



# KENYA PRIVATE SECTOR ALLIANCE **ANNUAL PROGRESS** REPORT **2022**

## KEPSA ACHIEVEMENTS PROGRESS REPORT 2022

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## 01.INTRODUCTION

The Kenya Private Sector Alliance (KEPSA) is the apex body of the private sector in Kenya. KEPSA brings together local and foreign business associations, chambers of commerce, professional bodies, corporates, multinational companies, start-ups, and Micro, Small and Medium Enterprises (MSMEs) from all sectors of the economy in the country, representing over 1 million businesses under one umbrella, to enable them to speak in one voice when engaging the government, development partners and other stakeholders on cross-cutting policy issues affecting private sector development. It also implements programs that ensure the growth of businesses and the social-economic development of the country.

KEPSA supports businesses with opportunities for training, networking, financial linkages, mentorships & coaching, access to markets, value chains and investment opportunities while working closely with many partners from across the world.

KEPSA serves as a federation of over 80 Associations and professional bodies and serves as the focal point of the East Africa Business Council (EABC) which is the apex body of businesses in East Africa.

## 02. KEPSA 2022 STRATEGIC FOCUS

In 2022, KEPSA progressed with the five (5) pillars identified in 2021 focusing on building back better in the new world order after the Coronavirus (COVID-19) pandemic. These pillars include:

- 1. Public-Private Dialogue:** Focuses on ensuring Kenya remains competitive and improves the ease of doing business by:
  - ⇒ Improving Kenya's rankings on Global Competitiveness and Ease of Doing Business Indices.
  - ⇒ Promoting sustainable and inclusive economic growth
  - ⇒ Strengthening economic foundations and regulatory environment that support national competitiveness
  - ⇒ Increasing value addition in growth centres – agriculture, light manufacturing and tourism.
- 2. Business Hub:** Focuses on SMEs Scale-up and Economic Diplomacy, to be achieved through:
  - ⇒ Enhancing resilience and growth of SMEs by addressing the challenges of finances, training, markets, regulatory environment and business linkages.
  - ⇒ Building global networks with like-minded organisations to enhance investments and trade
  - ⇒ Engaging, monitoring and implementing agreements and decisions made during investment and business forums with government as well as trade agreements both multilateral and bilateral
- 3. Sustainability:** Focuses on Sustainable Development Goals (SDGs), Green Economy, Blue Economy and Climate Change to be realised through:
  - ⇒ Accelerating the transition to a green economy by strengthening cooperation between the private and the public sector.
  - ⇒ Developing the capacity of the private sector to incorporate sustainability practices in their businesses.
  - ⇒ Creating linkages between academia and the private sector on green growth
  - ⇒ Enhancing financing for green projects
  - ⇒ Developing new investment opportunities, especially in these areas.
- 4. Social:** Focuses on employment creation for youth and women through enterprise development, to be achieved through:
  - ⇒ Promoting youth employment and entrepreneurship for economic growth
  - ⇒ Championing women's jobs enterprise development
  - ⇒ Promoting gender inclusivity and its mainstreaming
- 5. Governance:** Focuses on Corporate Governance, National Leadership and Corruption to be realised through:

- ⇒ Influencing Kenyans to aspire to continually build the country positively on key areas of public safety, global competitiveness and curbing corruption in both government and non-government sectors
- ⇒ Influencing Kenyans on choosing qualified men and women into leadership to enhance the growth of the country.
- ⇒ Influencing a positive narrative for the country so Kenyans are inspired to build rather than destroy their country.

### 03.2022 PPD ACHIEVEMENTS

The KEPSA PPD department is the nerve centre of all KEPSA advocacy initiatives. Through the various PPD Platforms, KEPSA engages with all three arms of the Government of Kenya (Executive, Parliament, and Judiciary) to ensure that there is a favourable environment for doing business in Kenya.

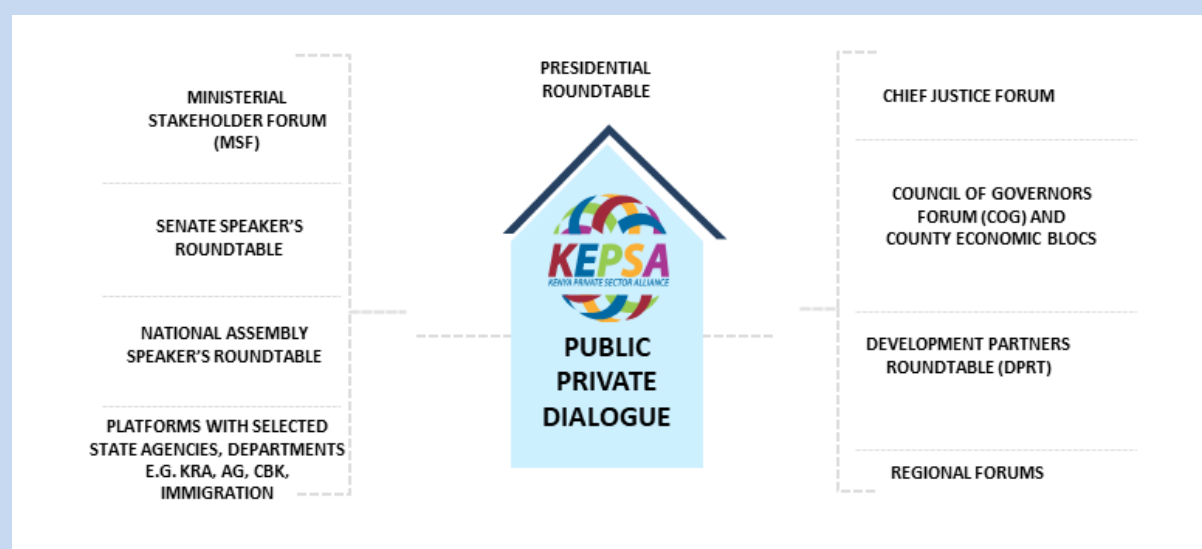
To adequately engage with the Government, KEPSA is organised into various sector boards, which are the primary points of advocacy, at the sectoral level. All KEPSA members are expected to join and participate at least in one of the sector boards, or more as the need may arise. The sector boards operate interdependently, working to ensure that our advocacy work is in sync with our mandate, as the apex private sector body in Kenya.

