

LIVE GREEN



Forging
Innovative
Partnerships



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The digital innovation
partnerships frontier
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adoption and
uptake of green
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and an advert

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Editorial

One of the most fundamental aims of the Sustainable Development Goals (SDGs)

is to establish and maintain networks and partnerships across organisations and countries with an aim to collectively address socio-economic and environmental sustainability. This is based on the premise that effective partnerships drive innovation, and collective and concerted efforts are expedient to the achievement of the SDGs.

SDG 17 talks about partnerships for the goals, with cognizance that all these goals that are intertwined will need players drawn from state and non-state actors to work together to make them successful. With 193 countries adopting the comprehensive strategy of SDGs to tackle the globe's biggest

challenges in relation to sustainable development, the need for innovative partnerships cannot be underrated.

Partnerships coalesce resources, ideas and other resources that are much needed to address a particular global challenge. Successful organisations have over the years leveraged support from allied partners to generate approaches of creating impact. The Kenya Climate Innovation Center, a climate change focused organisation, has partnered with companies in different thematic areas to collectively identify and implement projects that create an impact to the society and the environment.

Organisations can partner by aligning their goals, coming up with a mutual cause/programme/project and even interchanging skills and

competencies. Such kinds of partnerships could be strategically geared towards reaching new markets, brand awareness, resource mobilisation and project implementation.

In this issue of the Live Green, different writers give profound and insightful experiences about how innovative partnerships have worked for different companies. They also delve into ways of developing partnerships with the same gusto that companies build their products and services.

Enjoy the read!



Solomon Irungu N.,

Senior Editor and Communication Manager, KCIC Consulting Ltd.



About Live Green Magazine

Live Green magazine is a publication of KCIC Group covering diverse fields in climate innovations. The publication is run quarterly. Each quarter, we cover a different theme. You can view previous publications on this link> <https://issuu.com/kenyaclimatenevcenter>. The magazine is published online reaching hundreds of thousands of readers in Kenya. We welcome individuals and institutions to submit their articles for consideration for publication. To submit an article or an advert, contact communication@kenyacic.org.

Source: Pixels.com



Influencer marketing: The digital innovation partnerships frontier

By Muindi Kimanzi

What comes to mind when you hear the name Peter Marangi?

If you are familiar with that name, I bet the brand Duracoat pops up in your mind. What about the name Johnny Walker? A top-class whisky about a man who walked the world, right? That is the power of brand sponsors and partnerships.

The list goes on and on. Innovative partnerships do not always have to be business-to-business arrangements. A lot of the time, especially in marketing circles, brand partnerships with individuals can yield tremendous brand image and

brand awareness which in essence leads to great sales or great losses if an influential figure discolors your brand. A case in point is the four billion loss of sale incident when world-renowned football player, Cristiano Ronaldo sent a gesture that drinking water is better than drinking Coca-Cola during a game press conference.

In the new media and marketing space largely dominated by the digital space, more companies are increasingly looking for the right influencers to partner with for their brand's growth in the digital space.

Who is an influencer marketer?

Simply put, it is somebody using their platforms (mostly social media) to share their passion by influencing their audience's worldview, and have a sizable and loyal following. Take for instance a new or established brand in the baby care industry. They would have much success partnering with a social media influencer whose key focus is raising new baby hacks and tips, to talk about their products on the influencer's platforms. They would then share the same information on their platforms regardless of the boosting budget behind it.

This raises the big question, what criteria do you use when choosing a suitable influencer marketer for your brand?

The first has to be relevance. How relevant are the influencer's content and projected trajectory about your brand and its products to their audiences? Work as hard to make sure that both your brand and influencer's interest align for a possible successful partnership.

Lastly, based on initial interactions, ask yourself, is this an influencer you would use for future engagements?

The proof is in the pudding here. Choose an influencer marketer wisely. Engage them professionally and watch them do their magic. Which is "to escalate your brand."

The author is a sustainability writer at KCIC Consulting Ltd.



