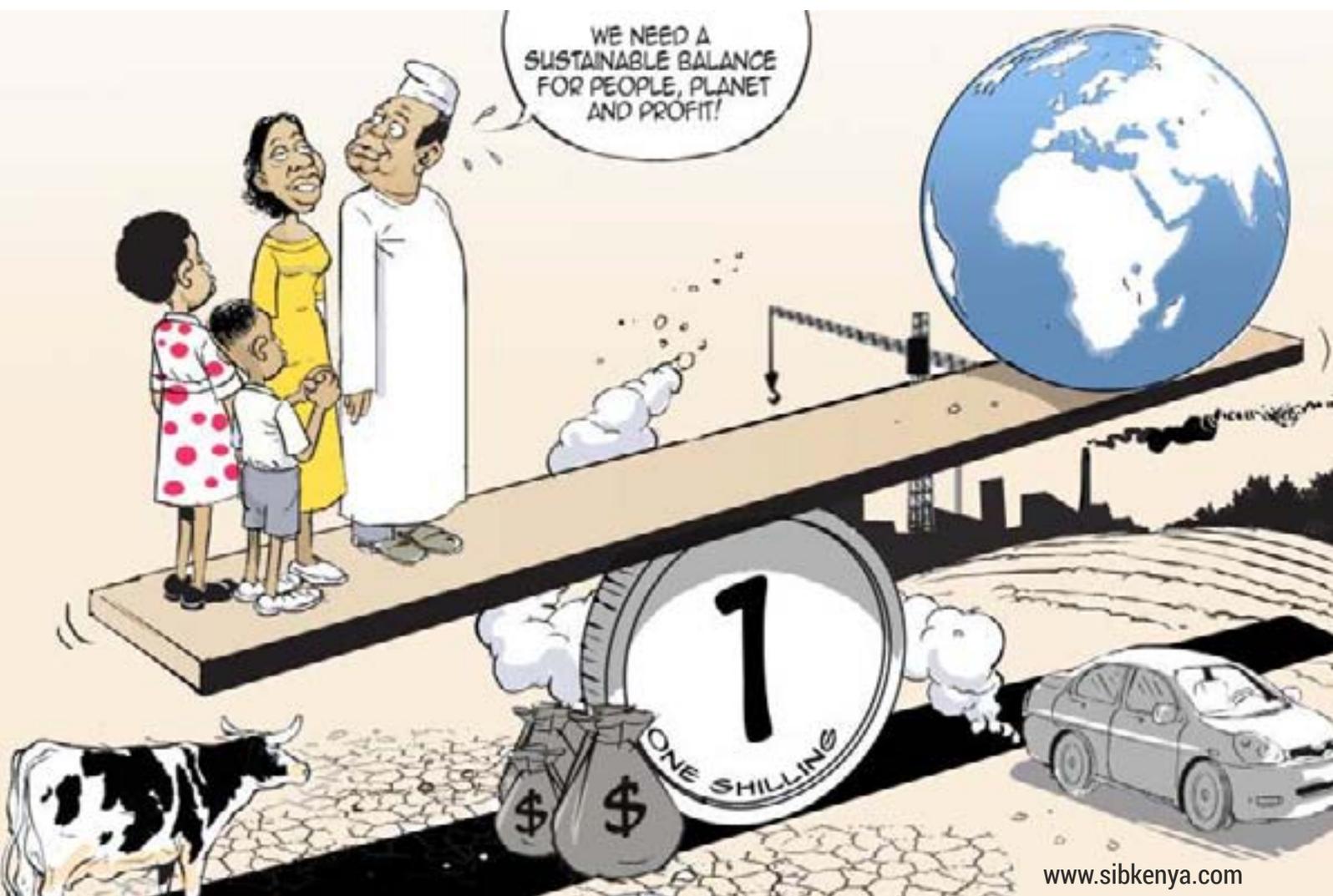


S + B

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE ◦ KENYA



CONFERENCE REPORT

Thank you & invitation for
action on your SIB GOAL

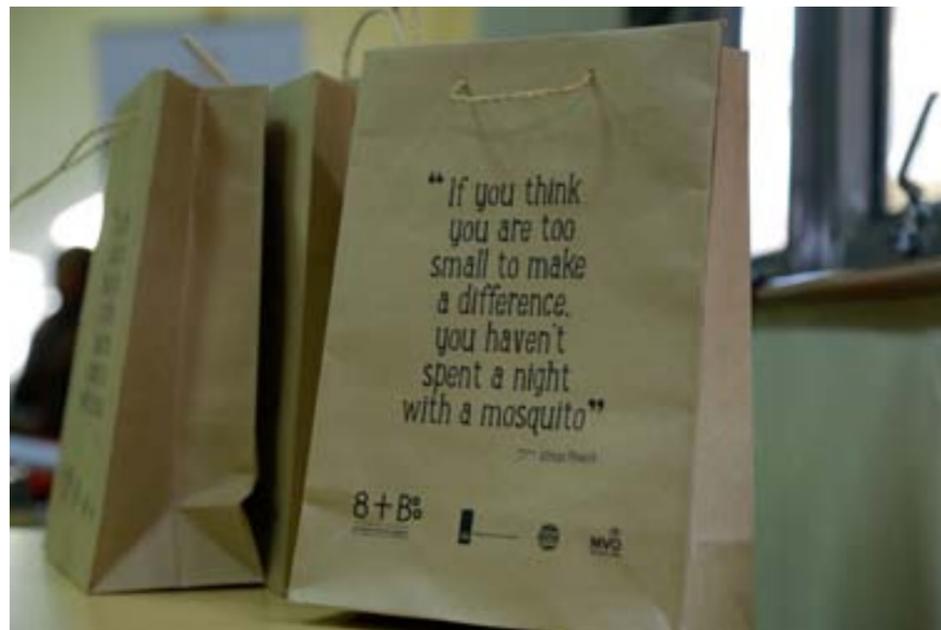
SIB Documentary

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.

