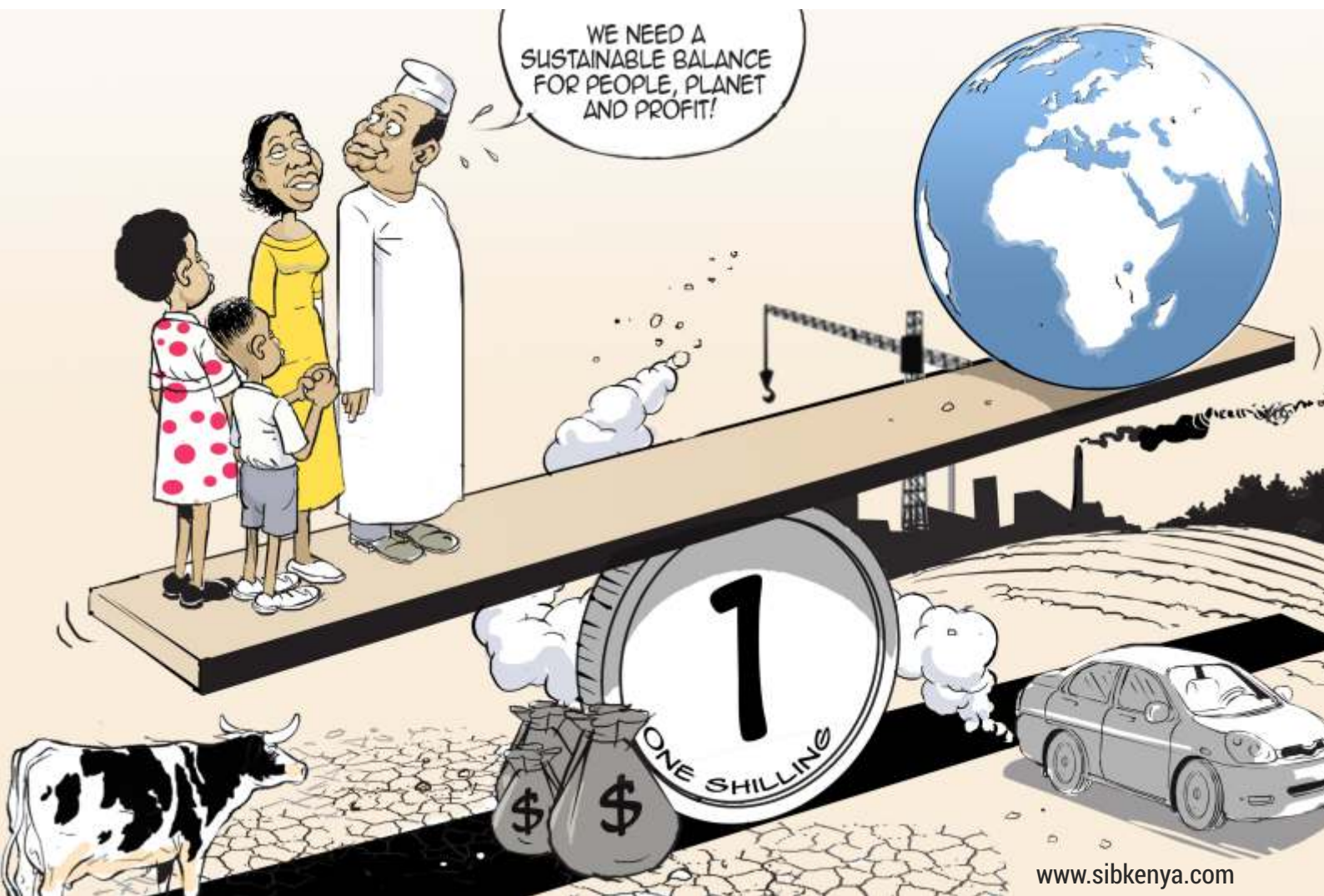


A SUMMARISED JOURNEY OF THE

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



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

Let's start to become a Future Proof Business!

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

THE FUTURE
DEPENDS
ON WHAT
YOU
DO TODAY

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SIB PROMOTES



Sustainable



Inclusive



Business



CORE VALUES



Creates value socially, ecologically and economically. The 3 Ps: People, Planet and Profit.



Plays a role in all company processes, from purchasing to marketing & from production to HRM.



Requires companies to weight the interests of their different stakeholders, including the employees, clients, local residents involved & other companies and organisations.



Is different for every company. The measures implemented will depend on the company's size, sector, corporate culture and business strategy.



Is a process, not a final destination due to the fact that goals may change within time as the decisions a company undertakes along the way, can vary.

