

# MEDIA STATEMENT



Bank of Namibia

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FOR IMMEDIATE RELEASE

## **BANK OF NAMIBIA LAUNCHES NATIONAL FINANCIAL INCLUSION AWARENESS CAMPAIGN**

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1. The Bank of Namibia today launched a national Financial Inclusion Awareness Campaign, a flagship initiative aimed at promoting awareness on equitable access to financial services and deepening the quality and usage of those services across the country. This campaign forms part of the Bank's broader commitment to ensuring that every Namibian, regardless of geographic location, income level, or educational background, is empowered to participate meaningfully in the formal financial system.
2. Delivering the keynote address, Deputy Governor of the Bank of Namibia, Mr. Ebson Uanguta, described the campaign as more than just a communications drive. He stated that it is a call to collective action and a symbol of national intent. "An inclusive financial system is not a luxury, it is a necessity," he remarked. "As a key stakeholder in Namibia's financial system, the Bank of Namibia recognises that true monetary stability cannot exist without meaningful economic participation by all our citizens." Mr. Uanguta acknowledged that while significant progress has been made in increasing access to financial services, the challenge now lies in ensuring that this access translates into real economic opportunity. "Behind each statistic are real people, entrepreneurs, farmers, students, pensioners, many still constrained by barriers we have the power to remove. Access must go deeper than a bank account; it must open doors to real and meaningful participation in the financial system," he said.
3. He went on to stress that financial inclusion must be built on three interlinked foundations: access to financial services, financial literacy, and consumer protection. "Access without understanding leads to vulnerability. Protection without access entrenches exclusion. Our approach must be comprehensive and coordinated," he

stated. He further illustrated the human impact of financial exclusion by highlighting the lived experiences of many Namibians: the informal trader locked out of credit due to outdated collateral rules; the graduate with a business idea but no access to seed capital; the pensioner exposed to scams due to low digital literacy. “These stories are not exceptions; they are widespread realities,” he added. “Our solutions must be as diverse as the communities we serve, yet unified in their commitment to inclusion.”

4. The campaign aims to engage communities through outreach, education and media in multiple local languages. It will also feature strategic initiatives such as the release of a Digital Financial Literacy Booklet and the launch of a new financial inclusion survey in partnership with the Namibia Statistics Agency (NSA). Mr. Uanguta confirmed that these tools will provide updated insights into gaps in financial inclusion and inform evidence-based policy reforms. He also highlighted the Bank’s work on the development of the Instant Payment System, which aims to modernise digital transactions in Namibia and make them faster, safer and more inclusive.
5. Namibia’s push for financial inclusion has earned global recognition. In September 2025, the country will host the prestigious Alliance for Financial Inclusion (AFI) Global Policy Forum in Swakopmund, an international platform for advancing inclusive financial policies. However, as Mr. Uanguta emphasised, the true measure of leadership lies in domestic impact. “Leadership means little without impact at home,” he said. “Hosting the GPF must not only be a ceremonial milestone, but a reflection of real change and commitment on the ground.”
6. The Bank of Namibia will continue to work alongside its partners across the public and private sectors to ensure that the benefits of financial inclusion are felt by every Namibian, one community, one business, and one household at a time.

Issued by:



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