



#TEAMEUROPE-KENYA

REPORT

PROMOTING A TRANSITION to a climate neutral, nature-positive, resource efficient and more CIRCULAR GLOBAL ECONOMY

EU-KENYA Green
Diplomacy Conference
11th and 12th of May 2021





INTRODUCTION

On the 11th and 12th of May 2021, European Union and Kenya held a Virtual EU-Kenya Green Diplomacy Conference, an event organised as part of the EU's diplomatic efforts in promoting a transition to a climate neutral, nature-positive, resource efficient and more circular global economy in line with the ambition of the external dimension of the European Green Deal.

It specifically supported the need to define long-term pathways towards a green transition, together with consistent short-term milestones. It further helped build upon the EU support to multilateral action, and in particular EU's objectives for the international negotiations taking place in the critical period of next 12 months, which will include, amongst others the 26th Conference of Parties of the UN Framework Convention on Climate Change in Glasgow in November 2021 (Climate COP-26), the 15th Conference of Parties of the Convention on Biological Diversity in Kunming in October 2021 (Biodiversity COP-15) and the resumed 5th session of the UN Environment Assembly in Nairobi in February-March 2022 (UNEA-5).

The urgency of the outreach to the EU's international partners was dictated by the importance and rapid deepening of the environmental crises that hamper the Planet's finite capacity to sustain human well-being and putting at risk the achievement of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals.

The above-mentioned international events provide critical opportunity to accelerate the global action to tackle the environmental crises specifically by upgrading countries Nationally Determined Contributions (NDC) and committing to climate neutrality by mid-century (Climate COP-26), agreeing an ambitious international framework for halting the biodiversity loss (Biodiversity COP-15) and addressing pollution, including by launching negotiations on a Global Agreement on Plastics (UNEA-5).

The efforts to address the environmental crises are even more urgent as the world struggles with and will make efforts to recover from the COVID-19 pandemic. The stimulus packages and investments must lead to a green recovery to not undermine a truly sustainable development and the wealth of future generations, while building resilience to possible future pandemics and negative impacts of our past mistakes and the unsustainable economic model that we need to change.





The EU and Kenya are highly aligned on an ambitious climate, biodiversity and environmental global agenda. Kenya has prioritised transition to a green economy, combining the needs to generate growth and create employment, with the sustainable conservation of the environment and natural resources, resilience, and a reduced negative climate impact.

The approach aims for a paradigm shift and an economic model that combines sustainable growth with environmental conservation and climate-resilience.

This represents a major transformational effort on the side of the Kenyan Government involving multiple line Ministries as a whole of governance objective. The dialogue between EU, its Member States and the Kenyan Government has been an occasion to step up with a view to target transformational efforts and to implement a coherent policy shift to enable necessary investments.

Kenya presented an ambitious NDC as its contribution to the COP-26 and is a front-runner in biodiversity conservation efforts. As a host of the UN Environmental Programme, Kenya promotes impactful results of UNEA-5, including on marine litter and plastic pollution. The event therefore provided an opportunity to strengthen the alignment of the EU's and Kenya's priorities for the upcoming global negotiations and to discuss a concerted outreach to third countries in the region and globally. The EU also demonstrated how its cooperation programmes would support the green transition and post-COVID-19 recovery (Team Europe Initiative – Green Deal, the EU 2021-2027 Multiannual Indicative Programme).

From the EU side, the event was a 'Team Europe' initiative organised in a close cooperation between the EU institutions (EEAS, Commission, EIB) and the EU Member States, both at HQ and locally between the EU Delegation and EU Member States embassies.

High-Level Government Session

The first day of the EU-Kenya Green Diplomacy Conference consisted of The Government Session, held on 11th May 2021. The high-level session brought together ministers and senior officials from ministries in the Kenyan government as well as European Union representatives with a key role in accomplishing the climate, biodiversity and pollution objectives and negotiating positions.

Session Speakers:



Ms. Katrin Hagemann
EU Ambassador, CdA



Mr. Keriako Tobiko
Cabinet Secretary for the Environment and Forestry



Mr. Virginijus Sinkevičius
EU Commissioner for the Environment & Oceans and Fisheries



Mr. Ukur Yatani
Cabinet Secretary for National Treasury



Mr. Thomas Östros
Vice President European Investment Bank



Mr. Najib Balala
Cabinet Secretary for Wildlife and Tourism



Ms. Janine Alm Ericson
Swedish State Secretary for International Development



Mr. Patrick Ngugi Njoroge
Governor of the Central Bank of Kenya



Mr. Tomas Anker Christensen
Climate Ambassador, Denmark



Ms. Sinead Walsh
Climate Envoy, Ireland





Attendance

109

Zoom Participants

326

YouTube Views

4.2M

(Approx) KTN TV Viewers during the 2.5hrs live coverage

The high-level session of the EU-Kenya Green Diplomacy Conference was the opportunity to remind priorities on both sides to fight climate change, help mitigating and adapting to our global environmental challenges, as well as reinforcing together the wish to set further more ambitious objectives and achieve.



“As a scientist myself, I understands the alarm bells that other scientists have been ringing, repeatedly alerting us about the global crisis”



Ms. Katrin Hagemann

Ms. Katrin Hagemann, the EU Ambassador, CdA to Kenya moderated the conference. In her remarks, she appreciated that as a scientist herself, she understands the alarm bells that other scientists have been ringing, repeatedly alerting us about the global crisis.

The Cabinet Secretary for the Environment and Forestry, Mr. Keriako Tobiko, introduced the panel discussion, sharing his deep trust into the EU-Kenyan cooperation towards a more sustainable society. He highlighted the leading position both parties have to the international community and the role both should take together to steer a sustainable transition in the future.

Kenya’s positive dynamism was also illustrated by the announcement of an increasing part of financial investment from domestic resources for the next action plan.



Mr. Keriako Tobiko



” I support that the EU green deal really is about making peace with nature”.

“The principles that underpin the EU Green Deal and Green Diplomacy, are aligned with Kenya’s Green Growth Agenda”.



“We shouldn’t talk about environmental policies anymore but build policies with structural environmental aspects”.



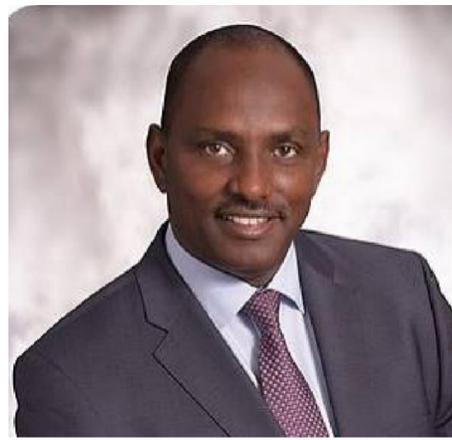
Mr. Virginijus Sinkevicius

The necessity of a structural approach to sustainability was reiterated by the EU Commissioner for the Environment & Oceans and Fisheries, Mr Virginijus Sinkevicius. This would include sharing the European approach, and following the Green Deal to make the environment the central topic of governance and decision-making at all levels, for all sectors. He also appealed to Kenya to support a Global Agreement on Plastics at UNEA-5 and confirmed readiness to resume the organisation of an EU Circular Economy Mission to Kenya when conditions allow, hopefully in 2022.





Treasury Cabinet Secretary Mr. Ukur Yatani noted that Kenya is on course with a planned debut of a sovereign green bond to fund projects that are aligned to its sustainable economy agenda. Proceeds from green bonds are used to finance projects in renewable energy, energy efficiency, green transport, and wastewater treatment sectors. The government initially aimed to raise \$50 million (Sh5.04 billion) through the green financing facility.



Mr. Ukur Yatani



"The government of Kenya considers being financed as critical to the full realization of its development goals".