Ushindi Poultry And Marketing Cooperative Society Limited

Ushindi Poultry and Marketing Cooperative Society is a farmers cooperative that works with poultry farmers to address value chain needs in disease control and market access. They link farmers to quality input supply and final markets to ensure high productivity and profitability for the farmers.



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Learn more on: agribiz.kenyacic.org

Four friends who are turning pumpkins into a healthy diet

By Pamela Okutoyi

For many years, pumpkins were regarded as one of the less important crops in Kenya. To change this mindset, Pegotty Mutai with her three friends, Esther, Lilian, and Wangeci got into a partnership for extensive research on pumpkins processing to discover how much value could be added to the product beyond making soup – which is basically what most people use pumpkin for in the country.

Their research led to discovering the value addition of pumpkins into pumpkin seed oil (from pumpkin seeds) and pumpkin flour (from the pumpkin flesh). The result of their partnership is Tasher Botanicals, a pumpkin processing company that makes pumpkin flour and pumpkin seed oil, founded in November 2019.

Mutai and her friends wanted to change the poor health habits of most Kenyans and reduce their dependence on a few seasonal crops. They knew they knew that while many pumpkins were grown in the community, the crop only fetched low prices and is often considered “women’s food”. The thought to process pumpkins was ideal.

Curious about what value could be added to the pumpkins, Mutai and her friends began researching the crop and discovered its nutritional values. Pumpkins are rich in dietary fibers, vitamins, minerals and antioxidants, and they do not increase cholesterol levels.

Source: Pixels.com



"We thought of how pumpkins could be processed into flour for pastries, how they could help farmers and provide jobs to the unemployed while generating profit for us," Mutai recalls.

Tasher Botanicals went big on the impact on the community. The four friends intended to use their business to solve social issues like youth unemployment, rural farmers' development, food supply shortage, and a healthy food alternative. Apart from creating employment, the enterprise offers pumpkin farmers a ready market for their produce at better prices.

"Running a business is not an easy task. It requires one to work harder and think deeper," says Mutai. "When we started, we did not have any knowledge on processing. We had to attend several pieces of training and learn the type of equipment we required and how to use them. Finding an appropriate location for the company to meet the Kenya Standards Board's requirements and convincing people of the product's health benefits were other challenges the business faced in its first months."

Despite these challenges, Mutai says their business has achieved tremendous progress in its elementary months. Her wish is to mechanize their value addition processes and set up a production facility for pumpkins' processing and value addition. Currently, the company has developed a prototype of both pumpkin flour and pumpkin seed oil.

"We are also happy to partner with Kenya Climate Innovation Centre (KCIC), who have supported us in the development of a business plan with marketing strategies and a project implementation plan. KCIC has also enabled us access information on any funding opportunities available as well as mentorship with deeper analysis of value addition project execution."

Mutai attributes its success in the market to perseverance, hard work, and the openness to learn from other entrepreneurs. She is confident that Tasher Botanicals will offer health and nutrition-conscious individuals or people with special needs and dry food consumers a better and healthy alternative flour and oil.

To do this, they plan to set up a processing plant, improve the quality of their products and contract farmers for the supply of other pumpkins to meet the demand of the final products.

The author is a sustainability writer at KCIC Consulting Ltd. pamela@edwardmungai.com

Source: Pixels.com



Impact of e-KYC and financial inclusion on cross-border payments

By Grace Maina

For the past five years mobile money activities have been on the rise in developing nations. Mobile phones are therefore best placed to further financial inclusion, promote economic development, and address the first Sustainable Development Goal which is Poverty Reduction by 2030.

According to the 2017 Global Findex database, financial inclusion is on the rise globally, but progress is uneven and 1.7 billion adults remain unbanked. This is highly attributed to the lack of proper KYC documentation. e-KYC means Electronic Know-Your-Customer.

The World Bank describes financial inclusion as individuals and businesses having access to useful and affordable financial products and services that meet their needs that are transactions, payments, savings, credit and insurance delivered responsibly and sustainably.