#### KEPSA Sector Boards

The Sector Boards mirror the government of the day for ease of advocacy. The following were the sector boards in the year 2022.

- |   |                                |
|---|--------------------------------|
| 1. Agriculture, Livestock & Fisheries     | 9. ICT and youth               |
| 2. Devolution                             | 10. Industrialization & Trade  |
| 3. East African Community Affairs         | 11. Lands & Physical Planning  |
| 4. Education                              | 12. Public Finance             |
| 5. Energy & Extractives                   | 13. Security                   |
| 6. Environment, Water & Natural Resources | 14. SME Club                   |
| 7. Gender                                 | 15. Sports, Arts & Culture     |
| 8. Health                                 | 16. Tourism                    |
|   | 17. Transport & Infrastructure |

The following are the various PPD Platforms:



During the year, a total of 245 Public Private Dialogue (PPD) and Sector Board engagements were held including One (1) Presidential Roundtable, (1) roundtable with the National Development Implementation and Communication Cabinet Committee, twenty (20) ministerial stakeholders forums, thirty-eight (38) engagements with various Government Departments and Agencies, eight (8) engagement with the Council of Governor and twenty-six (26) regional engagements. All these resulted in major resolutions and decisions to cushion businesses, enhance competitiveness and improve the overall ease of doing business in Kenya.

#### Summary of PPD engagements in 2022

PPD Forum	Number of meetings
Presidential Roundtable	1
Roundtable with the NDICCC	1
Ministerial Stakeholder Forums (MSFs)	20
Sector Board Engagements	151
Engagement with key state agencies	38
Engagement with Council of Governors	8
Regional Engagements	26
<b>TOTAL</b>	<b>245</b>





KEPSA CEO Carole Kariuki reading a joint statement to the media after the KEPSA-NDICCC Roundtable on May 23, 2022

## 01.1 LEGISLATIVE AGENDA

### LEGISLATIVE REPORT 2022

Over the years, we have seen a tremendous transformation in the quality of pieces of legislation as more and more Members of Parliament and County Assembly appreciate nexus between legislation, business and society.

During the term of the 12<sup>th</sup> Parliament KEPSA enjoyed a cordial partnership and support of Parliament under the able leadership of the Speaker of the National Assembly and the Speaker of the Senate and we look forward to enjoying the same with the 13<sup>th</sup> Parliament.

The following laws were enacted in 2022 with KEPSA's input and participation:

	<b>LAWS ENACTED</b>	<b>IMPACT ON PRIVATE SECTOR</b>
1	Finance Act, 2022	These amend laws on various taxes and duties, where we give proposals on reduction, re-classification and ideas on widening

		the tax pool to relieve businesses from over-taxation and double taxation.
2	National Hospital Insurance Fund (Amendment) Act, 2022	The mandatory matching contributions will affect all employers which will increase the cost of doing business. It will also lead to a heavy reduction in premiums, commissions paid to private insurance agents and generally increase the level of unemployment, as employers may prefer casual or contractual employment contracts over permanent employment.
3	Sustainable Waste Management Act, 2022	This establishes a robust legal and institutional framework for sustainable management of waste to ensure the realization of the constitutional requirement on the right to a clean and healthy environment.
4	Nairobi City County Prevention of Violent Extremism Act, 2022	We submitted proposals on private sector interventions to counter violent extremism. This is because during VE attacks, 54% of businesses are affected by loss of business revenue due to limited flow of customers. On average, each business loses Ksh. 175,396 worth of revenue immediately following a VE attack. The average value of property lost through destruction of property per each affected business is estimated at Ksh. 211,684. Nairobi County being the most affected immediately after a VE incident, with the total value of lost revenue estimated to as much as Ksh 10 million (equivalent to \$98,966.36) per business.
5	National Electronic Single Window System Act, 2022	This establishes a National Electronic Single Window System that shall serve as a single-entry point to anyone involved in trade & transport to lodge documents electronically for processing, including import and export approval. Fees and levies on goods imported or exported will also be submitted through the system.
6	The Public Procurement and Asset Disposal Act, 2022	<p>This paves way for smaller businesses that are not organised into companies, especially MSMEs that mostly operate as business names and consultant firms that are statutorily required to be organised as partnerships.</p> <p>Where disadvantaged groups feel aggrieved by the decision of the accounting officer/procuring authority on the tender award, they can also lodge complaints as the high filing fees will not be a discouraging factor.</p> <p>It also provides for a shorter procurement period which means that tenderers will not be held in abeyance for too long, and where contracts are awarded the same will commence within a shorter period.</p>
7	The Sacco Societies	This aims at reducing the regulatory reporting burden on SACCOs and ensuring a faster, efficient and accurate reporting,



	(Amendment) Act, 2022	monitoring and analysis of SACCOs financial status at any time, being the cornerstone of Risk-Based Supervision (RBS).
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KEPSA also engaged on the following Bills that were in the pipeline but lapsed when the 12<sup>th</sup> Parliament's term ended. We hope they will be re-introduced in the 13<sup>th</sup> Parliament as this option exists in the Standing Orders:

