



Inclusive Green Horticultural Processing Sector in Kenya

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Presentation outline



- About the HORTI-GREEN project
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ABOUT THE HORTI-GREEN PROJECT

The **HORTI-GREEN** project, entitled Inclusive Green Horticultural Processing Sector in Kenya, is a 42 months action awarded under the Switch Africa Green Programme, which is co-financed by the European Union.

The **HORTI-GREEN** project aims to foster the adoption of SCP practices in the Kenyan horticultural processing industry in order to support the transformation towards an inclusive green economy which generates growth, creates jobs and reduces poverty.





The action is specifically aimed at equipping Kenyan Horticultural Processing MSMEs, eco-entrepreneurs and business service providers with the necessary **knowledge** and **tools** to promote and adopt **SCP practices** and seize **green economy opportunities**.

THE CONSORTIUM



SUSTALDE is specialized in the provision of innovative solutions for the agri-food and environmental sectors to promote sustainable rural development. Sustalde acts as coordinator



UoN, with extensive knowledge on food technologies and food processing techniques, is responsible for the provision of technical assistance to MSMEs for the implementation of SCP practices in the horticultural processing industry



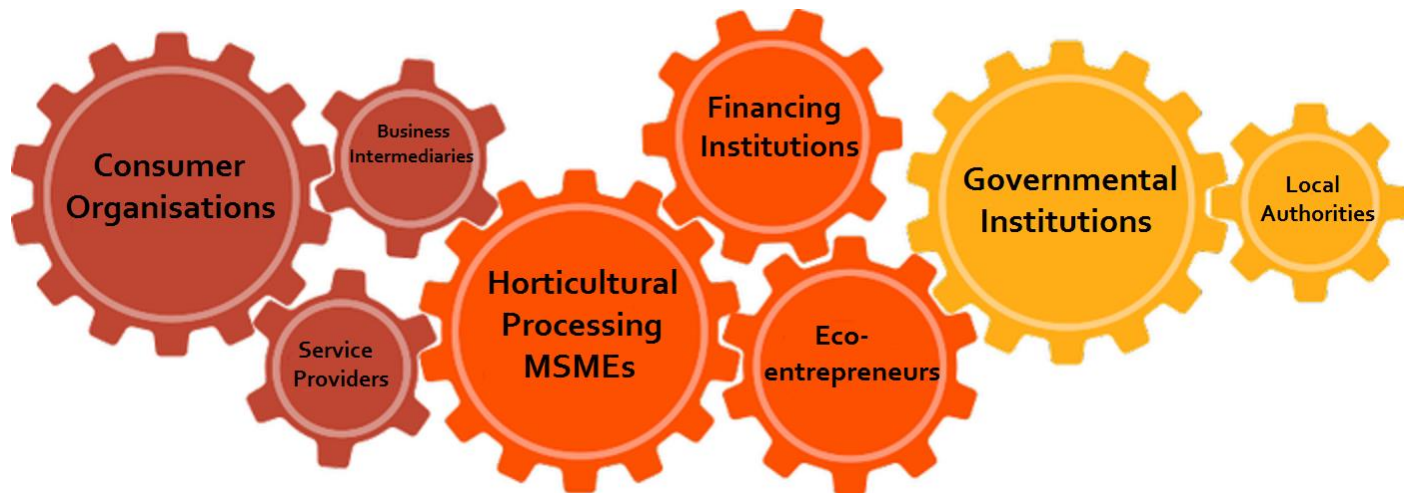
KEBS, one of the leading certification bodies, coordinates the capacity building activities on EMS and ISO standards in the selected MSMEs for their certification against internationally recognised standards



CIN is a consumer organisation which actively promotes consumer responsibility through education and advocacy

AN INTEGRATED APPROACH

Technical advisory services and support for MSMEs + Business service providers' capacities reinforced + Policy makers and financing institutions engaged + Increased market demand



300 MSMEs

Participate in capacity building on SCP practices and EMS implementation. Get advisory services on green financing options for SCP investments

60 MSMEs

Receive technical support on the implementation of SCP practices and EMS, for the development of green business plans, and get ISO14001 certification



OTHER BENEFICIARIES

Financing institutions

Increase awareness on SCP and sensitize on fundamentals of green finance. Strengthen linkages and promote direct dialogue between FI and the MSMEs.

Kenyan authorities

Raise awareness and understanding of SCP and promote incentives for sustainable MSMEs

Business intermediaries & services providers

Reinforce capacities on SCP and strengthen the whole horticultural value chain

Consumer organizations

Increase awareness and demand for sustainable products



MAIN RESULTS

Kenyan Horticultural Processing MSMEs engaged in resource-efficient production

Provision of technical advisory services to 300 MSMEs for the implementation of best SCP and assessment of the environmental, social & economic impacts of the implemented practices. Capacity building on the use of Environmental Management Systems (EMS) and certification of at least 50 MSMEs against ISO standards.



MAIN RESULTS

Enabled business environment and enhanced access to finance for SCP-related investments

MSMEs provided with advisory services on green financing options and assistance for the development of Green Business Plans. Foster the development of support and incentive packages for MSMEs by conducting forums with regional and local Kenyan authorities.



MAIN RESULTS

Increased demand for sustainable processed horticultural products and the up-scaling and replication of successful SCP practices



Creation of a panel of expert service providers on SCP practices. Promotion of a PPP and VA between supply chain actors to increase the share of green products marketed. Marketing and consumer awareness raising campaigns to increase the demand for sustainable food products.

CONTACTS & INFORMATION



<http://hortigreen.sustalde.org/>



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THANK YOU ASANTE SANA



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