

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE • KENYA

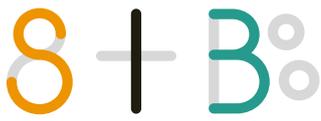
NARRATIVE REPORT: SUSTAINABLE INCLUSIVE BUSINESS, KENYA THE KNOWLEDGE CENTRE



ALL ABOUT THE CONCEPT, THE PLAYERS AND THE IMPACT!

Growing a mindset.

Creating a sustainable and inclusive economy in Kenya and beyond by influencing business to have a positive impact on People, Planet, Profit.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

THE START. AN INITIATIVE.

CSR and SIB – what’s the story we need in Kenya?
THE PLAN. About founding SIBKenya.



HOW TO KICK OFF A LONG LASTING INITIATIVE?



2
ROUNDTABLES
(75 PAX)



40
INTERVIEWS



1
AMBITIOUS
EMBASSY



1
KNOWLEDGE
CENTRE IN NL



4
INTERNS



2
PASSIONATE
LEADERS



PLAN



LOCAL
KEYPLAYER



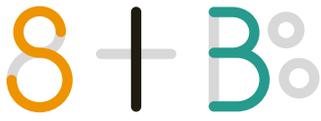
LAUNCH



30
GOOD PRACTICES
UNVEILED



ONLINE
PLATFORM



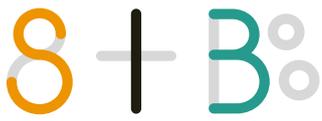
SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

STATE OF CSR IN KENYA 2014

To understand the state of CSR in Kenya, we conducted desktop research, did 40 interviews and a roundtable and concluded with the following statement:

In Kenya, CSR is often associated with charity and community involvement work. The integral approach of CSR that combines people, planet and profit at the same time in the core of the business is fairly new and mostly applied by large multinational companies (Nestle, IBM, and Unilever among others). However, during discussions with Kenyan and Dutch companies, private sector associations (KEPSA, KAM, KFC), Global Compact, Ufadhili and leading NGOs, a recurring demand was expressed for more knowledge, tools and experiences and for closer cooperation in the field of CSR, sustainability and inclusive business. All the existing initiatives, tools, networks and knowledge are not mapped or brought together at one place. There is no gathering 'point' for all that there is. And there is no common direction forward.





WHY SIBKENYA

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

It was important to note that the work done by the private sector (under education, health, nutrition, women empowerment, infrastructure development) are all in a way adding up towards helping Kenya achieve global goals. However, there was no platform or support for companies to share these initiatives with those who do have ambition but with no (yet) core sustainable and inclusive business approaches.

SIB KENYA AIMED TO CREATE THIS GATEWAY, FACILITATED BY A KNOWLEDGE CENTER.

Hereafter we mention some quotes of companies and organizations out of live interviews that illustrate this demand:



KEPSA

'We see that sustainability is an opportunity for the business sector. We need easy accessible information for both SMEs and bigger corporations, we need coordination in presenting the knowledge and a national campaign to promote sustainability and CSR!'



KFC

'We need a resource center that can deliver knowledge, tools and good practices to our members - the SME flower producers - to learn how to embed CSR in their operations!'



ASILIA AFRICA (SME)

'Ecotourism is the business model for the future, and needs a lot of advocacy support to change policies of national institutions!'



URBANICS (SME)

'We need better indicators to measure sustainability in a more precise way!'



UFADHILI

'Gathering and presenting practical information which is complementary to existing initiatives is very important!'



KAM

'Sharing experiences and best practices is what Kenyan businesses need!'



SAFARICOM

'We need to focus on proof, rather than just reporting about CSR!'

It was strongly felt that the dynamic and upcoming market of Kenya can improve significantly if there is greater awareness about the global CSR knowledge and practices that help to create innovative business solutions which contribute to both sustainability and human progress.

Thus there was a huge basis for initiating and expanding awareness raising, knowledge transfer, sharing of best practices and promoting innovative social responsibility initiatives to a broad public of entrepreneurs and society as a whole.

Through this knowledge center, existing Kenyan organizations, networks and companies can be assisted in understanding, promoting and implementing sustainability and inclusiveness.

The center was supposed to be positioned as a collective initiative of Kenyan organizations such as KEPSA and KAM on one hand and CSR Netherlands on the other hand.

VISION STATEMENT

We believe companies can make the world a better place to live in and can strengthen their business at the same time by integrating people, planet and profit into the core of their business. A healthy, vibrant, fair and responsible business sector is key for both the future of the planet and human progress.

MISSION

Creating more awareness and knowledge about the importance and chances of CSR, sustainability and inclusiveness amongst both SMEs and big corporates, so these concepts become self-evident parts of doing business in Kenya and in business relations between Kenyan and international companies.

Businesses can play a decisive role in creating sustainability and improving the lives of people and decreasing negative impact on the planet.

OVER TIME WE REDEFINED THE MISSION INTO MORE SPECIFIC ONES:

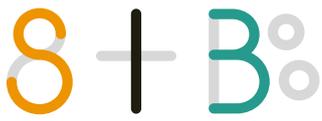
- Creating more awareness and knowledge about the importance and chances of CSR, sustainability and inclusiveness amongst both SMEs and corporates, so these concepts become self-evident parts of doing business in Kenya and in business relations between Kenyan and international companies. Promoting all ways to sustainable inclusive business practice.
- Stimulating, initiating, addressing and facilitating dialogue and cooperation for positive impact on people, planet and profit (supercharger of specific, urgent and current issues).
- Bring knowledge, networks, studies, publications, trainings and expertise together and make them accessible for the business community.

By doing so we empower, support and connect businesses to reduce their footprint and raise their positive impact on society – indirectly and directly Business are connecting with the SDG's.

OBJECTIVES

- Create an easy accessible knowledge centre, where simple, clear and straightforward information can be shared, where good practices (with why, how, benefits and challenges) are being showcased and hands-on scan tools are easily accessible.
- Provide an open space where sectorial and cross-sectorial meetings, trainings and workshops can also be facilitated for all to attend.





POSITIONING SIBKENYA

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

SIB-Kenya was to create an appetite to start (or stretch) Sustainability and Inclusiveness within corporates and accelerate the process (pleasant push and warm welcome) to a more sustainable and inclusive economy in Kenya, by replying to the growing hunger for information and inspiration as well as by strengthening/supporting (local) initiatives like Global Compact, Business Call to Action and others.

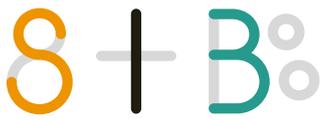
OUR FOCUS IS MAINLY ON ALREADY EXISTING COMPANIES. BECAUSE WE BELIEVE THIS IS THE WAY TO MAINSTREAM THE WAY OF DOING BUSINESS. WE BELIEVE IN THE POWER OF THE WILLING: AMBITION.

In Kenya there was not yet an institute bringing all knowledge, needs, together within a neutral resource centre especially focused on the Private Sector, hosted by the local Private Sector body. The establishment of a locally embedded knowledge center for Sustainable and Inclusive Business in Kenya (within the KEPSA Foundation) would serve the need to push, create speed, motivate, support and assist businesses to become more responsible, sustainable and inclusive.

Private Sector will be supported in becoming Future Proof, competitive and Sustainable. It will serve like-minded initiatives to reach out to the private sector network brought together by SIBKenya and KEPSA. Embassies can make use of SIBKenya and support responsible sustainable inclusive trade instead of aid. Civil society can drive their agenda (SDGs) through SIBKenya and connect with the Private Sector in an easy way. Government will be able to directly work with Private Sector (and Civil Society) and increasing successful implementation of acts, laws in order to serve Kenya in general and the Vision2030.

The aim of SIBKenya organization is, after the initial set-up to run sustainably after 2 years. 2016 was proof that SIBKenya is now an organization being found by like-minded organization to undertake projects together, by companies that like to understand how they can operate in a more sustainable inclusive way and need assistance, by embassies to organize knowledge exchange workshops and use both networks, by businesses from NL that like to understand the Kenyan (SI) Business climate.





WHAT IS SIBKENYA

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

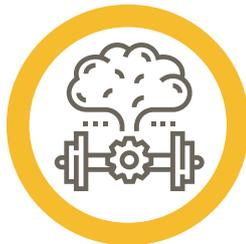
SIB is a coproduction of a coalition of the willing. It can be considered as the place where CSR knowledge is collected, disseminated and shared, and as a platform on the road to other initiatives and organizations that deliver (in depth) CSR & sustainability related services and knowledge. By participating in the meetings and through digital communications and by using the onsite information and tools of the Knowledge Center, companies can benefit in two ways;

INFORMED FUTURE CSR PLANNING and APPLYING KEY LEARNING IN THEIR EXISTING CSR PROJECTS

THE IDENTIFIED AREAS OF NEED



FRUITFUL
PARTNERSHIPS



KNOWLEDGE
SHARING –
GOOD PRACTICES



ACTIVE
CONVERSATIONS



MATCHMAKING



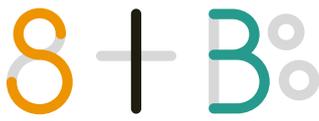
COALITIONS AND
CONSORTIUMS



TOOLS



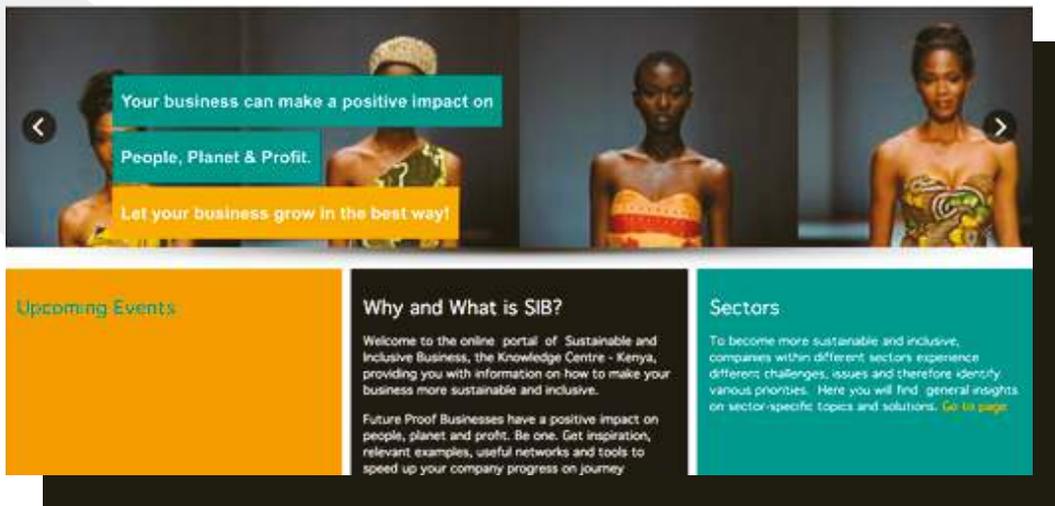
FACILITATION AND
IMPLEMENTATION



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

SETTING UP THE KNOWLEDGE CENTER

THE START OF AN INITIATIVE.



Everybody could access the online knowledge centre that brought together issues, challenges, tools, publications, practical and great examples and networks. Exposure and traffic to the portal was generated by tweets, offline activities, and newsletters. Partners were also able to post their events (after our approval).

The portal was a dynamic instrument that needed to be updated constantly, fed with new info, events. Besides that themes, sectors will grow every day, needs must be served as well. That implicated a need for new features, hence the new website, launched in March 2018.

By the time the portal was pulled down for the setting up of a new one, we had over 2000 visits since the launch in December 2015. These are new visits largely attributed to traffic generated via SIB-Kenya social media channels.

RESEARCH & STUDY

INDEPENDENT KNOWLEDGE

To disseminate knowledge via the portal; share best practice, benchmark other initiatives, combine forces and start to communicate SIBKenya has done lots of desktop research. This independent research falls later under knowledge building for any of the SIBkenya activities. Examples of concepts and papers will be shared under the topics of the specific knowledge area.

PARTNERSHIPS

Another area of SIBKenya gathering and researching knowledge is defined by the objectives of the partnership projects. These will be shared under partnership achievements and impact.

Through meetings, roundtables, company visits and (desktop) research, content was developed in form of:

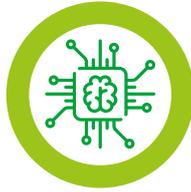
SECTORS



Agribusiness,
Food & Nutrition



Health



IT/Innovation
& Services



Horti/
FloriCulture



Renewable
Energy



Transport
& Logistics



Tourism



Textile



Finance

THEMES



Workforce
Empowerment



Employee
Engagement



Organization and
Implementation



Transparency



Marketing
Communication



ISO 26000



Ecosystem around
your Business



Fruitful
Partnerships

TOOLS

NETWORKS

PARTNERS

SIB EVENTS

GOOD PRACTICE EXAMPLES

Sectors

- Agri Business - Food & Nutrition
- Health
- Renewable energy
- Horticulture and Floriculture
- Transportation
- Tourism
- Technology + IT+ services
- Textiles
- Finance

Sectors

MARITIME LOGISTICS

International Maritime Transport and Logistics



Maritime Transport and Logistics is the pillar of international trade and globalization. The role will continue to grow as there is an expected increase in world trade, millions of people are expected to be lifted out poverty through improved access to basic materials, goods and products. Maritime Transport is therefore an important component of socio-economic and environmental growth.



AGRI BUSINESS, FOOD & NUTRITION



Sustainable and Inclusive practices are the roots in the Agri Business sector. This has assisted Kenyan farmers by providing livelihood opportunities for low-income communities in commercially viable ways.



HEALTH



Every economic state requires a well adaptive health system. The Kenyan health sector is cross-sectional on aspects such as technology, finance, energy, water sanitation and food and nutrition.



RENEWABLE ENERGY



Renewable Energy is essential due to its purpose of producing clean energy. Increasing the share of energy from renewable sources results in the reduction of greenhouse gas emissions and local pollution. This results in assisting countries from fuel price volatility and improving balance of payments.



TOURISM



The tourism sector is one of the world's fastest growing industries. The total contribution to Kenya's GDP by the tourism industry is 12% in market share. Not only does tourism assist the Kenyan economic GDP but it also brings in economic benefits to local communities and encouraging greater global connectivity.



TRANSPORT

Sustainable transportation concerns systems, policies, and technologies. It aims for the efficient transit of goods and services, and sustainable freight and delivery systems. The other approach to Sustainable Transportation is to emphasize broader access to goods and services, rather than just making mobility more efficient.



HORTI & FLORICULTURE



The Horti and Flori sector has become a blooming sustainable inclusive business sector in Kenya. Currently, the Kenyan horticulture industry is the fastest growing agricultural sub sector and provides foreign exchange earnings.



TEXTILE INDUSTRY



The textile industry focuses on the manufacture of end user products for local and international consumers. These products include garments, household goods and industrial textiles from natural and man made fibres.

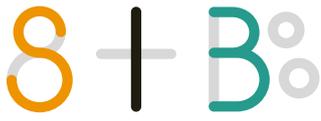


FINANCE



TECHNOLOGY & SERVICE





SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

STAFF & ORGANIZATION & RELATIONS

2014

Coming together of passionate leaders from different backgrounds and one young talent to start the knowledge centre;



KARIN BOOMSMA

Karin is the Director of SIB-Kenya and in-charge of the vibrant SIB team. She holds a Bachelors' degree at the Faculty of Social and Cultural Studies from Hogeschool van Utrecht. She has vast experience in various multi-sectorial and multi-cultural areas which she has worked at through her career such as Loyens and Loeff, Oracle Netherlands, Bayer BV and also having being a board member at Foundation in India. She has work experience in The Netherlands, Zimbabwe, Maldives, Cambodia and Kenya. Her focus and purpose is to support and encourage businesses to rethink, redesign, business models in sustainable inclusive and future proof ones. To create opportunities in challenges, to find responsibilities in impact and to turn the tide. Her inspirational leadership style has seen members of her team getting encouraged to Be Better, and Do Better.



UNJELA KALEEM

Unjela has Extensive global experience in successfully leading in senior Management Communications and Sustainable Community Development roles with key FMCG, public sector and multilateral organizations across Oceania, Europe, Africa, Middle East & North Africa and Asia. Unjela structured the content and the set up for the centre and contributed to the project proposal which is now an established knowledge centre.

With support of Willem Lageweg, the then CEO of MVO Netherland with experience of running a similar knowledge centre in the Netherlands for 12 years.



WILLEM LAGEWEG

Willem is a founding partner and a key adviser and an influencer at Sustainable Inclusive Business Kenya. Being the former CEO of MVO Nederland (12 years), Willem Lageweg is equipped with knowledge in CSR and the process of change.



MEHJABEEN MERALI | Nurturing Young Talent

Mehjabeen is a goal driven, dynamic and enthusiastic learner with a proven ability to improve processes and people by promoting best practices procedures. She holds a Masters of Science in Business Analytics from Warwick University. During her time at SIB-Kenya, Mehjabeen grew in knowledge and developed a passion for responsible business practices. She was also very instrumental in developing the initial content for the new website.

2015

As part of nurturing young talent, creating awareness in academia and building capacity, SIBKenya started by recruiting and mentoring interns from Strathmore University.



JOSHUA MUTISYA now holds a Bachelor's in Business Information Technology. While at SIB Kenya, he was in charge of communication. Joshua developed social media and interpersonal (online and offline) communication skills, learning from Karin Boomsma who has a background of Marketing Communication. Having contributed to various media engagements, research and studies and two annual conferences, Joshua was nurtured in the knowledge of Sustainable Inclusive Business and a specific interest in Leadership and the SDGs.