"Kenya is a country of green and blue opportunities; let us grasp them".



Mr. Thomas Östros

Building on this encouraging input, EIB Vice-President Thomas Östros, emphasized on the rich natural and economical potential Kenya has built and developed to implement a successful transition to a sustainable economy and EIB's preparedness to continue supporting Kenya in its transition efforts.

The Governor of the Central bank of Kenya, Mr. Patrick Ngugi Njoroge, in line with the preceding allocations, shared the numerous green finance programs Kenya has put in place within the framework of the national action plan on climate change and sustainable transition 2018-2022. For instance, the sustainable finance initiative is aimed at raising awareness on sustainable practices, as well as environmental, social and governance risks within the banking sector, in particular through a dedicated e-learning training platform.



Mr. Patrick Ngugi Njoroge



"All financial services should be green and each step should lead to that goal".



"When we lose the goodwill of the local population, we lose conservation".



Mr. Najib Balala

The Cabinet Secretary for Wildlife and Tourism, Mr. Najib Balala addressed Kenya's opportunities regarding biodiversity, conservation, and restoration, making the link between citizens awareness and the biodiversity restoration action plan. He also emphasized the necessity of social inclusion for a successful sustainable transition. He shared the necessity to redefine value by putting forward local, indigenous knowledge and practices for nature protection, as well as revaluing Care work. CS Balala said there should be a different approach to the sector; with a major focus on local market and to outsource key sub sectors in tourism that will see maximum value extraction and innovation.





The intersectionality of social and environment challenges our global society is confronting today was illustrated by Ms. Janine Alm Ericson. The Swedish Secretary of State for International Development reminded the audience that each social and environment crisis is interconnected; but also, impossible to resolve if it wasn't together, in a coordinated, comprehensive way.



Ms. Janine Alm Ericson



"Inequalities crisis are coupled to climate and biodiversity crisis: the health of humans and our society shouldn't be (and can't be) separated from our planet's health".



"We should target cement, transport, energy industry, waste, water and agriculture and land-use and green taxation scheme to prepare for the COP26. In this regard, the Kenyan association of manufacturers has been inspirational for the rest of the continent".



Mr. Tomas Anker Christensen

Mr Thomas Anker Christensen has exposed the dynamic approach of Denmark towards a sustainable COVID-19 recovery. From national-level legislation to support and strengthening of the EU's effort towards Green Deal implementation; The Danish Climate ambassador has congratulated the similar leading dynamics taken by the Kenyan government and the private sector engagement.

The term "making peace with nature", recalled by CS Tobiko after the land breaking UNEP report, took all its depth through the intervention of Ms Sinead Walsh, Climate Envoy of Ireland. She recognized the peace-making potential of climate-change mitigation, building on the interconnected crisis observed throughout the African continent and worldwide: climate change reinforcing populations' insecurity and conflicts.



Ms. Sinead Walsh



"We need to turn the topic around: think of the peace dividends of climate action".





Outreach Session

The second day of the EU-Kenya Green Diplomacy Conference consisted of a panel discussion aimed at identifying actions, opportunities & prioritise urgencies to speed up the transition for a regenerative, renewable, zero carbon, no waste, inclusive, thriving and circular economy by collectively thinking, along with Civil Society Organizations representatives and active participation of the attendees. The outreach session provided a platform to disseminate information about climate change, environment/ green transition/recovery objectives and cooperation between the EU and Kenya and to build a broad public support towards their achievements. A wide engagement of various non-governmental actors provided an opportunity to gather feedbacks on society’s expectations and an appreciation of the political agenda and the EU-Kenya cooperation.

Session Panellists:



Dr. Chris Kiptoo
Principal Secretary,
Ministry of Environment &
Forestry



Mr. Dimitrios Zevgolis
European Commission,
Directorate-General for
Climate Action



Mr. Anne Theo Seinen
European Commission,
Directorate-General for the
Environment.



Mr. Hubert Perr
EU Delegation, Head of
Cooperation



Dr. Pacifica Ogola
Director Climate Change
Directorate, Ministry of
Environment and Forestry



Ms. Elizabeth Wathuti
Fourth Recipient of Wangari
Maathai Scholarship Award,
Environmentalist and
Climate Activist, Founder,
Green Generation Initiative
(GYBN (Global Youth
Biodiversity Network) Kenya)



**Ms. Winnie Chepkemoi
Mutai**
ACP Young Professionals
Network



Dr. Ayub Macharia
Director Education and
Awareness, Ministry of
Environment & Forestry



Dr. Erastus Kanga
Acting Secretary for
Wildlife, Ministry of
Wildlife and Tourism

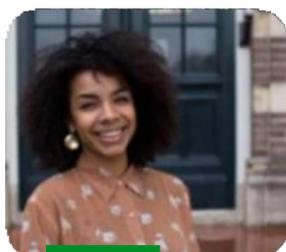


Mr. Peter Odhengo
Director Climate Finance
Department, National
Treasury

Moderators:



Karin Boomsma
Director Sustainable
Inclusive Business (KEPSA)



Sarah Gane
ACP Young Professional
Network & Sustainability
consultant TheRockGroup



Adelaide Hirwe
Program Manager at ACP Young Professional
Network & Secretary-General of the African
Union Diaspora Youth Initiative





Attendance

80
Zoom Participants

195
YouTube Views

How are we internationally building better tomorrow?

With a broad range of stakeholders and experts in the field targeting various local influencers from parliament, academia, business, financial institutions, NGOs, trade unions, influential local bodies, media, arts, sports, etc. The youth was also noticeably represented at the session.



"First day has created high momentum, this momentum needs to be maintained towards COP15 and COP 26".



Dr. Chris Kiptoo

Dr. Chris Kiptoo introduced the session by reminding the audience of the necessity and urgency of working together, identifying the momentum that the international community is facing, of actors and victims of climate change.

The PS also noted that Kenya is a nature-based economy, and one of the largest Biodiversity Centurms in Africa, seeing the Green Deal as a window to decoupling economic growth with loss of biodiversity.

The European Commission Directorate-General for the Environment Mr. Anne Theo Seinen emphasized the urgency of raising the ambition bar, after observing that the latest commitments as an international community weren't enough. He insisted on the importance of a common and smart framework to agree on, to set the objectives and monitor them as efficiently as possible. The targets and actions shouldn't be optional: every partaking country should be bound to these objectives.



Anne Theo Seinen



"It is not enough anymore to hold biodiversity loss. By now we should put biodiversity back on its path to recovery."





"We have similar ambitions in the Climate and Biodiversity negotiations."



Mr. Dimitrios Zevgolis

Mr. Dimitrios Zevgolis - European Commission, Directorate-General for Climate Action identified 3 approaches, key to fighting climate change: raising the ambitions on CO2 emissions by 2030; strictly implementing the Paris Agreements; using Kenya's ambition and advanced governance to share the program in place widely in the continent. He highlighted the great opportunity of sharing common objectives with Kenya in key negotiations tables

This ambitious and influential position of Kenya was also observed by Dr. Hubert PERR. Dr. Perr described the ongoing practical implementation of the EU-Kenya partnership around Climate action, articulated in several chapters: resilience; Blue Economy; agriculture; Renewable energy and Biodiversity. Facing the necessity of rising our common objectives, the partnership will improve, further focusing on Green transitions (and the implementation of the Green Deal), Governance and inclusion.



Dr. Hubert PERR



"Kenya is considered as key partner in the future, meaning the envelope will increase".



"Circular economy is happening but is not captured: we need to bridge the gap between people wanting to act but are not knowledgeable"



Dr. Pacifica Ogola

Along with the governance framework set in place since 2014, the Director Climate Change Directorate, Ministry of Environment and Forestry Dr. Pacifica Ogola, raised the point of valuing shadow work and local initiatives participating in the climate and economic transition daily and sustainably.