SIB Kenya is here to facilitate the growth of your ambition from conversation to action.



 Here is a brief of who we are;



Dear Partner, SIB Kenya

Sustainable Inclusive Business-The Knowledge Centre was formed in 2015 through a fruitful partnership between the Kenya Private Sector Alliance and MVO Nederland. The centre has worked towards raising awareness for businesses to have a positive impact on People, Planet and Profit through providing tools and knowledge for businesses in Kenya.

Part of the mandate of the SIB Knowledge Centre is to provide a platform for businesses to share insights on how some of the challenges businesses face can be converted into viable business opportunities. The SIB therefore organized the 2nd Private Sector Conference on Sustainable Inclusive Business at the Catholic University of Eastern Africa on the 26th of April 2017.

Thank you!

We like to thank you for making this Conference possible. Also we like to inform and share a summary of the Conference.

Conference GOAL

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'. Based on all the feedback from participants we can say that there is a big need and appetite for knowledge gaining and sharing. On top of this the cross sectorial networking with businesses, organisations, start-ups, entrepreneurs, government and other like-minded people is of true business value.

Future Proof Business Mind-set & Partners in Business

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

Why it's a MUST do

Sustainable Inclusive Business is important because all the choices we pursue and the collective actions that we undertake today do tend to affect everything in the future. We cannot ignore the impact of businesses and their required actions. Businesses have a role to play in addressing the global challenges of today. This responsibility might come with its own set of challenges; a need for fruitful partnerships, long-term vision, courage and trust. But above all it is a matter of making a start and setting realistic, yet ambitious goals. Improve your business practice will result in sustainability, control and business opportunities of all kinds.



SIB MANIFESTO

Manifesto "Change. Work. Together."

Our Vision

- We believe in the power of business to contribute to a better and a more sustainable world.
- Sustainability and Inclusiveness is a process of creating triple value, whereby an entrepreneur continuously tries to find the best possible balance between people, planet and profit.
- Sustainability and Inclusiveness means that in all company decisions not only the effect on profit but also the consequences for the environment and for people inside and outside the company are considered.
- For every company Sustainability and Inclusiveness is a tailor made process characterized by innovation and social legitimacy.
- The commitment and interests of employees, customers, suppliers, NGOs and other stakeholders are of central importance in Sustainability and Inclusiveness.
- Company performance and goals must be communicated and accounted for in a fair and transparent manner.
- Sustainability and Inclusiveness principles are embodied in international guidelines, such as the OECD Guidelines and ILO Declarations.
- Knowledge sharing and cooperation between companies, NGOs and other stakeholders are essential in order to ensure permanent progress: CSR is a never ending journey.
- As partner of Sustainability and Inclusive Business Knowledge Center you subscribe to the above vision.
- The vision incorporated in the motto 'Be the change you want to see in the world' is the starting point for all your company decisions.

Partnership

- Companies and organizations that subscribe to this vision can become partner Sustainability and Inclusive Business Network Kenya.
- Our aim is to be a leading central knowledge and network organization, inspiring, connecting and empowering entrepreneurs to continuously improve their CSR and Sustainable Inclusive Business performance.
- Our aim is that all companies will consider and aim to running their business in a Sustainable and Inclusive way in in the 21st century.
- Partners of Sustainable and Inclusive Business Network support and actively contribute to that ambition, both within and outside their company.

Be part of the change

As partner you subscribe to the following ambition:

1. When taking company decisions we aim for a careful balance between people, planet and profit.
2. We aim for the smallest possible ecological footprint. To this end we will reduce any adverse impact on the environment, energy consumption and CO2 emissions and engage in clean production methods whenever this is feasible.
3. We will promote health, employability and personal development of our employees.
4. In our personnel composition we aim for diversity in sex, origin, culture and age.
5. We create opportunities for people for whom the labour market poses challenges.
6. When purchasing our products and services we pay careful attention to the social and environmental impact in production, transport and use; we will make this part of our agreements with our suppliers and customers.
7. We are continuously seeking new opportunities in the field of sustainable products and services.
8. We are open to cooperation and partnerships and we are willing to actively share knowledge and experience.
9. We contribute to the quality of life of the community, town or region we're connected with.
10. We regularly formulate new CSR targets, make available reliable and clear information about our progress, and engage in open discussion about these subjects with stakeholders.

VIEW ON THE CONFERENCE PROGRAM

OPENING PERFORMANCE

Kibera Ballet Group



Video: Kibera Ballet Group

With the help of Anno's Africa, who started a pilot dance program in Kibera in 2007, Michael Wamaya uses his dancing experience to run weekly dance lessons. He has been teaching ballet and contemporary dance to children in Kenya's largest slum of Kibera and also Mathare, a smaller slum east of Nairobi. Through these dance classes, he is quietly changing the lives of thousands of children across Kenya's informal settlements, one step at a time. The children got a chance to showcase their skill at the conference, click below to know their story. [Picture link to Dance documentary]

Tonee Ndungu (MC)

Tonee Ndungu is the founder and innovation architect behind Kytabu and an avid tech-prenuer with a good number of companies under his belt including nailab. He created an education application that levels the learning field while changing the dynamic of learning. A speaker at 4 TED talks, founder of the first TECH incubator in Nairobi and big believer in intuitive learning, **Tonee is the visionary behind KYTABU.**



Tonee Ndungu

Opening Speeches

Welcoming remarks: Karin Boomsma (SIB, Coordinator)

“Sustainable inclusive business needs to change from trend to habit. There is a big market to be tapped into, and Sustainable Inclusive Business solutions have potential for growth. If every business would be responsible for their full business impact People and Planet and Businesses would be in a better space. It would automatically contribute to the SDGs (and we are likely to not SIB is here to speed up the process and support businesses to improve their Sustainable Inclusive Business Practice. SIBKenya wants to support your business to improve! Share your GOAL for this year and we will facilitate and help you to achieve your GOAL> together we can speed up and improve business practice and have a positive impact on People, Planet and Profit.”



