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Title: **Namibia's Wildlife Economy**

Produced for: **Namibian Chamber of Environment (NCE)**

Genre: Wildlife Documentary

Director Name(s): Andy Botelle

Production Company: MaMoKoBo Video & Research, Namibia

Run time mini-documentary: 7:41

Run time full documentary: 36:07

Production Year: 2025

Original Languages: English + Sifwe

Language of Subtitles: English

Shooting Format: Original filming 16x9, HD 1920x1080P; Archives multi-format

Exhibition Formats: Media files .mov / .MP4 1920x1080 Full HD

Web Viewing Version Link (Downloadable): <https://vimeo.com/showcase/11337753>

Contact (for queries and requests): Dr Chris Brown, ceo@n-c-e.org or
Ms Henriette Krohne-Frey, admin@n-c-e.org

Description:

This documentary traces the history of wildlife conservation policies in Namibia and southern Africa, from the colonial era through to modern-day policies. Against a backdrop of a global biodiversity crisis, Namibia is a global leader in wildlife conservation. Namibia has more wildlife today than at any time in the past 100 years. The country hosts the largest free roaming population of black rhino and co-hosts the largest population of savannah elephants in the world.

The scientists, government representatives, community leaders and landowners interviewed in this film series unpack the reasons for Namibia's success, revealing a surprising link between sustainable use and conservation. The documentary tackles the controversial topic of trophy hunting head-on, exploring how it fits within Namibia's broader wildlife economy and philosophy of rights-based conservation.

By granting communities and freehold farmers the rights to use and benefit from wildlife, Namibia has created the conditions for wildlife management to outcompete other forms of land use such as conventional farming, and for wildlife and people to thrive together. Where neighbouring countries have adopted a similar approach, similar success has been achieved.

Namibia's wildlife economy has not yet reached its full potential due to international restrictions on how wildlife can be used and traded. Opposition to trophy hunting in the

United Kingdom and other European countries further threatens to undermine Namibia's and southern Africa's conservation success story. Viewers of this short documentary will be informed, challenged and inspired to support Namibia's wildlife economy.

This film is presented in a mini-documentary format (7 minutes), a full documentary format (36 minutes), and 11 individual interviews (varying in length between 15-63 minutes) that can all be viewed, shared and downloaded from this link:

<https://vimeo.com/showcase/11337753>

"In 1990, when we got independence, our own government wanted to follow the laws of the former government, South Africa, of cutting us [off] from our own resources. But since we complained, and it's our own government that we have voted for, they listened to us and gave us back the power to decide how we manage our own wildlife." Chief Joseph Mayuni of the Mafwe of Mashi Traditional Authority.

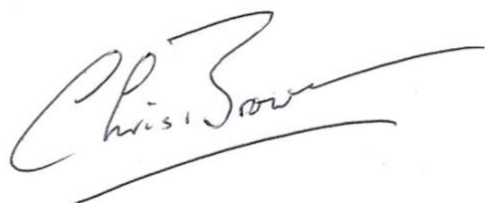
"We are talking about the largest free roaming population of rhinos, both within protected areas and also outside protected areas, both white and black rhinos. So, as a country, we really have done tremendously well with our conservation policies." Bennett Kahuure, Director of Parks and Wildlife, Ministry of Environment, Forestry and Tourism.

"It's very clear that what comes first is devolving rights over wildlife to communities and farmers, and developing a vibrant wildlife economy for the benefit of the people. You generate huge conservation benefits as a result with people at the heart of it." Dr Chris Brown, CEO of Namibian Chamber of Environment.

Original Format: HD 1920x1080P
Master Format: HD 1920x1080P

Please enjoy and share.

Kind regards,



Dr Christopher J Brown
CEO: Namibian Chamber of Environment

21 May 2025