Dr. Pacifica presented and explained the governance and legislative framework steering for Kenya's sustainability transition, but also presented the short-term future perspective and the opportunities of cooperation and impact improvement with the EU:

- Identifying common ambitions and amplifying the voice of youth during COP15 and COP26 and Support Kenya's regional leadership on climate action and its global green diplomacy action.
- Support the setting up of a Kenyan pavilion in Glasgow to showcase the leading position of Kenya in the renewable energy sector among other key development sectors
- Organizing a joint high-level side event at the COP26 on enhanced partnership between Kenya and the EU on decarbonizing our economy to share experiences and common interests
- Hosting Arria on Climate and Security during COP26
- Maintain the momentum of the African-hosted COP27





"It is about time we turn to nature and help nature. In order to also help ourselves."

She called for the EU to take its own responsibility now and in the future, in the cooperation agreements to be set, highlighting that the system we have in place still rewards the highest CO2 emitters. She observed that the investment mobilized for Biodiversity should be equal to the Climate change actions on investment we are collectively taking.



Ms. Elizabeth Wathuti

"Every decision made today, is affecting the next generation. We want to see that the commitments made, are being follow up on."

Representing the youth, Ms. Elizabeth Wathuti, the fourth recipient of the Wangari Maathai Scholarship Award, an environmentalist and climate activist, and Founder of Green Generation Initiative provided attendees and speakers with strong messages pushing to action and commitment, to make sure the future generations live sustainably in a healthy nature.

This was echoed by the ACP Young professional's Network representative Ms. Winnie Chepkemai Mutai. The ACP Young Professionals Network representative also spoke on education being a powerful tool in transforming the conversation on environmental issues. She emphasized that right from basic education level (ECD) to higher institutions, the curriculum should engage awareness on environmental conservation and preservation participating to the ambition of "Restoring our relationship with nature" in a systemic level.



Ms. Winnie Chepkemai Mutai



"A system thinking approach is required in enhancing inclusivity and awareness on environmental matters across the globe".



"We should push for a new global agreement on plastics".



Dr. Ayub Macharia

Dr. Ayub Macharia, the Director Education and Awareness, Ministry of Environment & Forestry exposed the necessity of shifting from Business as Usual to the circular economy model for waste management in Kenya. He highlighted that the mechanisms like extended Producer Responsibility legislations, SingleUsePlasticBan in restricted areas, designed by ministerial experts, provided a list of concrete actions to be taken to steer this action worldwide. Following Kenya's ambitious Single Use Plastics' ban, Dr. Macharia suggested that this type of action should be generalized and adopted widely.





"We (Kenya and EU) need to collaborate in the areas of green bonds, monetizing biodiversity and pollution".

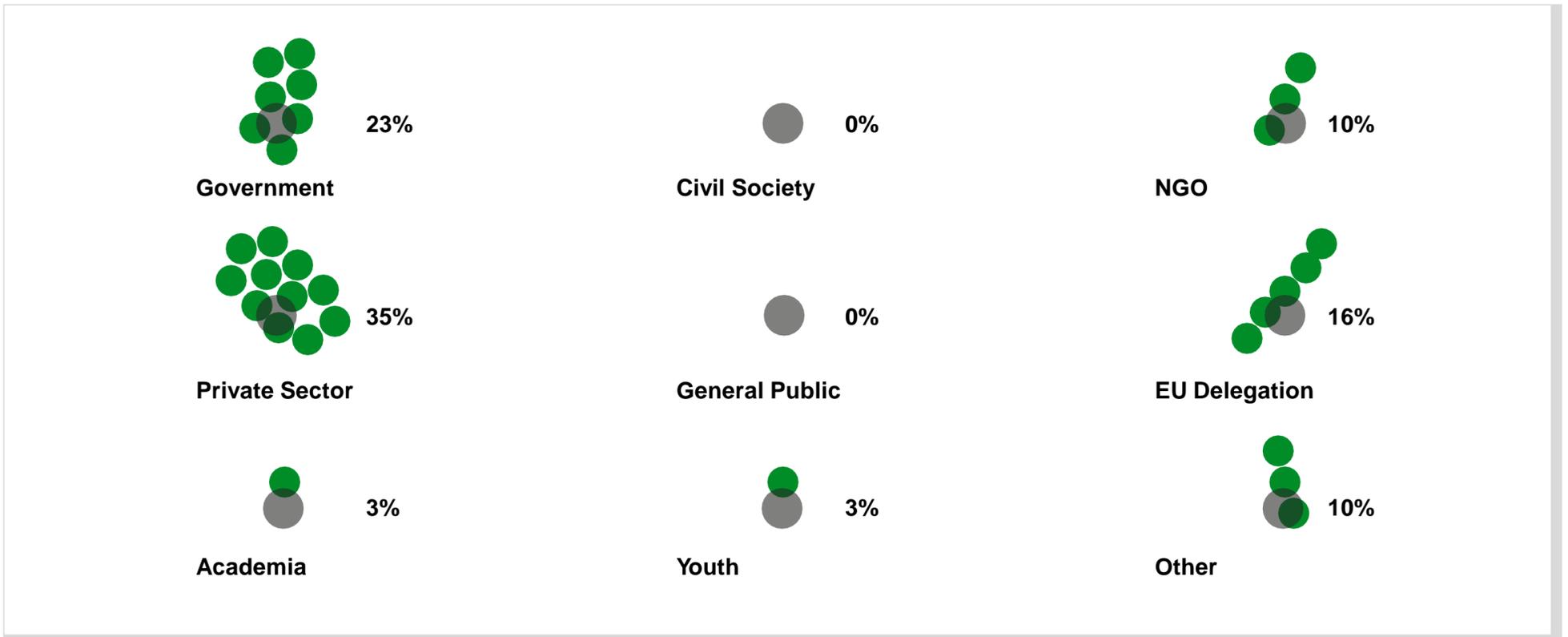


Mr. Peter Odhengo

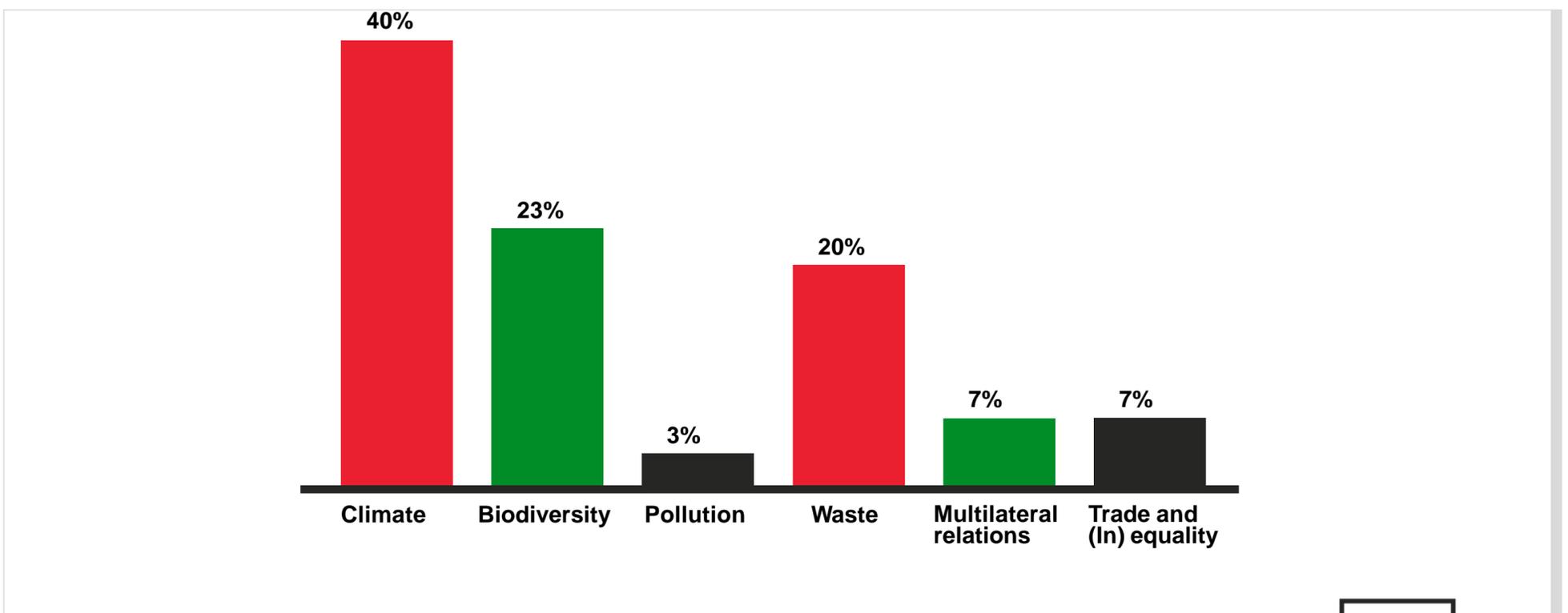
To accelerate this systemic change, Mr. Peter Odhengo, the Director of Climate Finance Department, National Treasury, envisioned improvement in public policies toward green. He also contributed to the argument of setting fixed and agreeable models to frame and coordinate the financial systems' reforms across borders.

