

MASTERCLASS

Building Public Trust in Oil & Gas

From suspicion to shared national value

Why trust matters



Without trust

- Even good projects face resistance
- Questions curdle into suspicion
- Narratives are written for us, not by us



With trust

- Communities grasp the opportunity
- Risks are understood, not feared
- The national benefit becomes shared

The stigma we inherit

Extractive industries are very often associated with:



Pollution



Secrecy



Corruption



Inequality



Foreign firms
taking more
than they give

The trust gap

WHAT THE PUBLIC HEARS

- Discoveries
- Billions
- First oil
- Opportunity

WHAT THEY DON'T ALWAYS UNDERSTAND

Timelines · Risk · Costs

Regulation · Environmental safeguards

How value actually returns to the country

*The gap between hype and understanding **is where mistrust grows.***

WHERE WE STAND

What we're already doing



Communicating discoveries

Putting Namibia's finds into the public conversation



Explaining the upstream opportunity

Framing what the sector means for the country



Engaging stakeholders & partners

Working alongside operators and institutions



Supporting public information

Backing accurate, accessible messaging



Positioning NAMCOR

As Namibia's national participant in the sector

THE SHIFT

**From event-based
communication**

***to continuous
public education.***

THE MODEL

Inform. Include. Prove.



Inform

Speak in plain language. No jargon, no spin — just clarity.



Include

Bring communities, media, youth and civil society into the conversation.



Prove

Back every claim with action, transparency and consistency.

Simplify the industry

Build public-friendly oil & gas education that answers the questions people actually have:

? What is exploration?

? What is first oil?

? What is local content?

? Who owns the resource?

? How does NAMCOR participate?

*If people don't understand the industry, **they will fill the gaps with fear, rumour or politics.***

Show the safeguards

Communicate the protections before people ask — not after they worry.



Environmental

ESIA processes & monitoring



Safety

Operating standards & preparedness



Emergency

Response plans & readiness



Regulatory

Compliance & oversight



Accountability

Clear reporting lines

Don't only talk about opportunity. Talk about responsibility.

Make the benefits visible



Skills transfer



Training



Local procurement



Jobs



Infrastructure



Partnerships



Scholarships



Supplier development



Future revenue

People trust what they can see. The benefit must feel local, not abstract.

Get out there

Meet people where they are — on a fixed calendar, not at flashpoints.



Community open days

Recurring, scheduled events in host regions — //Kharas, Lüderitz, Walvis Bay.



Mobile info roadshow

A branded unit touring towns, schools and markets — not waiting in Windhoek.



Live public panels

NAMCOR, the Ministry, the operator and an independent voice, taking questions.

Scheduled and recurring signals confidence. Reactive signals panic.

Reach people where they listen

Use the channels Namibians actually use — and the voices they already trust.



Regional radio & call-ins

NBC vernacular shows still beat any brochure



Local languages

Oshiwambo, Otjiherero, Khoekhoegowab, Afrikaans



Traditional & faith leaders

Trust brokers who carry real local credibility



Journalist academy

Brief reporters — accurate coverage starts there

The messenger often matters more than the message.

Prove it in public

Replace promises with evidence people can check for themselves.



“Where the value goes” dashboard

Local-content spend, jobs and training — updated quarterly



Third-party validation

Independently audited figures, not self-reported ones



“You said, we did” reporting

Publicly close the loop on every concern raised



Plain-English ESIA summaries

The safeguards, in language people can read

THE TRUST INDEX

**Track it.
Report it.
Manage it.**

Turn trust from a vibe into a number
you can manage.

What we can do better



Be faster

Move at the speed of the conversation



Be simpler

Plain language over technical detail



Be more visible

Show up before we're asked to



Be more transparent

Open by default, not on request



Communicate before there is confusion — not after there is controversy.

IN CLOSING

Trust is not a press release.
**Trust is a relationship built through clarity,
consistency and proof.**

Our job is not to make people blindly believe in oil and gas. It is to help them understand it, question it responsibly, and see how it can serve Namibia.