SUSSY WANJALA now holds a Bachelor's of Commerce in Accounting and Business Administration. She started at SIBKenya by collecting knowledge through desktop research on Agribusiness-food-nutrition, Health, Horti/floriculture, health and transport. Sussy now leads the content and communication department at SIBKenya. Inspired by SIBKenya's roundtable on Kaizen in Health, Sussy's final year project was based on the benefits of implementing Kaizen in business operations. She has since grown in knowledge in SIB in Kenya and skills in conducting business scans, concept and project creation.



VICTORIA NZALE also holds a Bachelor of Commerce in Business Administration. Victoria's knowledge on Sustainable Inclusive Business was nurtured around health, textile and finance.

2016

**HAMILTON OMOLLO**

He has a background in Business Management from Cambridge Association of Managers and he is currently pursuing a Bachelor's Degree in International Business Management at the African Nazarene University. Hamilton's passion towards sustainability and Inclusiveness has been enhanced and he is driven by integrity and strong ethical principles as he has developed specific interest in Business Transparency.

**LLYORD GITAU**

Llyord attended Daystar University where he attained a Bachelor of Commerce Degree in Business Administration and Management. Since joining KEPSA for the Sustainable Inclusive Business, he has received training on Business Development Services by SEED and the Switch Africa Green. He has also undergone training on Sustainability consultancy focusing on the Sustainable Development Goals, measurement of impact and reporting by the Rock Group. He currently contributes to planning and execution of the Sustainable Inclusive Business objectives focusing mainly on raising awareness and research on acceleration of Sustainability and the Sustainable Development Goals.

2017

**PRACKSIDIS WANDERA**

She holds a Diploma in Library Management from the Catholic University of East Africa. Since working at SIB Kenya, Pracksidis has grown in knowledge on Sustainable Inclusive Business and has grown in scouting for relevant information on the same. She has also identified her areas of passion to be good practice in agribusiness, water and waste management.



OUTPUT INDEX: The output results for May 2017 - May 2018 are to be found on the following pages and the details, numbers, events are specifically highlighted in yellow.

OUTPUT

PAGE NUMBER

AWARENESS

- Online platform
- Network & Database
- Communication & connections
- Media Exposure
- A strong network of like-minded organizations to join forces for impact
- Matchmaking

18-22

ACTIVE NETWORK PLATFORM

- Events & Moderating and speaking

25, 3-41

INCREASE KNOWLEDGE AND EMBRACING SUSTAINABLE AND INCLUSIVE BUSINESS MODELS

- Conference

43, 50-57

ENHANCED CAPACITY BUILDING

- Trainings

60-47

EMBRACED SUSTAINABLE INCLUSIVE BUSINESS PRACTICE BY PRIVATE SECTOR

- Consultancy

60-66

STRATEGIC PARTNERSHIPS

INCREASE THE IMPACTFUL PROJECTS

- Project

68, 72, 73

TACKLED SUSTAINABILITY AND INCLUSIVENESS ISSUES

- Impact Programs

33, 40, 72

AWARENESS AND SPEEDING UP SIB PRACTICE BY FRONTRUNNERS AND AMBASSADORS AND LEADERSHIP

- Frontrunners

OFFICIAL BUSINESS COMMITMENT FOR SIB ACTIVITIES

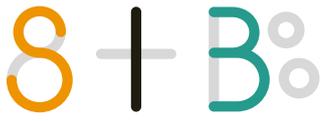
- Partnership 'members'

74

IMPROVE LOW THRESHOLD ACCESS TO KNOWLEDGE THAT IMPROVES SIB PRACTICE

- Tools

76



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

ACHIEVEMENTS & IMPACT OF SIBKENYA ORGANIZATION

AWARENESS & SIB PRACTICE AMONGST PRIVATE SECTOR

COMMUNICATIONS = SHARING AND CONNECTING (IDEAS & PEOPLE)

Communication through various means is key to grow awareness and create a language that everyone will understand. Communication is making concept understood, practically applicable, engaging, calling for action.....

To introduce new concepts and change a mindset, you need to communicate a message in many different ways. From reflecting on actualities, good examples, hope, shocking fact, solid research, bullet lists, articles, inspiring videos will serve different people. The Change needs to happen on business level, citizen level and practical level and scientific level.

ONLINE PLATFORM (WEBSITE) – WELCOME TO FAMILIARIZE YOURSELF AND FIND ANYTHING AROUND SUSTAINABLE INCLUSIVE BUSINESS – OPEN DOOR ORGANIZATION = PURPOSE OF WEBSITE (1 + 2nd)



1047
VISITORS FOR WEBSITE
2015 - MAY 2018



512 new single visits
VISITORS FOR NEW WEBSITE
www.sustainableinclusivebusiness.org
SINCE MAY 2018 - NOW

NEWS FLASHES

gathered information around Sustainable Inclusive Business practice.
www.sustainableinclusivebusiness.org/news-and-events/



10
TOOLS & GUIDELINES
AVAILABLE



30
GOOD PRACTICES
www.sustainableinclusivebusiness.org/category/goals/

PICTURES + VISITORS + NEW CONTENT EVERYDAY

(2018 news section) number of tools available, good practices, events, ...

GROWING NETWORK & DATABASE = ONE OF THE PROOF OF REACHING PEOPLE

**TOTAL NUMBER
 OF NETWORK BUILD**



ARE IN SECTORS / AREAS



Agribusiness



HortiFlori



Tourism
& Hospitality



Health



Waste
Management



Education



Entrepreneurs



Extractives



Energy



Civil
Society



Environment



Manufacturing



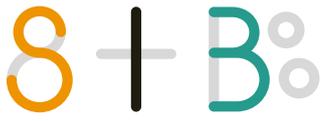
Construction



Transport
& logistics

IN THE INITIATIVE STAGE THE STRATEGY = MEETING ALL, INCLUDING ALL.

ORGANIZATIONAL STAGE = KNOWING ALL OF YOUR NETWORK ABLE TO CONNECT, MATCHMAKING AND UTILIZE THEIR KNOWLEDGE, START WORKING TOGETHER. GROUP THEM AND CREATE COALITIONS & SERVE NEEDS AND MOVE FORWARD TOGETHER.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

THOUGHT LEADERSHIP & MEDIA EXPOSURE

RELEVANCY

Mainstream new concepts of sustainable inclusive business requires lots and lots of communication, new definitions, examples, benefits, win-wins, explanation of negative and positives, on all different sectors and themes on general media sources.

The results we are aiming for is mainstreaming especially amongst businesses – in the newspaper outreach we have managed to be very visible and heard in various newspapers and TV channels.



950.000
VIEWERS

KCB has for those shows

7.000.000
VIEWERS

Approx. reached through TV



100. 000 BUSINESS DAILY + 600.000 STAR
averagely every day sold of each newspaper

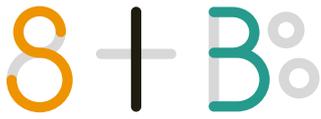
500.000 + 1.000.000
BUSINESS DAILY OTHERS

at least reached through newspapers



PEOPLE, BUSINESSES TALKING ABOUT SUSTAINABLE INCLUSIVE BUSINESS:

- ▶ Vimal Shah | young talent
- ▶ Dr. Manu Chandaria
- ▶ Karin Boomsma
- ▶ Sanda Ojiambo
- ▶ Stefan Schuwer
- ▶ Frans Makken
- ▶ Jan Peter Balkenende
- ▶ Vimal Shah
- ▶ Willem Lageweg
- ▶ Aart Bos
- ▶ Faith Temba
- ▶ Gerald Githinji
- ▶ Grace Vuhya
- ▶ Romal Shah
- ▶ Yvette Waweru
- ▶ Carole Kariuki



SOCIAL MEDIA

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA



In the space of business and sustainable inclusive practice – SIBkenya choose to (after trials and response checks) use twitter, linkedIn and youtube. It works well as those social media means are very business oriented. That gives the floor to people with a specific serious focus on themes we are working on.

#SIBCONFERENCE2018 WAS TRENDING NUMBER 2! COUNTRY WIDE FOR MORNING HOURS.

IN THE AFTERNOON IT WAS NUMBER 4 TRENDING COUNTRY WIDE.

2015

58.756
VIEWS

2016

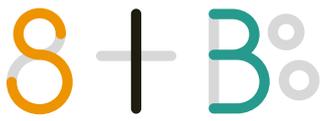
191.173+21
VIEWS PROFILE VIEWS

2017

109.813+4.581
VIEWS PROFILE VIEWS

2018

69.894+3.145
VIEWS PROFILE VIEWS



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

A STRONG NETWORK OF LIKE-MINDED ORGANIZATIONS TO JOIN FORCES FOR IMPACT

RELEVANCY

Through all our activities we will update and increase our awareness and business support for boosting Sustainable Inclusive Business practice. Partners that support and grow your network are important players as they endorse SIBKenya by creating access to their networks. Our network can increase tremendously and with a bigger network we reach more businesses with the SIBKenya message, knowledge, and support.

Via KEPSA we reached out to KEPSA members and KEPSA Sector Boards specifically. We are currently part of the KEPSA Sector board Environment, Youth & Gender, Energy. Other network partners are Blab EA, Inclusive business Hub, Oxford Business Group, AgriProFocus, Tonee Ndungu, Close the Gap, and others.



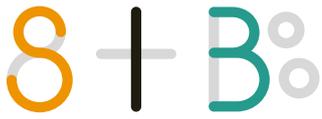
Kepsa reach out to
10.000
DIRECTLY
BUSINESSES



Kepsa reach out to
500.000
INDIRECTLY
BUSINESSES

INFLUENTIAL KEPSA LEADERS:

- Kepsa Sector Board Environment: **Duncan Kimani** – Coca Cola & Vice: **Linda Ruto**
- Kepsa Board of Directors: **Catherine Musakali**
- Kepsa Devolution & Planning: **Gloria Ndekei**
- Kepsa Sector Board AgriCulture: **Jane Ngige**
- Kepsa Leader: **Vimal Shah** | BIDCO Group Chair
- Kepsa Sector Board Health: **Dr. Amit Thakker**



MATCH MAKING

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

RELEVANCY

Matchmaking is one of the ways SIBKenya supports businesses, initiatives, project in order to create big impact. Matchmaking happens through every event and any meeting.

Once the awareness is there – businesses are keen to meet the people that can help them improve their sustainable inclusive business practice. You might need a recycler? A better graphic designer, a strategic partner, a like-minded supplier. A lot of the times you need people with solutions that are not part of your sector, or business line you are operating in.

THE BIGGEST MATCHMAKING EVENT WE ORGANIZE IS THE ANNUAL SIB CONFERENCE.

We have received feedback that approximately each visitor on the Conference goes home with 3 relevant new contact/leads/opportunities. With that in mind we reckon that SIBKenya through all events (including conference) have matched 3000 x 3, to be modest with 1 contact of true impact = 3000 matches.

3/ participant
MATCHES
at events

9000
TOTAL MATCHES
each conference

3000
MATCHES WITH
real impact

EXAMPLES OF IMPACT MATCHES

BIO DAIRY – TAKATAKA SOLUTION

Now take back scheme & PET bottle recycling is a fact involving 7 supermarkets.

TAKATAKA SOLUTION

Over 20 matches with individuals and businesses to collect & recycle waste – e.g. Serena Hotels

UNILEVER & MR. GREEN

Take back amount you put in – impact on environment, response, social formalizing informal waste picker sector

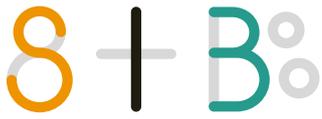
Green Innovation has lead to 11 matches to pilot a completely environmental friendly, natural no electricity use aircon system **ORANGE CLIMATE – SERENA, IJENGA, KEPESA, KAM, KENINVEST, UAP, AMIN & COMPANY, EMBASSY OF THE NETHERLANDS, GROWTH AFRICA, PHILIPS, MEDSOURCE.**

BLAB

10 matches for Assessment & measurement tool.

MAMMOTH CONSULTANCY AFRICA – MTIBA PLATFORM

Growing employees engagement with 3x times worth the value of the program.



ACTIVE NETWORK PLATFORM

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

Events, meetings, roundtable, speaking and moderation

COMING TOGETHER IS ONE STEP

- Knowledge sharing
- Network building

Coming together is around topics, themes to exchange, learn, share, change your mind, meet the right people, find your roadmap to the sustainable inclusive business practice journey is one very important way of 'being a knowledge centre'. It might not always be possible to retrieve every impact it had on people and the organisations, but the impact SIBKenya can guarantee is: knowledge and networks around Sustainable Inclusive business are being empowered greatly. The financial, environmental and people impact is hard to measure without doing a baseline check with organization first and a quick assessment later. Also for the organization events, live encounters contribute to awareness, constructive communication and building thought leadership. Events, roundtables, meetings, moderating and speaking opportunities are playing a very important role in achieving our mission.

WORKING TOGETHER IS THE NEXT STEP

Meetings, events and round-tables lead to:

- Co-creating events
- Partnerships
- Matchmaking

Events, Roundtables and other meetings are strategically a good opportunity to build partnerships. We noticed a willingness to co-host events with specific topics that are relevant for the partners. Coming together around a specific theme and with clear objectives that push the agenda of the Partner and SIBKenya is supporting our activities in kind. The partners value the extension of their network and knowledge by SIBkenya and by the fact that SIBKenya a neutral body is within a private sector space.

STAYING TOGETHER IS ENJOYING THE FRUITS OF IMPACT

Events, meetings, roundtable are great platform to 1. meet and share, 2. Meet and learn, 3. Meet and grow. Growing results in program and project design and execution.

- Program designing
- Project mapping



6 EVENTS PER YEAR IS SIBKENYA'S AIM



2015-2016



2016-2017



WHY IS SIBKENYA THE PLATFORM FOR SUSTAINABLE INCLUSIVE BUSINESS EVENTS, MEETINGS ETC?

- Big need for events to share, learn and grow (knowledge and network)
- SIBkenya is a knowledgeable 'neutral' space within the Private sector community
- SIBkenya has a great network with warm contacts
- SIBKenya knows who and what is needed to push agendas and bring stakeholders around the table.
- Cross sectoral sharing around theme/topic is most popular and there SIBKenya is the best facilitator

AN OVERVIEW PER YEAR

2015



11
TOTAL EVENTS



>1000
PARTICIPANTS

1

THE SANKALP FORUM

Date: 5th February 2015

Role: Speaking and Moderation

Partners: Intellectap, Sankalp, Unilever, Rabobank, Philips, Pharmnet

Attendance: 45

Impact: start of building network and projecting what SIBKenya wants to be: awareness raisers, connectors, pusher, enabler, facilitator. Here we looked at what kind of business models need-based innovations need to be successful and solve problem (with positive impact of people, planet and profit).

SIBKenya channelled the discussion towards a private sector approach to achieving sustainability. The key questions were: What is the Key to sustainability and what are the challenges and opportunities?

The main agreement was that in order for a business to be future proof, it has to think, act and be ambitious about a Sustainable and Inclusive way of doing business.

2

DOING BUSINESS IN KENYA – THE HAGUE

Date: 5th March 2015

Role: Speaking

Partners: MVO

Attendance: 100 businesses, NGOs, Academia and Government

Impact: SIBkenya – founded by MVO Nederland gains acknowledgement in NL, informing people that this centre exist and you can trust to SIBKenya for business support if you want to operate in Kenya. Also raised awareness and sketched the sustainable inclusive business landscape in Kenya.

SIBKenya was represented in this forum and joined a panel discussion through Willem Lageweg to stir the sustainability appetite of Dutch business with the intention to start business in Kenya.

3



MASTER-CLASS ON HOW TO SMART START YOUR START-UP

Date: 21st May 2015
Role: Organisation & Facilitation
Partners: Ilab Africa, Ibiz, Philips
Attendance: 25 start-ups

Impact: Reaching academia in what it takes to innovate, how to innovate. Innovation is more than a 'good' idea.

This was a Workshop for Start-ups from Strathmore University ILab and IBiz about Sustainable and Inclusive Business and the important role of Innovation. Startups were sensitized on Sustainable Inclusive Business and were also taken through a masterclass on innovation by R&D-Philips. We learnt that it is efficient to combine awareness and addressing SIB issues in general (or sector related) and combine it with closely related themes (information that is very relevant and interesting specifically for them (based on need expression or know need). Innovation and the way to look at innovation is very close to SIB vision, but also very interesting for the start-ups in general.

4



IFTEX: IMPACT OF SIB ACTIVITIES BY FLOWER FARMS

Date: 3rd June 2015
Role: Organisation & Facilitating
Partners: True Price, Hivos, IDH, Tambuzi, KFC
Attendance: 25

Impact: Introducing a deeper concept of sustainable inclusive business practice. Truly looking at the impact and sustainability of the Floriculture industry in all aspect. What would be the true price of the flowers? Where can we be more cost-efficient and decreasing footprint?

This was a Holland in Kenya series of roundtables. The SIBKenya roundtable was with flowerfarms and key players in the industry. It was a discussion on how to stretch ambition, stay competitive and be futureproof at the same time.

5



BOARD OF INFLUENCERS MEETING

Date: 4th June 2017
Role: Organisation & Facilitating
Partners: KEPSA, UNDP, Embassy of NL, Good Practice Examples
Attendance: 15

Impact: start of the working relationship with KEPSA and building the engagement with other potential partners.

This was a constructive talk meeting with strategic partners on the progress, vision and way forward of SIBKenya. The interns also had an opportunity to present on key research findings and communication milestones.