WHY SIB?



KNOWLEDGE CENTRE

SIB knowledge centre provides tools, publications, practical examples, networks, and highlights SIB in various sectors and themes.

SECTORS

- 🌾 Agribusiness – Food & Nutrition
- 🏥 Health
- ⚡ Renewable Energy
- 🌻 Horticulture & Floriculture
- 🚗 Transportation

- 🏞️ Tourism
- 💻 Technology + IT+ services
- 🧵 Textiles
- 💰 Finance

THEMES

- 🤝 Fruitful partnerships
- 👤 Workforce empowerment
- 🗣️ Communication
- 🔍 Transparency
- 🏢 Organization and implementation
- 🏆 ISO 26000

Introduction

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

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

Sustainable Inclusive Business improves financial performance both in the short and long term. SIB's impact on improving profit can be direct and indirect. At times, SIB is directly instrumental in reducing costs and increasing revenues, as is the case with energy saving and the saving of resources and materials. However, other advantages that SIB offers are only indirectly manifested. For instance, companies that are actively involved in SIB have much lower rates of employees' absenteeism due to illness. In these cases, the companies experience an indirect benefit from their SIB efforts. Any business entity that works towards going green and minding the welfare of its stakeholders greatly reduces the costs incurred in running the business. Therefore, once a business has a positive impact on people and planet, it becomes Future-Proof, having identified the various challenges as good opportunities to thrive. The question that immediately rings in one's mind is 'How do I start? How do I begin making my business sustainable?' SIB Kenya provides you with tips and tricks on how to start making your business sustainable. In the web portal, we provide you with 56 proven tricks and tips to use in your business. Visit our website to learn more on this.

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



PLENARY SESSION



Ambassador Frans Makken

Embassy of the Netherlands

[▶ Watch Video](#)

- Relations between Kenya and the Netherlands are very cordial and productive.
- Kenya is an important partner to the Netherlands thanks to its crucial role in the political and economic matters of the region.
- The Netherlands and Kenya have partnered in various initiatives before aimed at improving the lives of citizens and the welfare of local communities.
- Profit-making for a while has been a leading principle in the private sector.
- However, people and the environment can work together and make clean profits.
- There is an increase in consciousness by consumers about the products they are buying.
- KEPSA Foundation is creating a new mindset for people and businesses to address sustainability and inclusiveness issues.
- This is well manifested in its partnership with MVO Nederland to have Sustainable Inclusive Business Kenya-The Knowledge Center.
- Good practical examples of companies that have promoted sustainability and inclusiveness e.g. KLM, Mara Farming, Solinc, Unilever, Jacaranda Health, Mlango Farm Philips etc.

Project Overview

- The Kenya Private Sector Alliance works towards economic transformation for Kenya.
- The KEPSA Foundation is mandated with the task of offering sustainability of funds for KEPSA's core activities
- Its focus is on 8 thematic sectors; Governance, Nationhood, Peace and Security; Employment and Entrepreneurship; Human Resource Development; Food Security; Environment and Conservation; Education and; Health.
- Addressing these issues plays a major role in achieving the National Development Agenda.
- The Kenyan private sector has a big role to play in promoting sustainable economic growth.
- Through addressing the challenges faced by businesses and finding sustainable solutions to these challenges, the Kenyan private sector becomes more competitive in the global market.



Arch. Lee Karuri
Chairperson, KEPSA Foundation

Remarks on Sustainability



Dr. Richard Leakey
Chairperson, Kenya Wildlife Service (KWS)

- The private sector and entrepreneurial spirit in Kenya is well grounded.
 - It is not only the role of the government in having sustainable businesses, but rather a collective effort from all of us as individuals.
 - As an individual, one's personality reflects so much on one's business.
 - In the modern world (Kenya being one of it) there are various challenges such as climate change, pollution etc.
 - As businesses claim to be sustainable and inclusive, they should assert this by addressing these issues.
- The most effective and sustainable solutions to these issues will come from the private sector.
 - The Kenyan private sector is vibrant. However, people in the private sector will drive Kenya to the future they want.
 - The choice is ours to make.

Let's go all in on sustainability



Steve Howard

Chief Sustainability Manager, IKEA



[▶ Watch Video](#)

➤ Interesting facts:

- i. 3 billion people to join the global middle-class by 2030.
- ii. 6 degrees Celsius is the level global warming is headed to.
- iii. 12 cities built in the beginning of the 19th century. Now there are nearly 500 cities.