1. Statute Law Miscellaneous Amendment Bill 2022;
2. Traffic (Amendment) Bill 2021;
3. The National Rating Bill (National Assembly Bills No. 10 of 2022)
4. The Start-Up Bill (Senate Bills No. 1 of 2021);
5. The Prompt Payment Bill (Senate Bills No. 16 of 2021);
6. The Landlord and Tenant Bill (National Assembly Bills No. 3 of 2021)
7. The Petroleum Products (Taxes and Levies) (Amendment) Bill, 2021;
8. The Alternative Dispute Resolution Bill (Senate Bills No. 34 of 2021);
9. The Health Laws Amendment Bill 2021;
10. The County Vocational Education and Training Bill 2021;
11. The Kenya Medical Supplies Authority (Amendment) Bill (Senate Bills No. 53 of 2021);
12. The County Licensing (Uniform Procedures) Bill (Senate Bills No. 32 of 2020);
13. The Investment Promotion (Amendment) Bill (Senate Bills No. 2 of 2021);
14. The Street Vendors (Protection of Livelihood) Bill (Senate Bills No. 7 of 2021);
15. The Community Health Services Bill 2020;
16. The County Resource Development Bill (Senate Bills No. 45 of 2021);
17. The Natural Resources (Benefit Sharing) Bill (Senate Bills No. 25 of 2020);
18. The Co-operative Societies (Amendment) Bill (Senate Bills No. 11 of 2020);
19. The Whistle-blower Protection Bill (National Assembly Bills No. 50 of 2021);
20. The Public Procurement and Asset Disposal (Amendment) (No.2) Bill (National Assembly Bill No. 36 of 2021);
21. The National Construction Authority (Amendment) Bill (NA Bill No. 45 of 2020);
22. The Kenya Citizenship and Immigration (Amendment) Bill (Senate Bills No. 33 of 2021);
23. The Valuers Bill (National Assembly Bill No.18 of 2022);
24. The Employment (Amendment) Bill (Senate Bills No. 54 of 2021);
25. The Public Finance Management (Amendment) Bill (National Assembly Bill No. 21 of 2022);
26. The Pharmacy and Poisons (Amendment) Bill (National Assembly Bill No. 1 of 2021);
27. The Land Control Bill (National Assembly Bill No. 7 of 2022);
28. Certified Managers Bill (NA Bill No. 26 of 2021);

29. The Intergovernmental Relations (Amendment) Bill, (Senate Bills No. 37 of 2021).

**KEPSA engaged on the below Bills which failed to proceed for the reasons below stated:**

30. The Information Communication Technology Practitioners Bill 2020; (Passed but President declined to sign into law)
31. The Higher Education Loans Board (Amendment) Bill 2020; (Passed but President declined to sign into law)
32. The National Aviation Management Bill 2020; (National Assembly Bill No. 18 of 2020) (Withdrawn)
33. The Coffee Bill (Senate Bills No. 22 of 2020); (Withdrawn);
34. The Public Procurement and Asset Disposal (Amendment) (No.3) Bill (NA Bill No. 49 of 2020) (The Committee recommended that the Bill be deleted in its entirety as it will inhibit foreign investment in Kenya);
35. The Mediation Bill, 2020 (NA Bills No. 17 of 2020) (Withdrawn)
36. The Nairobi City County Betting, Lotteries and Gaming (Amendment) Bill (Assembly Bill No. 11 of 2021) (Lapsed);
37. The Nairobi City County Air Quality Bill (Nairobi City County Bills No.12 of 2021) (Lapsed);

Policy

38. The Nairobi City County Development Control Policy (Tabled for consideration and adoption).

## **DRAFT BILLS**

KEPSA took part in formulating Supply Chain Management Professionals Bill 2022 before tabling in Parliament or approved by Cabinet.

## **REGULATIONS**

KEPSA incessantly pushed for the operationalization of the Bribery Act, of 2016, through the formulation of Guidelines and Regulations that are of interest to the private sector. Section 9 of the Bribery Act 2016 gives both public and private entities a duty to have in place procedures for the prevention of bribery and corruption.

The Bribery Act, Guidelines, 2022 and Bribery Act, Regulations, 2022 were gazetted and/or published on 27<sup>th</sup> May and 03<sup>rd</sup> June 2022, respectively. Both statutory instruments have been operational since.

## JUDICIARY

### 1. KEPSA-Judiciary Engagement

On 15th March 2022, KEPSA hosted the Chief Justice Roundtable at Nairobi Serena Hotel.



*KEPSA leaders and members pose for a photo with Hon. Chief Justice Martha Koome during the Chief Justice Roundtable on March 15, 2022*

Both the Judiciary and KEPSA resolved to action key number of issues raised during the Roundtable including but not limited to exploring partnerships on sensitization of mediation and private mediation settlement agreements; committing to improving the business environment to facilitate cost-efficient and effective resolution of commercial and tax disputes; investing in cutting edge innovations to enhance justice and global competitiveness; keep advocating for uptake of Alternative Dispute Resolutions (ADR) to settle commercial disputes and rid the courts of a backlog of cases; actualize capacity building sessions for judges in the Commercial and Tax division as well as the Environment and Land court, and implement the Bribery Act and Bribery Regulations as key to tackling bribery and corruption in the private sector and the justice system.

In May and June 2022, KEPSA held follow-up meetings with the Judiciary on the establishment of the Mediation Centers by the Private Sector and Pending Cases Submitted by KEPSA with an outcome of the gazettelement of The Court-Annexed Mediation Rules 2022. KEPSA was encouraged to have their panel of mediators and advised to come up with Mediation Guidelines for the private sector to have a structured way of handling mediation.

