

KENYA

DESCRIPTION OF INTERVENTIONS

Since June 2020, COLEACP has partnered with the **African Management Institute (AMI)** to create a series of Business Survival Bootcamps aimed at supporting entrepreneurs in the horticultural sector. The bootcamps, open to entrepreneurs/CEOs and finance managers, provided practical tools for businesses to plan for and cope with the challenges resulting from the COVID-19 pandemic, focusing on financial projections and cost management in the context of the economic downturn. Specific sessions were held for Kenyan operators.

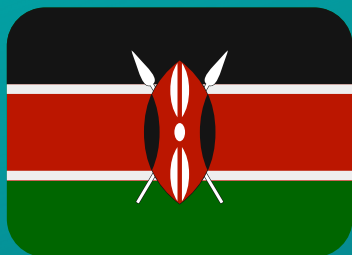
The majority of the applications received under **FFM**, **FFM SPS** and now **FFM Plus** are from producing and exporting companies. Most of these companies source from outgrowers while some of them manage the production themselves. Other beneficiaries include service providers; professional organisations (**FPEAK/Fresh Produce Exporters Association of Kenya** and **FPC/Fresh Produce Consortium-Kenya**); public institutions (**Horticultural Crop Development authority (HCD)**, **Kenya Plant Health Inspection Services (KEPHIS)** and the **Kenya Agricultural & Livestock Research Organisation (KALRO)** as well as **Nyandarua county**, **Nyeri county** and **Laikipia county**); training institutions, NGOs and the **Kenyan National Technical Working Group (KNTWG)**. The Kenyan horticultural sector is supported to implement the necessary adaptations in line with the new EU Plant Health regulations.

Set up in the continuity of FFM programmes and the results of the COLEACP COVID action plan, the **FFM Plus** launched in 2022 is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal.

At regional level, COLEAD and EAC officialised a partnership to jointly work on different elements to support the development and strengthening of fruit and vegetables value chains. Exchanges between the EAC and COLEAD were the subject of a specific presentation in November 2021 at the "1st Meeting of the EAC Region Platform on Fruits and Vegetables on the Future of processing and trade in Fruits and Vegetables: Building Resiliencies past the Pandemic".

The **ACP Business-friendly** is designed to achieve two key outcomes of:

- Adopting and implementing business-friendly, inclusive and responsible national policies and legal frameworks.
- Strengthening productive, processing, promoting and marketing capabilities and value chains



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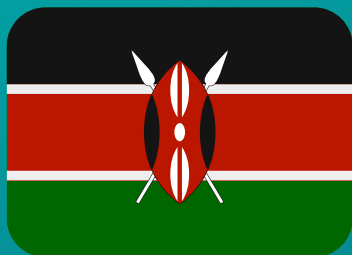
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At the macro level, the World Bank's support in Kenya is focused on improving the investment incentives regime to attract additional foreign and domestic investment. This is being achieved by mapping the current national and sub-national taxes, subsidies, levies, and fees in selected value chains and assessing the national tax incentive regime. The project is also helping to strengthen implementation of and compliance with Kenya's Competition Law to protect against anticompetitive behavior and identify as well as support the government with the reform of anticompetitive policies and regulations in key markets, with a focus at the subnational level. Main counterparts of the programme include: **Competition Authority of Kenya (CAK); Public Procurement Regulatory Authority (PPRA); Ministry of Industrialization, Trade, and Enterprise Development; National Treasury of Kenya; Kenya Investment Authority (KenInvest)**

UNIDO is implementing the meso-level component of the Programme. Investment promotion interventions are aimed to facilitate the process of identifying, mobilizing capital, knowledge, and technological resources for a more targeted investment development impact. The programme's main counterparts include the Kenya Investment Authority (KenInvest), the Ministry of Trade, Investment and Industry, the Kenya Association of manufacturers (KAM) and Kenya Private Sector Association (KEPSA). Country's support includes: **i)** collecting and analysing firm-level data on FDI structure, performance, impact and perception; **ii)** Investment promotion identifying capacity building needs; **iii)** support to IPA and IPIs investment, aftercare services including FDI-SME linkages; **iv)** support to IPA and IPIs investment opportunity development and promotion.