6

**START-UP EXCHANGE (NL-KENYA)****Date:** 14th June 2015**Role:** Organisation & Facilitating**Partners:** Embassy of the NL, Good Practice Examples, NL Business Hub, Ilab Africa, Ibiz**Attendance:** 15 Dutch Start-ups, 15 Kenyan Start-Ups**Impact:** Exchange NL – KE entrepreneurs views. Sharing insights in Kenya context and start-up space and sharing the Dutch start-up ideas exploring Kenya as a potential market.

15 Dutch start-ups met and exchanged insights, ideas, needs with 15 Kenyan start-ups, on why it pays off to have a positive impact on people, planet and profit. Exchanging ideas, business cases, business culture and opportunities. This was a vibrant setting where people were openly exploring business cases, expressing impressions, sharing network and knowledge.

7

**C-LEVEL ROUNDTABLE: THE HEALTH SECTOR****Date:** 7th July 2015**Role:** Organisation & Facilitating**Partners:** Kenya Flower Council, Solinc, Kenya Health Federation, PSP4H**Attendance:** 17**Impact:** Introducing Health sector to one of 'tools' and ways to increase sustainable inclusive business practice. Kaizen. Experience from a different sector was refreshing and inspiring. An eye opener to get more organized, increase productivity by employee engagement, planning, targets, efficiency, ownership and commitment.

C-level Health sector came together to get insights on: SIB in the Health sector. What are issues, where there is room for improvement and how to work together. Having been a cross-sectoral forum, the health sector learnt from the manufacturing sector (Solinc) about efficiency and implementation through Kaizen.

8

INCLUDE CONFERENCE**Date:** 9th September 2015**Role:** Speaking**Partners:** Include**Attendance:** 200**Impact:** exposure of SIBKenya amongst researcher, academia.

SIB Kenya was represented in the panel discussion on Sustainable Inclusive Business.

9



NETHERLANDS KENYA BUSINESS NETWORK MEETING

Date: 21st September 2015

Role: Speaking

Partners: Embassy of the NL, Netherlands Business Hub

Attendance: >100

Impact: Creating / launching SIBKenya to the Dutch business society. SIB Kenya spoke on sustainability and inclusiveness and in particular the responsibilities of Dutch companies in Kenya. Two best practices in the form of Happy Cow and Unilever presented themselves on what SIB means for both a multinational and a small company.

10

AGRIPROFOCUS ANNUAL CONFERENCE

Date: 1st October 2015

Role: Speaking & Moderation

Partners: Agriprofocus Kenya, Business Call to Action

Attendance: >250 and for Workshop 75

Impact: Knowledge and mindset discussion and gathering challenges from the Agri Sector. Actively with 75 people.

SIB Kenya moderated table discussion in the Agro workshop in collaboration with BCtA (UNDP) about Technological Innovation for Inclusive and Sustainable Agribusiness. Key finding – all improvement starts with the base of the value chain– throughout the value chain.

11



SIB KENYA OFFICIAL LAUNCH

Date: 14th December 2015

Role: Organising and Facilitating

Partners: Embassy of the NL, KEPSA, MVO

Attendance: 200

Impact: Hosted and embraced by KEPSA (Kenya Private Sector Alliance). This was the start of planting a seed... and starting growing a tree.

Sustainable Inclusive Business Kenya was officially launched, and the MoU between KEPSA and MVO signed. It was also the start of sending out a strong message: Let's all (private sector) become (more) Sustainable and Inclusive as businesses. A positive impact on People, Planet and Profit is a future proof way of running your business in a responsible and durable manner.

Launch of Sustainable Inclusive Business knowledge centre
 The Netherlands Minister for Aid and Trade Lillanne Ploumen will preside over the launch of the Sustainable Inclusive Business (SIB) knowledge centre. The centre will enable Kenyan businesses to access information on business sustainability and inclusivity. SIB is a joint initiative supported by the Dutch government and MVO Nederland in partnership with Kenya Private Sector Alliance (Kepsa).

AN OVERVIEW PER YEAR

2016



10
TOTAL EVENTS



>1000
PARTICIPANTS

12

WORKSHOP ON FOOD SECURITY

Date: 2nd February 2016
Role: Speaking: Role of SIB in Food Security
Attendance: 200

Impact: Knowledge sharing around inclusiveness, loss and quality

13

YOUTH AND SUCCESS ASSOCIATION CONFERENCE

Date: 3rd June 2016
Role: Speaking: How the Youth can Drive the Economy Sustainably
Attendance: >200 youth

Impact: Inspiring young talents with an entrepreneurial mindset to be sustainable and inclusive. Very engaging and active group that wanted to win insights and be successful.

The youth in this forum were inspired to be different in how they drive the economy, by using businesses to fight social injustices and economic vices and having new mind-set for sustainable growth.



14

DUTCH TRADE MISSION ON MARITIME IN KENYA

Date: 21st June 2016
Role: Speaking: Responsible Logistics in the Kenyan Maritime Industry
Partners: NL business hub
Attendance: 40 Dutch Businesses

Impact:

- raising awareness and sharing knowledge with Dutch business operating in Kenya in Maritime & infrastructure
- presenting SIB as the responsible business partner and working together with the NLBusinessHub
- making Dutch companies aware of SIB centre and practice in Kenya

Sustainable Inclusive Business Kenya - the knowledge centre attended and did a presentation at the Dutch Trade Mission on the Maritime Industry: Opportunities in Kenya. The trade mission hosted delegates from the Netherlands who had come to identify various investment opportunities in Kenya.



15



INCLUSIVE FINANCE FOR SMALLHOLDER FARMERS

Date: 1st August 2016

Role: Speaking: SIBKenya view on Inclusive Finance

Partners: Agriprofocus Kenya

Attendance: >100 businesses & Partners in agri-space

Impact: Knowledge building around in-depth theme

The forum was for discussing how smallholder farmers can be assisted to achieve their maximum potential. The discussions also revolved around how to de-risk agriculture and share knowledge. SIBKenya was invited to speak on thought leader perspective on Inclusive Finance.

16



MAUMARASERENGETI ANUAL MEETING & OPEN DAY

Date: 25th August 2016

Role: Speaking: What has SIB got to do with Water Conservation & Efficiency?

Partners: : Deltares, MaMaSe, Egerton University

Attendance: >100 local stakeholders, Partners in water space

Impact: Informing target group in specialized area about the bigger picture of sustainable inclusive practice.

The open day provided a platform for various stakeholders and partners to share ideas on sustainability in the water sector. The Result Area 5 Egerton Component of the MaMaSe Project works towards establishing a knowledge center at Egerton University. SIB and MaMaSe begun the process of working together with MaMaSe in setting up the knowledge center, and sharing information.

17



NETHERLANDS-AFRICAN BUSINESS COUNCIL

Date: 13th September 2016

Role: Speaking: Sustainable Inclusive Business in the Kenyan Context

Attendance: 20

Impact: Exchange knowledge NL - KE.

SIBKenya presented the Kenyan CSR context as learnt from round tables, desktop research and personal meetings to enlighten the council on how to go about sustainability in Kenya in the future.

18

INCLUSIVE BUSINESS STAKEHOLDER DIALOGUE FORUM

Date: 13th September 2016

Role: Speaking: SIBKenya view Inclusive Business

Attendance: >65 companies

Impact: Sharing the full Kenyan context and best practices around Inclusive Businesses.

19

NBNK NETWORKING EVENT**Date:** 20th September 2016**Role:** Speaking: Presentation on Sustainable Inclusive Business**Partners:** Embassy of the NL**Attendance:** >50 companies with Dutch link**Impact:** building relationships to support Dutch Businesses in Kenya with their SIB journey.

This forum is important for establishing relationships with good practice examples, Dutch companies, and for identifying the gaps and impact areas that SIBKenya can establish impact.

20

ELDORET AGRICULTURAL FAIR @ THE HOLLAND PAVILLION**Date:** 21st – 23rd September 2016**Role:** Speaking: Sustainability at Small-Holder Farmer Level**Partners:** Embassy of the NL**Attendance:** >100 local farmers**Impact:** Informing & guiding farmers about SIBpractice

Sustainable Inclusive Business Kenya attended the Eldoret Agricultural Fair – The Holland Pavilion. The fair gave a good platform for agribusinesses to showcase their products to farmers. SIB Kenya had space to guide businesses, which in this case were the farmers on how they can carry out their activities in a way that is conscious of the environment, and the welfare of the people - explaining the SIB concept and mindset amongst Agro businesses.



21

KENYA FLOWER COUNCIL BSR BREAKFAST CONFERENCE**Date:** 22nd October 2016**Role:** Speaking: Role of Private Sector in Advancing Worker Welfare**Partners:** Kenya Flower Council**Attendance:** >50 stakeholders in the Horti/Floriculture Industry**Impact:** In this quite advanced and well informed group of people this speaking opportunity lead to refreshing contacts, building relationships, utilizing each others network and building partnerships.

SIBKenya was a keynote speaker at a breakfast conference organized by the Kenya Flower Council and the Business for Social Responsibility. The discussion was on how the private sector can play a role in advancing workers' welfare. There were different private sector initiatives which showcased how some businesses are already advancing the welfare of workers and optimizing positive gender relations in the workplace.



1000
BUSINESS WERE
REACHED



20
EVENTS, MEETING,
MODERATION IN TOTAL

13 SPEAKING
7 SIB (CO)
ORGANISED

Official start of the support PLAN PHASE 2 of growing Sustainable Inclusive Business runs from May 2017 – May 2019. Here with the events from May 2017 – May 2018.

1

BCTA VALIDATION WORKSHOP

Date: 17th March 2017

Role: Organisation & Facilitation

Partners: UNDP/BCtA

Attendance: >87 selected inclusive businesses

Impact: Conducting research by interviewing & a survey amongst 51 business. Generating insights in the performance, challenges and opportunities from Kenyan Businesses with an Inclusive Business model (either with BoP as consumers or employees and value chain suppliers)

This was a validation workshop on information given on inclusive business in selected companies through interviews and desktop research. SIB Kenya provided a good opportunity for businesses to learn on the importance of Inclusive Business. Publicizing inclusive business models and ways of promoting partnerships was a valuable contribution to knowledge sharing. This cross-sectoral forum also created opportunity for partnerships and increased visibility on SIBKenya.

2

FORUM ON CSR/INCLUSIVE BUSINESS IN THE EXTRACTIVES INDUSTRY

Date: 21st March 2017

Role: Organisation & Facilitation

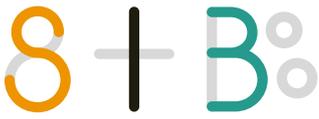
Partners: Canadian Embassy, Strathmore Energy Resource Centre, UN women, AWEIK

Attendance: >120 stakeholders in Extractives Industry

Impact: Creating a space where women in extractives is not only of importance to women in the sector but a recognized crucial element for sustainable and inclusive extractive practice development.

The forum brought together various key female! players in the extractive industry in Kenya, led by the Cabinet Secretary in the Ministry of Mining. Among the recommendations, was that business in this industry adopt sustainable inclusive business practices. As a result, SIBKenya is still in conversation with the partners, including base titanium on how to introduce impact measurement and improvement steps in these companies.





SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

FROM INITIATIVE TO MOVEMENT ON OUR WAY TO ORGANIZATION. FROM ROOTS TO STEM.

After 2 years of 'rooting', raising awareness, bringing people and ideas together, meeting everyone in the SIB space we designed a new strategy to grow the 'stem' to build from our earned thought leadership, knowledge and network and our gained neutral space but within the important walls of the Kenya Private Sector Alliance.

The importance and clear messages have grown in delivering speeches and moderate sessions. We drive and push the agenda and address and engage the stakeholders. The events and meeting are all gearing up towards projects, programs and movements. Business support is being asked for whether it is about matchmaking, expertise, assessment, strategy delivery or other. SIBKenya will convene in the best possible way. We explore, discuss, collect and advise. Impact also shifts from awareness to awareness + to impact goals.

General communication, addressing various topics based on relevancy in the media, or other wise is a continuous process, but while building impactful partnerships and projects the communication specifically addressing the those issues and twisting the way we think enhance the events.

At SIBKenya all work is interrelated and so are the activities. Events are not disconnected from the communication but related, events are never one offs they are always a prelude to impact beyond knowledge & network, they are the source of innovation, implementation of change, building taskforces to drive country agenda's and to leave a positive impact by Private Sector power.

3

WORKSHOP ON WASTE MANAGEMENT ISSUES

Date: 15th June 2017

Role: Speaking & Side Event

Partners: AHK

Attendance: >190 stakeholders in the waste management space

Impact: Start of gathering the coalition of the willing moving the (Plastic) waste management & Business forward. Program with MVO & Embassy of The Netherlands and Hospitality roundtable, action plans, speaking opportunities and government capacity building are in progress.

SIBKenya identified specific waste issues, identified the need to form consortiums for specific impact and identified partners in this space that would facilitate the impact process in the waste sector. Since this meeting, SIB Kenya has developed thought leadership in this area, organised plastic waste mission, facilitated multi-sectoral workshops and partnerships towards creating tangible impact in this area. Among the waste issues identified are:

- Plastic Waste Management
- Food Waste
- Farm Waste
- Water Waste
- Hospital Waste

4



NEW HORIZONS: PUBLICATION LAUNCH

Date: 22nd June 2017

Role: Organisation & Facilitation

Partners: UNDP/BCTA

Attendance: >100 stakeholders in the Inclusive Business space in various sectors

Impact: Insight report + building network, gaining insights and driving successful inclusive business development forward by the right linkage, sharing recommendations from reports with government.

This was the Launch of the **New Horizons Report: Accelerating Sustainable Development through Inclusive Business in Kenya**. After This, UNDP/BCTA is now a strategic partner, and SIBKenya through one young talent has developed thought leadership in inclusive business in Kenya.

5

INCLUSIVE BUSINESS CONFERENCE

Date: 22nd June 2017

Role: Speaking: Inclusive Business and How to go about it.

Partners: UNDP/BCTA

Attendance: >67 businesses, embassies, and partners

Impact: Shared the state of the art of Inclusive Businesses in Kenya. Frontrunners, issues, opportunities and the recommendations.

SIB Kenya sensitized the attendees on inclusive business and gave expert knowledge based on the research on the state of inclusive business in Kenya done in collaboration with Business Call to Action. One Business, Dial-A-Pad, having been voted as the most innovative inclusive business in the room was awarded a SIB Business Scan.

6

INNOVATIVE PARTICIPATORY MODELS: EXTRACTIVE BARAZA

Date: 27th June 2017

Role: Speaking

Partners: Strathmore Energy Resource Centre/Extractives Baraza

Attendance: 30 industry leaders

Impact: Look at the positive impact of the extractive industry on People, Planet as a must for responsible profit. And offering assistance to guide these processes and document the companies efforts and sustainable inclusive strategy.

These were deliberations on sustainable industry led public participation models which emphasized the need for collaboration between industry, communities and for the case of Kenya an integration of both national and county government. Industry participants, including SIBKenya shared their experiences in different jurisdictions and reflected on the need for Kenya to adopt good practices to avoid succumbing to unsustainable public participation initiatives. Thereafter to date, SIBKenya is following up an impact area – measuring impact, with base titanium, and Strathmore University in collaboration with Blab East Africa.

7

MINISTERIAL STAKEHOLDERS FORUM: MINISTRY OF ENVIRONMENT

Date: 12nd June 2017

Role: Speaking

Partners: KEPSA Environment Sector Board

Attendance: >80 KEPSA Members, Government, NGOs in Environment

Impact: Influencing the policy engagement in relation to Environmental issues, and how the private sector can take action by changing how they conduct daily business processes.

8

DELLOITE: YALI PROGRAM

Date: 15th September 2017

Role: Speaking: The Youth, Start-ups & Sustainability

Partners: Deloitte

Attendance: >25 youth and startups

Impact: Masterclass provided to 25 young entrepreneurial talents on how to build a future proof business.

9

ORANGE CLIMATE INNOVATION COCKTAIL EVENT

Date: 18th September 2017

Role: Organising and Facilitation

Partners: Orange Climate

Attendance: >50 Businesses with space for new innovative products, startups

Impact: Create a network space for innovations to share and learn cross sectoral and matchmaking in a way that in formal settings are hard. Innovation was the reason to come together no matter how big or small. At least 20 matches and business links were fruitfully created. At the same time SIBkenya's network and knowledge that was brought together in the event was paid for (considered SIBkenya service).

This cocktail event was to support a sustainable business innovation (orange climate natural cooling system) to set up in Kenya and provide linkages to best Business network in Kenya and also to provide an opportunity for businesses to pitch on different innovations and learn from this new innovation success ingredients.



10

B-CORP EVENT

Date: 20th September 2017

Role: Speaking on Sustainable Inclusive Business

Partners: Blab East Africa

Attendance: >70 private sector players

Impact: Announcing the collaboration between SIBkenya and Blab. SIBkenya does the introduction and business exploration part – Blab does the assessment, measurement and improvement report – SIBkenya provides tailor-made support to make the changes.

This began the conceptualization of a partnership if Blab East Africa on Impact Measurement and Improvement of Businesses. The formation of the B3 program, with 4 companies going through (2Scale) it and 10 more targeted (SNV).

11



CODE OF ETHICS & NEW GENERATIONAL LEADERSHIP

Date: 28th September 2017

Role: Organising and Facilitating

Partners: Deloitte, New Generation Leadership, Blab East Africa, Mammoth Consultancy Africa

Attendance: 50 businesses and young talents

Impact: Introducing the new Mindset for new business leaders, young talents. What does a code of ethics boil down to? What does it take transparency, integrity and what is it based on? The values we need today. The new ways of measuring successful businesses.