- We are building cities like never before, bringing people out of poverty like never before. And changing the climate like never before.
- Sustainability has moved from a nice-to-do to a must-do.
- The sustainability strategy for IKEA called "people and planet positive" guides businesses to have a positive impact on the world.
- There is need to make beautiful, functional,

affordable, sustainable products.

- Business should 'GO ALL IN' on sustainability (100%).
- Businesses need to ensure they create conducive working environment.
- IKEA works with UNICEF to protect children from child labor.
- Measure what you care about then lead to change.

Panel Discussion



[▶ Watch Video](#)

From Left: Willem Lageweg - CEO, MVO Nederland; Jane Ngige - CEO, KFC; Edward Mungai - CEO, KCIC and Ron Ashkin - Team Leader, PSP4H

The panel discussion was moderated by MVO Nederland CEO Willem Lageweg. The panel discussed on the issue of sustainability and inclusiveness in businesses.

Issues addressed:

- i. Jane Ngige – Sustainability in the Horticulture Sector**
- ii. Edward Mungai – Engaging with climate change as an opportunity, not a threat.**
- iii. Ron Ashkin – Role of the private sector in the Health Sector and sustainability in money issues.**

Edward Mungai

CEO, Kenya Climate Innovation Center

- Businesses have a role to play in attaining the Sustainable Development Goals
- There are 17 Sustainable Development Goals and 169 targets
- 92% of companies are aware of these SDGs
- 71% of companies are taking actions
- 13% are embedding the SDGs
- 33% of companies in Kenya are aware of the SDGs
- Most Kenyans are likely to buy products from companies embedding the SDGs
- The important SDGs are:
 - Decent work and Economic Growth.
 - Climate Action
 - Industrial Innovation and Infrastructure.
 - Quality Education
 - Good Health

Jane Ngige

CEO, Kenya Flower Council

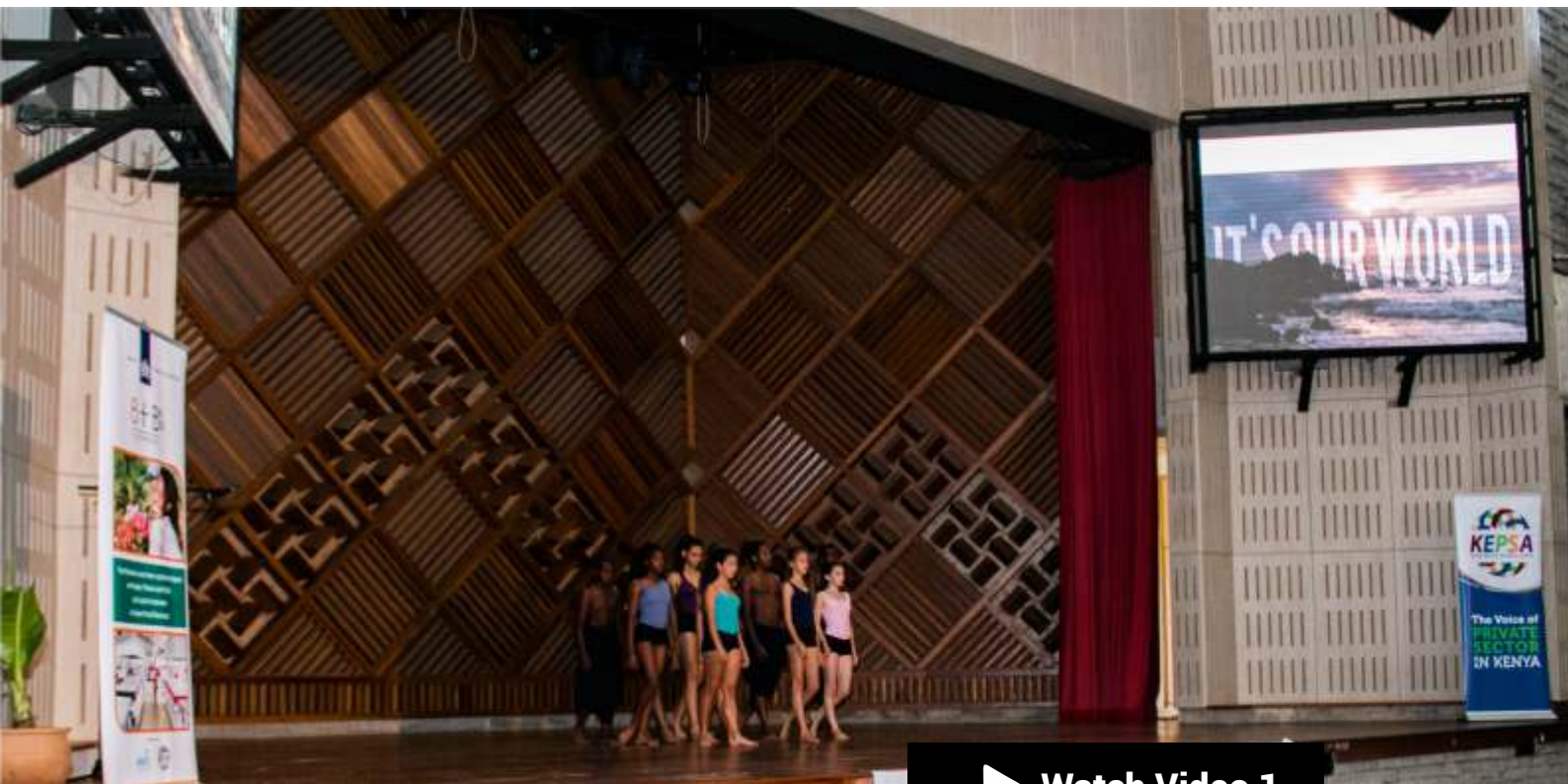
- The Kenya Flower Council was formed in 1966
- Kenya is the second largest flower producer in the world
- This success is a result of shifting attention from quantity to quality and addressing issues of the environment, social issues and also having in mind the stakeholders
- Codes of practice and standards are in place to ensure quality in products and service delivery