Karin Boomsma



Carole Kariuki

Keynote Speaker: Carole Kariuki (KEPSA, CEO)

“KEPSA intends to pay attention and focus on youth programmes on social and economic sustainability. It also focuses on SIB from an ethical issues perspective, social, economic and environmental management. The goal is to meet the needs in the society in order to create sustainable markets for sustainable businesses. An advantage of being sustainable is that it drives the general global sustainable development agenda. The private sector has to unleash this potential.”

Holland Branding

“The Netherlands and Kenya have a lot to offer each other in economy and trade in a Sustainable Inclusive way. The Netherlands like to promote every business to run in a responsible, Sustainable Inclusive way, therefore the Embassy of the Kingdom of the Netherlands in Nairobi has supported SIBKenya's activities. Dutch businesses in Kenya have been identified and showcased in the video below.”



Remarks on Sustainability:



Frans Makken

Frans Makken (Ambassador, Embassy of the Netherlands)

“Kenya needs to pay attention on social issues in the general environment like corruption that affect delivery. Sustainable Inclusive Business goals are crucial to a company's mission and vision as it guides their day to day activities. This approach will enhance innovation, capacity, loyalty and reputation. If many businesses stand for this approach, they will influence other businesses and dictate this as the new normal. CSR is good for business.”

Roelof Assies (Philips EA, GM)

A business model is one that finances the business. Innovations therefor need to be self-financing and not seek donor funding. Product and materials on the other hand should be free from toxic materials and any form of child labour. If solutions have to work for the long term, innovation is key.

“At Philips we have an innovation lab to address the challenges in maternal healthcare. The health sector is also changing, we are a part of this through the E-health and leasing healthcare equipment to the Kenyan government”



Roelof Assies

Sam Kimeu (Transparency International Kenya)



Sam Kimeu

“The private sector should begin to focus on accountability and transparency, and give a provision for openness in business. Transparency provides clarity in business and is either a strength or a weakness to businesses depending on how it is perceived. The why of every business decision made needs to be understood clearly by business stakeholders.”



Morning Plenary Discussion



If you run your business in a Sustainable Inclusive way, which means you are responsible for your full business impact, you are not only growing a future proof business but you are contributing in a positive way to achieve the SDG's. On the other end SDG can be achieved by coming up with solutions provided by the private sector who are a key player in the positive development of the Kenyan economy. These are direct business opportunities, which can be achieved through partnerships and solution based innovation.

Moderator: Sheena Raikundalia, Intellectap

Panellists:

Adam Lane

Huawei, Director of Public Affairs

[Huawei](#) has outlined its role as an all-round strategic partner to countries looking to advance economic and social development. The firm has expressed commitment to creating value for communities by collaborating with other operators to help them maximize network assets, deploy home broadband and indoor digitalization, and drive connectivity to enhance the user experience, while promoting economic and social growth. This is in line with SDG 17, Partnerships for the goals

- Companies need to identify their role in the SDGs as individual businesses.
- There is need on workforce based inclusiveness for businesses to thrive.
- It is important to collaborate with the government for success in some innovative solutions.
- Partnerships with other value adding partners are key

Dr. Ngwenya

Intellect Africa, Director

[Intellect Africa](#) is a pioneer in providing innovative business solutions that help build and scale profitable and sustainable enterprises dedicated to social and environmental change. Intellect's push for inclusive business solutions and environmental impact ventures connects the sustainable development goals and Kenya's vision 2030 and combines it to one achievable vision.

- Inclusive business is important for the economy to grow
- More effort need to be put in creating successful partnerships

Karthik Subbaraman

Philips, Senior Scientist

[Philips Kenya](#) is developing new approaches to healthcare that promote prevention rather than simply treat illnesses; they focus on energy and resource efficiency, and create more innovations that are more intuitive, effective, affordable and accessible. This is in direct connection with SDG 3, good health and wellbeing.

- Proper research needs to be conducted for sustainable businesses to thrive
- An end user approach of product design is important for useful innovative solutions
- A multi-stakeholder intervention including government, private sector, and humanitarian organizations is required to tap into emerging markets. See the example described in Health Workshop of the Community Life Centre.

Nathan Mulure

Novartis East & South Africa, cluster head

The approaches of [Novartis](#) towards SDG 3 for Africa include zero-profit solutions, social business models and tiered pricing models – all of which aim to help more patients access medicines and improve health outcomes.