It was also a great opportunity for Deloitte to promote their services around elements of sustainability in business. Hosted by Deloitte and with content support of all mentioned partners. Build new Mindset among 'working' people.

12

BUSINESS & RISK MANAGEMENT

Date: 10th September 2017

Role: Speaking

Partners: ICEA Lion

Attendance: >100 businesses

Impact: Session on what Risk has to do with SIB practice. Sustainability and Inclusions leads to lowering risks on various levels. From decreasing employee turnover, increasing employee engagement, decreasing value chain risks, increase control over all elements of business, increasing invest ability and lowering cost by lower interest on loans, and increased cost efficiency. This led to the inclusion of risk management as a theme in SIBKenya content.

13



FOOD LOSS & FOOD SECURITY

Date: 15th November 2017

Role: Speaking/ workshop facilitation

Partners: Agriprofocus Kenya, SOCCAA, University of Nairobi, SNV

Attendance: >75 SIB + Agriprofocus partners in Agri Space

Impact: Mapped out the opportunities and next steps around AgriBUSINESS to increase quality and decrease food loss! First start of designing plan for action and forming coalition with Socaa, AgriProFocus, government and Private Sector players.

The workshop, ENHANCING FOOD SECURITY AND BUSINESS OPPORTUNITIES THROUGH FOOD WASTE AND LOSS REDUCTION IN A CHANGING CLIMATE was designed to highlight the key drivers/causes of postharvest losses in food supply chains, identify challenges and opportunities for climate smart agriculture and identify the responsible person to initiate action on the way forward. This led to a potential value chain project with agriprofocus and Soccaa.

14

GLOBAL TRAVEL AND TOURISM PARTNERSHIP WORKSHOP

Date: 30th November 2017

Role: Speaking: Sustainability in Tourism

Attendance: >25 tourism industry players

Impact: Simplifying but stressing the need for urgent action in Tourism & Travel sector.

SIBKenya Shared knowledge on Sustainable tourism issues and plastic, water waste issues which were the main focus/impact areas SIBKenya was working on at that time.

15

NATIONAL CLIMATE CHANGE ACTION PLAN

Date: 27th November 2017

Role: Speaking: Role of Private Sector in Climate Change

Attendance: >70 government, KEPSA Members, other Climate change actors

Impact: Presenting KEPSA and representing the future proof mindset around Climate Change. SIBKenya, being a neutral organization in this space but at the same time having a private sector approach to solving issues, spoke on behalf of the private sector on National Climate Change Action plan, how to go about change and partnerships for tangible impact.

16

BUSINESS DEVELOPMENT ROUND TABLE ON PLASTIC WASTE MANAGEMENT

Date: 4th December 2017

Role: Organisation and Facilitation

Partners: Embassy of the NL, MVO, KEPSA

Attendance: >40 businesses & experts

Impact: Created quick scan of state in Kenya (factsheet) Bring all keyplayers together: Producers, Users, and the organisations in the Waste Management Sectors (collectors, recyclers and the initiative to form platforms and associations (KAM & KEPSA & Danish Embassy).

Report and key actions were defined. Various initiatives at various platform are shaping Kenya and Waste Management. SIBKenya is one of them with focus on matchmaking & business support, Plastic Waste challenges in Tourism & Hospitality Industry, Government to Government support is being designed. And follow up events in Tourism & Hospitality industry have taken place working toward numbers of businesses and park that have a no single use PET bottle use and Replace, Re-use, Reduce, Recycle plastic.

Exchange NL- KE took place whereby NL shared the Waste Management journey and Kenya shared insights on status, needs and opportunities by organizing a back stage tour with 10 business, dumpsite, organizations from Hotels to waste pickers to recyclers and investors.





Many business matches were made both KE-KE as well as KE-NL to name a few:

- TakaTaka + Bio started a mini petco at 10 supermarkets
- Bio is looking for alternative packages and made in meantime the packaging lighter
- Coffee shops stopped using straws, cafe's started with accepting refillable customer cups as take-away alternatives
- Water bottles have been replaced by glass jugs, glasses
- Serena start bottling water on the spot in the Mara and branding Serena sustainably
- Mr. Green and Unilever start take back agreement (off set, what goes into society, needs to be taken out)
- Clean Green Kenya has shaped their partnership with Ramco started working with Worldbank and Twentyone on value chain addition and plastic waste
- Worldbank project has created all the partnership based on the roundtable key players
- NL business man created business plan to start recycling preparation plant in Kenya
- Bio works with SafariLounge (sustainable coffee & tea and packaging of all products)

SIB Kenya organized the Plastic Waste Mission, a multi-stakeholder forum comprising a round table and tours to relevant entities and opportunity areas, to get a clear picture of the plastic waste situation in Nairobi, and delve into dialogue, to identify the challenges/opportunities in this specific type of waste.

17

KENYA MINING FORUM

Date: 5th December 2017

Role: Speaking

Partners: Kenya Mining Forum

Attendance: >50 businesses & experts in extractives

Impact: Get a to stress the full sustainable inclusive business approach. Start of the collaboration with Base Titanium and strengthening relation with Acacia who wants to be the documented Frontrunner for the impact on community through business.

SIBKenya urged businesses to look at their impact areas and prioritize on what they want to change. They would also get assistance from SIBKenya through the B3 program-to measure impact and identify areas of improvement.



18

PLASTIC BOTTLE WASTE MANAGEMENT IN HOSPITALITY

Date: 19th February 2018

Role: Organizing and Facilitating

Partners: Embassy of the NL, Taka Taka Solutions

Attendance: >15 businesses in hospitality

Impact: This was a follow up meeting after the plastic waste management mission, to funnel the discussion into specifics in the hospitality industry. This led to commitment such as better procurement policies, no single use plastic, no straws etc. SIBKenya is still working on partnerships for solutions in this space. Tourism challenge & Tips tricks for sustainable events and meetings have been designed and are currently activated with coalitions and partners in the Tourism & Hospitality space.

Highlights from the meeting

– that formed the bases of the Challenges + Tourism & Hospitality advice (see projects).

Agenda: Waste presentation – The current situation and trends on plastic waste in Kenya.

a. Global **b.** Kenya **c.** Hospitality Sector

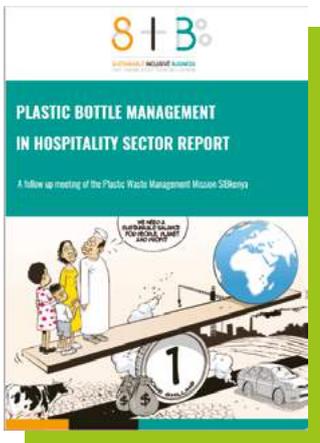
· Trends and views of plastic (water bottle) use, Role of Government, Role of Private Sector

Discussion with input by SIBKenya and Partners

1. USE OF PLASTIC BOTTLES IN THE HOSPITALITY INDUSTRY
(mindset, behaviour, facts and costs, alternatives)

2. COLLECTION
(What is available, challenges, actions)

3. RECYCLING
(What is recycling, update about Kenya, possibilities, facts)



4. MARKETING & COMMUNICATION

How marketing anno 2018 – is all about adding value – link with being a Responsible, Sustainable, Inclusive Business

5. CONCLUSIONS MUST LEAD TO ACTIONS – lets walk the talk:

Immediate action to be in better control of their Plastic (Bottle) Waste Management for the service/hospitality:

- a. Use glasses and water jugs / water dispensers instead of plastic water bottles during meetings.
- b. Use a new way of marketing communication: Communicate the positive impact of your business practices and choices to employee suppliers and other business relations.
- c. Introduction of refillable bottles – during long meetings, safaris etc.
- d. Set up a collection – recycling system for current plastic use. (other topic -> collection and recycling of glass)
- e. If you use or buy PET bottles, always choose the transparent ones.
- f. Have your waste collected by a waste collector that ensures separation and recycling.
- g. Start separating your waste in wet and dry in the kitchen.

19

PROPACK EAST AFRICA: SUSTAINABLE PACKAGING SOLUTIONS

Date: 19th March 2018

Role: Speaking

Attendance: >15 local & small businesses in packaging industry

Impact: Increase knowledge and sensitize group of producers what is plastic, what is recyclable and how to thing and rethink design and business for a Future Proof way forward.

SIBKenya was invited to raise awareness to this local group on the impact of the plastic they use in packaging their products, and to enlighten them on the types of plastic they uses and their recyclability.

20

GREEN TOURISM SUMMIT

Date: 19th June 2018

Role: Speaking

Partners: STTA, Uniglobe

Attendance: >50 tourism businesses, knowledge partners and academia

Impact: Pushing for new ways of measuring business success (Travelife, Fairtrade), all SDGs are reflecting the concerns and actions needed to be taken care of by everyone, urgent issues: single use plastic in Tourism sector + sustainable Hospitality events and meetings.

Empowered 5 companies with ideas. Engaged with 4 companies to start with the Sustainable Hospitality challenges.

SIBKenya was invited to a panel discussion in this summit, where we insisted on the power of business to change and communicate positively about this change, and the power of the consumer to change by choosing the right product. Thus was a strategic session because SIBKenya bonded with previous partners, found new good practice examples and spoke about the upcoming program on Plastic Free Tourism.



21

CONFERENCE ON SUSTAINABLE, INNOVATIVE AND FUTURE ORIENTED TOURISM IN KENYA

Date: 20th June 2018

Role: Speaking

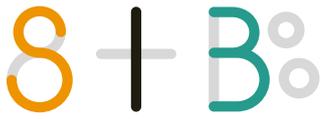
Partners: Travelife, Ecotourism

Attendance: >40 tourism businesses, knowledge partners and academia

Impact: Launching the Tourism & Hospitality challenge. Created group of key leaders in the industry of 5 (KATO, KEPSA, etc).

SIB Kenya spoke on unnecessary use of plastic in hospitality and the upcoming program on plastic free tourism. New examples and potential leads to kick start the program were met and will be followed up. Thus confirmed the gap in tourism (plastic waste) and the enthusiasm of players in the field to change it.





SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

INCREASE KNOWLEDGE AND EMBRACING SUSTAINABLE AND INCLUSIVE BUSINESS MODELS

The annual Sustainable Inclusive Business Conference has become the place for businesses, civil society, entrepreneurs, students, innovators, leaders, NGO's to come together and meet & learn in-depth and then work on the topics collectively.



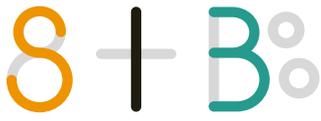
ANNUAL CONFERENCE

RELEVANCY

Increase knowledge and strengthening network to embrace and mainstream responsible business practice.

Once a year every business, every organization, student, start-up, ngo-er with an interest and stake in / around sustainable inclusive business practice can meet and learn a full day cross sectorial and around various themes. Meet like – minded partners, suppliers, innovators, advanced business and inspiring leaders. Participants come for knowledge & network and expect to progress from previous years. Participants are the catalysts for the content that is needed and therefor the annual conference builds and zooms into trends, issues and development that is key in that years agenda.

The impact therefore is that approx. 300 participants have learnt something new, shared knowledge and brought home 3 contacts. All in the Sustainable Inclusive Business space. Although we cannot tell per participants what the impact is, 30% of the feedback is gathered. Have a look at 2017 and 2018 Conference highlight shared by participants. In total estimated matches are 1000 with a true impact on business performance approximately 200.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

2016

The first Private Sector Conference on Sustainable and Inclusive Business, held on the 27th of April at the Catholic University of Eastern Africa brought together members of the private sector, public sector, civil society and academia, working on various issues to speed up the process of creating sustainable and inclusive businesses in Kenya.

The aim of the conference was to provide a Meet, Learn and Share opportunity for all players in the Kenyan economy, both private and public, members of the civil society and the academia to look at ways of how to turn the various challenges facing businesses into opportunities. It is in this conference that businesses had a great opportunity to create useful networks with other business players, thus create a strong 'coalition of the willing' to benefit from each other and make their businesses 'future-proof'. The conference had various workshops relevant to each sector, and created engaging platforms for conversations on various pertinent issues.

- **Workshop on Tourism:**

What is the true value of Investing in Tourism

- **Workshop on Horticulture & the Dairy Value Chain:**

The Urgent Need For a Safe Food & Future-Proof Agribusiness With Quality Produce For the Kenyan market

- **Workshop on Transport & Logistics:**

Showcasing Transport Supply Chain of Flowers

- **Workshop on Marketing & Communication:**

Talking about & show what you do and why - raise awareness, understanding, appreciation & consciousness

- **Workshop on Future Workforce:**

The Road Map to a Beautiful Flourishing Business Where Equality is Key

- **Workshop on IT & Innovation:**

The power of innovations for People, Planet, Profit what is innovation?

- **Workshop on Transparency:**

The reality of the facts and how to move forward

- **Workshop on Health:**

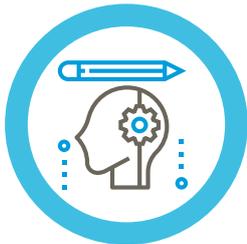
How do we make the Private sector and the Public sector work together towards a sustainable and inclusive, fruitful and successful Healthy Kenya?

- **Workshop on How to be Sustainable & Inclusive**



KEY SPEAKERS

- ▶ Richard Leakey
- ▶ Steve Howard
- ▶ Willem Lageweg
- ▶ Willem Lageweg leads a plenary
- ▶ Amb. Frans Makken
- ▶ Arch. Lee Karuri



IMPACT

The conference created awareness and set the tone for a high quality conference in Kenya around Sustainable Business Practice, thought leadership, appetite and inspiration – this was the first platform bringing business around this theme cross sectorial together. A platform where innovations can be displayed, ideas shared and discussions held, actions defined.

The themes, workshop and flow is being co-created by Private Sector. This is why the conference is well attended. It is shaped together.



PARTNERS

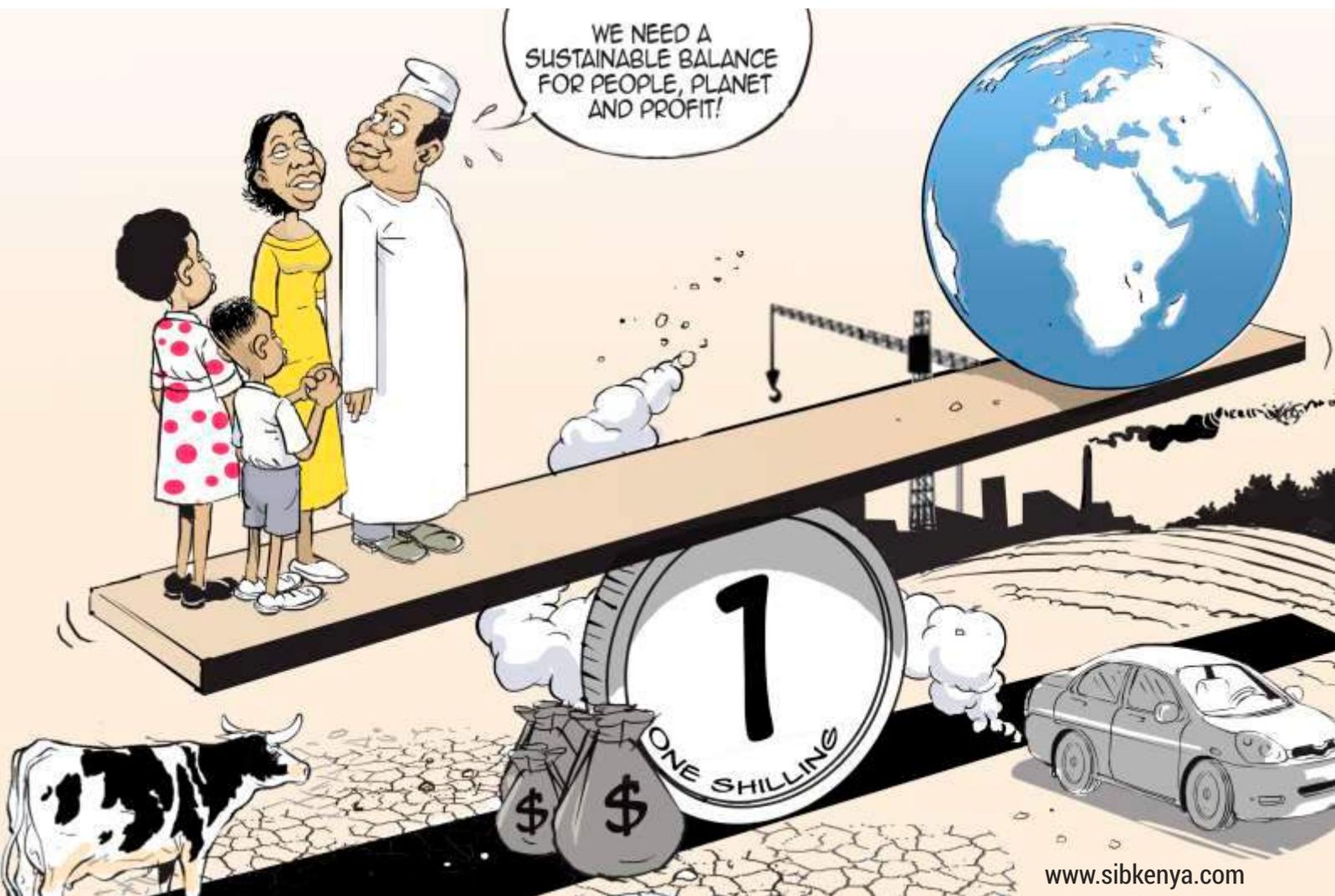


Kingdom of the Netherlands



A SUMMARISED JOURNEY OF THE

PRIVATE SECTOR CONFERENCE ON **SUSTAINABLE** INCLUSIVE **BUSINESS**



Your business can have a positive impact on People, Planet and Profit.