Ron Ashkin

Team Leader, PSP4H

- PSP4H works with Kenya-driven organizations
- It explores the markets to find innovative productive products and ideas on good and useful solutions
- Businesses in all sectors need to work on building relationship
- Innovations in the health sector are important in improving service

A love song to the earth by Dance Centre



Dancers from the Dance Centre, Nairobi, Kenya.

▶ **Watch Video 1**

▶ **Watch Video 2**

Workshop on Tourism

What is the True Value of Investing in Tourism?

Alan Dixon

M.D, UNIGLOBE Lets Go Travel



UNIGLOBE
Lets Go Travel



Tourism in Kenya continues to be a fundamental pillar of integration and a motor of economic and social development, given its significant contribution in terms of jobs, income, foreign exchange revenue, contributing to the achievement of the Millennium Development Goals and the eradication of poverty in Kenya.

Tourism is not only a global industry, but also a powerful movement that has influenced the human kind in an unprecedented manner. With its ever-increasing global popularity and rapid growth comes a series of increasingly complex challenges. Identifying, understanding and reacting promptly to tourism trends is essential for all stakeholders involved in hospitality and tourism. It is vital that industry leaders work together in seeking practical and innovative solutions for challenges in hospitality and tourism.

More specifically, it is necessary to encourage the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism, which may include creating small and medium sized enterprises and facilitating access to finance, including through

microcredit initiatives for the poor, indigenous peoples and local communities in areas with high eco-tourism potential". In this regard, the importance of establishing, guidelines and regulations, in accordance with national priorities and legislation for promoting and supporting sustainable tourism was stressed.

It was also concluded that tour operators need to embrace sustainability; statistics shows that 21% of tourists are willing to pay more for products or services that are produced sustainably and 66% are more inclined to purchase products or services that are produced sustainably. Tour operators can now start keeping a record of their sustainability achievements through annual reports that can be availed to different stakeholders. Facts and figures indicate that the world is moving towards sustainability and inclusiveness thus the tourism sector should not be left behind.

Sustainability in tourism mainly focuses on 3 aspects; People, Planet and Profit. Tourism has to be sustainable in all three areas to truly be considered "sustainable tourism."



UNIGLOBE
Lets Go Travel



ASILIA
CAMPS | LODGES | SAFARIS



WAY FORWARD

Addressing the matter of sustainability in tourism, they said that it requires action and commitment from public and private sector in the Tourism Industry, as well as the integration of measures at the regional level so as to obtain the best results.

The issue that we are confronted with in the face of climate change obliges us to take immediate actions, both preventive and responsive, in order to minimize its impact and the damage to natural resources, which form part of the tourism attractions and products promoted by our country.

Workshop on Horticulture & the Dairy Value Chain

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

Maurits Spoelder
MDF Training & Consultancy



The main areas of interest on this workshop were opportunities, challenges, way forward which were categorized into environment, community, renewable energy, education, business processes, transparency, PPPs and stakeholder-ship. These are areas that directly affect farmers and product safety and pricing.

Opportunities identified included the fact that produce comes from the farms and consumers can design their own packaging and delivery options. There is also a growing market in Kenya and abroad

and an appetite for safe healthy food which can be explored. Kenya is also becoming a preferred source of these products in alternative markets outside her borders.