- Consistently develop businesses that are sustainable, meet the objectives of the organisation and have a positive and lasting impact in the community
- Further need-based research into translating to better services, increase access to these services such that the BoP can afford high quality services Promote equity and equality for all in the quality and accessibility of new products and services



WORKSHOPS



Roundtable on Future Workforce

“Designing a new structure for the right future workforce”

Moderator: Willem Kevenaar (Kevenaar Consulting Kenya)

What is your involvement in the development of the set structures and mechanisms? What does business need? A strong connection with business is required to boost the workforce we need. It comes with a mind shift, partnerships and a hands on approach. This Roundtable gave attendees an opportunity to meet other key players in private sector and understand how best you can get involved in the operationalization of the structures that would ultimately ensure industry and private sector productivity gains.

It was discussed that designing the amount of workforce desired in the workplace with the right curriculum takes the involvement of the Academic/vocational/skills sector, Private sector, Public sector and the Market system, no single unit can work in isolation. Students need to be trained in soft skills to enable them blend in and be relevant in the market place. The role of companies is in the need to work with the institutions to develop the curriculum related to risk management because what is available is not adequate. Companies also need to involve graduates in offering adequate services to the companies and other institutions and must involve in partnerships e.g. employers need to visit institutions to impart new knowledge not in the curriculum.

There is Need for infrastructure sharing between business sector and academia to build a curriculum that involves structural development. Institutions and the business sector need to develop a system that supports students from an early age.

Among the challenges discussed was the current situation of most lecturers in academia having never been to the real practitioner world. There is a lack of appetite among the students to learn from the industry and lack of infrastructure sharing to expound knowledge makes students even less interested. Most academic institutions lack the financial capacity to improve learning infrastructure



Way forward

The institutions and companies should disclose both their needs both knowledge wise and infrastructure wise and create a co-operative system.

This discussion was only a first step towards connecting the private and academic worlds. More next steps need to be defined to work that out and realistically change the landscape.

Who is responsible?

LIWA Kenya is be best positioned to take the lead in working on these subjects; being in the core of the subject and having all the needed connections with the private as well as academic sector.





Workshop on Employee Engagement

"How employee engagement will boost your business"

Moderator: Edward Houghs (Mammoth Consulting Africa)

"Open your mind, not your wallet"

This workshop was about boosting your business by positive impact on employees and insights to grow your business in a good way. Companies that respond with dynamic, flexible and innovative employees' engagement programs will be rewarded with a healthy, loyal, productive, energetic workforce." It is important to improve your business, by being inclusive, improving workers welfare and gaining insights through e.g. health plans, insurance, hygiene improvement!

Naivasha flower farm Oserian Flowers has entered into a partnership with CarePay Ltd to provide an outpatient mobile-based insurance cover for its employees. The mobile health wallet solution will benefit 4,600 employees and will be run through M-Tiba, a Dutch platform developed by CarePay in partnership with Safaricom and PharmAccess foundation. Under the scheme, employees and family will receive an M-Tiba wallet on their mobile phones, allowing them to access outpatient care at Oserian health centre. The medical data collected via M-Tiba is expected to give accurate insights into common ailments resulting in quick interventions.

Other companies aiming to improve employees engagement with their products are AfriPads (washable sanitary pads) and EcoZoom (clean energy jiko). Both related to improving Health of employees and at the same time reducing costs on the alternative less healthy product options. Companies can create access to those product by using the payslip deduction method.

Keeping employees engaged can be done with the following metrics: happiness, satisfaction, recognition, feedback, health, ambassadorship and personal growth. Generating happiness in the workplace by feeding positive messages in the workplace, benefits the business, health and relationships at work. Recognition makes employees feel appreciated of their efforts and shades off the idea of working just for the pay. Key motivators in the company should be identified and pushed forward to energize employees.

The challenge is getting people in the private sector to understand that employee engagement is important.



Way forward

It was concluded that embracing a win-win-win system which involves improving employee lives, improving company levels and improving the environment is the way to go for businesses. Every decision made in an organisation should consider these factors. Employees are the most important assets of any establishment.

Empowering local employees is very important because the company is using local resources. The private sector is not only able to change the economic status of these communities, but also their social wellbeing.

Harness workers potential – employers should adopt company specific ways to mentor and develop employees. Positive employee growth means they are motivated at work, hence maximize their potential at work – a win-win.





Workshop on Agriculture

“Workshop to tap into success formula in agriculture”

Moderator: Victor Esendi (AgriProFocus)

This was an interesting discussion on how to tap into the success formulas in agriculture, highlighting the essence of improving food quality, and how to engage the whole ecosystem in your business model. The current system needs to change, businesses need to think ahead and begin to link the whole value chain system; every aspect of the value chain should positively benefit from business activity, including the environment.

Only by including the whole value chain will we be sustainable inclusive and quality guaranteed. Areas to focus on for sustainable agriculture were identified as water, yield, market link, erosion, revenue, implementation and water quality. The best approach to sustainable agriculture is a value based approach, including all members in the value chain through partnerships. In dairy, it is important to ensure quality, consistency, innovation and customer satisfaction e.g. tasty products.

Equator Kenya Ltd, a food-processing company that produces African Bird's Eye Chillies for export. Their key innovation is drip irrigation, which eliminates uncertainties (ensuring harvests even in dry years), and substantially increases yields as well as water-use efficiency. Low-cost drip irrigation kits have enabled farmers to extend the season from 4 months to 10 months, providing stable, year-round income.

In the interest of encouraging dairy farmers to emphasize more on quality, BIO has adapted a pricing policy for the procurement of milk based strictly on quality parameters applying bonuses and penalties and is known to pay the highest producer prices for good quality milk in East Africa.

The Mara Beef Company works together with the Enonkishu Conservancy in a wildlife-livestock integrated approach, creating a win-win. Mara beef also engages the local Maasai community to establish sustainable livestock production, reducing overgrazing and overstocking, conserving and restoring biodiversity as well as a grazing management system.