Worldwide, subscribing to mobile money accounts is easier than opening bank accounts. This is because of the variance in the level of KYC information required. Banks require a higher level of KYC because of the nature of banking products and involvement with higher transaction volume. This explains the rapid growth in mobile money activities as opposed to bank accounts opening.

Unlike traditional methods of KYC data collection, the rise of mobile banking has greatly challenged this school of thought, not forgetting the impact of Covid-19 on society, which in turn has greatly impacted traditional business operations.

Electronic KYC can be a major boost to financial inclusion especially with online systems such as IPRS (Integrated Population Registration System) currently in use in Kenya for national ID verification. This system when integrated into the onboarding of customers looking into cross-border payments is in turn uploaded to the Financial Service Provider's (FSP) web page or mobile application and runs against the database to verify



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and minimize falsification of identity, signatures, and phishing. This also brings about the automation of the onboarding process that reduces customer acquisition costs, increases efficiency, and saves much-needed time.

Cross-border payments require to be efficient, cost-effective, and inclusive. This will in turn bring forth the concept of FSP having mobile applications that can seamlessly integrate these factors.

For this to be attained, digital solutions such as acceptance of e-KYC as an on-boarding process and allowing for FSPs to have e-wallets on their mobile apps are necessary.

The digital space has also seamlessly catered for the needs and wants of the diaspora population through innovative products that are cost-effective and are time efficient in terms of delivery. e-KYC will be a great facilitator in the onboarding of a large number of unbanked and underbanked population to mobile money and bank accounts both in urban and rural areas. This will lead to an increase in the use of formal remittance channels further influencing policy amendments and the rise of innovation.

regulators may pose to FSPs may include but are not limited to:

- 1. How diligent will the e-KYC process be to AML/CFT policies set and how will the FSP safeguard funds held on mobile wallets?**
- 2. What is the balance between customer data protection and data sharing of digital KYC?**

It will be interesting to see how remittance/cross-border payments will impact traditional regulations. Cross border payment is transactions involving individuals, companies, banks, or settlement institutions operating in at least two different countries.

The author is the Head of Remittance Operations at Flex Money Transfer Limited.

Source: Pixels.com



Agricultural insurance: The savior of the post pandemic era

By John Ndirangu

It seems like Kenya's agribusiness sector is always under siege. Over the years, the agricultural industry has faced many unending challenges. Despite this, it is still the backbone of the economy and will require heavy investment and protection if it is to remain that way.

The most recent attack on the agricultural sector is the Covid-19 pandemic. This global disaster has affected multiple industries within the country. Farmers and direct investors

of the business were also hit. An ongoing study by researchers Venu Aggarwal and Katie Reberg that started in June 2020 showed that 26% of farmers lost their income source due to the pandemic's effects.

Progress in opening up and getting back to normal life however showed a 44% improvement in the agricultural sector as of February 2020. With multiple vaccines working effectively globally, it seems that Covid-19 will no longer be a threat to farmers. The

percentage is destined to improve, and this would be so if not for an existing and ever-growing danger that has already brought losses to farmers in the country.

Climate inconsistencies are slowly but regularly lowering this percentage. The last few years have recorded changes in temperatures, rainfall patterns, and seawater levels. Unfortunately, the conversions are expected to keep coming. These unpredictable changes have and will continue to affect agricultural production negatively.

The immediate impact falls on farmers and those economically invested in the agricultural sector. Every other day, farmers wake up to count losses as nature's hands take more than it gave. Farming communities in Kenya suffer badly, and this spirals down to economic instability. The long-term effect sees a strain in the food supply as population and urbanization are ever-expanding.

So what is the solution? The obvious answer would be containing climate changes. However, it is widely known that climate change control is a joint effort around the globe that would take years to achieve.

The practical solution would be agricultural insurance. It is the antidote to the risk that farmers face. It is also what will make lending to the farming

sector less risky for banks and other organizations. There is no greater time to consider this insurance than now.

37 out of 47 counties in Kenya will be accessing a state-backed financially-supported crop insurance scheme.

