

Project Name: [The COAST Project Phase III](#). (Creating Opportunities and Alleviating Poverty through Sustainable Trade (COAST) Project):

Theme: Circular Economy (Search Words: Blue Economy, Marine Conservation, Green Jobs, Waste Management, Waste to Value, Entrepreneurship).

Project Summary: The COAST Project (Phase 3) was implemented in 2023 to enhance innovative local solutions among youth and women. Sustainable Inclusive Business Kenya (SIB-K) facilitated knowledge-sharing sessions, both in-person and virtual, on the circular economy, policies, and industry needs in entrepreneurship. We hosted intergenerational forums to facilitate deliberations intended to highlight challenges faced by the youth and utilize the experience and expertise of the senior citizens to address them while encouraging meaningful participation among women and youth. The forums served as platforms for knowledge sharing, fostering the exchange of ideas, and empowering participants while addressing climate change and creating circular economic possibilities to provide recommendations to solve youth unemployment and underemployment.

The COAST Project Phase III made a significant impact on the lives of eleven women and youth who participated in the 3-month Mentorship Program in Social Entrepreneurship. This program, focusing on critical topics such as Resource Mobilization and Proposal Writing, Financial Literacy and Business Planning, Digital Marketing, Social Impact and Sustainability, Collaboration, and Networking, provided them with the necessary skills and knowledge to thrive in the circular economy. The participants not only benefited from technical training and practical experiences but also had the opportunity to learn from industry leaders during field visits to our Mombasa-based partners, Bamburi Cement and Close the Gap. This experience has undoubtedly empowered them to make a difference in their communities.

Project Objective: The primary aim of the COAST Project Phase III was to empower young people and women in Mombasa through digital tools and social entrepreneurship. By fostering business linkages and exchange programs, we aimed to combat unemployment and create a sustainable future for the community.

Target Group(s): Mombasa's women and Youth (interested in social enterprises and entrepreneurs).

Impact:

- Facilitated two intergenerational forums, bringing together over 200 combined participants to enhance training, knowledge sharing, and exchange of ideas on social entrepreneurship.
- Facilitated a career fair involving women, youth, college students, and industries. Interaction with private sector companies, civil society organizations, and county government departments helped participants learn about social employment opportunities.
- Provided mentorship to eleven small and medium-sized businesses and entrepreneurs.

- Developed a six-month training curriculum used in the mentorship program. Involving the mentees in developing the curriculum helped us identify their key areas of interest, which enhanced the impact of the mentorship program by delivering the modules that added value to their businesses.
- Facilitated field visits for the eleven trainees/mentees to Bamburi Cement Mombasa and Close the Gap to gain practical learning from established businesses.
- Facilitated two representatives of the mentorship program with an opportunity to attend and participate in the 8th Annual Circular Economy Conference in Nairobi to benchmark with peers and learn from industry leaders.
- Provided linkages for job and partnership opportunities: One of the participating MSMEs, 73 Street Film, received a business opportunity to work with Bamburi Cement's Haller Park (a Nature Park in Bamburi) to create a story on Nature conservation. They have developed a project on waste and plastic pollution to showcase photojournalism. Beatification Haller Park with photos taken by 73 Street Film and customized gifts using animal images. Wakilisha Logistics is looking into the process of being enlisted on the Bamburi Cement suppliers list. This means new business opportunities and job creation. Sulha Africa has developed a website to enhance operations and marketing opportunities.

Funding Partners: Through the French Embassy in Kenya, the Kenya Red Cross Society (KRCS) Mombasa Chapter provided financial support for implementing the COAST III Project through the Solidarity Fund for Innovative Projects (FSPI).

Duration: July to November 2023.

Contacts. You can reach us at amadi@sustainableinclusivebusiness.org