

## CRAN LAUNCHES 5G CONSUMER AWARENESS CAMPAIGN

**FOR IMMEDIATE RELEASE**

**28 NOVEMBER 2023**

The Communications Regulatory Authority of Namibia (CRAN) launched its 5G consumer awareness campaign on Tuesday 28 November 2023. The campaign's primary goal is to educate the public about the implementation of 5G technology, highlight opportunities for industry and address myths and misinformation.

Mrs. Emilia Nghikembua, Chief Executive Officer (CEO) of CRAN highlighted that the campaign is part of a crucial component of a broader strategy. *“Cabinet approved the 5G Strategy, which sets out the road map for the implementation of 5G in Namibia. The consumer awareness campaign is a pivotal preparatory step in that implementation process.”*

The campaign will take place throughout the month of December 2023. CRAN will utilise a series of social media posts, radio adverts, media releases and feature articles in local newspapers. These efforts aim to debunk myths and educate the public about the benefits of the new technology.

Mrs. Nghikembua clarified that, contrary to circulating fake news, 5G is not very different from the existing 3G and 4G networks. It utilises the same frequencies along with higher frequencies previously reserved for aerial television. *“The installation of more base stations is required to accommodate these new frequencies and transmit larger volumes of data, at a faster rate than the current bandwidth. Importantly, this does not expose anyone to harmful radiation.”*

The campaign will focus on dispelling myths and misinformation around 5G. Primarily that 5G does not cause COVID-19 and is not harmful to human health. Mrs. Nghikembua highlighted that the introduction of 5G presents various

opportunities in economic sectors, including finance, tourism, health, education, mining, transport, and the Green Hydrogen Project. 5G is an economic enabler and does not cause COVID-19.

Speaking at the same event, Vice-Chairperson: CRAN Board of Directors, Mr. Elvis Nashilongo said, *“The introduction of 5G in Namibia is integral to our digitisation aspirations. Through ultra-fast internet speeds and low latency at a massive scale, this will revolutionise various industries. In approving the 5G Strategy, Cabinet took cognisance of the fact that Government should prioritise bridging the digital divide between urban and rural areas, reduce the cost of communication, and empower citizens while providing industries with the desired room to innovate by utilising emerging technologies such as 5G.”*

5G is an energiser to the achievement of Vision 2030 and numerous Sustainable Development Goals, primarily those focusing on equitable quality education, promoting lifelong learning opportunities for all, gender equality through education for all; sustained and inclusive economic growth; and industry innovation and infrastructure. 5G can, amongst others, enhance operational efficiency, improve the safety of workers and the workplace, enable faster and effective assembly of products, and facilitate the use of artificial intelligence.

Namibia's progress towards a 5G network will have the country join the ranks of Kenya, Tanzania, South Africa, Nigeria, and Botswana that have already introduced the technology.

Members of the public and stakeholders are reminded of the following communication channels for enquiries to CRAN.

The 5G Strategy and other documentation are available online at [www.cran.na](http://www.cran.na).

CRAN is on Facebook, Twitter, LinkedIn, and Instagram.

**“ENDS”**

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