MENTIMETER RESULTS

Sector representation



Participant's special interests in the conference





How can we reposition 'environment' as an integral component of all that we do?

Think Green!

By making sure that everything that we do is environmentally conscious. For me Mostly encouraging farmers to plant and care for as many trees as in their agricultural activities.

Engage private sector in implementation Engage policy formulation and implementation by public entities implement PPPs in Kenya to ensure efficiencyPut funding is sustainable projects that actually lead to environmental conservation and restoration

Bring it up from Sector to overall Finance & Planning

We make it inclusive by involving the local people and give attention to the young people

Implement sector policies that are incentivized. Consider environmental impact in production process-pricing

By mainstreaming it and making it a Key Performance Indicator for each staff across departments

Ensure policies and strategies highlight the environment and put in place measures to address it

How can we have a structured youth engagement in this space to achieve the ambitious goals we have?#SUSO

Look at how to engage all sectors and ask what does it mean and how it plays role in our survival

A landscape approach to planning and implementation

By enacting and implementing strong policies touching on the environment

Inculcate it from basic education onwards

Mainstreaming environmental sustainability in all sectors be it circular economy, climate change, water stewardship, etc

We need to really get the voice of Generation Z into the room, What do they understand about "environment" and their future

Any product coming to market should contain a minimum recycling material content. Put a high minimum value on CO2 emission

Mainstreaming environmental conservation in all our Agriculture value chains from farm to cap or farm to plate/table, (producers, intermediaries, and consumers)

The strict application of environmental, social, and health safeguards when implementing projects (eg. WB standards)Take existing frameworks seriously!

Mainstreaming of the environment in all policies, continuous awareness-raising of the public, incentives for the business sector, financing the research and development of new technologies

Borrowing from nature, there is no waste, our systems should mimic that as much as possible, zero waste doesn't mean no waste, but mimicking nature on how it handles waste, using it as a resource to regenerate other systems

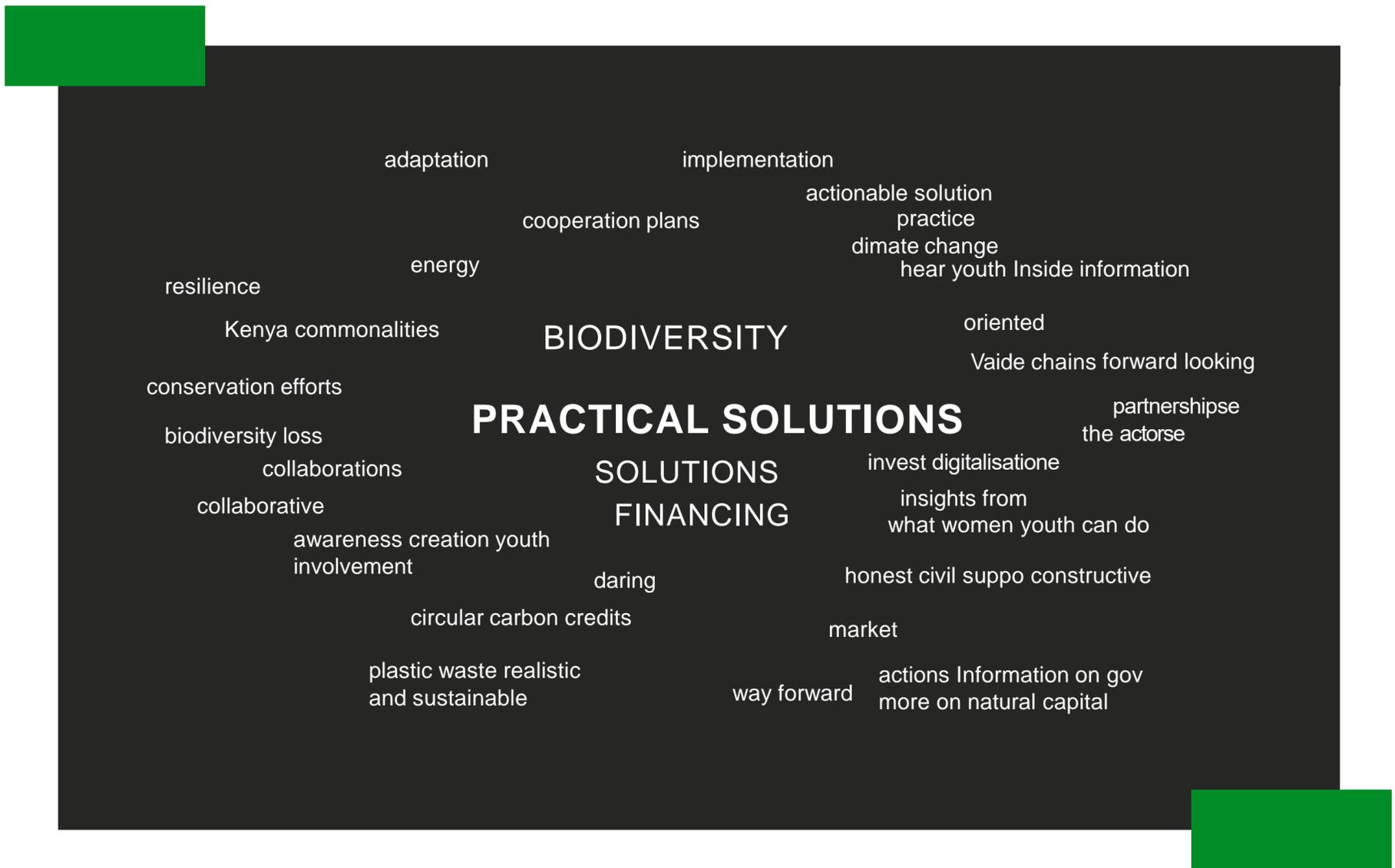
Start by thinking about what we are consuming - where did it come from, how was it produced and transported, what did you do with it afterward, what could be done differently all along the chain?

Taking time to download the conventions to develop a local narrative from a functional perspective that will undergird the paradigm shift. There should be tangible benefits and incentives that enhance livelihoods





Participant's discussion expectations at the conference



Which agendas are crucial to align now to meet ambitious targets?

