



REPUBLIC OF NAMIBIA

MINISTRY OF GENDER EQUALITY AND CHILD WELFARE

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03 June 2025

FROM: **LYDIA H. INDOMBO**
EXECUTIVE DIRECTOR

THROUGH: **MS. PENOSHINGE SHILILIFA**
ACTING DIRECTOR

TO: **ALL STAFF MEMBERS**

Dear Staff Members

SUBJECT: **INVITATION TO THE #ENDGBVCAMPAIGN LAUNCH, 4th JUNE 2025, UN PLAZA, WINDHOEK**

1. The Ministry of Gender Equality and Child Welfare (MGE CW), in collaboration with the Ministry of Information and Communication Technology (MICT), launched the Nationhood and National Pride Campaign in 2023. This initiative, was promoted under the hashtags **#EndGBV Namibia** and **#WatchYourPeers**, founded on five strategic pillars: National Identity and Nation Branding, Social Cohesion, Governance and Capacity Building, Research and Innovation and Communication, Education, and Awareness.
2. At the most recent GBV Cluster quarterly meeting, MICT presented the finalized materials for the **#EndGBV Namibia** Campaign. The campaign is now fully prepared for official launch. It is against this background that you are cordially invited to attend the official launch of the **#EndGBV Namibia** Campaign, scheduled to take place on **4 June 2025 at UN Plaza in Windhoek**, preceded by a march from the **Miami Service Station, Independence Avenue, Katutura**.
3. Transport has been arranged and departure time will be at 08:30.
4. Your usual support is appreciated.

All official correspondences must be addressed to the Executive Director

