

TAMBULA



INTRODUCTION

The Tambula project undertakes to identify goods and services manufactured by artisans from the informal market and facilitate the movement of goods between mainstream and informal markets, as well as across borders.

A pilot of the Tambula concept, which was implemented over two months, set the project on course to disrupt the dichotomy between the formal and informal market and safeguard the purchase frequency of Namibian artisanal goods, beyond tourism seasons.

TARGET IMPACTS

- ✓ To give local artisans within our informal market a platform to display their craft and innovations, while delivering a seamless shopping experience
- ✓ Conduct marketing activations to raise the visibility profile of Tambula, elicit curiosity for sales promotion and drive education about the platform's offerings

STATISTICS



Carbon Emissions Saved: 70kg



Reach of Social Media Marketing Activations: 891k active users



Approximate Number of Sales per Vendor: 20

ABOUT IMPACT TANK



- We are Namibia's first social impact venture builder, founded in 2020.
- This project focuses on 1 thematic area: Human Capital
- We aim to impact the lives of thousands of Namibians and inspire further action by the market.
- Visit www.impacttank.org.na