Let's start to become a Future Proof Business!

The conference was the ultimate opportunity to get inspired, get insights from lessons learnt, explore the challenges and opportunities, do a business scan, get sense of the status, meet a partner, expand your network, create business leads and get hands-on tips and tricks.

THE FUTURE
DEPENDS
ON WHAT
YOU
DO TODAY

Contributions & Thoughts

“

Environment:

With a relatively small office space and few staff, which environment friendly processes can we put in place that could create adequate impact?

“

Environment:

Are there business models that can sustain without compromising natural resource potential?

“

Agribusiness:

Can agribusinesses develop inclusive business cases to stimulate horticulture section development?

“

Agriculture:

Can farmers accept organic fertilizer as a sustainable farming option?

“

Gender Balance:

Should businesses aim for 50%/50% gender employment?

“

SDGs:

Are businesses and suppliers adhering to Sustainable Development Goals when they source for raw materials?

“

I.T:

Can businesses digitize their processes and share documents online to reduce the need for paper?

“

Renewable Energy:

Home owners can create extra disposable income from solar energy/renewable energy.

Testimonials



▶ Watch Video

Willem Lageweg - CEO, MVO Nederland



...Bring people together, share knowledge & eventually begin to realise real impact...



▶ Watch Video

Karin Boomsma - Project Co-ordinator, SIB



...We can't make changes overnight but we all can do something today. I hope you have been inspired...



▶ Watch Video

Christine Wendo - CNBC Africa

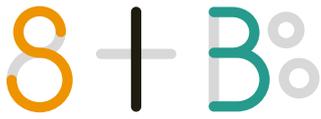


How to Sustain Sustainability

SIB Team



Hamilton Omollo- Knowledge & Networks Manager, Karin Boomsma- Project Coordinator, Sussy Wanjala - Knowledge & Content Management, Joshua Mutisy-Social Media Management, Llyord Gitau- KKnowledge & Project Manager



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

2017

This year's theme: Future Proof Business Mind-set & Partners in Business. The conference held a set of workshops to discuss sector-specific challenges faced by businesses. SIBKenya likes to keep the conversations going, and facilitate action through a partnership program and organizing working discussions to follow-up on the discussions made.

The Welcome Letter

Welcome to the Second Private Sector Conference on Sustainable and Inclusive Business. The conference brings together members of the private sector, public sector, civil society and academia, working on various issues to speed up the process of creating sustainable and inclusive businesses in Kenya.

Sustainable Inclusive Business Kenya is a knowledge center formed due to a fruitful partnership between the Kenya Private Sector Alliance and MVO Nederland, with the support of the Embassy of the Netherlands. The knowledge center, comprising of a vibrant team led by Karin Boomsma the Project Coordinator, deals with providing useful knowledge, tools and networks for the benefits of businesses to learn and share information regarding how they can be sustainable and inclusive, with the help of practical examples that are relevant to the various sectors in the economy. Visit our website at www.sibkenya.com

Sustainable Inclusive Business improves financial performance both in the short and long term. SIB's impact on improving profits can be direct and indirect. At times, SIB is directly instrumental in reducing costs and increasing revenues, as is the case with energy saving and the saving of resources and materials. However, other advantages that SIB offers are only indirectly manifested. For instance, companies that are actively involved in SIB have much lower rates of employee absenteeism due to illness. In these cases, the companies experience an indirect benefit from their SIB efforts. The question that immediately rings in one's mind is, 'How do I start? How do I begin making my business sustainable?' SIB Kenya provides you with tips and tricks on how to start making your business sustainable. In the web portal, we provide you with 56 proven tricks and tips to use in your business. Visit our website to learn more on this.

The aim of this conference is to provide a Meet, Learn and Share opportunity for all players in the Kenyan economy, both private and public, members of the civil society and the academia to look at ways of how to turn the various challenges facing businesses into opportunities. It is in this conference that businesses have a great opportunity to create useful networks with other business players, thus create a strong 'coalition of the willing' to benefit from each other and make the businesses 'future-proof'. At the conference we have designed for you various useful workshops relevant to your sector, structured to provide engaging platforms for conversations on various pertinent issues to take place.

Have a fruitful and sustainable day!

Sustainable Inclusive Business – Knowledge Centre, Kenya



WORKSHOPS

- **Roundtable on Future Workforce:** Designing a New Structure for the right future workforce
- **Workshop on Employee Engagement:** How employee engagement boosts business
- **Workshop on Agriculture:** Tapping into Success Ingredients in Agriculture
- **Workshop on Health:** Partnerships in Business
- **Equality, Leadership & Peace:** What does it take?
- **Workshop on Waste:** From Waste to Business Value and Solving Issues
- **Workshop on Transparency:** A roadmap to Business Transparency
- **Workshop on Tourism:** The Way Forward
- **Future Proof Business:** Growing Sustainable Start-ups, SMEs and Corporates.
- **Innovation:** Discovering the Solutions and Opportunities
- **Session to Exchange insights, Knowledge and Networks**
- **Smart Water in Business:** Knowledge on how

DUTCH – KENYA LINKAGES AND PRACTICE



LEADERS EXPRESSING:



BUSINESS AND SUSTAINABLE DEVELOPMENT COMMISSION

“We must have the courage to strike out in new directions and embrace an economic model which is not only low-carbon and environmentally sustainable, but also turns poverty, inequality and lack of financial access into new market opportunities...These complex challenges need the full and combined attention of government, civil society and business.”



KEPSA

“We see that sustainability is an opportunity for the business sector. We need easy accessible information for both SMEs and bigger corporations, we need coordination in presenting the knowledge and a national campaign to promote sustainability and CSR.”



EQUITY BANK GROUP

“If Businesses are responsible for their full business impact they contribute almost by default to the SDGs.”



FRANS VAN HOUTEN, CEO ROYAL PHILIPS

“We need a paradigm shift in how patients are diagnosed and how they are treated.”



ERIC RONDOLAT, CEO PHILIPS LIGHTING

“We develop the planet, consume more,. We have to make sure we consume better.”



IKEA STEVE HOWARD

“Think about it. We are building cities like never before, bringing people out of poverty like never before, and changing the climate like never before. Sustainability has gone from a ‘nice-to-do’ to a ‘must- do.’



DARSHAN CHANDARIA

“People think paper is a nuisance... . We are recycling the country’s waste and transforming it into a source of national wealth, and providing employment to many thousands of people.”

PARTNERS

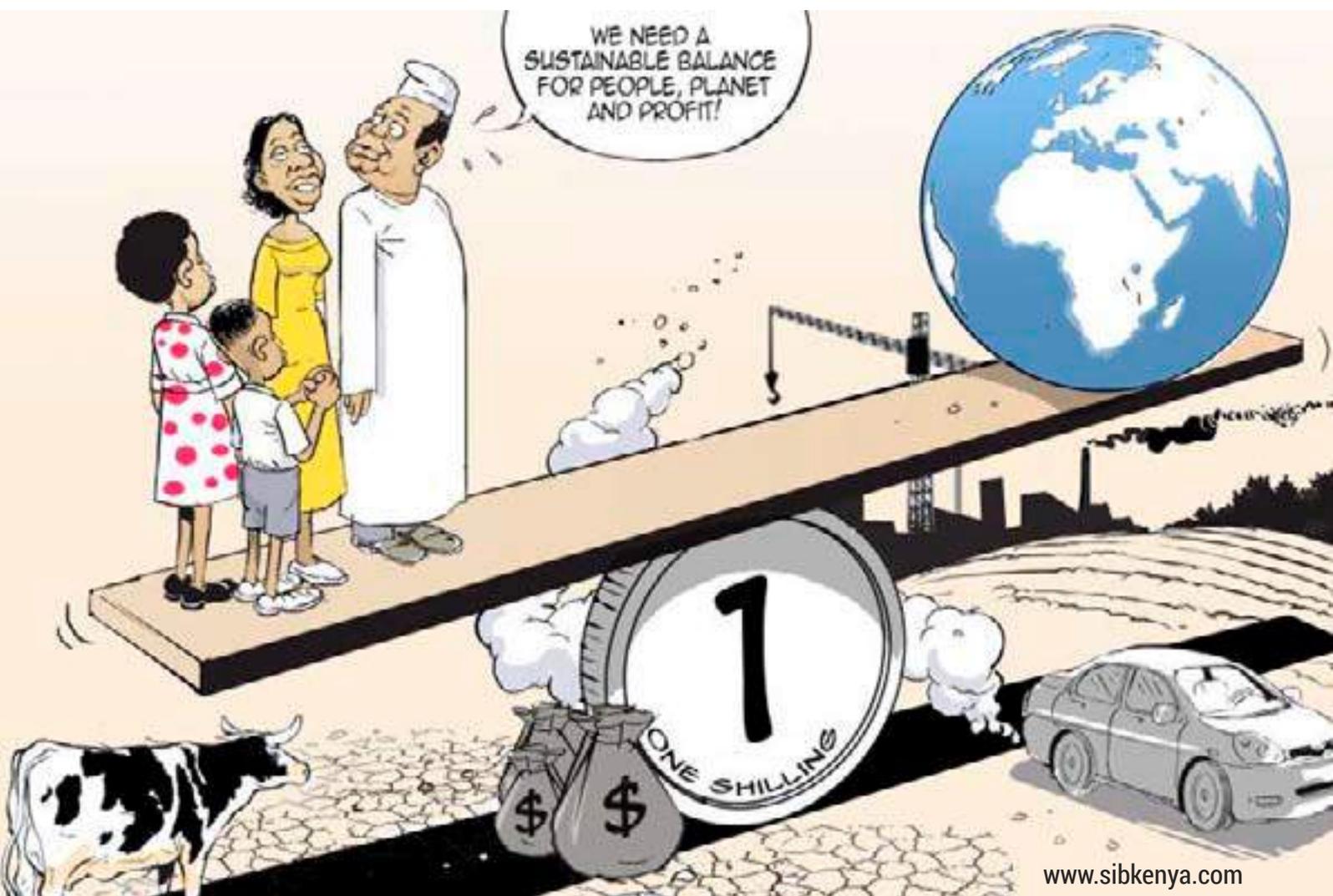


Kingdom of the Netherlands



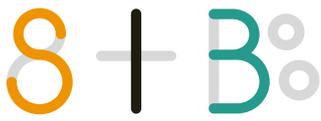
S + B

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE ◦ KENYA



CONFERENCE REPORT

Thank you & invitation for
action on your SIB GOAL



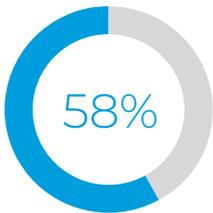
SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

FEEDBACK OVERVIEW



1. DID YOU HAVE BUSINESS LEADS?

75% of our contacts say they have received business leads from Sustainable Inclusive Business through the various programs and activities that we have carried. In 2018 alone, our engagements have yielded 41 business leads.



2. DID YOU SAVE COST/MONEY? WHERE AND HOW AND HOW MUCH?

At least 58% of businesses that have been to our activities and events say they have saved money through these engagements. The savings come from finding valuable networks in one place, lessons on sustainability and inclusiveness. One of the businesses estimated to have saved up to KES 726,493.00. The annual Private Sector Conference on Sustainable and Inclusive Business seems to have helped businesses save money the most as it brings together many businesses and business leaders helping businesses, start-ups, incubators cannot easily.



3. HAVE YOU LEARNED SOMETHING NEW AND HOW HAVE YOU IMPACTED THE ORGANISATION/BUSINESS WITH IT?

60% of the business that we have engaged with said that they have learned something new from us. Most of the lessons range from sustainability, inclusiveness, employee's engagement, measuring impact.



4. HAVE YOU MADE ANY SUSTAINABLE AND INCLUSIVE BUSINESS ADJUSTMENTS? WHAT ARE THOSE AND WHAT'S THE IMPACT?

6 in 10 Businesses have made Sustainable and Inclusive Business adjustments by;

- Cutting on wastage
- Implementing an employee's engagement program



5. HAVE YOU GROWN YOUR NETWORK? WITH HOW MANY AND WHAT KIND OF CONTACTS?

Through our matching making program, 83% of businesses have found new networks and contacts that have resulted to business growth, investments and job creation.

6. DID YOU CREATE EMPLOYMENT? HOW MANY JOBS WERE CREATED WITH YOUR BUSINESS DEVELOPMENT?

Our engagements have resulted to new job opportunities seeing people within the network working together. We have also supported Dutch Businesses like Orange Climate East Africa to set up in Kenya which will eventually result to creation of hundreds of jobs in their value chain within the country.

7. NUMBER OF INCREASED SALES, TURNOVER, LOWER COSTS, INCREASED PRODUCTIVITY, BUSINESS EFFICIENCY ON PRODUCTION

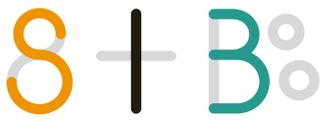
1 in 6 businesses reported an increase in sales, turnover, increased business efficiency and lowered costs due to the lessons on Sustainability and Inclusiveness they have learnt from us and they network they have built. One business for example said it had increased its turnover by KES 1,040,000.00 while another said it has received business worth KES 2,200,000 from a network introduced by us.

In just 6 Months; Eco zoom sold 231 Stoves and 367 Solar lights to network leads from us.

8. HAVE YOU MEASURED THE IMPACT ON YOUR ENVIRONMENT & COMMUNITY?

There is great need still to support businesses in measuring their impact. Only 1 in 7 businesses have measured their impact on the environment and the community.





SET YOUR GOAL

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

To speed up achievements of ambitions SIBKenya is pushing for setting realistic 1 year targets!

SIB PARTNER GOAL CARD

GOAL FOR ACTION:

Set your GOAL and become and grow FUTURE PROOF together.
Being a SIB Partner... is all about improving and growing your business in a responsible and GOOD way.

We like to ask you: what is your SMART Sustainable Inclusive Business GOAL for this year?

It needs to be tangible, measurable and making an impact. Whether you think BIG or SMALL **LETS ACHIEVE THE GOAL IN 1 YEAR.** SIBKenya will support you where possible. At the same time you inspire your Business (make sure your employees are involved and they understand why (that's a big win and key to success) and your Business will contribute to the SDGs by default with a SMART SIB GOAL.

Sustainable Inclusive Business means that companies take responsibility for the (full) impact of their business activities (on people, the environment and profit).

Businesses can flourish (do well) and do business in a good way at the same time. If you are aiming for improving on Sustainable Inclusive Business aspect you are working towards a Future Proof Business.

There is always room for improvement and the improvement is very likely to pay off. We need to realize that change is a process and therefore it's advisable to work with a clear focus and a goal especially in one of the areas your impact is visible (negative or positive). Tangible improvements can become habits and that what makes it part of your business DNA.

SIB goals are the guiding principles that direct normal business operations. **Remember, just as profits have timelines, SIB goals also need timelines for evaluation purposes; for instance, 20% less carbon emissions this year!**

SIB

HOME ABOUT US NEWS AND EVENTS PARTNERS KNOWLEDGE CENTRE GOALS

HOME ABOUT US NEWS AND EVENTS PARTNERS KNOWLEDGE CENTRE GOALS

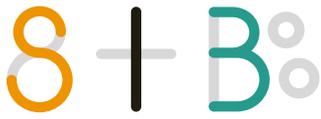
GOALS

Home

Solinc
March 21, 2018

Ecozoom
March 21, 2018

Define Your Goal With SIB-Kenya
March 21, 2018



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

2018

The 3rd Conference. 350 people gathering. Every year all participants and SIBKenya and partners build from the previous. We go further, deeper, start acting and work together on true impact.

SIB CONFERENCE
4TH MAY 2018, NAIROBI
2018 THEME: BOOST YOUR BUSINESS. TRANSFORM. THINK CIRCULAR. BE(B)COME. FUTURE PROOF

S + B
SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

Dear Partner,

You are invited to join the 3rd Annual Private Sector Conference on Sustainable Inclusive Business we will inspire you with insights and examples of transformation, new 'bottom line calculation', new business mindset, new risk assessment, true pricing systems and a new way of measuring success.

A New Business Mindset is required. Businesses are the biggest driving force behind any country's economy. They are (often) flexible, agile and smart with a strong desire to be sustainable. This is the perfect combination to create big social and environmental impact. At the same time, it creates big Business Opportunities.

With speakers on Trends and Economic development and Business mindset, triggers to re-think your true business GOALS, innovations (live to try) and many start-ups, students, 300 businesses/ organisations, solutions, good business practice and networking we invite encourage and support you in your Sustainable Inclusive Business Journey

Buy your ticket here and find attached the PREVIEW OF PROGRAM or Click here

This Conference will be opened by former Prime Minister of The Netherlands Dr. J.P. Balkenende. He has been an advocate for sustainable change at Country level, as the Prime Minister, as the Sustainability Officer for Ernst & Young and now with the big Multinationals consortium in Dutch Sustainable Growth Coalition. He will open and lead the way with his insights and vision on the 'must' for the world, a country and the economy to change the way we do things and create a new economy. An Economy where we measure success in the wellbeing of People, Communities and the Environment.

You are welcome!

Your presence, participation, contribution is highly appreciated
With a smile,

SIBKenya
Karin Boomsma
Sussy Wanjala, Hamilton Omollo, Uiyord Gitau and Pracksidis Wandera



PARTNERS:

Kingdom of the Netherlands
KEPSA
MVO NEDERLAND
nudge
L&C
KLM



Full conference documentary.

