



# Community-based natural resource management Enterprise Support Project

P.O. Box 50155 WINDHOEK ☎ (+264) 061 302036 📠 (+264) 061 302035  
18 Axali Doëseb Street Windhoek West info@nacso-cesp.org.na

## Guidelines

to apply for support through the

# Enterprise Support Fund



This project is co-funded  
by the European Union and VSO



This project is implemented by  
NACSO



# 1. What is the Enterprise Support Fund (ESF)?

The Enterprise Support Fund is supported by the Community-based natural resource management Enterprise Support Project (CESP), Namibia. This project is co-funded by the European Commission and Voluntary Service Overseas (VSO) with NACSO being the local partner. The main purpose of this project is to improve the livelihoods of disadvantaged rural populations in communal areas of Namibia.

Funds have been made available under this project to support various activities to reach the overall project objective.

## What activities can be funded?

Grants can be made available for the following activities:

### Planning:

- Research on new products, markets, business approaches and methods.
- Product identification, design, development and testing
- Development of tourism plans
- Business feasibility studies and market research
- Development of business plans.

### Product implementation:

- Partnership solicitation, facilitation, negotiation and brokering.
- Legal services (such as preparing contracts)
- Specialist business advice such as accessing credit facilities
- Limited works and supplies – structures, signage, information boards, plant, furniture and equipment;
- Other – subsidised start-up capital or other subsidised support (e.g. training, marketing, attending trade fairs, merchandising).

### Training and general business advice:

- Courses in: business and management; tourism awareness; monitoring and evaluation; specialist tourism skills (e.g. guiding – tourism and hunting); agricultural production; financial management and financial planning; natural product harvesting; producer group / cooperative formation
- Exchange visits and study tours
- Mentorship.

## 1.1. Why an ESF?

### 1.1.1. Purpose of the grants

The ESF aims to assist with the planning and implementing of a limited number of innovative enterprises that have the potential to reduce poverty through job creation and stimulation of new markets or local industries. Access to finance is not so much an issue of stimulating growth in SMEs but in developing new and innovative products that access new markets. The ESF will focus its assistance on helping entrepreneurs and conservancies or Organised Community-based Natural Resource Management Groups (OCG) to develop their product concepts through to bankable proposals, at which point financing institutions could be approached for loans and or grants.

### 1.1.2. Target groups

The target groups of this proposed project are Civil Society Organisations (CSO) that are engaged in the sustainable management and use of natural resources, namely conservancies and OCG. The regions included are: Kavango; Otjozondjupa; Oshikoto, Ohangwena; Oshana; Omusati; Kunene; Erongo; Caprivi; Omaheke; Hardap; and Karas.

### **1.1.3. Who can apply?**

The following will receive preference for support when applying for the grant:

- Conservancies and OCGs where there are existing businesses and partnerships that require intensive short-term input to create management systems and commercial linkages to achieve sustainability and maximised impact.
- Conservancies and OCGs where the potential for enterprise development has already been identified through planning or feasibility studies, but no (or limited) implementation has taken place due to a shortage of personnel or funds.
- Conservancies and OCGs where there is assumed to be good potential, however no feasibility studies or economic planning has taken place and this needs to be done before any enterprise support activities are embarked upon.

Conservancy support NGO's, business service providers and individuals working within conservancies can also apply.

### **1.2. What activities cannot be considered for funding?**

- The purchase of property or vehicles
- Core institutional expenses not directly related to the activities

### **1.3. Size of grants**

The ESF gives grants up to the amount of N\$ 100,000.00 (One hundred thousand Namibian Dollar).

### **1.4. Grant allocation**

Grantees may receive a single round of funding or may benefit from a series of funding cycles over a couple of years.

## **2. Application for a grant through the ESF**

The need for money will normally follow the identification of a suitable activity followed by the completion of a business plan and initial feasibility study of the potential activity. The ESF, however, could already come in at the planning phase.

### **2.1. How to apply**

- 2.1.1. Identify tourism, craft, natural product or other SME development opportunity.
- 2.1.2. If a business plan is already in place, then develop a professional proposal that will convince the ESF committee that they should fund the activity.
- 2.1.3. Complete the 'Application for a grant' summary sheet
- 2.1.4. Submit to the address supplied on the application sheet.

### **2.2. Selection criteria of recipients of a grant**

Qualifying applications should be:

- For the direct benefit and involvement of previously disadvantaged Namibians
- Natural resource based with linkages to a conservancy or OCG

- Innovative in terms of identifying and developing new products or markets
- An enterprise that will operate on well established business principles
- Capable of reducing poverty
- Capable of contributing towards financing CBNRM running costs (e.g. through concession fees or royalties).

The following types of enterprises will receive priority:

- Natural (veldt) product enterprises
- Craft enterprises
- Small tourism enterprises
- Other innovative, natural resource based SMEs

### ***2.3. Responsibilities of successful recipients***

#### **2.3.1. Grant contract**

The successful grantee will sign a contract with the CESP where financing regulations, implementation schedule, monitoring and reporting requirements will be stipulated.

#### **2.3.2. Financial records**

The successful grantee needs to keep strict financial records of expenses and revenue generated by implementing the activities.

#### **2.3.3. Monitoring**

The project will support the successful grantee in setting up a monitoring and evaluation system in order to check progress and to diagnose implementation problems. Good monitoring will allow for the timely rectification of problems and the adjustment of performance targets and if these problems cannot be sorted out, to stop funding all together.