KEPSA and the Judiciary established a joint Technical Working Group to work on the agreed action points which consists of 17 technical committee members (10 from the Judiciary and 7 from KEPSA).

## 01.2 SECTOR BOARD ACHIEVEMENTS

### a) Agriculture, Livestock & Fisheries



*Members of the agriculture sector pose for a photo during the private sector sensitization workshop on GMO ban lift on November 15, 2022*

#### **Sector meetings:**

- 1 ASNET AGM
- 3 ASNET Board Meetings
- 4 ASNET Council Meetings
- 7 ASNET Sub-Sector Board Meetings
- 3 Monthly meetings with the Ministry of Agriculture
- 1 Agribusiness Confederation of East Africa (ACEA) Meeting
- 3 meetings with the Ministry of Agriculture



*A panel session during the 2nd National Agriculture Summit on May 26, 2022*

#### **Other key meetings:**

- Participation in the development validation of the Marine and Fisheries regulations
- The 2nd National Agriculture Summit



- Meeting with the Danish SSC Program on Food Safety at Danish Embassy
- Launch of the Kisii and Kakamega County ASNET chapters
- Supporting EAGC and ASNET members in staple foods develop food safety internal self-regulation. (ISR)
- ASNET/KEPSA Pasgair Youth in Agriculture Capacity Building forum in line with ASNET Youth Forum agenda
- Agriculture Transformation Office (ATO)-ASNET Country Agribusiness Partnership Framework (CAP-F) Workshop on roles definition in rolling out of CAP-F
- Agriculture Produce Cess Caucus meeting
- Meeting with the IFAD Director on behalf of the Agriculture Private Sector
- Development of a Concept Note for Potential funding with Policy link on Agriculture Trade, Investments and Business environment.
- Kenya-France B2B and matchmaking meeting on aquaculture held on September 23, 2022
- Flag off ceremony of the Kenyan Tea to Ghana under the AfCFTA held on October 5, 2022
- Private Sector consultative meeting on the drought situation in the Country, held on October 4, 2022
- DRC Chamber of Commerce Agribusiness Conference held on July 12, 2022
- Kenya Seed Systems Conference
- Meeting with Lake Region Economic Block on Avocado Promotion with Horticulture BMOs
- Food Security Monitoring with ATO and CAP-F implementation
- ASNET-DANIDA joint Strategic Sector Cooperation implementation
- ASNET-ASARECA partners Regional meeting in Arusha on cross border trade facilitation held on July 4-8,2022

## Key achievements



*KEPSA Director, Dr Bimal Kantaria, speaking during the private sector sensitization workshop on GMO ban lift on November 15, 2021*

With Kenya being an agrarian economy, the importance of the agriculture sector cannot be overemphasised. In this recognition, the Sector Board has provided

thought leadership and advocacy to provide an enabling environment for agribusiness trade and industry development. Through the Agriculture Sector Network (ASNET), which is the anchor BMO in the agriculture sector, the Agriculture Sector Board has achieved the following advocacy wins:

- 1) Vacation of the cabinet ban on GMO maize, attributive to the continuous advocacy by KEPSA towards enhanced food and nutrition security.
- 2) Implementation of the cost-reduction framework for animal feeds, a private-sector-driven initiative that was developed, following the rising cost of animal feeds in early 2021.
- 3) Re-engineering of the E-Phyto certification system attributive to the Sector Board's monthly Public Private Dialogue & advocacy sessions with the KEPHIS
- 4) Private Sector Training on the Process Flow for Commercialization of GMOs: The Sector Board held a training to sensitise the private sector on the implications of the vacation of the cabinet ban on GMOs and the process flow for private sector commercialization.
- 5) B2B and matchmaking between French and Kenyan businesses: The Sector board in partnership with Business France organised the B2B and matchmaking to promote aquaculture business. The B2B resulted in 4 deal-structuring to promote investments in the aquaculture and fisheries sub-sector.
- 6) Implementation of a duty waiver on imported yellow maize with 0.9% GM Content: Following the rising cost of animal feeds, the Sector Board advocated for a duty waiver on the importation of yellow maize (animal feed raw material). Resultantly, the Ministry of Agriculture vide the gazette notice dated 10th June 2022, implemented the private sector recommendation by reducing the non-GMO requirement for yellow maize from the initial 100% to 99.1% Non-GMO requirement.
- 7) Presentation of private sector submissions on the draft Marine fisheries (access and development) regulations 2022: This was done vide a memorandum submitted to the State Department of Fisheries
- 8) Waiver of charges on export licenses for Miraa, attributive to the Sector Board advocacy actions



## b) Devolution



*KEPSA meeting with the Council of Governors Management on November 22, 2022.*

### **Sector Meetings:**

- 4 Sector Board Meetings.
- 8 engagements with the Council of Governors
- 5 Sub-Sector Board Meetings

### **Other Key Meetings:**

- Meeting with Council of Governors Chairperson and CEO to discuss institutionalisation of PPD partnership framework with KEPSA
- Joint technical meetings with the Council of Governors in the development of the Private Sector Devolution Support Program (PSDSP) and MoU
- Meeting with the Ministry of Devolution on the development of MTP IV and the Devolution Sector Plan
- Engagement with the Ministry of Devolution on the development of the National Local Economic Development Framework
- Meeting with the County Executive Committee Members (CECMs) and Chief Officers (COs) in charge of Trade and Industry development across the 47 Counties