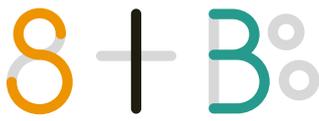


Well stated essence of the Sustainable Inclusive Business journey:

- ▶ Dr. Vimal Shah
- ▶ JP Balkenende
- ▶ AMb Frans Makken
- ▶ Ms. Carol Kariuki
- ▶ Karin Boomsma
- ▶ Manu Chandaria
- ▶ Sanda Ojiambo

PARTNERS





SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

ENHANCED CAPACITY BUILDING

Growing an organization implicates growing internal capacity. SIBkenya practice what they preach and have grown capacity out of young talents and graduates enabling them to establish a clear role in an organization. Building this from internship level is building capacity from the start. In addition to this, none of SIBKenya employees have a background in Sustainability or related studies, this indicates growth into a now very knowledgeable workforce, with the ability to communicate sustainability, drive the agenda and empower other individuals and businesses.

2016

The SIB Team: Karin Boomsma, Sussy Wanjala, Joshua Mutisya, Llyord Gitau; one KEPSA employee, One Student and four youth were taken through: Advanced Sustainable Inclusive Business training on 'assessing, scanning, interviewing, advising businesses' on their improvement journey.

The team was empowered by The Rock Group, an expert sustainability practitioner from the Netherlands on how to conduct an impact assessment and leaving the business believing and practicing sustainability.



2017

Training on Eco-Enterprise Management
The Sustainable Inclusive Business (SIB) Kenya team attended a training which was conducted by Switch Africa Green and SEED BDS from Tuesday 11th October to 14th October at the YWCA-Central, conference hall. The aim of the training was to equip the trainees with skills on Eco-Enterprise Development. The team also got tips on how to use a simple training toolbox for different groups including those at the bottom of the Pyramid. Building relationships, customer/market analysis, marketing, operations/value chain, the triple bottom line, funding strategy and risk management were some of the topics that were covered during the training. At the end of the training, completion certificates were awarded to the trainees.



Inclusive Finance in Agriculture Workshop

Sussy Wanjala and Joshua Mutisya made presentations and facilitated group discussions at the Financial Inclusion workshops, organized by Agriprofocus Kenya. During these workshops, the young talents have been empowered to think from a private sector perspective and channel discussion from aid to trade perspective.



2018

1. BUILDING STRATEGIC CAPACITY

The Commonwealth Business is a meeting that strives to provide a bridge between the private sector and governments, between emerging markets and developed markets and between small businesses and international private sector. This year's forum is hosted by the Commonwealth Enterprise and Investment Council working with the UK government and in partnership with the City of London, on 16th to 18th April 2018.

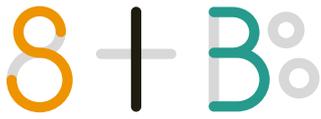
This specific Event was the right training to increase skill on Llyord. Llyord is a project manager and who needs to be able to translate knowledge into partnership, action plans and value to SIBKenya network. Urgent trends, Economy developments are essential to understand as they are automatically playing a role in any project that SIBkenya will work on. Report is available

2. TRAINING ON SUSTAINABLE TOURISM

SIBKenya will be having 2 certified Travelife trainers by the end of 2018. How to become and behave and be future proof and sustainable in Tourism & Travel.

3. BUILDING AFRICAN PERSPECTIVE AND STRENGTHENING KENYA'S BLUEPRINT FOR SIBKENYA

High level Responsible Business Forum, Johannesburg



PARTNERSHIP

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

Building partnerships takes time – but the African Proverb – is true: **“If you want to go fast, go alone – If you want to go far, go together”**. The Sustainable Inclusive Business Knowledge Centre exist to tie in as many people and businesses as possible into the sustainable journey. We need to build roots in Kenya, within the Private Sector in Kenya and plant a seed beyond that. We need support, knowledge, networks, capacity, endorsement, ambassadors, tools and power to create awareness and speed up Sustainable Inclusive Business practice.

Here are our strong like-minded Partner organizations that empower and grow Sustainable Inclusive Business knowledge Centre and Network platform:



Kingdom of the Netherlands

EMBASSY OF THE KINGDOM OF THE NETHERLANDS

The Dutch embassy is SIBKenya's funding partner. The embassy and SIBKenya also benefit from each other in terms of introductions to relevant players in the field, endorsements, creating platforms and speeding up the SIB Mindset. SIBKenya works with the embassy to move forward the aide to trade agenda and has also facilitated the development of a CSR strategy for the embassy



THE KENYA PRIVATE SECTOR ALLIANCE

is the host of SIB-Kenya. KEPSA is the voice of the private sector in Kenya and is the umbrella body for businesses, private sector associations and corporate bodies in all sectors of the economy including trade associations. SIB-Kenya benefits from KEPSA's network of businesses and also connects Sustainable Inclusive Business issues to Public Private Dialogue. E.g. Private Sector Progress Report on Implementation of the SDGs.



BUSINESS CALL TO ACTION

aims to accelerate progress towards the SDGs by challenging companies to develop inclusive business models that engage people at the base of the pyramid as consumers, producers, suppliers, distributors and employees. SIBKenya taps into BCtA as a global leadership platform for inclusive business commitments.



NETHERLANDS BUSINESS

Hub aims to promote and support Dutch businesses in East Africa. The NL business hub primarily is a service organisation that provides members with market information, networks and programs, including SIBKenya support.



AGRIPROFOCUS

network is an international multi-stakeholder network representing entrepreneurial farmers, private sector enterprises, governments, knowledge institutions and civil society organisations in the agrifood sector. They have an ambition to make agribusiness work for development. SIB-Kenya has worked with Agriprofocus Kenya in this space to provide knowledge, insights inspiration and business partners to fuel sustainable agriculture.



STRATHMORE BUSINESS SCHOOL is the graduate business school of Strathmore University.

ILAB AFRICA has partnered with SIBKenya by providing interns to start with, a co-working space and opportunity to share SIB knowledge with startups and a also a masterclass to new innovations by Philips East Africa.

CANADIAN HIGH COMMISSION – To the Canadian high commission, we are a neutral platform to facilitate dialogue and a Sustainable Event organizer for their agenda. Through this partnership, SIB Kenya, together with partners in Energy and Extractives organized a women in extractives forum to discuss inclusion of women in the sector, among other SIB practices.



PHILIPS EAST AFRICA is a SIB Knowledge partner, inspiring other businesses along their area of expertise: Research and Development, Innovation, Healthcare and the SDGs.



MVO NEDERLANDS

CSR Netherlands is the Centre of Excellence for Dutch companies that are striving towards corporate social responsibility. More than 2000 companies are affiliated with this networking organization. MVO Netherlands is the initiator of Sustainable Inclusive Business Kenya. With their expertise in steering businesses toward sustainable business practices, MVO Netherlands supported the conception and advised the first steps of SIB-Kenya.



INCLUSIVE BUSINESS SWEDEN

engages and supports organisations in developing sustainable, innovative and inclusive business models with the BoP. Their vision is for business to profitably and sustainably meet the global challenges of poverty - by creating economic opportunity, enhancing food security, and enabling access to energy, water, sanitation and healthcare.



GOODUP

Building and growing Employees Engagement – positively impact People, Planet and your Profit.



PUM NL SENIOR EXPERTS

PUM deploys experienced Dutch senior managers and experts to provide assistance to entrepreneurs in developing countries and emerging markets. These senior experts work on the basis of the extensive experience that they have accumulated during their long career. PUM partners with SIBKenya to give capacity fir business to improve and achieve their SIB goals and for knowledge exchange with Kenyan partners.



B LAB EAST AFRICA

is part of a global movement that supports people using business as a force for good™. Blab EA collaborates with SIB Kenya to provide impact measurement tools. We have currently assessed 4 companies together and planning to do 10 more assessments and tailor-made support.



MASTERPEACE aims to inspire everyone to use their talent and energy for building peace and togetherness. This will lead to a more sustainable world with less armed conflict by mobilizing talent use, fostering dialogue and creating perspective. MasterPeace works with SIB on the Great Mind Challenge, a global movement where solutions for future proof business will be inspired.



NUDGE connects people and organizations to realize initiatives from below that ensure a positive and lasting change in our society. By supporting bottom-up initiatives they want to make it possible for everyone to take action.



USIU AFRICA is a top private university in Kenya with an incubation centre and a sustainable development centre. They provided grounds to host the 3rd Private Sector on Sustainable Inclusive Business. This is in line with bringing students, start-ups, entrepreneurs, future workforce and businesses closer together.



THE KENYA GREEN BUILDING SOCIETY (KGBS) is an independent, non-profit membership based society registered with the World Green Building Council as its Kenya Chapter. KGBS is the leading Green Building movement in the Kenyan market that ensure buildings are designed and built sustainably. Currently, KGBS using Green star SA rating tool.



DELOITTE

SIB Kenya, NGLP and Deloitte East Africa have recently partnered to host a roundtable on New Mindset and Business Ethics, to inspire young professionals and businesses to have transparency and ethics as a new way and normal way of business practice.



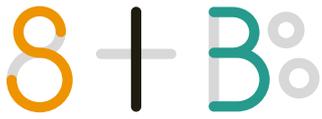
NEW GENERATION LEADERSHIP PROGRAM

The International Peace Initiatives has partnered with Mind Transform Africa and Effective Change Consultants to Provide NGLP to enhance mindful thinking and ethical practice at the workplace.



KENYA HORTICULTURAL COUNCIL

The Kenya Horticultural Council is an umbrella body bringing together leading horticulture associations in Kenya namely the Kenya Flower Council (KFC), the Fresh Produce Exporters Association of Kenya (FPEAK) and the Kenya Exporters of Fruits & Vegetables (KEFE).



EXPERT NETWORK

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

Creating awareness is the first step, creating a movement the second and the third is building an organization based on needs, forecasts and reputation and expectations build. To grow firm roots SIBKenya will recruit a senior partnership, funds and project mobilizer and starts firming up communication department.

We will also build an expert network around our prioritized focused services in order to deliver high quality and capacity. Creating coalitions, partnerships, bring urgencies, knowledge, stakes and people together for impact will be the future role of SIBKenya. Facilitating, pushing, steering, convening and leading are the features. The actually in – depth consultancies will be done by experts from our network.



KEPSA LEADERS

• **Vimal Shah:** At the SIB Conference 2018, Dr. Vimal Shah endorsed the SIB position, work and effort and emphasized on the need for this platform.

Mr Suresh Patel: During the Business Development Roundtable on (Plastic) Waste Management, Mr Suresh Patel expressed confidence in research and mapping on the state of waste management in Kenya.

THE CIRCLE OF INFLUENCERS

For Advice, Endorsements and Guidance.

We need insights, sharp minds, networks, experts, different views to speed up Sustainable Inclusive Business in Kenya. Ambassadors, who open doors, provide insights and are switched on.

Our partners who advise and support us backstage and are being Ambassador on stage.

Willem Lageweg | SIB founder

Richard Leakey | Kenyan Conservationist

Catherine Musakali | KEPSA board Member

Rachael Muthoga | KEPSA

Jane Ngige | Kenya Horticulture Council

Grace Vuhya Obeda | Netherlands Embassy

Cj Jones | UTU

Chris Masilia | Medical consultant

Arif Neky | UN

Gloria Ndekei | KEPSA Foundation Trustee

Carole Kariuki | KEPSA CEO

Richard Ndiga | Serena Hotel

Lily Murei | UNDP - Switch Africa Green

Maureen Munjua | AgriProFocus

Melba Wasuna | Extractive Baraza

Sheena Raikundalia | Intelcap

Dr. Peter Kamunyo | Kenya Healthcare Federation

Sanda Ojiambo | Safaricom

Olivia Muiru | B-lab

Almut Van Casteren | Equator Kenya

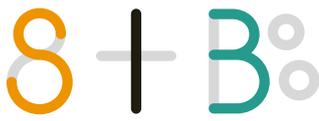
Maggie Hobbs | Tambuzi

Dorothy Maseke | ICEA Lion

Mr Palu | UCL

Muddy Ramrakha | Kenya Green Building Society

Rosemary Okello | Strathmore Business School



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

EMBRACED SUSTAINABLE INCLUSIVE BUSINESS PRACTICE BY PRIVATE SECTOR CONSULTANCY & ASSIGNMENTS

RESEARCH & REPORTS YEAR 2017-2018

1

NEW HORIZONS REPORT: THE STATE OF INCLUSIVE BUSINESS IN KENYA - YEAR 2017-2018



[Read Report](#)

SIB-Kenya worked with Business Call to Action to conduct a research on the state of inclusive business in Kenya, Opportunities and Challenges. This included interviews, questionnaires, company visits and a validation workshops. It was a very insightful project that increased our knowledge, network and impact. It helped the 51 businesses to document what the challenges, opportunities and needs are to grow their inclusive business, their positive impact and their strategic next steps. The report is also a source for government bodies to understand the impact of business on the BoP and the SDGs. This project also enhanced our relationship with BCtA and the UNDP.

2

THE STATE OF EMPLOYEE ENGAGEMENT IN KENYA YEAR 2017-2018

[Read Report](#)

With the objective to establish the understanding of SIB and employee engagement within Kenyan companies, SIBKenya and 1% Club Behold conducted a research (desktop+ Survey). The research sought feedback from 20 respondents of whom 15 are corporates while the other five a large SMEs. Read Report

3

PRIVATE SECTOR STATUS REPORT ON THE IMPLEMENTATION OF SDGS

This is a report by KEPSA that highlights the Frameworks, Opportunities, Progress, Challenges and Best Practices. SIB-Kenya participated by giving information and compiling the report. Read Full Repo
MARKET ADVICE

4

WAKA WAKA POWER BANKS - YEAR 2017-2018

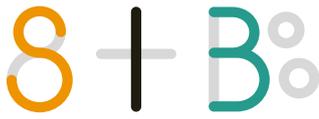


WakaWaka is a social enterprise with the mission to provide high-quality solar lights and chargers for people without access to electricity. WakaWaka wants to explore how expansion in East Africa / Kenya can contribute to mainstream (high Inclusion on all levels of society), the use of high quality Solar energy (solar charger/power bank) products. SIB Kenya gave a country scan, demand situation, role of the retailer, business to business and confidential market advice to Waka Waka.

5

ORANGE CLIMATE YEAR 2017-2018

Orange Climate develops, produces and imports innovative and sustainable systems and components for climate control. SIBKenya facilitated the process of orange climate setting up business in Kenya, with business partnerships for their products, their launch, 11 pilot partners and partnership conversations, an innovation workshop to showcase their product and linkages with e.g. KenInvest.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

EMBRACED SUSTAINABLE INCLUSIVE BUSINESS PRACTICE BY PRIVATE SECTOR CONSULTANCY & ASSIGNMENTS

5

TRAINING

UNIGLOBE LET'S GO TRAVEL

SIB-Kenya, with the Rock Group partnered to train Uniglobe Let's go travel staff on sustainable inclusive tourism and how to have and run a company SIB Strategy. 25 eager employees shared what they do at home and SIBKenya linked the responsibility you have as an employee as well and what you can do.

6

STEERING MULTISTAKEHOLDER GROUPS

CLIMATE SMART AGRICULTURE YEAR 2017-2018

Sustainable Inclusive Business Kenya (SIB Kenya), AgriProfocus Kenya and Society of Crop Agribusiness Advisors of Kenya (SoCAA) facilitated a session on food waste in the 2017 Agriprofocus Network Day.

7

[Read Report](#)

PLASTIC WASTE MANAGEMENT IN HOSPITALITY YEAR 2017-2018

This was a follow up meeting on the Waste Management Mission with a clear focus on the Hospitality Industry.

8

WORKSHOP ON TOURISM YEAR 2017-2018

SIB Kenya has organised a workshop on Tourism where stakeholders discussed SIB issues in tourism, what to be done and trends that will change the sector.

9

[Read Report](#)

CODE OF ETHICS, BUSINESS VALUES & NEW BUSINESS MIND-SET YEAR 2017-2018

A 'working' code of ethics depends on whether those codes are part of your business DNA. If the identity doesn't reflect the values on which the code is based – implementation, enforcement and accountability will not be in place.

10

WORKSHOP ON TRANSPARENCY YEAR 2017-2018

SIB Kenya, Transparency International and The Marketing & Social Research Africa hosted a transparency workshop/training, to discuss the transparency issues in business, how to be transparent as a business and the benefits of it.

BUSINESS AND BIODIVERSITY

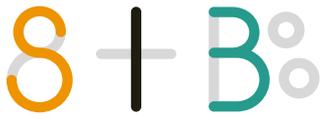


CONSERVATION, NATURAL CAPITAL, ENVIRONMENT, CLIMATE CHANGE, RESOURCES, BALANCE

The impact of Private Sector on the P of Planet (People and Profit)

Biodiversity is defined as “the variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems.”

Biodiversity (super simplified) the natural balance of nature (species, animals, landscape) and cycle of life that enables us to live.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

WHY DO BUSINESSES NEED TO CARE ABOUT NATURAL CAPITAL AND BIODIVERSITY?

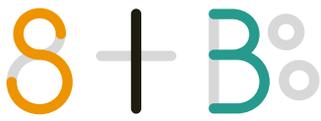
Every business impacts and depends on natural capital to some degree and will experience risks and/or opportunities associated with these relationships. All of the impacts and dependencies create costs and benefits not only for the business, but also for society. There is a lot to gain for nature and for businesses from better understanding the interdependencies between business activities and natural capital and biodiversity.