- A combination of policy and practical solutions, infrastructure development to support a transition to zero waste
- Adaptation Restoration
- Climate, Biodiversity, Pollution - but also inclusion, human rights, business

What do we need to guarantee quality and security of sustainable agriculture?

- Clear and ambitious legislation
- Smart Agriculture Standardization Local and Global markets Organic produce
- Connect us to the right EU person/site to speak to on EU funding/pipeline coming off the EU Green Deal that will be open to tender for consultancy firms. Thanks
- n/a
- Improved storage and post harvest technologies
- 1) Make access to farm inputs easier (in terms of cost & physical accessibility) 2) Address pre and post-harvest losses through regenerative solutions 3) Offer market linkages to farmer
- Concerted efforts by public and private sectors
- Proper legislation and policies on SA anchored in our Agricultural laws
- Biodiversity protection plays akey role...appropriate technology should be adopted
- We need to go beyond composting and turn all the low grade crop residues (e.g. tea/coffee prunings, sugar cane bagasse) into heat, electricity and biochar





We are working of a paradigm shift; how can we make sure we are implementing change at the right speed?



“The Kenyan Climate Action strategy is a blue print, a lot of it has been in the implementation stage right now. It is a reference point”

Dr. Chris Kiptoo

This two-days high-level conference took place on the 11th and 12th of May and focused on common actions and positions to be taken by the EU and the Kenyan government; to ensure the most effective and impactful negotiations at international level around 3 key summits to come:

- Biodiversity COP15,
- Climate COP26,
- UNEA-5/ Global agreement on plastics)

Our goal was to Identify how interconnected the topics of Biodiversity, Climate and pollution are, to continue the conversation and embedding of putting a value on natural capital and making sciences an ally and wise guide of economics.



“Protecting nature is promoting investment and economic growth”.

Building on successful agreements, an ongoing dialog between Kenya and the EU but also exchange visits increasing within both parties’ partnership frameworks, we are pushing regional and national agenda’s, speaking the same languages.

WE ARE WORKING OF A PARADIGM SHIFT; HOW CAN WE MAKE SURE WE ARE IMPLEMENTING CHANGE AT THE RIGHT SPEED?

“Shifting the paradigm”

Both days were an opportunity to expose what both parties have been implementing for the past 6 years regarding sustainability transition, climate mitigation and economic growth. It has also been the space to observe how our ambitions haven’t been enough so far and how the EU and the Kenyan government are ready and aligned to cooperate for better and improved results.





EU priorities

Raising CO2 emission targets: 55% reduction by 2030

It is not only about conserving nature, but also sharing the benefits: overcoming the health fragility worldwide

The framework should include direct drivers as well as indirect drivers

The framework should have SMART targets

We should have one tool to measure biodiversity

Focus on business: increasing business field visits to align strategies and be closer to field stakeholders

Kenya priorities

Resilience

Blue economy: go blue program

Agriculture value chain: climate focus

Renewable energy: As continental leader in sustainable thermo-energy, increasing sustainable energy access to rural populations.

We should have one tool to measure biodiversity

Biodiversity: Biodiversity protection strategies are aligned between Kenya and the EU, increasing the superficies of national parks, reserves and sanctuaries across the country.



“Climate change is on top of the agenda for the government”

Mr. Keriako Tobiko

Raising ambitions at national and continental levels on Climate change, Biodiversity conservation, circular economy and pollution should be instrumental to improve our national performances but also global outputs our global outputs.

Both parties’ policies are instrumental to implementing higher ambitions: providing a blue print for continuous policy improvement and adaptation. This framework is typically declared as highly important to implement recovery policies from COVID-19 on top of national climate action plans and cooperation agreements.





Combining EU and Kenyan opportunities, the conference have been the scene to sharing short-term future practical implementation of both parties' cooperation agreements:

What is going the change around the partnership?

- Green transitions (implementing the green deal)
- Leave no one behind (making sure social inequalities are also addressed through climate action)
- Green governance (transparency, equality)

These three pillars will all be oriented to key focus areas: gender equality, youth inclusion and digital inclusion. These three key features to public action are observed as still lacking behind, although increasingly addressed, but also major issues to ensure a successful recovery and transition plan across borders.



“The coming COP15 on Biodiversity could be the opportunity to reiterate a high-level dialog platform, by organizing a common side-event.”

Dr. Pacifica Ogola



COVID-19 RECOVERY AS A KEY TO SPEED UP OUR AGENDAS: REFLECTING ON SUSTAINABLE GOVERNANCE



“No compromise between adaptation and mitigation”

PS Dr. Chris Kiptoo

The COVID-19 crisis has harshly affected employment rates in Kenya and in the EU member states. The slowing down of economic activity with several key sectors on hold for several months has de-structured our employment frameworks on the long run. Recovering from this economic challenge will involve creating sustainable jobs, involving both key transition challenges:

- Green transition
- Digital transition

To do so, we need to design together a series and tendencies of new business models. Innovation must come in the models we invent and adapt but also in the redefinition of value creation: emphasizing on Biodiversity, nature-based solutions, nature-inspired/ locally-inspired systems and models.

To ensure a sustainable future for youth and make sure our societies around the world are getting back on the right track, not perpetuating past mistakes. The COVID-19 pandemic drew more attention to biodiversity loss than ever before, as it is linked to loss of biodiversity and nature. This was a good alarm call to take nothing for granted and an opportunity to follow-up more ambitiously on common engagement.

Although all initiatives of the EU Green Deal were not affected by COVID, COP 26 on Climate change and COP15 on Biodiversity have been postponed and a lot of important global decisions have not been made.



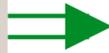


“Should access to digital devices/ internet be a basic need?”



“I do not think I would name it a basic need or part of justice”.

It is important to acknowledge that access to digital platforms (providing access to knowledge, community building and engagement, knowledge and more) will become the norm. However, the right to education and information are constitutional for both parties, inherent to the notion of democratic governance and thus guaranteed by UE Member States’ and Kenya’s fundamental law, digital access process is still an issue. As one of the critical means to sharing knowledge and bridging the gap between populations, social classes and individuals at a larger scale, digital access was instrumental to the discussion about social challenges linked to the global green transition.



Mr. Patrick Ngugi Njoroge - Governor of the Central Bank of Kenya, presented it as more than a norm, to be addressed as tool. Policy is needed to structure this digital transformation across the globe, in a green sustainable dynamic.

**SOCIAL CHALLENGES AND BUSINESS TRANSITIONS
WORK TOGETHER TOWARDS SUSTAINABILITY**

The young generation was recognized as having a significant advantage in steering the double challenge ahead: new, green economy and digital inclusion although they are the first victims of climate instability and the social and environmental uncertainty it brings.

This conference was the opportunity to acknowledge the significant work youth is taking to push for more sustainability: in entrepreneurship but also activism and community building, education and appropriation of digital tools to overcome structural obstacles.

“There are opportunities, the youth should take their rightful position”

Shifting the Kenyan and European paradigms mean taking action for a structural change: besides making nature and climate part and parcel of each ministry’s decision-making process, creating technical practices’ and sharing innovation are also key to meet this this objective.

We observe that circularity isn’t only bound to innovation and new policies’ implementation. Work in the field is being done daily, putting into practice circular solutions to cope with a various series of social and environmental issues. Changing the paradigm by putting nature and society at the centre of decisions and actions across parties have also been addressed during the two days session by bridging the gap between field action (‘what happens on the ground is different’) and policy-making.

“If it does not exist on paper, people are not obliged to”

Governance and facilitation programs (be it financial, targeted at entrepreneurship or citizens’ habits) need to bridge the gap with already efficient and implemented field action. Valuing local knowledge is key to citizenship engagement and thus shifting paradigms nationally.