*KEPSA CEO Ms Carole Kariuki (right) and the Chairperson of Council of Governors H.E Ann Waiguru during a meeting between KEPSA and Council of Governors Management on November 22, 2022.*

## Key achievements

- 1) **Development of the County Governments' Induction Manual:** In partnership with the Council of Governors, the Sector Board participated in the co-creation and validation of the Governor's induction manual, to serve as a yardstick for the incoming Governors in enhancing business environment across Counties.
- 2) **Training of the private sector on the County Planning Frameworks:** The Sector conducted a webinar session to sensitise the private sector on the County planning frameworks and Public Finance Management guidelines
- 3) **Development of KEPSA Regional Representatives list:** To enhance private sector engagement with Counties, KEPSA developed the engagement guidelines and list of proposed KEPSA representatives in each of the 7 Economic Blocs.
- 4) **Mentorship of County-level Business Associations:** The Sector Board has engaged Vihiga and Tharaka Nithi Counties in the development of the apex business associations in the two Counties.
- 5) **Institutionalisation of the County Competitiveness Index (CCI):** The Sector Board agreed on the modalities of jointly institutionalising the CCI with the Council of Governors. The CCI is set to be launched as a precursor to the Devolution Conference slated for March 2023
- 6) **Entrenchment of KEPSA PPD mechanisms with the County Governments:** In partnership with the Council of Governors, the sector board agreed on a mechanism for convening structured Public-Private Dialogue forums between KEPSA Sector Boards and COG technical Committees.
- 7) **Roundtable with the Council of Governors Trade Committee:** The Sector Board presented the private sector memorandum to the Trade CECs across counties to discuss modalities for rationalisation of multiple and double taxations across counties.
- 8) **Presentation of the Devolution Sector Memorandum to the MTP IV:** The Sector Board presented the private sector memorandum of priority/flagship issues to be included in the 4th Medium Term Plan.



*KEPSA Leadership meeting with Nairobi City County Governor H.E Johnson Sakaja on 4<sup>th</sup> October 2022 at City Hall*

### **c) East African Community**

**During the year, the EAC Affairs Sector Board engaged as follows:**

- 5 Sector board meetings
- 4 Technical Working Group meetings with EAC Secretariat and EABC
- 2 Technical Working Group meeting with the Ministry of EAC on the Comprehensive review of the EAC Customs Management Act 2004
- 1 Sensitization meeting on EAC customs management act 2004 and regulations 2020
- 2 Bilateral engagements with the United Republic of Tanzania to address the challenges of NTBs affecting Kenyan investors in Tanzania
- 3 technical meetings on Extra Ordinary Sectorial Council Trade Industry, Finance and Investment (SCTIFI) on EAC CET
- 2 joint meetings of the Private sector on the finalisation of the EAC CET
- 1 Peer-to-Peer engagement with the Private Sector Foundation Uganda (PSFU)



- 1 2. Capacity building session on the African Continental Free Trade Agreement (AfCFTA) Rules of Origin (RoOs)
- Engagement with the East Africa Legislative Assembly stakeholder's sensitization



*EABC Kenya Chapter Executive Board nomination meeting on March 3, 2022*

## Key achievements

- 1) On 17<sup>th</sup> March, we engaged the East Africa Legislative Assembly (EALA) Kenya Chapter on key challenges faced by the private sector while trading in the EAC and areas they could intervene as they dispense their legislative and oversight role to ensure implementation of the EAC Common Market Protocol. KEPSA presented several areas of challenges including strategies that would enhance trade challenges faced by businesses while conducting cross-border trade in EAC. Among them was the need for continued mapping of the CMP through the EAC Common Market Protocol scorecard and the inclusion of the scope of the scorecard to go beyond the de jure legal compliance and look at the actual operationalization of laws in the Partner States.
- 2) In collaboration with Trade Law Africa Centre (TRALAC), we conducted a capacity-building session on the African Continental Free Trade Agreement (AfCFTA) Rules of Origin (RoOs): The session unpacked the basic principles of RoOs, the AfCFTA RoOs and the development in the negotiations of the RoO protocol. TRALAC through their Executive Director agreed on a continuous

collaboration between KEPSA and her organisation to enhance the capacity of the private sector on trade-related issues within the purview of EAC and AfCFTA

- 3) Formation of KEPSA and Ministry of EAC Working Group in April 2022: The constitution of a working group with the Ministry of EAC to address legislative issues affecting EAC trade such as convergence on the CET rate, an aflatoxin surveillance mechanism, finalisation of EAC Customs Management Act, and entrenchment of NTBs elimination bill. Out of this, the sector has rolled out several activities including consultative engagements on the review process of the EAC CMA 2014 to inform private sector submissions in the review process.
- 4) Finalisation of the Comprehensive review of the EAC Customs Management Act (CMA) 2004 in May 2022: Finalised the Private sector consultation and Comprehensive review of the EAC CMA 2004 and developed a memorandum that was submitted to the Ministry of East Africa Community and Regional Development and ASALs in May 2022.
- 5) Finalisation of the Comprehensive review of the EAC CET in June 2022: Because of supporting the growth of regional trade within the East Africa Community (EAC), we continued engagement and advocacy on the Finalization of the Comprehensive review of the East Africa Community Common External Tariff (EAC CET). The Comprehensive review was finalised in May and the implementation started in July 2022. The CET ring-fences the region's locally produced products from the unfair competition of imports coming outside the EAC as well as supports the growth of local industries. Equally, the CET enhances the predictability and durability of trade as traders can plan as they have confidence that the tariffs are constant. Among other interventions, the CET is also poised to increase intra-EAC trade from the current 20% to 50% by spurring local manufacturing and value addition.
- 6) Elimination of Non-Tariff Barriers (NTBs): The sector engaged in economic diplomacy sessions with the Ambassadors and High Commissioners of the Republic of Tanzania, the National Monitoring Committee (NMC) and the Regional Monitoring Committee (RMC) for NTBs and Bilateral between Kenya and United Republic of Tanzania to address perennial NTBs affecting Kenyan businesses. Cumulatively, the bilateral engagements with the URT have seen 60 out of the 64 reported NTBs addressed with the bilateral meeting of June 2022 addressing the pending 4 NTBS and 10 newly reported.
- 7) Strengthened regional Peer-to-Peer advocacy coordination: in February 2022, the sector managed to harmonise the advocacy agenda with the EABC advocacy priorities for concerted efforts to push for reforms for the identified areas, including establishing the Trade Remedies Agencies by the Partner States and implementing the Mutual Recognition Agreements, among others other areas within Kenya so after understanding. The Sector also engaged the