Nature is everybody's business. IUCN aims to transform the way business values, manages and invests in nature, highlighting the opportunities and benefits of a more sustainable approach.

SIBkenya is shaping a coalition and impact program around Business & Biodiversity. Biodiversity and development are intertwined. Biodiversity supports development and development impacts biodiversity. Biodiversity is central to Kenya's economic development because it provides basic goods and ecosystem services. It is also integral to key development sectors among them tourism, agriculture, livestock, forestry and fishing. Further, it supports the industrial sector through the provision of raw materials. Effective biodiversity conservation management practice must be broad based and the SIB conference provided a platform for the private sector & NGO to come together and discuss biodiversity in Kenya.

NEEDS SUMMARIZED

- a. Coalition; Engagement from NGO's, Private Sector (focus), Citizens, Civil Society, Government
- b. Platform to interact and bring efforts, knowledge, impact, needs and examples together
- c. Creation of common treats to move faster forward together
- d. Definition of Biodiversity that allows everyone to relate to. Find a common language. And cross cutting issues that bring people together. WHY with explanations, facts, research, good practice, incentives, examples, and impact.
- e. Build new measurement system on various types of capital
- f. Act & show change – building proof



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

SUGGESTIONS AND PROGRESS ON ACTING ON THE NEEDS

In order to act upon the needs described we suggest to take the following approach. The various actions will be linked together but different actors play different roles.

1

COALITION

Building a strong coalition will acknowledge the need for collaboration, will empower each other on actions and will speed up the change on national level. It will encourage cross cut learning, tapping into different expertise aspects and therefor will accumulate actions and impact. The coalition needs to represent all actors in society, however we will work with groups where there is energy. Including and informing others that might not yet be actively on board will leave no one behind, but will also not slow any change down.

COALITION OF THE WILLING:

NGO's:

- WWF Board of NGO's for conservation
- Africa Conservation centre Board of NGO's for conservation
- Bird life Board of NGO's for conservation
- IUCN Board of NGO's for conservation
- IFAW
- Green Belt Movement

Business:

- NIC bank
- BIDCO
- CocaCola
- Safaricom
- Base Titanium
- Mara Base Camp
- Bamburi

ESSENTIAL TARGET BUSINESS SECTORS TO HAVE AT LEAST 1 OUT OF EACH IN COALITION ARE:

Keyplayers from: Tourism, Agri, Construction, Extractives / Energy,

Business support organisations: KEPSA / KEPSA Foundation / Sustainable Inclusive Business Knowledge Centre

Civil Society

- UNEP
- The Rotary
- Embassy of The Netherlands
- MVO the Netherlands

Academia / Schools

- Junior Achievement, via NIC Bank
- University of Nairobi
- Consortium WCMC

Media Partners:

- Nation group
- Citizen TV and Citizen Radio
- KTN and Standard Media

2

KNOWLEDGE PLATFORM

A knowledge platform needs to be created (website, live events, online forum) to translate Biodiversity into information every one understands and is looking for.

- Clear definitions on all levels explained – videos (various people), drawings, in words, academic scientific language, business perspective awareness, individual explanations.
- Statements from thought leaders
- Main threats and main issues in Kenya in info graphic and pictures
- Gather all done studies and research – full and translate/summarized
- Measurement biodiversity loss / measurement of biodiversity restoration and price – ranking - award schemes.
- Breakdown of meaning Biodiversity in topics to focus on for business and people to envision the biodiversity & business & you
- Talk money – true price, natural capital
- Low hanging fruit promotion for business to play a role, reduce negative impact/ create positive impact with also keeping P for profit. Or reducing risks, (decreasing costs, increasing income).
- Good practice
- Hopeful stories
- Empowering messages
- Challenge & award for businesses

3

IMPACT ACTIONS / PROJECTS

4

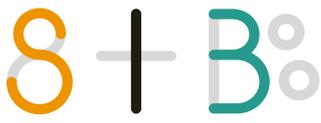
MEDIA/COMMUNICATION/AWARENESS

5

FRONTRUNNERS AND GOOD PRACTICE

6

GOVERNMENT**INTERESTING LINKS**



TACKLED SUSTAINABILITY AND INCLUSIVENES

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

YOUTH & EMPLOYMENT – NEW LEADERSHIP & YOUNG TALENT DEVELOPMENT FOR THE FUTURE

The importance and consequent need of a new generation of leaders, innovative Future Proof ideas on Sustainable Economies and Skills development is at an all-time high. The African continent stands at a decisive moment in time; endowed with vast opportunities, resources and a youthful population and yet a lot of her inhabitants still live in deplorable conditions with most basic human needs, among other necessities remaining unavailable and/ or inaccessible.

According to AfDB (African Development Bank), Africa has the fastest growing and most youthful populations in the world. Over 40% of its population is under the age of 15, and 20% is between the ages of 15 and 24 (The definition of youth). These numbers pose a challenge to the said population, but in the same breath and of most importance is the realization of the un-utilized opportunities available to them.

In Kenya – youth & employment is 1 of the 4 agenda points of the Government for the coming 4 years. Growing population, massive youth unemployment, huge informal sectors, wrong skills, lack of employability, need for new mindset are the key drivers behind the Big 4 Agenda. One of the most important tasks is to build future proof workforce with the mindset and skills that are crucial in to date day and age.

GreatMinds Challenge has been designed by a Young Talent: Peter Ndungu. In partnership with MasterPeace, Nudge & SIBKenya we offer an impactful program to grow young talents. This is starting in October 2018.

Great Minds Challenge
The Future is Now
Our Story

The essence and urgency of a new Generation of leaders, Innovative Future Proof Ideas on Sustainable Circular Economies, and Skills Development is at an all-time high, especially now that 80% of global CEOs are worried about availability & mastery of key skills amongst their workforce according to PWC's CEO's Survey 2018. With this, Africa stands at a decisive moment in time where it must decide, if endowed with vast opportunities and yet a lot of her inhabitants still live in deplorable conditions with most basic human needs, among other necessities remaining inaccessible.

According to AfDB (African Development Bank), Africa has the fastest-growing and most youthful population in the world. Over 40% are under the age of 15 and 20% are between the ages of 15 and 24. These numbers are a Challenge and a Great Opportunity at the same time.

There is urgency to empower and inspire young talents with business environment. Who are today's New Generation leaders and the systems of a new era that will bring breakthrough for purpose driven businesses with their New Members that we will co-create together at the Great Minds Challenge.

It is with this conviction that the Great Minds Challenge is organizing a **two month** top performance, process acceleration program, with a three days high-powered challenge to bring together the most innovative global thinkers, thought leaders, scholars, entrepreneurs and change-makers under one platform, for transformation and formation of the future by work force Generation leaders who will focus on Sustainability and Innovative Future-Proof Solutions for your company.

We believe that nurturing young talents with integrity, new creative mindsets, values and character is key to attaining the strategy, vision and mission of organizations and nations at large. We also believe that mentoring in your young talents through world class training in performance process, Sustainability and Break-through innovation is inline with your organization's purpose to be **people, planet and prosperity** driven.

A two months top performance, process acceleration program with a climax of the program being the Great Minds Challenge which is a three-day world class challenge under the theme "The Future is Now" and will focus on nurturing new mindsets, Sustainability, Innovation and Future Proof Solutions for businesses.

GREAT MINDS CHALLENGE
THE FUTURE IS NOW
NAIROBI 2018

Inspiring a transformative new generation of leaders who co-create to achieve sustainable, inclusive and future-proof businesses.

- Work on personal development, peer education and coaching
- Experience creative techniques and how to continuously innovate
- Gain knowledge from inspirational and influential market leaders
- Network, collaborate and have fun with new generation leaders

75 New generation leaders from

15 Sustainable and Inclusive Businesses and

5 Inspiring social impact startups, incubators for

3 Gen of education, education and access

1 Seven premium virtual

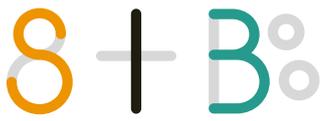
Some elements featured in the Program

- Mentorship on creativity, innovation and the Sustainable Development Goals
- Personal, peer and group coaching sessions
- Solving business challenges of social impact startups
- Network opportunities with current business leaders
- Music, Art and Play

Content Partners

- UBA
- Joint Digital Centre

Partners: nudge, SIB, MasterPeace, SIB Kenya, InK Kenya



PROPOSED PROJECTS/ PROGRAMS & LEADS

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

• PROPOSED SUSTAINABLE TOURISM/PLASTIC FREE PARKS

Tourism lives of the environment and markets the environment at the same time. There is a big role to play and take the lead as an industry to stop using PET (and single use plastic) and Reduce, Re-use and Replace where possible. This would not only reduce the negative impact on Environment, but also contributes to change of mind-set for people in and outside the company and creates a strong and powerful marketing message for consumers: choose Kenya for sustainable tourism. We like to support and facilitate this process by introducing 3 challenges:

1. No single use PET bottles
2. Reduce, Reuse, Replace
3. Collect & Recycle

• WASTE MANAGEMENT CAPACITY BUILDING AMONG GOVERNORS & GOVERNMENT IN KENYA through B2G program with MVO Nederland, RVO, SIBKenya and KEPISA

• SDGS MEASURING BUSINESS IMPACT with Blab, UNDP

• BUSINESS & BIODIVERSITY

• GREAT MINDS CHALLENGE

• YOUNG TALENT DEVELOPMENT



AWARENESS AND SPEEDING UP SIB PRACTICE BY FRONTRUNNERS AND AMBASSADORS AND LEADERSHIP

Frontrunners

1

OSERIAN

Oserian Development Company is a flower farm on the south shores of Lake Naivasha, Nakuru County. Oserian Farm has succeeded in embedding sustainability in many angles including renewable energy, biodiversity, waste management, innovation, water resource management, partnerships and human resources.

2

TAMBUZI

Tambuzi is a flower farm in Nanyuki. Tambuzi embraces sustainability by creating shared value with all stakeholders: government, employees, community, animals and nature. Tambuzi implements sustainable inclusive business practices like employee engagement, women empowerment, renewable energy, water resource management and partnerships.

3

ECOZOOM

Ecozoom is a social enterprise and certified B corporation that makes solar products and clean burning cook stoves accessible and affordable to people worldwide. EcoZoom products are much healthier, efficient and eco-friendly than current solutions

4

SGA SECURITY

SGA Security is dedicated to understanding and meeting clients' precise requirements and fulfilling these with a cost effective inter fusion of service, efficiency and reliability, coupled to appropriate implementation of technology based security solutions, with their pillars being transparency and human resources

5

CAREPAY

Carepay administers conditional healthcare payments between funders, patients and healthcare providers. Through the M-TIBA platform, CarePay directs funds from public and private funders directly to patients into a "health wallet" on their mobile phone. With every transaction, they combine a digital payment with real time medical and financial data collection, to help make healthcare safer and more transparent for both patients and healthcare providers.

6

EQUATOR KENYA

In order to obtain Premium Quality African Bird's Eye Chilies, Equator Kenya Ltd. controls the entire value chain from production, collection, central drying and export. The produce is grown from controlled seed under Good Agricultural Practices.

7

PHILIPS EA

Philips believes in creating need-based solutions in the many innovations they come up with, through looking beyond technology to the experiences of the patients, medical practitioners and care givers.

8

AFRIPADS

AFRIPADS is a social business that specializes in the local manufacture and global supply of cost-effective, reusable sanitary pads. Afripads engages the BoP as employees and consumers. They provide women and girls with a sustainable solution for managing their periods with comfort and dignity.

9

BIO

Bio is well-established and respected and has become synonymous with quality, innovation and great taste. The company abides by fair hiring and employment practices, has a satisfied work force and places emphasis on training and career development. Customer and supplier relationships are strong, based on trust, responsiveness and reliability. Innovation and R&D are central to company ethos.

10

VAVA COFFEE

Vava Specialty Coffee is a social enterprise in Nairobi that seeks to cause positive social and economic disruption within the coffee industry and create sustainable livelihoods for smallholder farmers as well as integrate more women and youth within the entire supply chain. Since inception we have worked tirelessly towards creating a strong network as well as relationships connecting like-minded partners both businesses and individuals to our business.

11

AZURI FOODS

Azuri commercially distributes nutritious, naturally dried products from its own processing facility and those sourced from farmers. Azuri develops products that are geared towards healthy eating choices for everyone.

12

FRESH & EASY

Fresh n Easy is a subset of Mara Farming group of Companies focusing on this local need to produce package and make available a Fresh array of vegetables and fruits tailored to suit each individual client's preference. Being an export farming business, Mara farming processes good 'rejected' fruits and vegetables into healthy soups and juices for local consumption, cutting on food wastage

13

MARA BEEF

The Mara Beef Company raises top quality beef on their Naretoi Farm as well as within the Enonkishu Conservancy on the edge of the Maasai Mara. Their beef farming business is dedicated to supplying consistently high quality beef to wholesalers and consumers without compromising environmental and wildlife wellbeing

14

UNIGLOBE

UNIGLOBE is a Travelife partner and an Eco warrior award winner for best travel agency in Kenya in sustainability for years 2016 & 2014. Being a frontrunner sustainable tourism they customise itineraries routed around preferred locations that have lodges and hotels following the principals of better, responsible tourism, and where they also work with the local communities.

15

TAKA TAKA SOLUTIONS

TakaTaka Solutions is a Nairobi-based waste collection and resource recycling business. Its mission is to provide affordable and environmentally friendly waste management services to all income areas. TakaTaka Solutions was founded in 2011 to overcome the existing waste management situation in Nairobi and beyond.

16

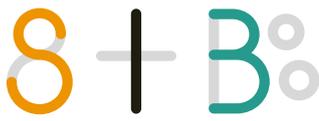
SERENA HOTELS AND LODGES

A group of hotels and lodges in Kenya keen on implementing waste management procedures. With the support of WWF, Serena at has already started on a waste-water management initiative, and is working on plastic bottle alternatives and management at the Mara.

17

EOSTA

Eosta is Europe's innovative importer, packer and distributor of organically grown fresh produce. Eosta serves major retailers and natural food stores in Europe, the USA, Canada and the Far East. Eosta products carry a unique three digit Nature & More 'trace & tell' code and/or QR-code that provides retailers and consumers with direct web access to the producer as well as his ecological and social impact.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

IMPROVE LOW THRESHOLD ACCESS TO KNOWLEDGE THAT IMPROVES SIB PRACTICE

TOOLS

Tools are in a form of knowledge, assessment, help with reporting, understanding where businesses are in the total picture, how/what to prioritize, make goals and implement strategies. SIBKenya collects tools that can be used to improve good business practice. SIBKenya works together with organizations that provide tools relevant for our Private Sector development.



THE BOOST BETTER BUSINESS PROGRAM (B3) is a partnership between SIB-Kenya and Blab East Africa to support businesses by awareness creation on business impact on people, planet and profit; Information on sustainable inclusive business impact, SDG's and climate change; measuring impact; Supporting and monitoring Business progress and creating frontrunners in private sector in Kenya. We have designed the program and are currently running it with: **4 COMPANIES AND 10 ON THE WAY! 2SCALE PARTNERS & SNV**

162

ISO 26000

ISO 26000 Guidance on social responsibility is launched from ISO, the International Organization for Standardization. Is an International Standard providing guidelines for social responsibility named ISO 26000 or simply ISOSR. Its goal is to contribute to global sustainable development, by encouraging business and other organizations to practice social responsibility to improve their impacts on their workers, their natural environments and their communities. SIBKenya developed an ISO 26000 easier for Kenyan SMEs to understand and follow through. [In the development of the website we are having a download tool linked to our database. The use and impact of the tools, will be measured and can be followed and supported online.

THE SIB SCAN

A Sustainable Inclusive Business scan is an assessment developed by SIBKenya after capacity building by the Rock Group, of the current state of the business, good practices, environmental and social impact of a company and how they can start, and improve to make their business more future proof. The goal is to empower businesses to take a step or improve on what they are already doing.

TRAVELIFE

The development of Travelife (for TO) is a great assessment and improvement tool to be(come) a sustainable inclusive Tourism business. SIBKenya will become qualified trainers in Kenya. Also with the insights of SIBKenya the tool can be updated with practical tips, tricks and examples.

2

EMBASSY OF THE KINGDOM OF THE NETHERLANDS

SIB-Kenya has recently supported the embassy in conducting a sustainability scan, which has enabled the embassy to know their positive impact, assess their current SIB status and chat possible ways of improvement! The embassy now has a SIB strategy and as a result, SIB Kenya has a blueprint that can guide other embassies in becoming sustainable Inclusive.



BLUEPRINT FOR SUSTAINABLE DIPLOMACY

YOUR EMBASSY CAN GO SUSTAINABLE TODAY!

SUSTAINABLE INCLUSIVE ORGANISATION

Sustainable Inclusive Practice means that organisations take responsibility for their (full) impact on people and the environment. Organisations can flourish in their core mandates by doing it in a good way. If you are aiming at improving sustainable inclusive practices in your organisation, you are working towards being future-proof.

SUSTAINABLE DIPLOMACY

The practice of sustainable diplomacy should be fundamentally based on the understanding of the host country, e.g. Infrastructure development, environmental structure and social reality. In this regard, there cannot be a one-size-fits-all approach to sustainable diplomacy, for all, in all countries.

Sustainable practice should not be left for businesses alone. All types of entities should embrace the new way of operation. This boils down to practice within your organisation (procurement, energy and water use, HR policies, transparency, building, mobility and more) and outside the organisation (what you communicate, encourage, address, discuss, and support).

Sustainable Inclusive Future is a future for us all! Your organisation can have positive impact on people, planet and finance, and directly or indirectly contribute to the SDGs in your daily operations and core activities.

