



NUST formalises partnership with City of Windhoek

NUST signed a Memorandum of Understanding (MoU) with the City of Windhoek, aimed at producing innovative knowledge and practices to transform the urban future of the capital city and the country at large. The two parties have worked closely in the past and this MoU was signed to formalise the partnership.

The municipality's vision is to transform Windhoek into a Smart and Caring City by 2022. This entails restoring the City's ability to govern more effectively, focusing on ensuring financial sustainability, affordability, technological advancement, cleanliness, greenness, vibrancy, and innovation.

To achieve this, Robert Kahimise, CEO of the City of Windhoek, emphasised the importance of collaborating with institutions of higher learning.

"This saves municipalities millions of public funds on projects such as research and many others, which would have been spent on hiring consultants," he said, adding that the MoU is an underpinning framework to access innovative solutions that address municipal challenges. The main areas of collaboration through the MoU, include: *Research and Development; Urban, Transport, Environmental and Human Settlement Development; Water, Sanitation*

and Electricity; Adequate Housing; and Disaster and Emergency Management.

"NUST hosts many of the disciplines concerned with urban development under one roof. We have land administrators, town and regional planners, architects and urban designers, quantity surveyors, engineers, statisticians, economists, social scientists, surveyors, IT experts, health scientists, ecologists, among many others," remarked the NUST Acting Vice-Chancellor, Morné du Toit.

Through the Integrated Land Management Institute (ILMI), the University has steadily increased its efforts in addressing urbanisation challenges across the country.

It is projected that as the Namibian population grows, an additional two million people will have to be accommodated in urban areas in the next thirty years. This is attributed to internal growth and migration to urban areas.



FROM LEFT: Morné du Toit, NUST Acting Vice-Chancellor and Robert Kahimise, CEO: City of Windhoek, signing the MoU.

Graduate Career Starter Workshops 2019

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DATES: 08 - 12 July 2019
15 - 19 July 2019

TIME: 08h30 - 16h30 (daily)

VENUE: Classroom A, Ground Floor, Science and Technology Building, Lower Campus.

ENQUIRIES: Nico Smit, International Relations Officer
T. 061 207 2793, E. csw@nust.na

Submit your application at <http://ceu.nust.na/?q=node/750>

NOTE: For 2017, 2018 and 2019 graduates only.

B360
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FROM LEFT: Dr Efigenia Semente, Head of Department: Marketing and Logistics, handing over a gift to Prof Anja Janoschka, Academic: Lucerne University of Applied Sciences and Arts, Switzerland.

Sharing best practices in sport management

The Department of Marketing and Logistics, in the Faculty of Management Sciences, recently hosted a public lecture delivered by volunteer guest lecturer and B360 Expert, Professor Anja Janoschka. She is a lecturer at the Lucerne University of Applied Sciences and Arts in Switzerland and her visit formed part of a B360 Partnership Programme.

Through this programme, volunteer guest lecturers from Switzerland visit NUST to share their expertise.

Prof Janoschka has vast experience in communication, specialising in social media and digital marketing. She has conducted interdisciplinary research in sports marketing, advertising and marketing strategies.

The lecture was titled: "Principles and Best Practices of Sport Sponsorships and Partnerships," and as part of her recommendations to secure community-oriented sponsorships, she placed emphasis on creating value through exclusiveness and originality.

Additionally, she stressed that because the public is exposed to a plethora of news, having

first hand information from reliable sources has become more vital as this enhances brand equity within the community.

Dr Efigenia Semente, Head of Department: Marketing and Logistics, called for sponsorship seekers to adopt a business and strategic approach that gives donors leverage in return for their investments.

The Bachelor of Sport Management programme was introduced at NUST in 2017 in the Department of Marketing and Logistics. Several engagements have subsequently taken place to sensitise industry and the public at large about sport management related issues.

For more information about the programme visit fms.nust.na.

Social Innovation and Entrepreneurship Workshop



A group of unemployed youth recently took part in a four-day Social Innovation and Entrepreneurship workshop, hosted by NUST's Reconstructed Living Labs (RLabs) Namibia. Workshops of this nature are hosted regularly, at no cost, to assist unemployed young people with much-needed business skills. Other courses include, *Introduction to Social Media and Digital Media, Advanced Digital Media and Project Management.*