namibia to transition their way out of unemployment and poverty. Given the fundamental social nature of the organisation, Penduka is averse to social background, tribal heritage and/or physical disabilities.

Women of all walks of the Namibian society continues to gain valuable exposure and experience in production (embroidery, sewing, batik and jewellery), inventory, retail, hospitality and customer service, while working in a supportive and empowering environment.

A SAFE SPACE

Penduka remains deeply committed to providing a safe, nurturing and progressive workplace for our team. We are passionate about personal and professional development, as we see this as the cornerstone of our continued success.

Beyond physical comfort, we realise how essential it is to account for our women's mental wellbeing. Our workplace is carefully configured to set the right tone for increasing curiosity (crucial for learning), to raise employee morale and to encourage open and honest communication.

Ultimately, we believe psychological security in the workplace is about providing a safe space for employees to be themselves and reach their full potential.



COMMUNITY SPIRIT

PENDUKA VILLAGE

In true community spirit the Penduka Village is open to the public to enjoy our hospitality through a home cooked meal at our restaurant or overnighting in our charming accommodation facilities. We further offer conference & event venues as well as general recreational activities, and we are proud that these facilities are fully managed by our motivated and dedicated team of Penduka woman/ women.

RESTAURANT & TERRACE

Enjoy a healthy, home cooked meal in our restaurant or on our terrace overlooking the dam in a beautiful, tranquil setting. We are open for breakfast and lunch and offer dinner, picnic baskets & snack platters on request (bookings necessary).

Experience Namibian cuisine by trying our traditional dishes such as kapana (meat grilled over an open fire with kapana spice) and mahangu (a tasty, locally grown crop) and do not miss out on our well known vetkoek and freshly baked Penduka bread.





FUNCTIONS & EVENTS

Our conference room, restaurant and terrace offers you the ideal and affordable solution to all of your celebratory functions, events & conferencing needs. Catering is done in-house by our restaurant, which has on offer an extensive list of delectable and mouthwatering menu options.

Be it a big event or a smaller, more personal gathering, a business retreat or strategy session with your team, Penduka is flexible to a host of possibilities.

- Conference room- can accommodate up to 50 people.
- Restaurant and terrace can accommodate up to 60 people.

Contact us for a quotation or for more detailed information.

ACCOMMODATION FACILITIES

Come experience true Namibian hospitality by overnighting at Penduka, a special hideaway on the doorstep of Windhoek, Namibia's capital city.

Penduka Village offers a range of accommodation options for any travel purpose and budgets ranging from more luxurious bungalows to campsites for the more adventurist guests.

- Bungalows - 6 Units with double bed and extra single bed on request. En-suite bathroom (shower, basin & toilet)
- Backpackers facilities - 5 Dormitories with 4 beds each. Two ablution facilities with showers
- Camping - 2 Camp sites. Ablution facilities available. Make us of our braai area or dine at our restaurant.
- The Round House - a self-catering villa sleeping up to 6 people

Enjoy a special getaway in any of our immaculately kept accommodation facilities. *Kindly contact us for our rate sheet.*

RECREATIONAL FACILITIES & WORKSHOPS

Recreational activities offered include peddle boat rides, sundowners & picnic's on our lawn, batik and jewellery making workshops. Kindly note that these activities should be booked in advance.

PENDUKA PLAYGROUND

Our latest project is the development of an educational playground, incorporating the use of various recycled and free-issue materials with a central theme around the UN Sustainable Development Goals. The playground will provide local and visiting children the opportunity to practice and improve key development skills including social, emotional, cognitive and physical parameters. At the same time they will learn about the SDG's that will inspire and empower them to become global citizens and advocates of a more sustainable future for all!

Book our playground for children's parties or school field trips!

VEGETABLE & HERB GARDEN

At Penduka we believe in us utilising what we have at our disposal to provide for the basic food needs of our women.

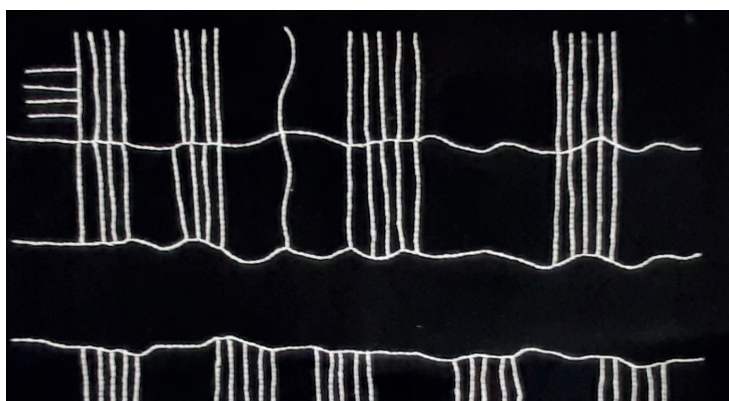
The focus of this project is not only to ensure food security for our women & their households, but also to improve the nutritional quality of their meals. Our vegetable gardens also supply our restaurant with fresh produce such as spinach, peppers, carrots and corn.

