

Title: [EU-KENYA Green Diplomacy Conference](#)

Theme: Climate Change (Search Words: Green Transition, Green Deal, European Union)

Project Summary: On the 11th and 12th of May 2021, the European Union and Kenya held a Virtual EU-Kenya Green Diplomacy Conference, an event organized as part of the EU's diplomatic efforts to promote 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 toward a green transition and consistent short-term milestones. It further helped build upon the EU support for multilateral action and, in particular, the EU's objectives for the international negotiations taking place in the critical period of the following 12 months, which included, 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 project required Sustainable Inclusive Business to facilitate the organization of the virtual international conference in the wake of the COVID-19 pandemic to guarantee sustainability while still delivering high-quality engagements.

Funding Partner: The European Union Dialogue Facility in Kenya.

Project Objective: To organize a seamless, sustainable, high-quality hybrid event and create and implement a communications strategy for the EU-KENYA Green Diplomacy Conference.

Target Group(s): The EU-Kenya Green Diplomacy Virtual Conference brought together over 400 participants, including Kenyan and European leaders and policymakers, public sector agencies, EU Member States, the private sector, trade support institutions, and business associations, captains of industries, financial and non-financial intermediaries, investors, development partners, and donor agencies. This diverse group of stakeholders underscored the shared vision for a climate-neutral, nature-positive, resource-efficient, and more circular global economy.

Impact:

- Facilitated over 400 Online Participants and about 4.2M television viewers through a partnership we negotiated with KTN TV for live coverage.
- Received coverage across three national television stations, four newspapers, and over ten digital platforms.
- On social media, we registered over 50 mentions and +3M impressions in the two days, driven by the hashtag #strongertogether.
- Ensured high-quality audiovisual services for the virtual conference, including live streaming for the online participants.
- Designed high-quality branding and communications material for the conference, per the EU brand guidelines.
- Created a highly effective communication strategy and working plan to implement the conference efficiently.

- Developed a comprehensive post-event report covering the discussions and outcomes of the virtual conference.

Project Duration: March to May 2021.

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EU-KENYA GREEN DIPLOMACY CONFERENCE

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|  H.E. Mr. Keriake Tobiko Cabinet Secretary, Ministry of Environment and Forestry |  H.E. Mr. Virginijus Sinkevicius 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 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)

LIVE Livestreaming of this event
on all KTN News social media platforms.
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Context Analysis: The EU and Kenya are highly aligned on an ambitious climate, biodiversity, and environmental global agenda. Kenya has prioritized the 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 significant transformational effort on the side of the Kenyan Government involving multiple line Ministries as a whole of governance objective. The dialogue between the EU, its Member States, and the Kenyan Government was an occasion to target transformational efforts and 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 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 global negotiations and to discuss a concerted outreach to third countries in the region and globally. The EU also demonstrated how cooperation programs would support the green transition and post-COVID-19 recovery (Team Europe Initiative – Green Deal, the EU 2021-2027 Multiannual Indicative Programme).