Some of the challenges in the agricultural sector include; The supply market does not provide sustainable goods, Limited capacity to produce and give support to farmers, Limited knowledge to produce sustainable products, Lack of infrastructure e.g. storage, fresh transport etc., Climate changes, Financial capacity to scale up and Semi-illiterate farmers.



Way forward

The best approach is a value based approach, including all members of the value chain through partnerships. It is important to partner with the local community and the smallholder farmers, as they are the basic component of agribusiness, and are most affected by irresponsible business behaviour.

A great untapped opportunities lies in training farmers for relational business practices and absorbing relevant, efficient and responsible practices on their farms, therefore to empower farmers into business people. These farmers also need business support systems like valuers, accountants, and storage and distribution services to minimize waste.

According to the Business daily, the government of Kenya has partnered with non-state institutions to develop programmes that will ensure success in the dairy value chain in Kenya.

Agri
Pro
Focus





Workshop on Health

"Partnerships in business"

Moderator: Faith Muigai (Jacaranda Health)

Will the Health sector take the lead in successful partnerships? Primary healthcare is key driver of a healthy nation. What is needed to increase the Health status and how do partnerships drive this change? With the case of Maternal Health Service care in the health sector, the discussion was around how the government can link with the private sector to bring in quality and sustainability in the sector. Among the issues zoomed into were community engagement, health workers, finance and quality guarantee.

According to data from research solutions Africa, the average income for Kenyan households is ksh. 7000; only 15% of these households have health insurance. There is always an opportunity for public private partnerships in the health sector because the sector is too big and diverse for businesses to individually make huge impacts.

80% of the bottom of the pyramid population access healthcare services from private service providers. This means that the private sector helps an important role in the health sector of Kenya and there is room to be more aggressive in addressing the demands of the market.

In Kenya, primary health facilities face enormous difficulties in offering quality basic services to local communities. Philips believes that the strengthening of health systems has to start at the primary level. Collaborating with local governments, Philips is developing Community Life Centers that provides a total solution for primary healthcare facilities with the aim of not only improving healthcare but also enabling community development. In Kiambu, Kenya, the installation of a Community Life Center saw the number of patients visiting increase to 4,000 patients per month, from 1,000 patients previously. The Philips Community Life Center (CLC) offers a community driven, holistic approach to improving primary healthcare. The CLC goes beyond the provision of healthcare by turning a health facility into a community hub.

The government needs to create an enabling environment for the private sector to tap in to the demand for healthcare. There has been challenges in finding a uniform value across partnerships. Incentivisation of the private sector and standardization of procedures is key. This could be done in policy formulation and implementation.



Way forward

Partnerships in the healthcare system need not be monetary as the traditional way, but companies, government and institutions can innovate ways to partner and benefits other than monetary.

Sustainable business models can be created and companies do not have to earn solely from conventional profit models. There is room for innovation to create other ways of earning rather than from direct payments for goods and services.

For both the private and public sector, there is need to establish expected returns on investment before partnerships are made. This makes monitoring and evaluation easier and ensures sustainability to initiatives.

The future of the healthcare system lies in the concept of shared value. To scale up healthcare in Kenya, there needs to be win-win-win for business, private sector and the people. The era of NGO is over and there is need to establish real benefit and impact.

Healthcare has to be linked with other sectors e.g. infrastructure and academia in order to deliver above expectations. Most importantly, innovations, partnerships and initiatives need not be complex. Simplicity is key as it is easy to demonstrate and scale up.





Workshop on Equality, Leadership and Peace

"Flashback-flash forward – What does it take?"

Moderator: Wahu Kagwi (Mkenya Daima)

This workshop was about Hearing the voice of the Youth, the new Leaders, the Private Sector and the Trend watchers. Attendees came together to look at the role of the young people as a driving force and energy that drives businesses; equality to create a cohesive workforce and conducive enabling (business) environment and the importance of peace as key to business stability. How do we create future proof leadership, promote equality and a peaceful environment for our businesses?

It was agreed that peace is about an environment of coexistence, not only with people on race and gender but with the wildlife and environment, this is the role of business because they have the power to promote gender equality by having good employment policies and enhancing environmental coexistence by making responsible business decisions.

Leadership from different perspectives include intellectual, political and cultural. Cultural leadership is nurtured from a young age and the youngsters gain skills from elders and experience. This creates an ingrained value of servant leadership. Cultural leadership emphasizes on socialization. The Nyumba Kumi Initiative is based on cultural leadership and is important in mitigating crime.

Currently there is focus on office leadership and therefore the qualities of a person are important rather than their economic background. Generational leadership is about identifying ones character and leading oneself before leading others.



Way forward

There are solutions to better leadership that were outlayed; participating in the general elections, not voting according to tribal lines, guiding the youth concerning leadership and vetting leaders before elections.

Recommendations on changing leadership and bring it back to the people:

The common agreement from the participants was first and foremost that we needed to deviate from dealing with the symptoms and start curing the root cause of the ill in the society.

In order to reconnect the people in the true African Spirit of Ubuntu- the participants suggested that Parents, Religious Organizations, and other institutions need to go back to the basic value system as protected by our various cultures systems and values such as pooling together of resources "Harambee" "Ubuntu" and religious teachings of Love and Respect that seek to protect the humanity.

The participants also agreed that one of the best ways of socializing the Society is by right modelling. The big companies must act as the best models for upcoming medium-size and small companies and entrepreneurs. Parents must be the best models for their children as well as other people in the society.