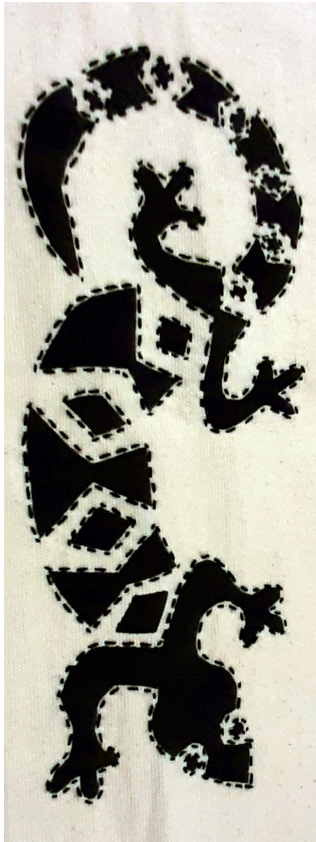
Penduka's women are equipped with the necessary vegetable & herb growing skills that aids them in earning an income, not only from the selling of their crops but also by sharing the skills with others in their communities. Food waste is recycled and reused as compost and our garden employ water-wise techniques. Complimentary farming activities also include hydroponics & small scale chicken farming.





DESIGN INSPIRATION





WHY PRACTISE CRAFTS

Artisan craft remains the second largest employer in developing countries worldwide and is one of the main sources of income for both men and women who seek a sustainable livelihood.

Apart from the income generating and obvious creative aspects, conventionally practicing crafts are being viewed as an antidote to the stresses and pressures of everyday life. Together with what is referred to as practicing "mindfulness", a much-desired quality for many people, it is not surprising that crafts are increasingly being sought out for its mental and even physical value.

Practising crafts are an antidote to the stresses and pressures of everyday life.

Typical crafts such as painting, sewing & embroidery focus on repetitive actions and a skill level that can always be improved upon, creating mental calmness despite ongoing stimulation.

The skills practiced at Penduka aim to purposefully serve both as diversional therapy (taking the mind off stressful and negative thoughts), as well as creative skills-development actively geared towards empowering women.

We are therefore not only geared towards remedying social injustices, but are all the time also working towards a fortified state of mind, able to deal with the burdens brought on by enduring hardship.





OUR PRODUCTS

Penduka do not only create and sell marvelous products, we are also all about telling the stories of the crafts / items we produce, and the people who make them. We take great pride and care in crafting each piece for our customers, understanding the value and significance that they hold.

Our products comprise a unique line of handmade home ware and embroidery products created with true passion and dedication. We take great pride in our work and naturally our quality products speaks for itself. Fundamentally, we embrace fair trade principles and our artisans reuse, reclaim and recycle materials wherever possible to create purposeful handcrafts. We serve those who seek meaning in what they buy.

Our full collection includes decorative items such as scatter cushion covers and embroidered wall art to functional items such as bags, aprons, tableware and bed linen. At Penduka we skilfully incorporate artistic traditions into every item manufactured - no factory mass production here! Each and every article is individually hand made to the highest Penduka quality and standards. Combine that with with flattering designs and a flair for colour, and you will undoubtedly experience the Penduka true heritage through our exclusive products.

In a world proliferated by industrialised products, we offer a different aesthetic - one that is uniquely differentiated, no two pieces exactly alike because each one has been created by human hands.

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HAND EMBROIDERY

Penduka has for a very long time been synonymous with hand embroidery. Pursuant to our core values, embroidery projects allow women to work from home (even in rural areas) while continuing to honour family commitments (looking after children and the elderly). Each piece is uniquely crafted allowing women the opportunity to express themselves through embroidery. Our signature 'village embroidery' tells an authentic story of every day life in a rural Namibian setting. Regardless of its historical or cultural particulars, the skills of embroidery have traditionally been passed down through families and communities and remains relevant even to this day.

For us at Penduka, peer group learning is particularly important as women who attend workshops are encouraged to teach their embroidery skills to other members of the community who may be unable to attend. In return peer teaching offers various benefits for learners and instructors alike. Being taught by a peer can break down barriers that may affect some students and they might feel more comfortable learning from a peer and may be more engaged in their learning. Concomitantly peer learning helps the 'teacher' gain confidence, sharpen their skills, developed a sense of self-value and boost their confidence. All in all peer teaching / learning tends to foster a more personalised learning experience. Penduka currently has numerous embroidery groups most of which are based in Windhoek and Otjiwarongo, a town 250 km north of Windhoek. To manage production, smaller groups formed each have a co-ordinator who takes care of organising production within their group while also helping to deal with possible social issues.