One predominant challenge in this sector is the lack of awareness on the issue of sustainability, occurring both on farmers, suppliers and consumers. Another challenge is the pricing factor with the question of how to price with reasonable margins based on transparent information on costs.





▶ **Watch Video**

WAY FORWARD

The first and most applauded category was PPPs. Public private partnerships give room for sustainable business expansion and inclusive participation of involved parties. The other category was education, which focuses on spreading awareness to all stakeholders and especially use practical examples with business cases to inspire and activate other businesses. Community involvement includes not only employment but also through empowerment, basic level institutions and education for value addition of their products. Under business processes, employment policies for gender equity and sustainable sources of supply plus digitizing processes to reduce printing were issues brought out.

In as much as these issues were discussed, questioned were raised such as how to measure sustainability in computer-based institutions; how a small company with small environmental contact can still have an impact on the environment; and how to curb political mentalism that work against inclusive business. A deeper understanding of a sustainable and inclusive business model was sought.

A Sustainability Value Chain Approach to Horticultural Quality Assurance

Jane Ngige
CEO, Kenya Flower Council



[▶ Watch Video](#)

Quality assurance is an all-round process depending on all parties involved in the value chain. The main issue was to provide a clear understanding of the quality concept supporting implementation of quality and safety assurance programs in business.

Another issue discussed was the certifications and recognitions from different local and international bodies. Given the complexities that accompany the acquiring of these certificates, there is a need for agreement between the different actors to specify objectively the quality criteria for a product or service, standards and normative documents fulfilling this need. These are public and voluntary documents (as opposed to mandatory regulations) produced by a recognized institution and results from the consensus of the different actors involved to facilitate trade as a consequence of common understanding. Standards are specifications for the quality attributes of products, for their production systems, adaptation processes, post-harvest technologies, that take into account the different components of quality.



Unlocking Youth Potential in Agribusiness, Creating an Enabling Environment Through Knowledge Sharing, Learning & Advocacy



Maureen Munjua
AgriProFocus



[▶ Watch Video](#)

The workshop dwelled on the fact that investments should be guided by a spirit of innovation. It was concluded that donors should not give funds purely on the grounds that the business is new, but should check the innovation (solution providing) aspect of the new business.

Issues to be addressed in the future were identified as first, the unemployment menace can be sorted by continuous innovation, with sustainable agriculture being one of the largest employers whose potential has not been exploited. It was also noted that businesses are failing because in Kenya today, employment and businesses are failing because they are not hiring the right people but the familiar people.



Workshop on Transport & Logistics

Showcasing Transport Supply Chain of Flowers

“ *A journey with clear insight on, how improving the value chain & sustainable logistics go hand in hand & lead to triple win!*

Elfrieke Van Galen
The Rock Group



The main issue to be discussed was how to maximize the sustainability of transport and cargo businesses, to look at the supply chain and improve on infrastructure, packaging and paperwork. There was also an agenda to showcase the flower transport chain, an x-ray highlighting successes, bottlenecks, gaps and opportunities.

It was discussed that proper handling of perishables is required from the beginning to avoid wastage and spoilage. The same is required during storage and shipping. Panalpina highlighted past successes in improved processes, global distribution logistics, infrastructure, energy effectiveness and packaging of finished products.

The journey of a perishable good was simplified to three stages; from the producer, to logistics and supply then to the customer. These three stages create gaps in the process, which can be reduced by introducing sustainable practices in the supply chain. Every operator has sustainability issues and risks that are unique to them, which they can gradually sort.

Problems facing the flower delivery process were identified as follows: Non-compliance, delays, lots of paperwork, low quality, poor infrastructure, slow clearing of flower cargo, loss of business, over packing of boxes, poor quality boxes and time wastage.

In the discussions, suggestions to improve were clearly stated as first, consolidation of exports to reduce export traffic, speed up single window system to reduce paperwork, improving airline security and devising E-freight system to ease the process and reduce paperwork.

Finally, the need to measure supply chain performance in the flower farm was highlighted. There is also need to standardize re-usable packaging, documentation processes and fast delivery procedures. The inherent goal was to reduce the use of paperwork in all levels of these business processes.



AIRFRANCE / **KLM**

Martinair CARGO freight made personal

 **FlowerWatch**[®]
Quality assured

PANALPINA 
AIRFLO

Workshop on Marketing & Communication

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

Pui Yee Chan

MDF Training & Consultancy



The main areas of interest on this workshop were how and why to communicate a company's policy, strategy and way of business to other stakeholders, especially customers and suppliers.