Finally, the participants agreed that mentoring young people, to nurture their skills and talents is a future proof method of ensuring sustainability of values in the society, promote growth and development and provide a New Generation Leadership, that is true to the society's beliefs and convictions.

In this light SIBKenya will organize a workshop on Code of Ethics and New Generation Leadership in July with follow ups, kindly show your interest!





Workshop on Waste

"From waste to business value and solving issues"

Moderator: CJ Jones (UTU)

According to a Feedback Global report 2015, 50% of global food produce is being wasted. Solving this (globally) would go a long way in addressing the food security issues, and it comes with great business opportunities to foster sustainable inclusive business practices as well as save money, make money by recycling, down-cycling or up-cycling.

We need to change! This was an interactive and participatory session where we explored the potentials to create 'circular economies' in dynamic and volatile markets like Kenya. This session was about disruptive solutions to intractable problems across all sectors – domestic, industrial and food waste.

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. Fresh and Easy takes fruits and vegetables that are healthy but do not meet international standards in shape, size and colour, previously thrown away as waste and started making soup out of it to be sold to the local market.

A main challenge in creating value out of waste is that the government has not been able to turn waste into money or useful resources and there are no policies concerning this. Other challenges include; Cheap material from china, Availability of land, Lack of regulations, Lack of awareness and Lack of infrastructure. A major barrier is the existence of cartels and bad governance that hinder innovative growth.

To handle faecal waste, companies are encouraged to embrace methods of renewable energy such as bio-digesters for biogas. This involves investing in proper and safe infrastructure but will also save communities from diseases caused by sewage.

For food waste, operators are encouraged to handle food properly from farm to fork without neglecting efficiency in any one single step. This requires establishment of very elaborate business processes and functioning partnerships across the value chain. Consumer awareness is important as some of the waste is also from consumers, especially in over purchasing.



Way forward

Privatisation of waste collection means an automatic enforcement of existing policies on waste. The government will also be pushed by the private sector actions to create more policies around this issue.

Waste to value goals cannot be achieved on an individual basis, this is a big issue in Kenya which leads to bigger issues like flooding in the city. It therefore takes combined efforts to achieve this agenda.

The Kenyan private sector needs to drop the 'projects' perspective and begin to handle solution bases initiatives as long-term businesses for profit and for impact. Project is waste.

SIB Kenya together with other action-oriented partners are coming together to explore opportunities and solutions around plastic waste disposal or recycling. To be a part of this great way to start, connect with us and let us move to the next level together. SIBKenya aims to work on Waste and Tourism (Waste Water), Waste around Farms and in Tourist areas, Plastic bags at the Supermarkets, Food Waste at Farm level, Organic Farm Waste (like at Flower Waste). Solution will come with partnerships and with different ways of looking at waste; reducing waste, recycling, upcycling, downcycling. Kindly share your interest to Partner with us.





Workshop on Transparency

"Roadmap to transparency"

Speaker & Moderator: Jules Delahaije (CEO SGA)

How can Transparency really work for business? Businesses should let quality and consistency lead, transparency then comes in by default. This is not an easy journey but the outcomes are worth the effort.

Transparency becomes a business norm once quality and consistency are enhanced. Transparency and openness are important in ending misappropriation of funds. If transparency is a part of your business DNA, it changes decision making processes into clear, objective with no loopholes.

Transparency is putting clients' needs and interests above your organization's agenda. Accreditation and explaining the risks involved in the business are also a part of transparency. Lack of transparency damages business reputation.

SGA Security is a security firm 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. SGA security has a transparent cost system, clearly outlaying the reason for their high costs, without compromising quality. For SIB Kenya partners SGA offers free-of-charge security scan for businesses. Contact us here for referral or directly contact SGA here.



Way forward

Businesses need to embrace a common approach to transparency, create awareness and conduct regular trainings on ethics and compliance.

The private sector, government and nongovernment institutions keen on this issue are welcomed to be part of the oncoming conversation around transparency and code of ethics hosted by SIB Kenya in the oncoming months. Sector specific issues and ways to start, and how to go about it will be discussed, with the involvement of the Kenya Private Sector Alliance.

In this light SIBKenya will organize a workshop on Code of Ethics and New Generation Leadership in July with follow ups, kindly show your interest!





Afternoon Plenary Discussion

Moderator: Willem Lageweg (Former CEO, MVO)



Panel session on innovation and future proof mind-set and partnerships

Panellists:

Kevin Simiyu (WWF Kenya, Business Development Manager)

- Private sector is a key partner in natural resources management
- Natural resources management is a mandatory for long term business
- The environment is as important as profit

Richard Ndiga (Serena)

- There is no business without sustainability because natural resources are the business
- Partnership with like-minded partners is key
- Collaboration with the government can be successful and yield results

Carole Kawira (KEPSA, BBPC)

- Improve maternal and infant nutrition by making workplaces mother and baby friendly
- Workplace support for mothers increases retention of female employees
- Satisfaction, productivity and morale of female employees is assured



The overall finding is that businesses are and should be highly dynamic, always aware, on the look out for adopting new innovations, embracing trends and developing a sustainable inclusive business that makes the difference by staying ahead and taking the lead in being responsible.



Workshop on Tourism

“The way forward on Kenya's tourism”

Moderator: [Elfrieke Van Galen \(the Rock Group\)](#)

2017 is the International year of Sustainable Tourism for development. How can businesses make the Kenyan tourism vision come true? This workshop brought together key players from the private sector to discuss the future of Tourism in Kenya, the challenges and mitigation plans. The main discussion was around getting back to the basics of sustainable tourism, and making these basics a standard for all.