EABC leadership in October on some of the priority areas to be presented to H.E William Ruto as they pay him a courtesy call



*The high-level retreat for the EAC Summit on the EAC Common Market Protocol held on July 20, 2022 in Arusha – Tanzania. KEPSA was represented by the Deputy CEO, Mr Victor Ogalo.*

#### **d) Energy and Extractives**



*KEPSA meeting with Kenya Oil and Gas Association (KOGA) leadership. KEPSA is represented by the CEO, Ms Carole Kariuki and the Energy and Extractives Sector Board Chair, Mr George Aluru.*

#### **Key Engagements**

- 12 Sector Board Meetings
- 14 Sub-sector meetings
- 4 Engagements with the Ministry of Petroleum and Mining
- 2 Engagements with the Ministry of Energy
- 4 Engagements with Energy and Petroleum Regulatory Authority (EPRA)
- 2 Engagements with Rural Electrification and Renewable Energy Corporation (REREC)
- 1 Engagement with Kenya Power and Lighting Company (KPLC)



- 1 Engagement with Nuclear Power and Energy Agency (NuPEA)
- 1 Engagement with the Parliamentary Departmental Committee of Finance and Planning



*KEPSA Director of Energy and Extractives Eng. James Mwangi representing KEPSA in the 29<sup>th</sup> IEK convention launch on November 14, 2022*

## Achievements

1. The Finance Act, of 2022 exempted electricity generation from renewable sources from VAT including the definition of mini-grids, solar lanterns, solar water pumps and solar water heating equipment, and biomass pellets from VAT. This will reduce the cost of doing business making it possible for more people especially those not connected to the main electricity grid to access electricity.
2. The Commissioning of the Kshs 40 billion offshore Kipevu Oil Terminal (Kipevu II) at the Port of Mombasa. The new terminal loads/offload all categories of petroleum products from large sea tankers of up to 200,000DWT. This will lower the demurrage charges the Oil Marketers have been experiencing and subsequently lower the cost of fuel.
3. Commissioning of the new Geothermal Energy 86MW Olkaria I Additional Unit (AU) 6. It will ensure a reliable supply of clean energy. Due to the low short-run marginal costs of geothermal power plants compared to thermal power plants, geothermal is being used more as based load and subsequent reduction of cost of power.
4. Launch of the Behavior Change and Communication Strategy for promoting clean cooking in Kenya. It will enhance the achievement of Kenya's target of universal access to clean cooking solutions by 2028

## e) Environment, Water & Natural Resources



*KEPSA members pose for a photo with President Uhuru Kenyatta during the Presidential Roundtable on the 2 billion National Tree Growing Campaign on May 27, 2022*

### Engagements held in the Year

- 4 Sector Board Meetings including Sector Board Retreat
- 1 Presidential Round Table on the 2 billion National Tree Growing Campaign
- 2 Sector Board Leaders Meeting
- 10 Engagements and bilateral meetings at the UNFCCC Conference of Parties (COP 27) at Sharm El Sheikh- Egypt
- 1 Lisbon Portugal Oceans Conference
- 1 United Nations Environment Assembly UNEA 5.2
- 4 Engagement with Principal Secretary - Ministry of Environment and Forestry on Tree Growing and COP27 Preparedness
- 2 Engagements on 2 billion Tree Campaign with the Ministry of Environment and Forestry
- 2 Private Sector Consultations on Extended Producer Responsibility Regulations
- 1 Engagement- Circular Economy- Exchange Program with National Assembly and the Senate Parliamentary Departmental Committee on Environment and Natural Resources on the Sustainable Waste Management Bill.

### State Department and Agencies

- 2 Engagements with Climate Change Directorate (CCD) on COP 27 Preparedness and Debriefing.
- 1 Engagement on Financing Locally Led Climate Actions Engagements under the National Treasury and Planning Project Management Unit.

- Engagement with Ministry of Environment and Forestry– Directorate of Forestry Conservation on National Benefit Sharing Mechanism for REDD+

## Climate Change Engagements

### Pre-COP 27 Regional Dialogues Engagements

- 3 Regional Dialogues on Road Map to COP 27 on Africa Business United to Drive Climate Action - Dialogues in collaboration with South Africa National Business Initiative (NBI), Federation of Egyptian Industries (FEI) and Nigeria Economic Summit Group (NESG)
- 1 Africa Business Climate Care Engagement on the sidelines of COP 27 in Egypt Sharm El Sheikh
- 1 Regional validation of green and circular economy guidelines for Africa and Green Financing mechanism for MSMEs in Ghana



*Sustainable Inclusive Business Director Ms Karin Boomsma (first), KEPSA CEO Ms Carole Kariuki (sixth) join the Cabinet Secretary for Environment Hon. Keriako Tobiko (eighth) together with other leaders at the launch of Sustainable Waste Management Policy*

### Other Strategic Engagements

- Corporate Commitment to Climate Action Breakfast Meeting collaboration with Kenya Climate Innovation Center, WWF, KCIC consulting and Standard Media Group.
- Engagement with Green Climate Fund on the sidelines of COP 27 with a view of enhancing collaboration and partnership for GCF private sector-led adaptation concepts through the National Designated Authority.