It was discussed that communication to customers is important because it boosts the image of the company and is a tool to spread awareness about sustainable inclusive business. Communication to customers and other stakeholders is mostly done through employees, surveys, publications and sustainability reports. The importance of transparency in these reports is highly stressed.

Communication to suppliers can be done in the same ways and also by setting up business processes and quality control standards that encourage voluntary compliance.



Hildabeta Amiani
Sales Manager, KLM

▶ **Watch Video**

WAY FORWARD

The participants were very much positively surprised by the projects within KLM under Sustainable and Social: they had no idea about it.

Some of them encouraged KLM to communicate more about this and use it in their marketing.

KLM carries out these projects not with the aim to improve profit or to look good: they do this because they feel responsible and some projects are initiated by staff (it's more about; energy, heart, feelings, and the more intangible things in the culture of the organisation rather than "for the outside world").

When asking participants to think of one things they could do (without sharing the categories of ideas), it seems most of them have ideas which falls under the categories 1) integrated in the business, part of operations (like the bio-fuel and carpet examples) and 2) "not integrated in the business but part of the operations/work (such as using transport for others then your clients for good/social things). Hardly no one thought of 3)"not integrated in the business and not part of daily operations", charity like donating money. This indicates how people think about SIB.

Workshop on Future Workforce

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

Nyakan June Munyeki
Timeless Women of Wonder Foundation



June Munyeki engaged a high level panel to discuss equality can be achieved at the workplace especially for women, how to deal with labour dynamics and labour rights.

Jane Ngige (CEO Kenya Flower council), Maggie Hobbs and Christine Shikuku (Tambuzi) noted that the way to ensure equality in flower farms and the whole chain is by: Look at inclusivity of the value chain, find strong markets for flowers, engage in good business practices, take advantage of set regulations and consider gender issues, especially for girls. Also strong contributions from Ufadhili trust, Hivos and AfriPads represented by Adrian indicating that creating awareness in inclusive community investments models, deliberately empower women, supporting future workforce e.g. sending children to school and supporting parents in the workplace, e.g. having longer maternity leave.





▶ [Watch Video](#)

WAY FORWARD

For there to be equality in the workplace, employers must endeavor to:

- Employ based on merit
- Give women equal opportunities to men
- Give women leadership opportunities within organizations not because they are women but because they have a contribution to make
- Give the youth equal opportunities

The Win-Win of Synergies Between Corporates, SME's, Youth, Start-ups, Entrepreneurs & Innovation

Sheena Raikundalia

Intellectap



The objective of this workshop was to discuss ways businesses can collaborate with each other to earn benefits.

- Form partnerships with businesses that have similar goals and strengths to facilitate collaboration
- Be an expert in the area you want to venture into as a partner
- Find a partner who will bring solutions to your mutual problems and not problems
- Identify partners with similar codes of business principle, data & information on the business landscape
- Establish a target partner/clientele group that will help your business grow



[▶ Watch Video](#)

WAY FORWARD

Businesses should exploit opportunities to work together to share technologies and knowledge as this makes them stronger and more effective. Businesses have a chance at accelerating their growth if they work with together.

Workshop on IT & Innovation

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



Ernest Chitechi
KCIC



[▶ Watch Video](#)

Perspective of innovation based on research.

Philips Innovation aims to improve lives of 3 billion people by 2025. Philips is working on innovation that makes world healthier & sustainable. Businesses should aim to develop innovations that are more customer based, more market focused, create end to end customer value chains and bring new ideas faster and better to the market. Bit more on need based innovation

WAY FORWARD

Sustainable innovation and information technology systems can be achieved by creating systems and technologies that are more customer focused and value based. A case in point: Philips pitched camp in Kiambu County to collect information from residents on their health needs before setting up a community health centre that addresses the needs of people in that area.



Workshop on Transparency

The reality of the facts and how to move forward

Samuel Kimeu

Executive Director - Transparency International



Presentation by Transparency International
Executive Director Mr. Samuel Kimeu provided sweeping insights into the area of transparency



***Corruption:
Abuse of entrusted power for private
or personal gain***

Elements of Corruption Include;

1. Trust
2. Power
3. Abuse
4. Private/ Personal gain

Challenges in the Fight against Corruption

1. Poor design of oversight and monitoring institutions
2. Gaps in procurement integrity
3. The need to service patronage networks in politics

4. Lack of protection for whistleblowers
5. Lack of freedom of access to information
6. Weak political commitment to fight against corruption
7. Excessive bureaucracy and over-regulation
8. Corrupt Judiciary
9. Stark disparities in income/inequality
10. Scarcity of services