Sustainability in tourism is for the long term and thus long term benefits are involved, companies need to realize this important fact. Sustainability should thus be the DNA of tour operators especially environmental conservation as the environment is the business.

Among the challenges faced in the push for sustainability in tourism include; Sustainability is voluntary and is currently not an organizational must have value. Most companies therefore shy away from the short term costs of sustainability not knowing there is a long term return of these investments.

There is also a lack of consciousness of sustainability among founders and key people in the Kenyan tourism arena; there is a current perception that sustainability is for specific people and companies; Convincing the locals and villagers that tourism is a good thing is quite hard because they have experienced the hard consequence of irresponsible tourism; The hospitality aspect of the tourism industry find it hard to work together due to fear of competition.

Action points towards sustainable tourism:

1. Treating of waste water from hotels
2. Awareness creation for customers (marketing communication) – to pick a responsible business
3. Training and new techniques added in academia for hands on recruits
4. Raising awareness in communities?
5. Visual awareness and interpretation of concepts and businesses
6. Adoption of new innovations e.g. recycling and solar energy
7. Responsible use of natural resources, especially water
8. Transparency in pricing system
9. Development of a system to capture sustainability milestones
10. Food waste management
11. Plastic waste management, maintain serenity en-route tourist attractions
12. Partnerships for implementation



Way forward

Every stakeholder should be brought on board and partnerships encouraged as full blown sustainability cannot be achieved on individual efforts.

SIB Kenya is prepared to facilitate conversations and foster partnerships to activate change in this sector, in identifying initial plans of actions to accelerate change. To be a part of this change, sign up to be a partner and we will set GOALS and timelines together. SIBKenya's specific focus will be on above action points. Kindly contact us to partner and tackle issues together.





Workshop on Future Proof Business

"Growing sustainable inclusive start-ups, SME's and Corporates. How do you start, improve and make it happen?"

Moderator: Frans Tilstra (MVO Nederland)

"If you think you are too small to make a difference, you haven't spent a night with a mosquito"

Everyone, any size company can make a difference today. There are many ways to improve your Sustainable Inclusive Business Practice.

Start-ups, SMEs and corporates came together to meet learn and share on how to be sustainable and inclusive. Questions are asked like what is Sustainable Inclusive Business? What are the wins? How can I (business) start, implement or improve – today? This was a hands on workshop. Companies were able to conduct business scans, gain knowledge, tools and tips & tricks. SIB Kenya has a new perspective, businesses do not have to start on big projects or new investments in order to be



sustainable. Simple responsible steps with impact such as responsible sourcing, and employee engagement build up to bigger goals like the Sustainable development goals.

SIB Kenya, in the new phase is able to empower businesses, conduct business scans and facilitate partnerships for sustainable development in businesses and in connection to the Sustainable Development Goals.



Workshop on Innovation

"IT, Innovation, Solutions and opportunities – discovering the solutions that meet needs"

Moderator: Sheena Raikundalia (Intellectap)

In this workshop, an approach to innovation that has worked many times, with insights from Intellectap, is first harnessing knowledge through research and getting support, then getting the capital followed by networks to help in implementation of the new innovation.

It was agreed that needs for innovation exist in the security industry, food and nutrition, internet speed, communication, democracy and general systems change and improvement. Practical uses of technology have been identified and utilized in fields such as renewable energy systems, waste and water recycling and other environmental solutions.

The main challenge in this sector is lack of policies or implementations thereof to supplement the diverse need of this cross cutting sector. However, SIB believes that businesses can be the ones to enforce this policies out of initiative because the government rarely benefit but the business and the people do.





Workshop on Exchange Knowledge, Insights, Networks

" Gateway to fast knowledge and context on how to do responsible business in Kenya"

Moderator: Michelle de Rijck (MDF)

This was an interactive workshop to link people together through a speed date session. Attendees got to listen to two short snap shots from KLM cargo and SGA security and were asked to write their main questions; 'why are they here at this conference, what do they want to know more about' questions were clustered (based on the topics raised in plenary and linked to conference, partnerships, innovation, people, profit, planet) and those with answers identified. Participants were able to speak to each other, get answers, and network.

Netherlands business hub also had a main role in this workshop, it provided answers to many participants who had questions about partnerships.

Participants appreciated the space to talk, to interact and exchange their contacts, ideas, solutions. Most people wanted to know how to create and maintain good working partnerships to strengthen Sustainable Inclusive Business or to make it work.

SIB is looking forward to include more interactive participatory sessions, speed dates, workshops and a space/portal for sharing, question and answers. Furthermore, regular network events and 'work' workshops will be organised!



Workshop on Smart Water In Business

" Gateway to fast knowledge and context on how to do"

Moderator: Elfriek Van Galen

This was a think tank on water management for businesses. Water conservancy is essential, for People, Planet and for business. Issues around water use, re-use, and access are urgent in Kenya. How can we optimize/minimize water use, re-use and access? What is the role of companies, government and the importance of communities? What can your business do?

Attendees to this workshop agreed that water is gradually becoming a scarce resource in Kenya hence wastage is greatly discouraged. WRMA recognizes the potential of ground water to solve the water crisis in Kenya. Households need to get steady supply of clean affordable water. What can businesses do to solve this problem?

Sustainability reporting is important because it triggers the sensitivity of a business decision to their impact. Social impact measurement and materiality: the main question was, what is the impact of sustainability reporting? It was deliberated that For CSR, it is important to measure impact to understand environmental local and financial impact; and to enable businesses formulate objective goals.