## CLIMATE BUSINESS INFORMATION NETWORK – KENYA (CBIN-K)

- 2 Capacity Building Programs on Biodiversity and Ecosystems Restoration and Green Business Environment Reforms
- 1 National Validation of the Private Sector Strategy on Climate Change Solutions in Kenya
- 4 Consultations on Development of Green Climate Fund Private Sector Led Climate Concept notes for Water, Built Environment, Agriculture Value Chains and Food Security.

## Achievements

- 1) Presidential Assent to the Sustainable Waste Management Act, 2022 on 7th July 2022 sets the country's transformation from a linear approach to a circular approach including extended producer responsibility for waste management in Kenya. It also sets the institutional arrangements and frameworks and roles between national, county governments and citizens in waste management.
- 2) Resolution to End Plastic Pollution resolved at UNEA 5.2 by development of an international, legally binding instrument and application of a full life-cycle of plastics to create a viable circular economy for plastics and harmonised approaches to the cross-boundary movement of plastic.
- 3) Validation of Africa Framework for Circular Economy guidelines for Africa and Green Financing Mechanism for SMEs under the Switch Green Africa, UNEA Program. This framework will enable the harmonisation of circular approaches, green business models and financing of green and circular businesses in Africa.
- 4) Private Sector Contribution to the National Tree Growing Campaign and Landscape restoration totaling Kenya Shillings 6.4 billion in value for both cash and in-kind contribution.
- 5) Launch of Barriers and Challenges Analysis Report of Private Sector Investment in Climate Change that highlights the strategic interventions to enhance private sector participation in climate action
- 6) Launch of Private Sector Strategy on Climate Change Solutions (2022- 2030) as a national guide for the private sector participation, investments and implementation of business climate actions climate at both national and county levels in line with the reviewed Kenya's Nationally Determined Contribution (NDC).
- 7) Launch of Climate Business Information Network Kenya (CBIN-K) as an engagement platform for Private Sector Participation and investment in climate action providing for a harmonized business climate action, implementation, communication and reporting of progress and contribution to the private sector to Kenya's nationally determined contribution.
- 8) Launch of Business Case for Private Sector Investment in Climate Change expounding on cross-sectorial opportunities for businesses to invest and innovate climate solutions for adaptation and mitigation.
- 9) Development of five Private Sector Led Concept notes on Climate Action for consideration by I Green Climate Fund under the GCF NAP Readiness Support Project by FAO and The National Treasury and Planning.
- 10) Historic resolution at COP 27 on Loss and Damage and the need to step up efforts to prevent, lessen, and deal with loss and damage brought on by adverse effects of climate change and sets up a new financial system for helping developing nations deal with loss and damage.



- 11)At COP 27, The GCF Board was invited to support the comprehensive implementation of the Funds Private Sector Strategy and to support engagement with the private sector especially the local private sector actors and MSMEs, to catalyse finance at scale and climate action.
- 12)CoP 27 also reached an agreement on modalities and arrangements for the Santiago Network on Loss and Damage, namely institutional arrangements relating to the host secretariat where terms of reference were developed, and board responsibilities were agreed upon.
- 13)Other COP 27 resolutions with a positive impact on the private sector include the setting up of a four-year Sharm El Sheikh Work Program under the Koronivia Joint Work Program on Agriculture and Food Security.

## **SUSTAINABLE DEVELOPMENT GOALS AND PARTNERSHIP FOR STRATEGIC SECTOR CO-OPERATION**



*KEPSA Environment, Water and Natural Resources Sector Board Chair Ms Emily Waita, together with other environment stakeholders during the launch of Private Sector Strategy on Climate Change Solutions in Kenya on November 1, 2022*

## **Engagements held in the Year**



*KEPSA, led by the Deputy CEO Mr. Victor Ogalo, participating in the Kenya – Denmark Exchange Program on circular economy for sustainable waste management in Denmark under the Strategic Sector Cooperation on Environment.*

- 2 P4G Board of Directors Meeting on P4G Impact investment approach and phase 2 of P4G.
- 3 meetings under the Danish- Kenya Strategic Sector Co-operation (SSC) for advancing Circular Economy and Environmental Sustainability Framework in the County.
- National Platform on Partnering for Green Growth and Global Goals (P4G) in Denmark to develop the National Platforms Action Plan 2022 – 2023.
- 3 Workshops by the National Treasury – SDG Directorate on Development of SDG Recovery and Acceleration Strategy 2022 – 2030.

## **Achievements**

- 1) Finalization and Launch of National SDG Recovery and Acceleration Strategy (2022 – 2030) for Fast-tracking priority programs and projects aligned to national priorities and the creation of an enabling environment for job creation through value addition, diversification, and increased trade and manufacturing.
- 2) As a member of the SDG Inter-Agency Working Committee, KEPSA in collaboration with the National Treasury and Planning, UNDP and SDG Forum organised the Annual SDG Multi-stakeholder Forum where members share their progress and experience in the implementation of SDGs. Private Sector members highlighted the value of Integrating SDGs in their Private Sector Strategy as a Change Driver during the Forum.