The scheme will cover smallholder farmers against climate-related losses. Since small farmers produce up to 80% of the food supply in Africa, the project is a creative and successful approach to protecting agribusiness in the country. This scheme is a welcome intervention because agricultural insurance failed in sustainability. However, with governmental involvement, it is a stable solution.

The crop insurance scheme previously only backed 28 counties and had six underwriters. However, with expansion into other counties, the state is recruiting more insurers to support the program. So far, the program has compensated 25,000 smallholder farmers in August of last year, releasing Kshs. 117.5 million in compensation. The future looks bright for this endeavor, and with proper education to farming communities, perhaps the country can truly get back to normal.

The author is the Managing Director at Mwangaza Roshanee Insurance Agencies.

Accelerating adoption and uptake of green technologies for smallholder farmers

By Ann Ngugi, MPRSK

Drip Irrigation



Small-holder farmers produce the majority of the country's food. Unpredictable and irregular rainfall associated with the effects of climate change present a challenge to many farmers in Kenya. Only a small part of Kenya's arable land is under any irrigation scheme. Existing efforts towards irrigation have been vigorous in the past few years as the government aims to reach 1.2 million irrigated acres by 2022 according to the Ministry of Water, Sanitation, and Irrigation (MWSI), 2019.

The increased availability and use of proven agricultural technology to help irrigate fields and protect crops can go a long way in boosting productivity

and increasing overall resilience for the sector. Through its programs funded by DANIDA such as the Green Growth and Employment Programme 2016-2020 and Green Employment in Agriculture Programme 2021-2025, MESPT's focus is on accelerating the access to and uptake of clean technology and climate-sensitive solutions for smallholder farmers. The approach is through a partnership with local service providers for the technologies as well as with financial intermediaries. One such local service provider that MESPT enrolled to work with smallholder farmers to provide irrigation solutions is Irritech Agri-Services Providers.

Founded in 2014, Irritech Agri-Service Providers is a green-technology company that works in drip irrigation technology and solar water pumps. Their main office is in Malindi and they have branches in Lamu, Taita Taveta, and Kajiado counties. In an interview with Daniel Chege, Irritech's founder and managing director took us through his business. "We mainly

work with small-holder farmers who need about 2,000 liters of water in a day but also sometimes with large scale farmers who need about 25,000 to 40,000 liters of water. When we established our business, we experienced challenges of acquiring start-up capital, difficulty in market penetration, and low sales turnover."

Business boost through partnership with MESPT



At the beginning of 2016, Irritech participated in the Kilifi Green Enterprise Challenge organized by MESPT and Tangaza University. Irritech's business model was in line with MESPT's green transformation agenda and hence they were enrolled and established a partnership with MESPT to champion the uptake of drip irrigation systems across the region. Subsequently, MESPT invited Irritech to showcase and pitch their green technology products in various trade fairs, stakeholder forums, and the 'Seller – Buyer farmers forum.'

Through these interactions, Irritech was able to ink various deals with different organizations and farmers, linking them as a service provider directly to the end-users.

Their main breakthrough came in 2019 when MESPT invited them to participate in the Loitoktok farmers' forum. Many farmers were interested in their products and eight farmers contracted Irritech to install drip irrigation kits for them. This contract boosted their business and resulted in them opening another branch at Kimana in Kajiado county and employing six staff members to run it. As of December 2020, Irritech had installed 17 solar-powered water pumps and 127 drip irrigation systems in various counties while at the same time maintaining and managing huge orders for the same.

All-year water supply for farmers



Irrigation technology provides an all-year-round water supply to the farms, even creating an additional

planting season for the farmers. It allows farmers to time the harvests when market prices are at the highest. Since the pumps are powered by the sun, costs are low, and money is saved on fuel. Farmers have an increased and more predictable income and have become more resilient especially during times of drought.

