

## Green hOrticulture At LAke Naivasha Project (GOALAN)

### BACKGROUND

Large and small-scale horticulture is a key contributor to Kenya's economy- recording earnings of nearly \$1.03b in 2016 from exports of fresh produce, but pose significant negative impacts on the local environment such as unsustainable water consumption and pollution from use of fertilizers and pesticides. In this regard, WWF-Kenya through the European Union funded Switch Africa Green phase II "Green Horticulture at Lake Naivasha [GOALAN] project is taking the lead and has embarked in partnership with the German based Center for Sustainable Consumption and Production [CSCP] on an ambitious initiative working with Micro, Small and Medium Enterprises [MSMEs] (30% youth led) in the basin to shift towards sustainable consumption and production and at the same time providing green jobs, improving income. The GOALAN project work towards making the horticultural sector in Kenya and beyond contribute to envisaged shift to green economy by a large uptake of Sustainable Consumption and Production [SCP] practices along the supply chain, providing green jobs and reducing poverty. It contributes to Kenya Vision 2030 and its Green Economy Strategy and Implementation Plan [GESIP]. The project aims to promote the horticulture sector as a driver for the adoption of resource efficient and green practices to minimize its impact on climate, water and land, while ensuring social inclusion targeting youth and women and providing indiscriminate employment opportunities.

### OBJECTIVES

- The project will work towards making the horticultural sector in Kenya and beyond contribute to an inclusive and green economy by a large uptake of Sustainable Consumption and Production [SCP] practices along the supply chain, providing green jobs and reducing poverty.
- MSMEs will increase their net income and access to agribusiness loans, selling certified products to untapped high-end markets while reducing impact on the environment coupled with increase in resilience to climate change.
- The project adopts an integrated approach for a shift towards sustainable production by Micro Small and Medium Enterprises [MSMEs] in the horticulture sector with a focus on youth in agriculture and a shift towards sustainable consumption by consumers, public institutions, retailers and hotels.

### ACTIONS/ ACTIVITIES

- MSMEs adopt Sustainable Production and Consumption Practices [SCPs]; This will be through training on efficient ecologically sound approaches which promote: efficient water use, soil and water conservation, agro-forestry, use of certified seeds, maximum organic fertilizer use, soil testing, safe use of pesticides, post-harvest handling, social welfare and Integrated Pest Management.
- A shift towards sustainable consumption through creating awareness among consumers public institutions, retailers and hotels.
- Strengthened MSME institutional and entrepreneurial skills to reach higher business management standards.
- MSMEs adopt ecologically sound horticultural practices and reduce post-harvest losses, reducing food waste while increasing their resilience to climate change.
- MSMEs are better organised, certified, able to negotiate for contracts between buyers and producers while better managing the seasonality of production to enable them supply the produce as market demands.
- MSMEs increase their net income and access to finance, selling certified products to untapped high-end markets while reducing impact on the environment and specifically reducing water stress and risks in the basin.
- Counties adopt green procurement and domesticate Green Economy Strategy and Implementation Plan [GESIP]
- Youth MSMEs are empowered to take on agriculture through supporting them with much-needed infrastructure to enable them produce sustainably produce, while creating green jobs.
- Support inter-county platforms to promote ecologically sound practices



### Partners

- **140 MSMEs in the horticulture sector**
- **Horticulture products retailers**
- **Hotels**
- **Public Procurement Oversight Authority**
- **State Department of Agriculture**
- **Micro Finance Institutions (Faulu, Agricultural Finance Corporation and Equity Bank)**
- **Regulatory and Certification Bodies (Horticultural Crop Directorate [HCD], Fresh Produce Exporters Association of Kenya [FPEAK], Kenya Plant Health Inspectorate Service [KEPHIS])**
- **Imarisha Naivasha**
- **County Governments of Nyandarua, Nakuru and Narok**
- **Resource Conflict Institute [RECONCILE]**
- **Educational institutions**



Duration:  
**48 months**



Total budget:  
**1,380,000 Euros**

### Location:

**Kenya (Nakuru, Narok and Nyandarua counties)**