Providing access, sharing knowledge through complete and stable educational programs and curriculums, isn’t only efficient to embed sustainability and impact improvement within our societies but also necessary to this systemic change.





Development of technologies involving equal and easy access to digital tools and connectivity for all was declared one of the priorities to future action plans and financial frameworks.

Social challenges observed on both EU and Kenyan regions are amplified, if not originated by climate change. More than facilitating peoples' engagement, addressing sustainability challenges along with social challenges is necessary to solve peace and security issues rising progressively for the past decades. Thus, nature and deterioration were observed as closely linked to social challenges globally (gender inequalities, territory inequalities and social conflicts) and therefore would be addressed in parallel.

GREEN FINANCE

The EU and Kenya have exchanged about a list of financial partnerships and local facilities to increase access and incentives for green funding, green finance and green investment. Kenya is improving and setting several green finance programs, increasing its domestic share to such investment, while the EU has also declared being willing to increase the envelope, providing support to Kenya as a Green diplomacy leader on the continent.

These partnership frameworks are designed to reach a 100% green finance by 2030. This goal will be achieved by a sound sharing of knowledge and good practices. More than investment, the Kenyan Central bank represented by Njoroge as well as the EIB have been emphasizing on the necessity of training executive board members, organisations and SMEs representatives; increasing field business visits and peoples' consultations to make it as close to the needs and challenges of economic actors as should be.

Points of attention in regards towards 100% green finance climate

- 1 Redefining value and measurement systems**

The Green finance programs outlined by the representative of the National Bank such as Kenya's Green Bond program (from 2017, reviewed in 2019) and the national policy on climate finance (2018) are mainly built to sustain the governance and business transitions taken structurally within national action plans and cooperation frameworks. However, they cannot be 100% green or fully effective if they do not consider the shifting of paradigm and thus, redefinition of value. It has been mentioned several times during the conference that new values should be considered when calculating growth or providing finances for impactful initiatives.
- 2 Acknowledging the importance of and include SME's**

Another priority has been shared by representatives of European and Kenyan financial authorities to emphasize on SMEs engagement and support. They were identified as most instrumental to in-depth transition as key innovators, local employers, local economic and social actors within every region.
- 3 Local banks are key 'on the ground'**

Local banks were also identified as playing a 'huge role' in greening the financial system as holders of local knowledge and mastering local context, more in line with how to implement or design any transition policy with efficiency and effective conditions improvement on the field. Thus, the Central Bank of Kenya has declared being in the process of improving their local programs and the EIB has declared being willing to play a supporting role at this level as well.





COMMUNICATIONS

3
TV Coverage



KTN News

“Revamping Tourism: CS Najib Balala talks on outsourcing National Parks”

Published on	Tonality	Time	AVE (KES)
2021-05-12	Positive	09:30	105,215

Summary: In a move to emerge stronger from the covid 19 pandemic, Tourism Cabinet Secretary Najib Balala said there should be a different approach to the sector; with a major focus on local market. Speaking at the Eu Kenya green diplomacy webinar, the CS said it is time to outsource key sub sectors in tourism that will see maximum value extraction and innovation.



NTV News

“CBK governor says ideal scenario is for all financial services to go green”

Published on	Tonality	Time	AVE (KES)
2021-05-11	Positive	21:37	400,900

Summary: Central Bank Governor, Dr. Patrick Njoroge, says the ideal scenario is for all financial services to go green. The statement comes in the week of the dangers caused by climate change the world over with policy makers in different sectors grappling with the need to introduce Kenya Green Diplomacy conference.



Citizen TV

“Kenya’s green agenda”

Published on	Tonality	Time	AVE (KES)
2021-05-12	Positive	21:45	1,500,000

Summary: Kenya to eradicate wood, fossil fuels by 2030. PS Kiptoo says plan to have more households take up clean energy. PS spoke during virtual EU-Kenya Green Diplomacy conference #JKLive.





4

Print Coverage

The Standard (1)

“Balala seeks privatisation of game parks, tourism outfits”

Published on	Tonality	Page	AVE (KES)
2021-05-13	Neutral	24	394,556

Summary: The government has hinted at a new model of business for the tourism sector which might see convention centres, national parks and game reserves managed by private agencies. Tourism Cabinet Secretary Najib Balala, while addressing the European Union Green Diplomacy Webinar yesterday, said the sector cannot run the business as usual owing to the pandemic.

Investment. Argues investments will see entry into new markets and reduction of operating costs.

Balala seeks privatisation of game parks, tourism outfits

CS says public-private partnerships will revitalise tourism, boost new investments and explore new business models.

The government has hinted at a new model of business for the tourism sector which might see convention centres, national parks and game reserves managed by private agencies.

Tourism Cabinet Secretary Najib Balala, while addressing the European Union Green Diplomacy Webinar yesterday, said the sector cannot run the business as usual owing to the pandemic.

He said the industry has learnt lessons from Covid-19, which should inform changes on its business models. “The pandemic has taught us lessons. We have woken up to a new reality that we must change. Nobody left out and anybody going to open up after the pandemic must be refreshed,” he said.

The CS said the sector was eyeing new investments and exploring fresh business models that will ease entry into new markets and reduce operating costs as part of the transformative agenda to revitalise the business. “Why is everything being done by one entity? Why don’t we outsource?” he posed.

Mr Balala noted that public-private partnerships offer good examples of how this new model can work - even questioning why the State still manages key facilities.

“Why does the government run a convention bureau or facility? Why don’t we outsource and make it more efficient,” he asked.

“Why does the government run a national park? These are the things that need to be corrected, and this is the time to think again.”

This new model will also see the government cut down on the number of institutions in the sector.

Balala said the idea is to have a lean team, and rely heavily on technology.

“How do you ensure you are lean, effective and efficient? These need to be rethought,” he said, continue with the same mod before the pandemic, I do not we will be able to progress.”

The CS said the adoption of technology post-Covid-19 should be beyond Facebook and Twitter, that the whole business depends on applications. “Ac sales applications. That is investment of broadband and smartphones is very key.”

He observed that the government can adequately maximise its staff without stretching the deployment of drones.

He said Covid-19 has taught the importance of the digital market - necessitating a change in the business model.

Not only Kenya, he said, but other countries never appreciate local and domestic clientele with the people around you,” he said.

World Marathon record holder Eliud Kipchoge with Tourism Cabinet Secretary Najib Balala at the Nairobi National Park on January 8, 2021. [The Standard]

6,000 Government staff in the sector that the State can adequately maximise on.

2M THE number of international arrivals in 2019 according to Kenya National Bureau of Statistics.

The Standard (2)

“Kenya moves to cut harmful gas emissions”

Published on	Tonality	Page	AVE (KES)
2021-05-12	Neutral	28	398,278

Summary: The government is in the final stages of establishing a carbon trading system that will minimize the emission of greenhouse gases by companies through incentives. National Treasury Cabinet Secretary Ukur Yatani said the State was finalizing the establishment of the Kenya Emissions Trading System (Kets), which will oversee the trading.

Kenya moves to cut harmful gas emissions

Mr Yatani said companies and organisations will now be able to buy emission allowance, limiting pollutants through certification of credits.

By Graham Kajiba

The government is in the final stages of establishing a carbon trading system that will minimise the emission of greenhouse gases by companies through incentives.

National Treasury Cabinet Secretary Ukur Yatani said the State was finalising the establishment of the Kenya Emissions Trading System (Kets), which will oversee the trading.

Mr Yatani said once established, companies and other organisations will be able to buy emission allowance, “thereby enable Kenya to meet her commitments in limiting greenhouse emissions through this certification of emission credits.”

This system will be managed through the soon to be established National Carbon Credits and Green Assets Registry.