The use of solar water pumps by individual farmers has doubled agricultural yields, and in some instances, outputs have quadrupled. With reliable irrigation, farmers can make the switch to higher-value crops, such as French beans and peas, instead of maize. Gideon Sanimo, a farmer from Kimana in Kajiado county, is happy to be using the Irritech irrigation system, as he explained, "I like using the drip irrigation system by Irritech because it is easy to use. I can use the water the way I desire. Drip irrigation is better than farrow irrigation because finding a lot of water for that method is not easy. It also requires you to be on the farm regularly. Drip irrigation on the other hand does not require all that."

Irritech credit plan for farmers

As a small-scale service provider, Irritech learned from MESPT the importance of creating linkages between the service providers and

the farmers. They established a credit product for farmers who wanted to acquire the drip kits or solar pumps but did not have the cash to purchase them. The credit product has a flexible repayment plan as they allow farmers to pay in installments at no additional interest. Daniel acknowledges the significant role that MESPT has played in subsidizing the cost of solar pumps and drip kits by paying a certain percentage for their installations. This, in turn, has accelerated the uptake and adoption of green technologies hence they can improve their farming systems.

Sarah Nzau, MESPT Value Chain Officer for Kajiado County, explained how they linked Irritech to farmers. "As MESPT, we connected Irritech to farmers in the Kimana location, Kajiado county because of the high demand for their services as farmers in this area produce French beans and other horticultural crops that need a continuous water supply, and they also practice dairy farming. The linkage turned out to be very successful as the farmers using the drip irrigation kits recorded lower production costs and higher profits leading to a growing demand for the green technology."

The author of this article is the Corporate Communications Officer at MESPT



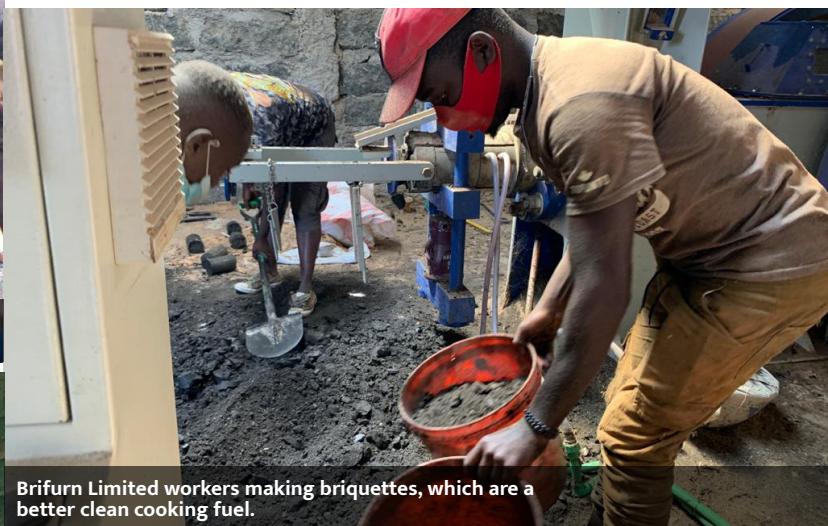
Farmers at Linda farms weeding and working on young crops on the land.



Brifurn Limited workers making briquettes, which are a better clean cooking fuel.



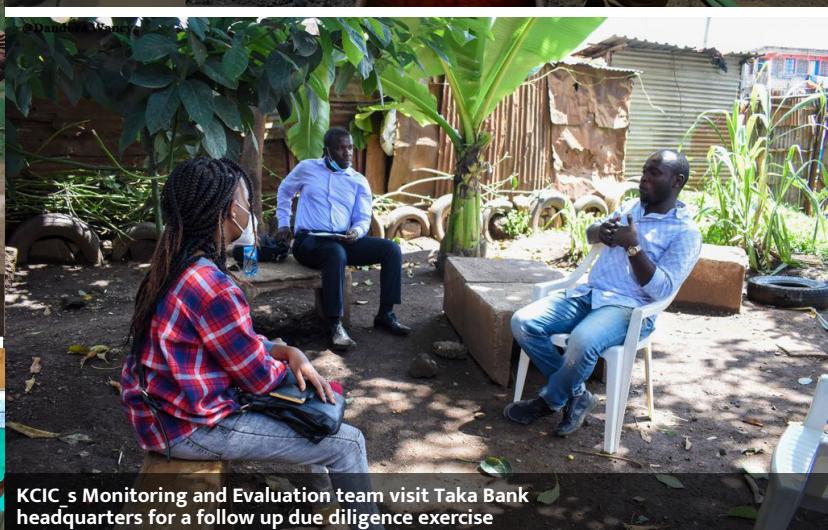
Havilah Smart Envisions workers gathering plastic waste for recycling at their enterprise.