Micro-level interventions are led by ITC through its Alliances for Action approach that promotes inclusive and sustainable agricultural value chains. Interventions aim to enhance value chain operators' individual and collective competitiveness with specific attention to family farmers, agri-entrepreneurs and processors. In 2022, the programme activities focused on building the competitiveness and improving the skills of 3 selected Kenyan designer brands. It built on the foundation laid in 2021, including commercial alliances secured and brand visibility leveraged. Capacity building and market linkages were delivered through the Ethical Fashion Initiative. A commercial and operational network was built in Kenya to enable fashion brands to do business and become more investment ready.

The **ACP Quality Infrastructure (QI)** programme supports ACP policy makers, institutions and private sector actors to **(i)** enhance the regional Quality and Regulatory infrastructure governance; **(ii)** strengthen the availability of the value chain-specific QI services; **(iii)** promote quality culture and practices.



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The programme complements and builds on the ongoing achievements of the **ACP Business-friendly** programme reinforcing the UNIDO's programme action. **ACP QI** for the African region was officially launched in Luanda in December 2022, during the OACPS Business Days held on the margins of the OACPS Heads of State Summit.

ICR Facility focuses on supporting private and public stakeholders and regional institutions, to improve their investment climate and business environment by facilitating public-private dialogue, among other actions. ICR Facility supported in 2021 the **Clean Cooking Association of Kenya (CCAK)** in strengthening and improving the existing Public-Private Dialogue mechanism through an analysis of existing gaps, key issues for discussion with relevant working groups, and innovative ways to stimulate business environment reforms in the clean cooking sector.

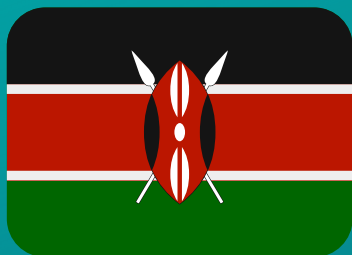
ICR Facility also provided technical assistance to the **Social Enterprise Society of Kenya (SESOK)** in taking the draft of the Social Enterprise Policy for Kenya through a Public-Private Dialogue process, update the draft and develop an action plan to be used for the adoption of a the updated Social Enterprise Policy. In 2022, the ICR Facility also supported **Kenya Association of Manufacturers (KAM)** with the objective to strengthen KAM's capacity to advance women in manufacturing in Kenya.

At regional level, the ICR Facility supports the **East African Business Council (EABC)** to develop a methodology and collect production capacity data for the sugar sector in East Africa. This includes training EABC staff to ensure they can collect such data and use it in public-private dialogue processes independently in the future.

FO4ACP The overall objective of the **Farmers' Organisations for ACP** programme is to increase income and to improve livelihood, food and nutrition security and safety of organised smallholder and family farmers in ACP countries. FO4ACP is active at the regional level through the **East African Farmers Federation (EAFF)** which adopted a new Strategic Plan 2021-2028 and rolled out a regional COVID-19 sensitisation campaign supported by the programme.

Two regional policy studies – for dairy and maize value chains – were conducted aiming at improving business environment.

In this context, two business to business (B2B) meetings for the above value chains were organised, and MoUs were signed. The **Cooperative Alliance of Kenya**, with the support of FO4ACP, has conducted two B2B meetings on dairy sector resulting in an agreement on quality feeds supply with **Farm Tech Ventures** and an update of the existing MoU, to ensure prompt farmers' payment.



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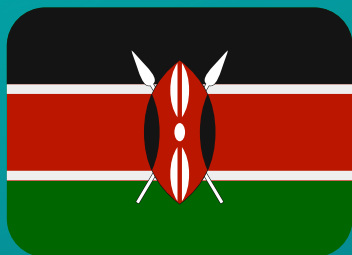
The **ABC Fund** financed smallholder farmers and agri-SMEs via local financial intermediaries. **FACTS Advance BV**, that provides short-term supply chain financing solutions for SMEs, agribusinesses and entrepreneurs, has been backed with a credit facility of USD 2M. **Yehu**, a microfinance institution that provides financial services to the rural poor, has been financed with EUR 1M. Yehu plans to establish partnerships to support youth and women in agriculture. Another EUR 2M loan was given to **Premier Credit Kenya** that provides credit locally to individuals and SMEs. The ABC Fund loan will allow Premier to extend a further 10 000 loans to agricultural clients almost half of which will go to women smallholder farmers or women agribusiness owners.