Emission allowance is the permission to emit gases or pollutants into the environment by an entity and works by having the government set the maximum amount of pollutants an entity can emit to the environment.

For each pollutant, the CS says, the government attaches a price and the manufacturer or industry involved has to obtain a permit to the amount and type of pollutant it releases to the environment.

This system is meant to deter companies from releasing pollutant matter into the environment. Additionally, it encourages recycling in viable cases.

GREEN ECONOMY

Emission allowance, as detailed by Yatani during the European Union (EU) Green Diplomacy webinar held virtually yesterday, is one of the achievements in progress the country is deploying to meet its goal of greening the economy.

The CS also highlighted the country’s impressive progress in mobilising green finances and developing a system for monitoring, coding, tracking and reporting the same in line with the Paris Agreement.

He noted that Kenya has already tracked Sh243.3 billion as contained in a recent study dubbed, The Landscape of Climate Finance in Kenya: On the Road to Implementing Kenya NDC, March 2021.

“Of this amount, public resources from domestic and international providers accounted for Sh144.3 billion or 59.4 per cent of green investments while the private sector accounted for the balance,” he said.

Yatani said to date, Kenya has attached about Sh470 billion (\$4.6 billion) for green projects in various sectors, with the green energy sector accounting for 40 per cent.

CLIMATE CHANGE

The approximately Sh85 billion 310 megawatts (MW) Lake Turkana Wind Power Project is one of such.

“Several green financing windows remain open to Kenya under the UN Framework Convention on Climate Change, such as Green Climate Fund, and the Global Environment Facility and Adaptation Fund,” he said.

The National Treasury CS said other key innovative mechanisms Kenya was pursuing include the valuation of her natural resource capital to establish a natural resource base for monetisation and application of a Nature Capital Asset in the calculation of our Gross Domestic Product.

“Additionally, and in relation to this, Kenya will soon be launching its debut Sovereign Green Bond to finance green projects across the country in line with the country’s green economy and climate change development agenda,” said Yatani.

SH470 BILLION AMOUNT that Kenya has attached to green projects in various sectors.

National Treasury Cabinet Secretary Ukur Yatani says Kenya will soon be launching its debut Sovereign Green Bond to finance green projects across the country. [The Standard]

Business Daily

“Kenya plans to set up emissions trading system”

Published on	Tonality	Page	AVE (KES)
2021-05-12	Neutral	2	109,778

Summary: Kenya aims to set up an emissions trading system that will allow companies and other bodies to buy emissions allowances, Treasury Cabinet secretary said on Tuesday, as the country strives to limit the release of greenhouse gases. Emissions trading is a pollution control mechanism where a central authority issues a limited number of permits for the release of specific greenhouse gases. Companies can then buy these permits and also trade them.

trading system

Kenya aims to set up an emissions trading system that will allow companies and other bodies to buy emissions allowances, Treasury Cabinet secretary said on Tuesday, as the country strives to limit the release of greenhouse gases.

Emissions trading is a pollution control mechanism where a central authority issues a limited number of permits for the release of specific greenhouse gases. Companies can then buy these permits and also trade them.

Many countries are using a price on carbon to meet climate goals, in the form of a tax or under an emissions trading or cap-and-trade plan where companies or countries face a carbon limit.

“The government is at an advanced stage in establishing



The government is at an advanced stage in establishing the

as emissions from coal-fired plants, that most scientists link to rapid climate change.

But it is the continent widely seen as most vulnerable to a changing climate as much of its population is poor, rural and often dependent on rain-fed agriculture.

Kenya loses 2.0-2.4 per cent of its gross domestic product annually due to the effects of climate change, such as drought and floods, according to a 2018 Kenya National Bureau of Statistics study. The study also showed droughts cost Kenya 8 per cent of GDP every five years.

Last June, the Treasury CS said Kenya planned to issue its first sovereign green bond.

Mr Yatani told the conference the bond will be launched “so Kenya also plan to the forma-





The People

“Sovereign green bond debut close”

Published on 2021-05-12 Tonality Neutral Page 18 AVE (KES) 38,140

Summary: National Treasury Cabinet Secretary Ukur Yatani says Kenya is on course with a planned debut of a sovereign green bond to fund projects that are aligned to it’s sustainable economy agenda. Proceeds from green bonds are used to finance projects in renewable energy, energy efficiency, green transport, and wastewater treatment sectors. The government initially aimed to raise \$50 million (Sh5.04 billion) through the green financing facility.

Sovereign green bond debut close

Treasury once again reiterates ambition for green bonds at forum but without giving clear dates

by Steve Umidha @PeopleDailyKe

al Treasury and Planning, seeks to mobilise \$1.05 billion (Sh110 billion) to support the update of Nationally Determined Contributions (NDC).

In this regard, it is estimated that over 50 per cent of all counties in Kenya have established County Climate Change Funds (CCCFs) and dedicated at least 2 per cent of their development

11

Digital Coverage

11 direct publications with more reposts. Include 4 international sites: Reuters, CGTN Africa, Xinhua, China Org

Table with 5 columns: No, Date, Outlet, Title, Link. It lists 11 news items from various outlets including Business Daily, Reuters, Xinhua Net, CGTN Africa, People Daily Online, The Standard, Citizen Digital, Financial Fortune, China Org, and Daily Nation.





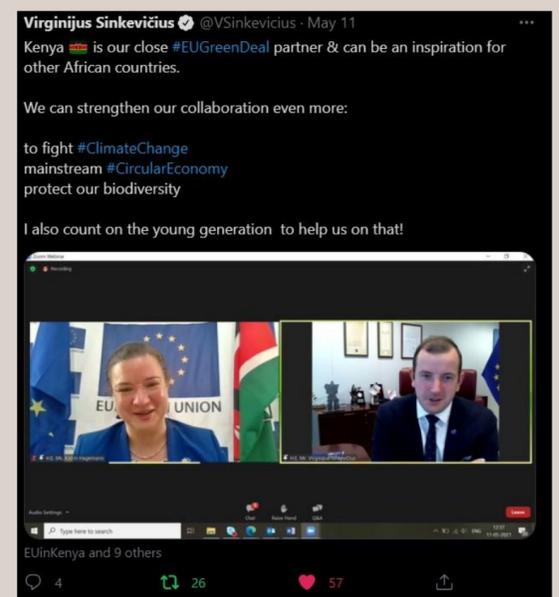
Social Media

Most discussions around EU-Kenya Green Diplomacy Conference were on **Twitter**.

@KTNNewsKE, @EUinKenya, @StandardKenya, and @SustainaBizKe were among **top brand influencers**.

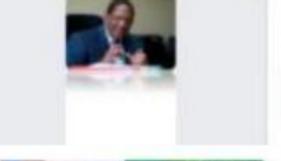
Registered **over 50 mentions** and **+3M impressions** on the 2-days period driven by #strongertogether.