Brifurn Limited workers making briquettes, which are a better clean cooking fuel.



Agriflora workers in the workshop packaging fertilizer.



KCIC's Monitoring and Evaluation team visit Taka Bank headquarters for a follow up due diligence exercise



Kamida Limited worker excited about the great progress of food processing happening in the factory.



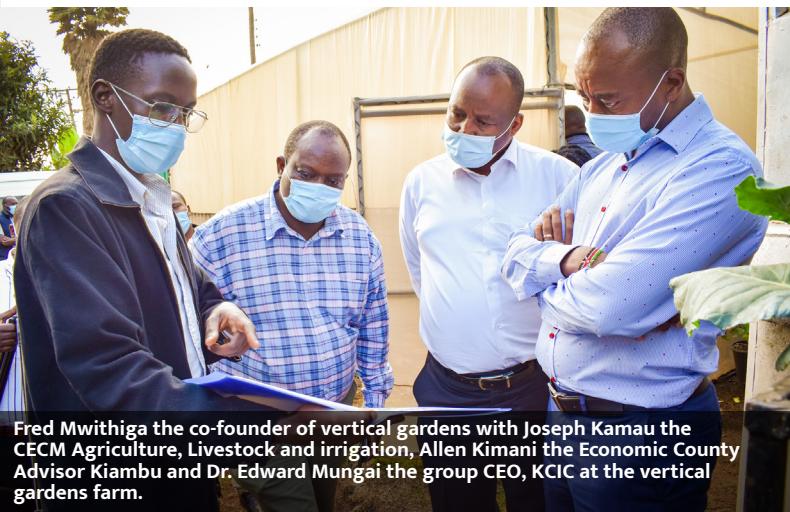
KCIC team members visit a client on their agribusiness farm in Machakos county for a due diligence follow up meeting.



Brifurn Limited workers making briquettes, which are a better clean cooking fuel.



Kabete Vegro worker harvesting capsicum crop in their greenhouse located in Kikuyu.



Fred Mwithiga the co-founder of vertical gardens with Joseph Kamau the CECM Agriculture, Livestock and irrigation, Allen Kimani the Economic County Advisor Kiambu and Dr. Edward Mungai the group CEO, KCIC at the vertical gardens farm.



Vincent Ogaya (left) of KCIC, with Moses Kimani, the Founder of Lentera Africa surveying the company's farming space during a monitoring field visit.



Marigat gold's bee hive at a farm for quality honey production.



Water Kiosk testing for any harmful contaminant

The role of innovative partnerships in achieving the SDGs

By Stephen Mumira Kihiko

The Sustainable Development Goals (SDGs) are a major component of the Agenda for Sustainable Development of 2030 which is an initiative that was adopted by member states of the United Nations in 2015.

According to the United Nations (UN), it is estimated that the world needs between \$5 trillion and \$7 trillion per year from the year 2015 to 2030 to achieve a set of SDGs. \$3.3 trillion to \$4.5 trillion of these estimates is set for developing countries for food security, basic infrastructure, climate change adaptation and mitigation, health, and education.

From the figures above, how do countries achieve the SDGs?

Currently, it is estimated that there is an investment gap of about \$2.5 trillion in developing

countries. In the past, different options of development financing have been used to finance efforts to achieve SDGs. These channels include Official Development Assistance (ODA) and domestic public resources. While these traditional forms of development financing will remain critical to the achievement of SDGs, particularly in the developing and vulnerable countries, blended and private capital will be very critical to the achievement of these goals.