Hobbies such as embroidering and needlework are surprisingly effective ways to promote mental health. Research suggests learning to embroider can help us cultivate mindfulness, reduce feelings of stress and tension, calm emotions and increase happiness and self-awareness.



THE ART OF BATIK

Batik is the skilful art of applying specialised dye to fabrics creating beautiful and colourful designs. The artist uses a wax to prevent dye from penetrating certain predefined areas on the cloth, creating the desired patterns on the dyed fabric.

The craft has been practised for centuries in many parts of the world including, China, Japan, India, South America and Europe, before bringing it to Africa.

In Africa the paste or wax is most often made from cassava, starch, rice, and other ingredients boiled together to produce a smooth thick paste. In some cases even mud can be used.

Each batik piece is especially unique as the patterns are drawn by hand and the way certain wax blends with the fabric will “crackle” or ‘crack’ during handling, allowing lines of color to come through on resisted areas.

The ever-widening range of techniques available offers the artist the opportunity to explore a unique process in a flexible and very exciting way. The process of creating batik tends to bring unexpected elements of surprise and delight in the final product which is why so many artists find it fascinating and even addictive!

JEWELLERY

Penduka's delightful jewellery creations are exclusively handcrafted, predominantly at Penduka Village. Handmade to us is much more than just being made by a real person. When we create art by hand we also invest the heart and soul of our women into them.

We pride ourselves on creating not only a safe and healthy working environment for our team of jewellers, but also a nurturing and supportive platform for their growth as craftsman in their field. We encourage and support skills development and personal growth with a focus on creating a positive and enjoyable workspace.

The jewellery collection offers an eclectic range of styles and designs, from delicate to vibrant & bold, with each piece intricately handcrafted into a truly unique collection of necklaces, bracelets and earrings. Our jewellery offers versatility that allows you to express your personal style and story.

We give our artisans free reign in the entire design process. Each piece is inspired by their own personal experience of the process underpinned by the cultural landscape of the regions in which they work. Different pieces require different processes so inputs and production times do vary from piece to piece.

We are continuously inspired to try new crafting techniques and explore working with different materials, discovering new ways to express our passion for handcrafted jewellery while acquiring more skills along the way.

From trash to treasure

We believe in a new type of sustainable business: working towards sustainable incomes for each artisan we collaborate with, in a way that is kind to the environment.

Materials used for Penduka's jewellery collection includes recycled glass beads and other materials such as old rubber and already processed leather off-cuts.



OUR STAKEHOLDERS AND PARTNER ORGANISATIONS

For us at Penduka sustainable economies are developed from businesses operating fairly and ethically and endeavour to maximize social impact alongside economic returns for all beneficiaries. Therefore women who have accrued the necessary entrepreneurial skills are encouraged and continuously supported to start up their own enterprise.

**Trade with:
The Fair story**
Seoul, Korea

Looking forward, Penduka ventures to expand our operations by increasing the number of women benefitting from the initiative while at the same time serving as a community centre and networking hub doling out advice on health, nutrition, family matters, recycling, alternative energy, etc.

Foundation Penduka
Groningen, Netherlands

Our complete transparency and longterm relationship with stakeholders (both local and international - including Governments, other NGO's, suppliers and private companies) is a testimony of our positive reputation and loyalty and gives credibility to the Penduka brand since 1992. In this regard we are thankful for an ever growing ecosystem of Penduka supporting organisations, based in the Netherlands, Belgium, Germany, UK and South Korea.

Akojo Market
London, UK



**FOUNDATION
PENDUKA NL**

FOUNDATION PENDUKA

Foundation Penduka and its board based in the Netherlands supports Penduka Namibia through an international network, granting us access to international markets and promoting our skillfully designed products on a global scale. Foundation Penduka acts as the official European distributor for Penduka products

Although Penduka Namibia is largely self-sustainable through local production and sales and locally generated contributions, Foundation Penduka also assist in arranging and coordination funding and assistance for larger development projects.



**PENDUKA
BELGIË**

Other areas of involvement are:

Exchange Programmes: The foundation facilitates training, appropriate skills transfer and educational exchange programmes between volunteers from the Netherlands and other European countries and Penduka Namibia. Many Penduka women have had the opportunity to travel to Europe for a diverse cultural experience, learn about international markets, learn new skills and build valuable contacts.

Collaborating with local and International organisations: Through our drive towards continuous improvement Penduka welcomes the creative and/or other relevant inputs from any willing partners who embraces our fundamental character. Pursuant, Foundation Penduka harness the inputs from international organisations and volunteers on a variety of projects including children's books, recipe books, jewellery design, community projects, etc.



For more information, visit our website www.penduka.com and follow us on Facebook and Instagram.