START TODAY, AND INSPIRE OTHERS!

You can lessen, every day, step by step, your entities' dependence on impact-less or irresponsible practice. Sign up, scan your embassy, know your status and start with one change after the other. It does not have to be a big and complex project, every step and good practice counts! Create



Take the steps:

MEET & SCAN

Meet SIB Kenya and take a scan, Know your status and get a report.

- What is Sustainable Inclusive practice?
- What are you already doing?
- Where is your impact?
- What can be changed/improved/started on?

Track your impact!



IDENTIFY A GOAL & START

After the scan, SIB Kenya will help you identify a goal (s), place a target and start. You will get connected to:

- Technical Expertise
- Tools (measuring, progress and impact)
- Knowledge partners
- Networks
- Identify impact of your GOALS to SDG's

All these to make your goal a success!



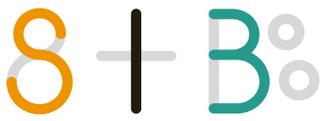
REPORT & INSPIRE

SIB Kenya will help you report your status, progress and goals. Be recognized as the Sustainable Embassy and inspire others to start.

START THINKING

- Does your embassy have a Sustainability policy?
- What are your core ambitions in Kenya?
- Have you communicated these ambitions?
- What is the opinion of the ambassador on Sustainable Inclusive Business?

EVERY GOOD PRACTICE COUNTS! HAVE A LOOK OF THE AREAS YOU CAN IMPROVE, APPLY AND BE AN EXAMPLE OF SUSTAINABLE INCLUSIVE BUSINESS PRACTICE.



SUSTAINABLE INCLUSIVE BUSINESS TOPICS

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

1. HUMAN RESOURCES

- Inclusive employment – Gender, Age, People with Disabilities
- Meaningful Internships
- Special arrangements for staff (travel, food etc.)
- Labor conditions (safety, clean, decent working hours)
- Health insurance/Pension/old age arrangements
- Career opportunities
- Training, education for staff
- Voluntarily work by staff
- Employee engagement on sustainability
- Productivity

2. PURCHASES AND VALUE CHAIN

- Internal procurement procedures
- Timely & fair payments
- Human resource practices of supplier
- Labor policies and human rights focus
- Certificates, labels etc. of the supplier
- Efficiency in operations of the supplier
- Quality of raw materials used by the supplier
- Efficiency in mobility of the supplier

3. COMMUNICATION & MARKETING

- Internal awareness on sustainability
- Mission and vision + core values
- Sustainability/SIB policy
- Communication strategy
- Personal opinion of employees
- Day to day operations culture
- Services awareness by stakeholder
- Stakeholder engagement in relevant matters
- Impact Measurement & Reporting

4. FINANCE

- Transparency
- Financial reporting – sharing?
- Awareness of ethics
- Code of conduct
- Explicit ethical behavior

Remuneration

- Awareness of decent remuneration
- Transparency in remuneration
- Relation highest paid and lowest
- Financial relationship with supplier

5. MOBILITY

- Efficiency in transport of goods & staff
- Safe and clean transport management
- Supply network cooperation

6. RISK MANAGEMENT

- Identified risks for the embassy (aid to trade, sustainable projects/programs, expertise etc)
- Potential mitigation techniques
- Future of the embassy

7. OFFICE SPACE, ICT, POLICIES

- Carbon efficiency (Travel, Office etc.)
- Electricity efficiency
- Co-working
- Water efficiency
- Waste management
- Awareness of the use of resources
- Re-use of products and materials

Energy/CO2

- Awareness of energy
- Measurement of energy
- Reduction of energy
- Use of green/renewable energy
- Production of renewable energy
- Awareness of CO2
- CO2 off set
- Reduction of transport
- Clean transport modes

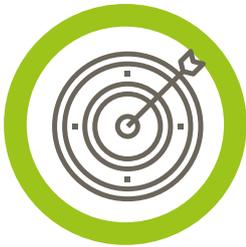
Water

- Awareness of use of water
- Measurement of water
- Reduction of water
- Waste water
- Cleaning of waste water

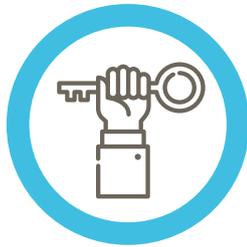
Waste/ circular economy

- Awareness of waste
- Measurement of waste
- Reduction of waste
- Separation of waste
- Recycling of waste
- Awareness of the use of resources
- Re-use of products and materials
- Repair of products
- Sharing business models

ESSENTIAL ELEMENTS FOR IMPROVEMENT AND SUCCESS:



MISSION & AMBITION



CORE VALUES



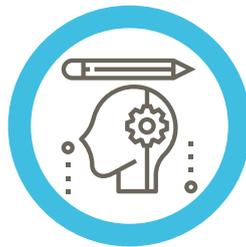
BUSINESS CULTURE & EMPLOYEES ENGAGEMENT



TRANSPARENCY



STAKEHOLDER'S ENGAGEMENT



MEASURING IMPACT



INNOVATION

3

FLORENSIS

SIB-Kenya is currently taking Florensis through a SIB-Scan and the B-Lab Measurement tool and will help them formulate a CSR strategy and document what they already are doing, which is not documented.

4

DIAL-A-PAD

Dial-A-Pad is a startup that distributes sanitary towels and gives education to create awareness on reproductive health. The SIB Scan was as a prize they won at a start-up pitch competition. They are therefore starting up fully aware of the impact they will have and what SIB Practices to embed in their business as they grow.

SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



INTENSIFY EFFORTS TO REDUCE INFANT, MATERNAL MORTALITY

Date: 1st January 2018
Publication: The Standard

Article summary: In June 2014, the Philips Community Life Centre, based in Kiambu County, opened its doors to the public. The facility, whose standards match those of referral hospitals, offers what Philips describes as a community- driven, holistic approach to improving primary healthcare. Sustainable Development Goals, places emphasis on infant and maternal mortality with good reason. Karin Boomsma is Coordinator, Sustainable Inclusive Business (Kenya) based at KEPISA.



PARTNERSHIPS ARE KEY TO SUSTAINABLE HEALTHCARE

Date: 3rd January 2018
Publication: Daily Nation

Article summary: In the list of Sustainable Development Goals (SDGs), “health and well being” is listed at number three — just below “no poverty” and “zero hunger”. Ms Boomsma is the co-ordinator, Sustainable Inclusive Business (SIB) Kenya.



HERE'S HOW TO DEAL WITH PLASTIC MENACE

Date: 22nd January 2018
Publication: Daily Nation

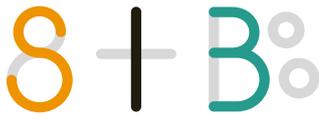
Article summary: The ban on manufacture, import use and handling of plastic carrier bags in Kenya took effect late last year in one of the highlights of the year in the conservation world that has registered a high degree of success.



HERE'S HOW TO DEAL WITH PLASTIC BOTTLE MENACE

Date: 23rd January 2018
Publication: Daily Nation

Article summary: The ban on manufacture, import, use and handling of plastic carrier bags in Kenya took effect late last year in one of the highlights of the year in the conservation world that has registered a high degree of success. Opportunity for the plastic bottle manufacturers, users and recyclers to partner on something noble. Such a conversation is ongoing between the bottle makers and major users and recyclers, under the stewardship of Sustainable Inclusive Business (KenyaSIB) and the Kenya Private Sector Alliance (Kepsa) and the Kenya Association of Manufacturers (KAM).



SUSTAINABLE INCLUSIVE BUSINESS
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SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



5 282 000

Number of People
Reached



YES, BUSINESS CAN DO GOOD AND DO WELL AT THE SAME TIME

Date: 5th April 2018

Publication: The Standard

Article summary: The Business community in Kenya plays an important role in making the economy stable, more Sustainable and Inclusive. Ms Boomsma is the co-ordinator, Sustainable Inclusive Business Kenya.



57 000

Number of People
Reached



CHINESE ENTERPRISES PLEDGE SUPPORT FOR BIG FOUR PLAN

Date: 22nd April 2018

Publication: The Sunday Express

Article summary: Leading Chinese enterprises operating in the country have pledged to provide support to fast track the attainment of the Big Four development plan.



133 000

Number of People
Reached



THINKING THAT WILL ASSESS BUSINESS BEYOND PROFITS

Date: 26th January 2018

Publication: Business Daily

Article summary: For the longest time, businesses were primarily about profits and little else. Naturally, profit was the best indicator that the business was on the right track. As an added benefit, Sustainable Inclusive Business practice can increase your employees' engagement, boost your productivity, lower your (energy) costs, create a long lasting relationship with your customers and decrease your risks. Karin Boomsma, Project coordinator, Sustainable Inclusive Business Initiatives.



5 282 000

Number of People
Reached

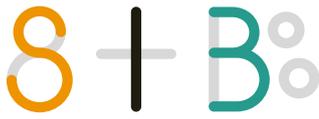


HOW AGRICULTURE CAN BE REVAMPED IN KENYA

Date: 1st May 2018

Publication: The Standard

Article summary: First things first, All stakeholders in the agriculture sector must work together to revolutionise and secure Kenya's future as a food self-sufficient nation. Ms Boomsma is the co-ordinator, Sustainable Inclusive Business Kenya.



SUSTAINABLE INCLUSIVE BUSINESS
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SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



589 000

Number of People
Reached



NURSING MUMS CAN TAKE BABIES TO MEET

Date: 4th May 2018

Publication: The Star

Article summary: A private sector conference starting tomorrow in Nairobi invites nursing mothers to bring their babies, and everyone to bring their own notebook.



5 282 000

Number of People
Reached



TVET PARTNERS WITH KEPSA FOR HUMAN CAPITAL DEVELOPMENT

Date: 17th May 2018

Publication: The Standard

Article summary: The ministry of Education, Science and Technology through the State Department for Vocational and Technical Education and Training (TVET) has partnered with Kenya Private Sector Alliance (KEPSA) to promote human skills development within the technical and vocational institutes countrywide.



189 000

Number of People
Reached



LESSONS FOR YOUNG ENTREPRENEURS

Date: 1st April 2017

Publication: The East African Business Times

Article summary: Too many SMEs died in Kenya within the last five years. Experts now give their take on how such businesses can be grown to the next level.



9 975 000

Number of People
Reached



TACKLING POLYTHENE MENACE REQUIRES NO PLASTIC SOLUTIONS

Date: 5th April 2017

Publication: Daily Nation

Article summary: The recent government decision to ban the manufacture, importation and use of polythene bags appears to have won the support of many Kenyans, if social media comments are anything to go by.



5 282 000

Number of People
Reached

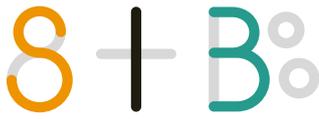


MEETING ON SUSTAINABILITY IN BUSINESSES SET FOR NAIROBI

Date: 19th April 2017

Publication: The Standard

Article summary: Business leaders are set to meet in Nairobi next week to explore Sustainable ways of carrying out their operations. The one day event, organised by Sustainable Inclusive Business Kenya (SIB) a Nairobi based nonprofit will feature representatives of private sector, Civil society and Academia.



SUSTAINABLE INCLUSIVE BUSINESS
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SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



FORUM ON SUSTAINABLE BUSINESS STARTS TODAY

Date: 26th April 2017
Publication: Daily Nation

Article summary: The second Sustainable Inclusive Business Conference will take place today at the Catholic University of Eastern Africa in Karen. Security firm, SGA is one of the major sponsors providing security at the event whose theme is Future-Proof Mindset and Partners in Business.



OPEN GLOBAL MARKET TO SMALL FARMERS, INITIATIVE URGES

Date: 2nd May 2017
Publication: Daily Nation

Article summary: Sustainable Inclusive Business Kenya (SIB) Coordinator, Ms Karin Boomsman said Kenya can promote formation of co-operative societies that could engage international agro-processors thereby creating a sustainable value chain that benefit all.



BOOMSMA: LET'S EMPOWER POOR TO WIN WAR AGAINST POVERTY

Date: 27th June 2017
Publication: Business Daily

Article summary: Sustainable Inclusive Business, a knowledge centre based in Nairobi, is currently working with a number of large and medium enterprises, helping them to bring low-income individuals and communities to be active participants in their value chains. Examples of businesses whose systems support inclusion abound in Kenya include Safaricom's M-Pesa services.

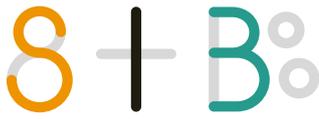


FOCUS ON POOR FOR PROFITS, END POVERTY, REPORT SAYS

Date: 27th June 2017
Publication: The Star

Article summary: Local businesses have been urged to focus on the poor as customers and suppliers to make profits and help end poverty. A new report, New Horizons: Accelerating Sustainable Development through Inclusive Business in Kenya, says this is the best way for the country to achieve its Sustainable Development Goal commitments by 2030.

[Read article](#)



SUSTAINABLE INCLUSIVE BUSINESS
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SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



BUSINESSES MUST MOVE FROM NICE TO MUST

Date: 26th October 2017
Publication: Daily Nation

Article summary: The writer says the SDGs cannot be attained without the participation of business. But it also has a responsibility to the people and planet. Every business should ask itself what could happen if the people were so weakened that they couldn't afford products and services. Sustainable Inclusive Business Kenya, based at the Kenya Private Sector Alliance helps businesses to look at their entire value chain, focusing on core business, values and business practice.



PARTNERSHIP IN PROTECTING ENVIRONMENT PAYING OFF

Date: 7th December 2017
Publication: ThePeople Daily

Article summary: 2015, two milestones were achieved at the multilateral level that set the world on track towards a future where economic growth would no longer be limited to growth statistics, but would also include the impact of economic activities on the environment and the society.



SUSTAINABLE INCLUSIVE BUSINESS

Date: 10th May 2018
Station: KBC Channel 1

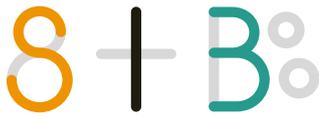
Article summary: Korine Boomsma, the director of Sustainable Inclusive Business in Kenya talks about opportunities that are found in Africa for business investments in a holistic approach.



DEMYSTIFYING SUSTAINABILITY IN BUSINESS AND CORPORATE GOVERNANCE

Date: 24th May 2018
Station: NTV

Article summary: Prof. Nicholas Oguge of UoN, Dorion Associates managing partner Catherine Musakali, KBA vice chairman and NIC Bank CEO John Gachora and Sustainable Inclusive Business project co-ordinator Karin Boomsma talking about environmental sustainability in business which involves making responsible decisions that will reduce your business negative impact on the environment.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



▶ SUSTAINABLE BUSINESS CONFERENCE

Date: 18th April 2017
Publication: East FM

Article summary: Sustainable inclusive business Kenya has organized a conference on sustainable business to be attended by representative of the private sector ,civil society and academia .

▶ SUSTAINABLE INCLUSIVE BUSINESS KENYA

Date: 18th April 2017
Publication: Classic FM

Article summary: Sustainable Inclusive Business Kenya has organized a conference on sustainable businesses to be attended by representatives of the private sector, the civil society and academia.

▶ SUSTAINABLE INCLUSIVE BUSINESS KENYA

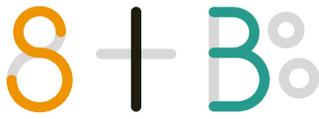
Date: 18th April 2017
Station: KISS 100

Article summary: Sustainable Inclusive Business Kenya has organized a conference on sustainable businesses to be attended by representatives of the private sector, the civil society and academia.

▶ HOW BUSINESS CAN CONTRIBUTE TO POVERTY REDUCTION

Date: 26th April 2017
Station: CNBC

Article summary: Forty two per cent of Kenyans live below the poverty line with limited or no access to basic quality services such as health care, education, clean water and sanitation, according to UNICEF. However, Kenya continues to drive economic growth in East Africa with a headline GDP rise of 5.8 per cent in 2016, driven by a vibrant private sector economy. Joining CNBC Africa to establish how businesses should contribute to poverty reduction while at the same growing shareholder value is Karin Boomsma, Coordinator, Sustainable Inclusive Business Kenya.



SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE OF KENYA

SUSTAINABLE INCLUSIVE BUSINESS, MEDIA TRACKING SUMMARY 2017 - MAY 2018



680 400

Number of People
Reached

▶ DEMYSTIFYING SUSTAINABILITY IN BUSINESS AND CORPORATE GOVERNANCE

Date: 14th May 2017

Station: NTV

Article summary: In an era where sustainable enterprise goes beyond CSR activities, what is the real definition of sustainability in business and corporate governance? Debarl Inea discussed this and other issues in this week's edition of "In the Market" with Catherine Musakali, Professor Nicholas Oguge, NIC Group MD and Kenya Bankers Association vice-chairman John Gachora and Sustainable Inclusive Business project coordinator Karin Boomsma.



478 800

Number of People
Reached

▶ DEADLINE OF PLASTIC BAN DRAWS NEAR

Date: 16th August 2017

Station: K24

Article summary: Kenyans have 12 days to stop using plastic paper bags or risk a 4 year sentence or a Ksh4 million fine. The Ministry of Environment has given this directive to all consumers and manufacturers. A meeting by Safaricom, KEPISA, Vision 2030 and UNEP gave a nod to the ban.



348 000

Number of People
Reached

▶ GOVT TOLD TO ADDRESS INFANT, MATERNAL MORTALITY

Date: 29th December 2017

Station: Kbc gs

Article summary: Sustainable Inclusive Business has called the government to pay specific attention to infant and maternal mortality.