There is a wide variety of innovative partnerships including responsible and sustainable investing, green bonds, blended finance instruments, and corporate venturing. Besides, governments in developing countries and beyond can form partnerships with various institutions that are working on climate change such as the Climate Bonds Initiative to create financial products such as green securities and bonds and to develop new market platforms such as fintech and crowdfunding.

These innovative partnerships are already being used around the globe.



For instance, HSBC recently launched the first SDG Bond for \$1 billion. This bond is expected to mature in 2023, interestingly the bond was three times oversubscribed. The finances from the bond will be used to support various projects that offer a wide range of economic, environmental, and social benefits as aligned to the various SDGs. In 2017, a total of \$155.5 billion of green bonds were sold globally.

In Kenya, innovative partnerships have had a huge impact on efforts aimed at achieving Sustainable Development Goals.

In 2019, the Government of Kenya signed a Communique with The Rockefeller Foundation, the United Nations, and the Center for Effective Global Action (CEGA).

This partnership is set to promote the attainment of SDGs in the country and help tackle complex development targets. In the same year, the

government also launched an SDG accelerator Lab that will leverage on a network of Accelerator Lab Network that was initiated by UNDP.

Through these innovative partnerships, organizations such as Kenya Climate Ventures have made a huge impact on individuals in Kenya. KCV is an investment management company that seeks to accelerate access to climate-smart solutions by providing tailored and targeted financial, technical assistance and business development support to innovative early and growth stage businesses, Small and Medium-sized enterprises (SMEs) whose commercial growth and success will have a positive impact on target markets, communities and the environment in Kenya. KCV has invested USD 3.2 million to 18 climate smart enterprises in Kenya. Such investment approaches can more easily be aligned to the achievement of sustainable development goals since they already incorporate environmental and social considerations.

The author is a research intern at KCIC

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TRAINING PARTNER

2021



The contribution of green communities to addressing climate change

By Nirmal Kavindra Kularathne

Source: Pixels.com

Over the past two centuries, coal and fossil fuels have been used as the major energy source of the world. With the impacts created by the Carbon Dioxide emitted while using these sources, it has become necessary for various energy-consuming industries to adapt to renewable energy sources, such as wind power, solar power, green hydrogen and solar fuels. Among these consumers, about 40% of the global energy production has been consumed by built environments.

It is therefore important to find solutions to reduce this energy consumption and to reduce the amount of energy that is wasted in built environments. So, the interest in this subject leads to the concept of green buildings. These are the buildings that have an architecture to use renewable energy sources as much as possible for their energy requirements.

As you know, greenhouse gases in the atmosphere are the reason why the earth has a temperature

that is adequate for living beings to survive without any extra effort. As usual, there is a limit for every good thing, it is similar for the atmospheric greenhouse gas concentration. Since the industrial revolution, human-induced greenhouse gas emission increased dramatically, and currently, it has become the major reason for climate change, global warming, sea-level rise and other impacts.

When discussing this human-induced greenhouse gas emission, around 67% of it is either directly or indirectly related to built environments.

Following are the major contributors, key among them the energy used for electricity and heating purposes in buildings, transportation, water usage, removal and changes in the land vegetation cover and the construction process including building products.

As you can see, constructing individual green buildings will not reduce the carbon footprint of built environments. It only reduces or eliminates the energy usage by the building for electricity and heating purposes, but it will not give a solution to reduce the carbon emission by water supply, transportation and waste management which are

related to built environments, either directly or indirectly. So, what is the sustainable solution to reduce carbon emissions in built environments?

The solution is the concept of Green Communities. In definition, several environmental, psychological, and constructional requirements need to be satisfied by a green community. Among them, I am going to describe how a green community reduces greenhouse gas emissions.

In a green community, all the buildings should be constructed to satisfy the requirements of a green building. Also, by placing the housing complexes closer to the utility buildings, the carbon dioxide emission by the long-distance transportation is reduced in a green community. Other than that, these green communities use renewable energy sources to fulfill the energy requirement in the community as much as possible. Further, the designing and placement of these communities focus on reducing the impact on the environment by using environmentally friendly construction materials for construction and placing recycling centers in the community. These are some of the major properties in a green community, and there are many more.