ABC Fund has also provided a credit facility of US\$1,48 million to **Apollo**, a Kenyan agricultural technology company that helps farmers improve production and profits with a package of financing, farming inputs, advice and insurance. Its digital approach is backed up by face-to-face support through over 1,200 field agents. Apollo is using the proceeds to scale up its reach to more smallholder farmers who are unable to access microfinance and commercial bank lending.

Boost Africa's is implemented by the African Development Bank (AfDB) and the European Investment Bank (EIB). It offers blended finance and focuses on supporting entrepreneurially-driven, early stage, and start-up SMEs on the African continent. Boost Africa targets innovative investments in any sector, with special focus on those that have a high potential for economic impact. "Entrepreneurship Lab" was piloted in 2019 in the country with Palladium/mapping of ESOs.

EURIZ guarantee and TA facility helps to increase credit accessibility for MSMEs, by engaging in cooperation initiatives with a wide variety of financial institutions. It covers agricultural and agribusiness, health, education, digital, and microfinancing companies owned by women or young people, who are facing increased difficulties in accessing finance. PROPARCO and **Equity Bank Kenya** (EBK) signed a EURIZ portfolio guarantee agreement of EUR 19.5M. A complete package was offered to EBK with a combination of an EURIZ guarantee on high developmental impact MSMEs with a specific focus on health MSMEs and a TA project to support the development of the Equity Afia clinics network. The overall project will help small clinics to be developed in regions lacking health infrastructure.

WE4A aims to improve the business capacity of women-led enterprises to increase their chances of raising follow-on funding from private sector investors. Both the Initial acceleration and follow-on growth programmes aim to assist women entrepreneurs in Sub-Saharan Africa to flourish and contribute to employment creation in their communities through enhanced business capacities, access to formal financial services, and integration into local/regional value chains.



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Component 1 of the programme provided gender sensitive entrepreneurship training and seed capital through the the Tony Elumelu Foundation; component 2, implemented by GIZ through the "Employment and Skills for development in Africa" (E4D) project, links African women entrepreneurs (TEF alumni) to private sector initiatives and provide technical assistance to build commercial bridges with larger lead businesses and integrating their supply chains; and component 3 led by the Swiss Association for Entrepreneurship in Emerging markets (SAFEEM) supports African women entrepreneurs to secure second stage financing as a major stepping-stone to be becoming fully bankable and capitalizing on the employment potential of their businesses

Three Kenyan companies were selected to receive additional grant funding as well as an additional three months of training focused on growth under the WE4A Acceleration Programme.

Dial a Pad is a multifaceted platform that seeks to democratize access to feminine hygiene products and affordable sexual reproductive healthcare through tech. It deploys both a mobile app with e-commerce and telemedicine, and a locally manufactured smart IoT enabled sanitary towel dispensers to achieve good health and well being for African girls and women. **Mukuru Clean Stoves (MCS)** designs, manufactures, and distributes improved, efficient, and reliable cookstoves. MCS makes its stoves with locally sourced recycled metal and distributes them through networks of local female business owners and microfinance institutions.

Plumbee Wholefoods Ltd is a Kenyan-based, female-owned agro-processing company targeting putting low income women to increase access to affordable quality nutrition for children in Africa. The company aims to develop strong linkages with smallholder farmers, with a strong social commitment towards promoting family health and nutrition for low-income families.

MORE INFORMATION

- Read the Monitoring Report 2021:

<https://businessacp.com/wp-content/uploads/2019/12/Annual-Report- online-version.pdf>

- Visit the "Programmes' Highlights" page on the Business ACP website:

<https://businessacp.com/en/94071-2/>