Building capacity to promote Sustainable Consumption and Production

In July 2019, Green to Grow held a training on managerial and sustainable consumption and production practices and technologies to 27 MSMEs in Kenya's coffee value chain. In the training sessions, MSMEs learned about traditional and innovative sustainable consumption and production practices and technologies. This, in addition to strengthening their business management capacities to seize green economy opportunities domestically and abroad.

The project Green to Grow: A Revenue Generation Approach for Sustainable Consumption and Production Dissemination in Kenya is part of the European Union-funded Switch Africa Green program whose main objective is to support African Countries in the transition towards an inclusive green economy.

During the capacity building session, the project beneficiaries were taught management skills and methods on how to incorporate sustainable consumption and production practices and technologies in their business models. In that occasion a course on how to acquire quality certification was held by a fair-trade representative, who presented strategies to achieve high quality yields at higher premiums.

At the end of the workshop sessions, MSMEs will develop green business models based on sound economic and environmental practices and subsequently be introduced to a green finance mechanism that can help facilitate access to finance and thus consolidate the green business model into practice.