The author is from the University of Sri Jayewardenepura.



Call for Applications

KCIC through GreenBiz programme is inviting applications for innovative climate-smart businesses that have developed prototypes in any of the following areas:

- Water management
- Renewable energy
- Energy efficiency
- Agribusiness
- Commercial forestry
- Waste management

Application deadline:

06 | July | 2021

For Details and Application



<https://www.kenyacic.org/greenbiz-programme/>



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for a chance at global impact

Application Deadline: 2nd July 2021



Returning home from Dubai to cultivate their dreams and strawberries

By Pamela Okutoyi



Anne Mugo and her husband were happy, working in Dubai. Life was good. They earned a decent salary and had all the facilities they ever craved for: good healthcare and world-class transportation. They however always wanted to come back to Kenya and bring their business home.

Having spent one year working in Dubai, they wondered why companies they worked for were coming back to Kenya to build hotels. "We thought these companies had seen something we had not seen. So, we decided to jump," says Anne Mugo.

With their company, Zodwa Logistics, a delivery solutions company for small e-commerce businesses, Anne and her husband set out to start their new life in Kenya. A few months into the industry, the competition was grand and they could not play up to the big company's game. So they had to diversify their finances to thrive.

One day while watching Farmers TV, Anne got an idea to farm strawberries. She shared the idea with her husband and what follows is history.

"My entry into farming strawberries was motivated by a TV program on farming. After watching the show, I

talked to my husband and we set out on an adventure to learn first," Anne says.

Starting strawberry farming was not easy. The couple met challenges along the way, but the zeal and determination kept them going. "At one instance, we met a farmer who was talking a lot about strawberry farming. When we approached him, he told us that we needed to have at least Ksh 400,000, a one-acre land, and a weekly fee to visit the farm like a startup package. This was way out of our budget," she says.

The couple says their dream did not, however, die with the lack of these resources. Instead, Anne went to Facebook and met another farmer who offered to train them and share his craft of farming strawberries and encouraged them to start with the little they had.

On a small piece of land in Ndenderu, the couple started to farm strawberries. "We started with 100 plants of organic strawberries. These would give us up to 10 kilos of strawberries a week. Today, the couple is a significant producer of fruits. Unlike many other farmers who grow conventional strawberries, the two take pride in being among the few farmers producing organic strawberries.

Most strawberry farmers use chemicals to propagate the plants, leading to low-quality fruits. Anne and her husband chose the unbeaten path of organic farming and they have never looked back.

What does one need to start?

Anne says all that is required is a small piece of land, lots of water, quality strawberry seedlings, and some courage to start a business. Like many other crops, strawberry farming has its share of challenges. The plants need lots of water and are affected by extreme weather conditions such as floods and droughts.

However, strawberry farming is straightforward. After planting, the plants only need periodic watering, mainly in the morning and evening. After the first one month, the watering frequency goes down, freeing up the farmer's time. In the next five years, with the help from KCIC, Anne says they would be exporting the fruits to different markets across the globe. Given the rising demand for organic strawberries, her dream is valid.

Eaglesight Youth Group

Eaglesight youth group was formed and registered with the Ministry of Gender, Children and Social Development in the year 2018 to promote members through various agribusiness activities in Naivasha. Their main activities include cereal production,value adding and transportation.



Naivasha, Nakuru.



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Didkuro Bee Keepers Self Help Group.

Didkuro Bee Beekeepers Self Help Group specializes in beekeeping. They were registered as a self-help group in June 2019. Since then they have supplied honey to the Mandera local market and Nairobi County.



Didkuro,Mandera



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**Potus Self Help Group**

Potus Self Help Group deals in yoghurt production. The group buys milk from farmers, processes it into different flavours of yoghurts which are then packaged for sale locally.



Kiambu Town,Kiambu



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LIVE GREEN



**A publication of Kenya Climate Innovation Center.
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