

A Revenue Generation Approach for SCP (Sustainable Consumption and Production) Dissemination in Kenya

Etimos Foundation

- Etimos Foundation (Lead Partner)
- Stockholm Environment Institute, Kenya
- E4Impact Foundation
- Kenya National Chamber of Commerce and Industry, Kenya
- Tangaza University College, Kenya
- Jomo Kenyatta University of Agriculture and Technology, Kenya
- Cassa Padana
- SEFEA



Duration:
36 months



Total budget:
1,271,877.20 Euros

Location:

Kenya, Ethiopia and Uganda

BACKGROUND

Agriculture is the backbone of Kenya's economy: the sector accounts for the 25% of the National Domestic Product and contributes to the 65% of the total exports earnings.

It is divided into three main sub-sectors: crops [78%], livestock [20%] and fisheries [2%]. Industrial crops and horticulture together contribute to almost 90% of the total agriculture exports. The sector, which is highly composed of small-scale production [75% of the total agriculture outputs], faces structural deficits such as stagnant productivity, high costs of farm inputs, poor storage facilities and weak market competition.

Climate change also affects the sector: increasing prevalence of extreme events, unpredictable weather pattern and increased pestilences require innovative approaches to both subsistence and commercial agriculture for enhanced food security.

Contributing to climate change mitigation and natural resources conservation while enhancing food security, it requires a drastic transformation in the sector that is blatantly unachievable in a business as usual scenario.

The Micro Small and Medium Enterprises [MSMEs] often struggle with issues of governance and management, adding value to production and access to market information.

The mentioned problems related to MSMEs contribute to the overall issue of scarce productivity of this sector as well as the use of unsustainable practices that affect natural resources.

OBJECTIVES

The project will contribute to reducing the environmental footprint of Kenyan MSMEs in agribusiness and with specific regard to the mango, coffee and dairy sectors while strengthening their ability to compete on local and international markets.

Specifically, the project seeks to: ensure an enhanced competitive advantage for the targeted MSMEs, reached by the adoption of SCPs and technologies. Thanks to the improved business models, stronger managerial skills and increased access to dedicated financial instruments will be achieved.

ACTIONS/ ACTIVITIES

The actions will focus on creating the enabling conditions to adopt such solutions:

- Project management and communication
- SCPs identification and awareness campaign directed at MSMEs
- SCPs technical and managerial training for MSMEs and MBOs
- Access to SCPs technologies through dedicated financial instruments
- Replication and outreach strategies for Ethiopia and Uganda

Through facilitating the adoption of SCPs by MSMEs and the disseminating CSPs, the action intends to spark emulation and generate an impact of a size that is not achievable if acting on individual cases. Finally, that will ultimately facilitate the growth in the agribusiness sector through the adoption of SCPs.