How to promote ethics in business

- Training, education and awareness for staff
- Enforcement of ethical codes
- Lobbying for efficiency and effectiveness in public processes/ contribute to development and enforcement of legal and policy frameworks
- Speaking out against corruption
- Supporting anti-corruption initiatives



ROLE OF THE PRIVATE SECTOR

- Promoting ethics in business
- Training, education and awareness for staff
- Enforcement of ethical codes
- Lobbying for efficiency and effectiveness in public processes/ contribute to development and enforcement of legal and policy frameworks
- Speaking out against corruption
- Supporting anti-corruption initiatives

MKENYA DAIMA CAMPAIGN



*Insights on how the private sector
is fostering peace and Transparency through the
Mkenya Daima Campaign*

Osendo C. Omore
Consultant - Mkenya Daima



The Mkenya Daima Campaign is spearheaded by the Kenya Private Sector Alliance (KEPSA) but is composed of other stakeholders such as the civil society, religious groups, university student leaders, NCIC, Vision 2030, media among others. Mkenya Daima undertook a sustained, systematic, and comprehensive peace building campaign to influence positive outcomes and prevent a recurrence of the 2007 Post Election Violence by ensuring peaceful elections and a better Kenya for all. Through the Mkenya Daima Campaign, the private sector proved that business can thrive in a peaceful environment.

Moving forward, the private sector can and should be part of continuing efforts to build institutions that improve transparency in the conducting of public affairs, reduce tensions, and create a more harmonized society, as well as provide an environment that enables the sector to thrive.

A peaceful and transparent country provides a very good business environment and home to investors' hence economic growth. The lack of national values has also created tribal and regional strongholds within the political class. Whilst it is not wrong to have regional voting blocs the interest behind the blocs must go beyond tribe into developmental and social economic issues.



WAY FORWARD

Whilst our constitution has remedied the legal mechanisms around contentious issues we must remain alive to the fact that values based society is the ultimate solution. In so doing, we also have to recognize that values cannot be legislated; values have to be taught and engrained into the human psyche from an early age. It is not enough to talk about it we must walk the talk.



Workshop on Health

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

Dr. Peter Kamunyo
Kenya Health Federation



There are a couple of things that both the Private and Public Sectors should endeavour to do:

- ↘ Build synergies and collaborations
- ↘ Provide sustainable healthcare
- ↘ Promote wellness

Public-private partnerships are collaborations between government and private players to provide quality and affordable health care. Government can collaborate with the private sector to provide infrastructure around healthcare, even technological infrastructure to bring quality, affordable and accessible healthcare to the people.

Government cannot manage the increased demand for healthcare services so the need to partner with the private sector. There's also a growing desire to improve operations, to create efficient and effective healthcare centres and systems which the private sector has experience in. 'In Kenya for example, the private sector has very well invested in servicing the healthcare needs of those in the mid top tiers of the pyramid while the rest are marginally attended to' This create opportunity for private sector which companies like Philips are already taking advantage of.



[▶ Watch Video](#)

WAY FORWARD

The government and now county governments should provide incentives to Private Sector players for them to contribute more in provision of better healthcare services. Develop technologies like, M-Tiba, which make access to healthcare affordable.



How can we make it happen,
realistic opportunities zoomed in

Dr. Rono

PPPs Legal Expert & Devt. Consultant



There are glaring, realistic opportunities in healthcare especially for the low income earners.