Way forward

Businesses should look at the social/environmental arm of decision making – how do the actions of the business impact the people and the planet? This way, businesses are able to start, first on internal then external good practices and water management habits.

Environmental sustainability – how will the decision of the company affect the natural functioning of water resources? If a business exhausts all water resources in the first few years of operation, the business is no longer running. It is therefore important to consider not only financial efficiency but also resource efficiency in a business.

There is need for government of water resources through holistic natural approaches, integrated and inclusive solutions, law and institutional management.





Workshop on Extractive and Energy Industry

"How women can take advantage of local content in energy industry towards more sustainable community development"

Moderator: Lilian Agumbo (AWEIK)

Kenya's Extractive and Energy Sector is growing rapidly, despite this growth, there still remains significant scope to increase sustainable and inclusive business practice. Businesses in Extractives and Energy can't go without involvement of multi-stakeholders and women in particular. There is need for inclusion of women in this sector.

There is need to involve women in intellectual matters, opportunity establishment, knowledge structure and health matters and decisions. Women must begin to use the natural resources in Africa to empower themselves as more women are getting empowered in the sector. Areas in which women can begin to empower themselves include development of new inclusive business models, transfer of technology, creation of value and money in the industry and supporting one another by ensuring they move forward as women together.

This growth can be identified and grown through identifying and exploring new resources, identifying male champions in the sector and bringing them on board, taking a collaborative approach with the government and institutions open to work for the sustainable empowerment of women.

There are specific challenges that women in the sector go through, including the lack of legal titles to resourceful lands, lack of fair compensation to labour, lack of confidence in women to question how the system works and limited support among women.



Way forward

- AWEIK is a nation-wide organization that aims to connect women with professional and business opportunities in the Extractives Industry value-chain. Dialogue will make solutions more viable and encourage partnerships among change makers.
- There is a need for specific policies concerning women in the industry and also serious implementation of these policies. Some policies exist but implementation is very minimal.
- Academic institutions need to partner with the industry to match needs and training in order to produce qualified workers for the industry to reduce costs of training and refresher courses.
- Human resource departments need to include the needs of women in the industry. Collaborations between different companies to introduce one package for the whole system will reduce redundancies and overlap of efforts by different players in the industry.
- The new way of doing CSR is that Future Proof Businesses have a positive impact on people, planet and profit. This way, women empowerment will be engrained in the DNA of the business and will not be an issue as business processes; company policies and agendas will be all inclusive.



CLOSING PLENARY

Final remarks

Moderator: Willem Lageweg

Key take home points:

- Collaboration is important to avoid duplication of efforts
- Strategic investment – investing in sustainable ventures is a sure way to spend money
- Business to business mentorship is important for growth
- Networking leads to key business partnerships, sharing and benchmarking

SIBKenya take home points:

- Workshops will be extended in future with network time
- Challenge and support companies with a specific SIB GOAL this year to have measureable impact
- Working on topic related meetings to start the change on: Waste, Transparency & leadership, Waste & Tourism, Food quality/safety and Employees Engagement.
- Looking forward to understand and know your Business needs! Share so that we can work on them together.



Willem Lageweg

GOOD PRACTICE EXAMPLES

Mau Mara Serengeti Sustainable Water Initiative (MaMaSe)

The MaMaSe Sustainable Water Initiative is aimed at improving water safety and security in the Mara River Basin to support structural poverty reduction, sustainable economic growth and conservation of the basin's ecosystems.

Bio foods

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.

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.

Equator Kenya Ltd.

In order to obtain Premium Quality African Bird's Eye Chillies, 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.

AFRIpads

AFRIpads Ltd. 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.

Ecozoom

Eco zoom 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 more healthy, efficient and eco-friendly than current solutions.

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.

Oserian

Oserian Flowers has entered into a partnership with CarePay Ltd to provide an outpatient mobile-based insurance cover for its employees. The mobile health wallet solution will benefit 4,600 employees and will be run through M-Tiba, a Dutch platform developed by CarePay in partnership with Safaricom and



PharmAccess foundation. Under the scheme, employees and family will receive an M-Tiba wallet on their mobile phones, allowing them to access outpatient care at Oserian health centre.

Mammoth Consulting Africa

MCA runs programmes shaped by business vision and focused growth through investment in employee engagement, ownership and performance.

Jacaranda Health

Jacaranda Health is a Kenya-based social enterprise that combines business and clinical innovations to create a fully self-sustaining and scalable chain of health facilities specialized in Maternal and Child Health. The health facilities provide affordable, high-quality, patient-centered maternal and child health services to poor urban women.

Philips

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.

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.

UniGlobe - Lets Go Travel

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.

Serena Hotels

Tourism Promotion Services (TPS) and Aga Khan Fund for Economic Development (AKFED) promote sustainable tourism by building, rehabilitating and managing tourism facilities in selected areas that contribute to economic growth and the overall investment in climate in an environmentally and culturally sensitive approach.

Incentro

Incentro is an innovative online service provider. Incentro has a flat organizational model and has ensured a diverse range of services. Happiness is an important factor in the organization and has consequently become a top-3 place to work in the Netherlands and currently setting up in Kenya.

Tambuzi

Practicing the concept of Shared Value, Tambuzi considers the welfare of its employees and the neighbouring communities to be part of its strength, and follows best practice methods to mitigate impacts on the integrity of the environment.

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.

Azuri

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.

Brood

BROOD's core aim and value is to make tasty, organic, accessible bread full of goodness whilst observing transparency in their operations and that of stakeholders.

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







Kingdom of the Netherlands

PARTNERS:



Kingdom of the Netherlands