Sample Twitter Posts





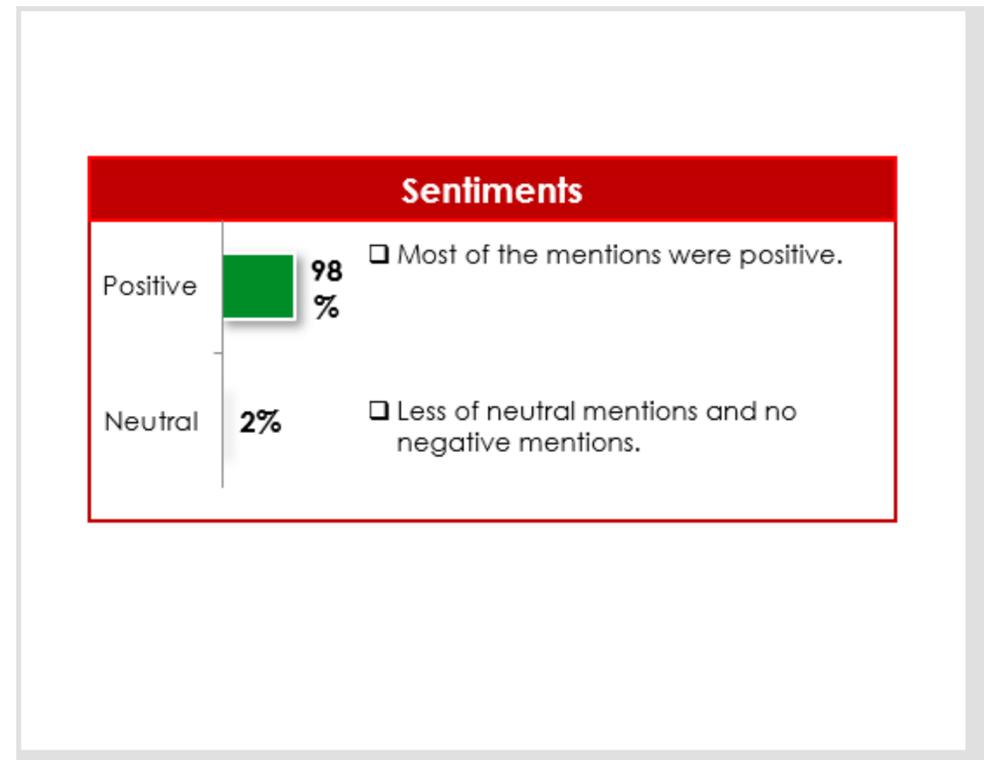
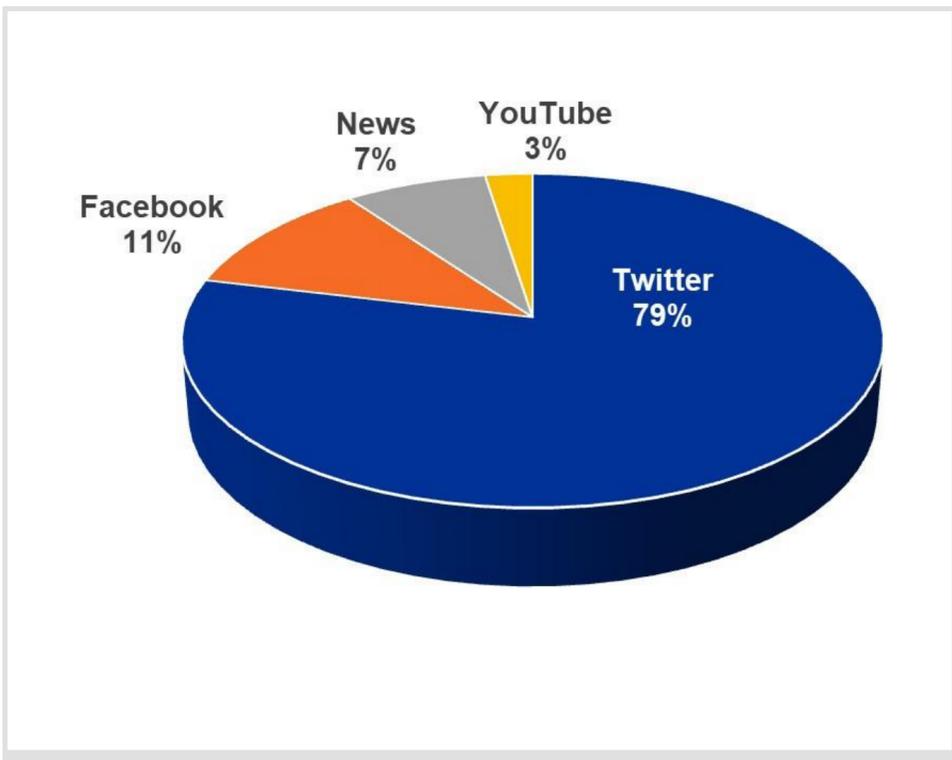
Facebook Reach & Impressions from Standard Group

Post	Impressions	People Reached
 <p>EU-Kenya Green Diplomacy Conference. Join us as we engage wit... Standard Digital</p>	9,308	9,120
 <p>The European Green Deal Join us for the EU-Kenya Green Diplomac...</p>	4,410	4,410
 <p>EU-Kenya Green Diplomacy Conference. Join us as we engage wit... Edit Post View Post Crosspost t...</p>	12,965	12,965
 <p>EU-Kenya Green Diplomacy Conference. Join us as we engage wit... Standard Digital</p>	13,738	13,738
 <p>Join the EU Ambassador H.E. Ms Katrin Hagemann as she modera... Standard Digital</p>	7,788	7,788
 <p>EU-Kenya Green Diplomacy Conference. Join us as we engage wit... Standard Digital</p>	11,147	11,147
 <p>The European Green Deal promotes the implementation of ambitio... Standard Digital</p>	6,566	6,566
 <p>The European Green Deal is Europe's structural response and new ... Standard Digital</p>	5,023	5,023
 <p>The Green Diplomacy Conference is fast approaching and Europea... Standard Digital</p>	6,659	6,621
 <p>The government of Kenya considers being financed as critical to t... KTN News Kenya</p>	5,084	5,084
 <p>We are counting on Kenya to be an inspiration for other African pa... Edit Post View insights View Post</p>	2,641	2,641
 <p>The EU and its member states have mobilized more than Sh40 billi... KTN News Kenya</p>	1,823	1,823





Platform Share of Discussions



KTN Live Coverage

“EU-Kenya Green Diplomacy Conference”

Published on	Tonality	Time	Audience Reach
2021-05-11	Positive	13:00 – 15:30	4.2M Viewers

Summary: Live coverage of EU-Kenya Green Diplomacy Conference.

KTN News Special

Join us as we engage with

 H.E. Mr. Keriako Tobiko Cabinet Secretary, Ministry of Environment and Forestry	 H.E. Mr. Virginijus Sinkevičius EU Commissioner for the Environment & Oceans and Fisheries	 H.E. Mr. Ukur Yatani Cabinet Secretary, Ministry of National Treasury	 H.E. Mr. Thomas Östros Vice President, European Investment Bank	 H.E. Mr. Najib Balala Cabinet Secretary, Ministry of Wildlife and Tourism
 H.E. Ms. Janine Alm Ericson Swedish State Secretary for International Development	 H.E. Dr. Patrick Ngugi Njoroge Governor, Central Bank of Kenya	 H.E. Mr. Tomas Anker Christensen Climate Ambassador, Denmark	 H.E. Dr. Sinead Walsh Climate Envoy, Ireland	

Watch the Event
LIVE on KTN News
1.00pm - 3.30pm
Tuesday, 11th May 2021

H.E. Ms. Katrin Hagemann
EU Ambassador
(Moderator)

Livestreaming of this event
on all KTN News social media platforms.
Send feedback on Social media: #KTNNewsSpecial

#StrongerTogether





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- NCCAP 2018-2022 action plan (3 volumes)
- EU Kenya Joint strategy 2018-2022
- Green finance programs Kenya
 - National Policy on Climate Finance (2018)
 - Green Bonds Kenya (2019)
 - Stewardship code for institutional investors (2017)
 - Climate change fund financial act (2016)
 - Sustainable finance guiding principles (2015)
- Green Finance programs EU
 - Regulation (EU) 2020/852 on the establishment of a framework to facilitate sustainable investment (Taxonomy Regulation) (2021)
 - EU platform on Sustainable finance (2021)
 - Updated directive on non-financial reporting (2020)
- Action agenda for nature and people: open consultation