WAY FORWARD

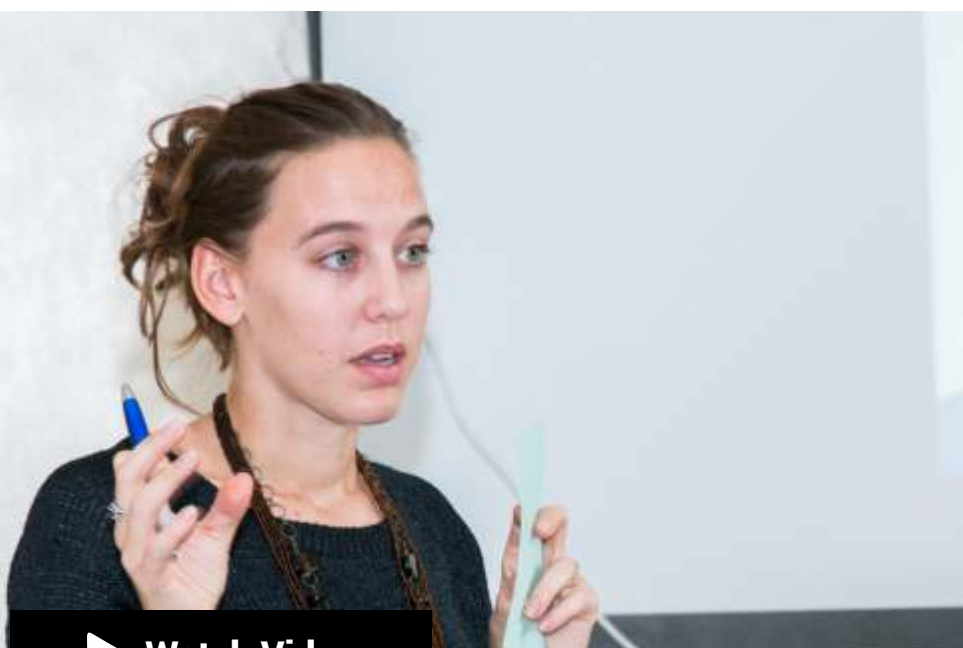
- Forge strategic partnerships which are generating value
- Offer hybrid and customized products that offer a stronger value proposition
- Invest in emerging healthcare segments
- Rethink distribution models. How accessible are healthcare facilities i.e. pharmacies, maternities, hospitals, dispensaries or clinics.
- Private Sector to engage government to improve policies.

Workshop on How to be Sustainable & Inclusive

Business Scan on the Spot: What is my SIB status and How to take the next step?



Michelle de Rijck
MDF Training & Consultancy



[▶ Watch Video](#)

Inclusive Business is an exciting concept. It offers a vision of thoughtfully designed business that includes those typically left out and brings much needed benefits to small businesses and workers while maintaining competitiveness. For businesses, it can be an opportunity to secure and improve existing supply chains with smallholders, and to build new supply sources with brand, reputation, and sometimes cost advantages while contributing to social impact.

With the attention on inclusive business models on the rise, it is a good time to step back and look at what is working and what is needed to increase the scale of collective impact. We know that linking small-scale producers to modern supply chains isn't easy. None the less, there are some successful pilots and experiences.

Tough practical questions in the workshop included:

1. How can you move sustainable sourcing from CSR programs to a core strategy built around inclusive business?
2. How can you quantify the benefits for the company? What is the business case for investing time and resources on more inclusive models of business?
3. What business models, specific policies and practices and forms of collaboration through the supply chain can lead to greater inclusivity and under what conditions?
4. What innovative arrangements are there to better manage risks for farmers, SMEs and lead companies?

This workshop tackled these questions by convening experts from the private sector NGOs and Knowledge Institutions to Draw lessons from cases of inclusive business from different sectors and places in the value chain, and discuss what worked and did not work.

It is important also to identify what resources would be helpful to businesses that would like to promote smallholder sourcing.

WAY FORWARD

- ↘ There was agreement that the SIB team should continue to reach out to the group with common questions we can all learn from, and possible tools for making this work efficient, effective, and more successful.
- ↘ Participants asked that the engagements should be continuous to create a learning space for successful scaling of inclusive business models.

Contributions & Thoughts

“

Environment:

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

“

Environment:

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

“

Agribusiness:

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

“

Agriculture:

Can farmers accept organic fertilizer as a sustainable farming option?

“

Gender Balance:

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

“

SDGs:

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

“

I.T:

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

“

Renewable Energy:

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

Testimonials



▶ Watch Video

Willem Lageweg - CEO, MVO Nederland



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



▶ Watch Video

Karin Boomsma - Project Co-ordinator, SIB



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



▶ Watch Video

Christine Wendo - CNBC Africa



How to Sustain Sustainability

SIB Team



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

Event Partners



Conference in Pictures



Azuri Health displays their products



Willem Lageweg, CEO MVO Nederland and SIB founder speaking to delegates



Noud Duyzings of KLM Cargo keenly following during on of the workshops



Nehemiah Gitonga of Farmsoft following keenly during the workshop on Horticulture



Hildabeta Amiani of KLM Travel speaking at the workshop on Transport & Logistics



Dr. Peter Kamunyo of Kenya Health Federation moderating the workshop on Health

Conference in Pictures



Exhibitors set to showcase some of their sustainable products



Victor Langenberg of Deltares speaking at the workshop on How to be Sustainable & Inclusive



Delegates keenly following during one of the workshops



Jane Ngige, CEO Kenya flower council speaking at the workshop on Horticulture



Robinson Runyenje and other delegates



Workshop on Future Force





Kingdom of the Netherlands