#### f) Gender Sector Board



*The launch of the KEPSA Gender Mainstreaming Policy on March 24, 2022*

- In the year 2022, the Gender Sector Board engaged as follows;
- 10 Sector Board and 15 Sub Sector Board meetings
- Engagements with the Ministry of Public Service and Gender
  - 3 National Steering Committee meetings on the Generation Equality Coalition for Action on GBV
  - 2 National Gender Sector Working Groups
  - 3 Quarterly Socio-Economic Empowerment and Financial Inclusion Gender Sector Working Group (GSWG)
  - 3 GBV Gender Sector Working Group meetings
  - International Women's Day celebrations

#### Achievements



*Members of the KEPSA Gender Sector Board, led by the Director of Gender and SME Ms Eva Muraya, presenting an award to Stanbic Bank Kenya, the winners of the KEPSA Gender Mainstreaming Award category during the 2nd WOBN Annual Awards on November 25, 2022*

- 1) The Sector Board led the **capacity building and awareness on Mental Health** through a Webinar held on 29<sup>th</sup> July 2022 that opened up opportunities and partnerships for further engagement towards identifying policy and strategy measures for addressing the growing need for demystifying mental health in the private sector and the society as a whole.
- 2) KEPSA partnered with the Women on Boards Network (WOBN) and other partners in the 2<sup>nd</sup> WOBN Annual Awards to celebrate and honour champions of diversity and inclusion on boards on 25<sup>th</sup> November 2022. A KEPSA inaugural award category of '**KEPSA Gender Mainstreaming award 2022**' to an organisation registered under KEPSA that has optimised gender equality and women empowerment initiatives through a KEPSA seven-point gender mainstreaming agenda of the recently launched Private Sector Gender Mainstreaming policy was launched. This year, Stanbic Bank Kenya won the KEPSA Gender Mainstreaming Award for providing new mothers with care kits at Kiambu Level 5 hospital, launching free digital learning "FUTURE NI DIGITAL " for business MSMEs, signing partnerships with counties for catalytic funds to women in the markets where they can access funds for as low as 2% (Meru, Nakuru, Laikipia, Mombasa and Kisumu), and restructuring loans during and after COVID-19 period.



*The Cabinet Secretary for Public Service and Gender Prof. Margaret Kobia receiving a gift from KEPSA during an appreciation breakfast on August 3, 2022*

- 3) KEPSA hosted an appreciation breakfast for Prof. Margaret Kobia, former Cabinet Secretary, Ministry of Public Service, Gender, Senior Citizens Affairs & Special



Programs at a Nairobi hotel on 3rd August 2022. This was in recognition of the support and collaboration her office has given to the private sector in efforts that have seen the achievement of numerous milestones on matters of gender diversity and inclusion, during her tenure in the ministry.

- 4) On 14th June 2022, H.E. President Uhuru Kenyatta received the African Gender Award 2022 for championing gender equality and development in the country. The award serves as a mechanism to monitor and reward an African Head of State or Government who has demonstrated outstanding achievement in promoting gender equality and development within the thematic areas of the African Union's Solemn Declaration on Gender Equality. The Solemn Declaration on Gender Equality in Africa was adopted by the Assembly of the Heads of State and Governments of the African Union (AU) in 2004. KEPSA was awarded the Private Sector Africa Gender Award, alongside the Centre for Rights Education and Awareness (CREAW) which was awarded the CSO Africa Gender Award by the 'Gender is My Agenda Campaign' (GIMAC).



*H.E. President Uhuru Kenyatta pose for a photo with other leaders including the KEPSA CEO Ms Carole Kariuki shortly after receiving the African Gender Award 2022 for championing gender equality and development on June 14, 2022*



*KEPSA leaders receiving the Private Sector Africa Gender Award presented by Ms. Benita Diop on behalf of the 'Gender is My Agenda Campaign' (GIMAC) selection committee during a dinner in hour of the awardees on June 15, 2022.*

- 5) Through the Gender Sector Board, KEPSA in partnership with Light for the World led the private sector in the observation of the International Day of Persons with Disabilities through an inaugural forum held on December 2, 2022, at Villa Rosa Kempinski Hotel under the theme, 'Transformative solutions for inclusive development: the role of innovation in fuelling an accessible and equitable world'. The forum brought together the public sector, private sector and other stakeholders together to highlight best practices and innovation to promote sustainable solutions for disability-inclusive development in Kenya and accelerate commitment, investments, and actions towards a disability-inclusive business environment for persons with disabilities to learn, earn and thrive across sectors.



*Members of the KEPSA Gender Sector Board pose for a photo with leaders and other stakeholders during the Private Sector Celebration of the International Day of Persons with Disabilities on December 2, 2022*

6) On Supplier Diversity, the Gender Sector Board partnered with Kenya Power and Lightning Company (KPLC) to host a series of capacity-building sessions for Women, youth and Persons with Disabilities in July 2022 to provide information on the supplier onboarding process into the KPLC's procurement system as the company seeks to boost its affirmative procurement quota. In addition, the sector board hosted a pre-supplier diversity summit with WEConnect to provide an understanding of how to navigate these procurement processes to access global markets.

#### **g) Health sector**

In the year 2022, the KEPSA Health Sector Board, operating under the auspices of the Kenya Healthcare Federation (KHF) engaged as follows;

- Members' meetings.
- Town Halls on Topical Issues and various Bills.
  - Review of healthcare facilities' categorization checklists
  - NHIF Contracts
- 2 CEO's Fora.
- Engagements with the Parliament.
- Senate Standing Committee on Health.
- NHIF bill.
- Ministerial Stakeholder Forum (MSF).
- 14th Annual General Meeting held on 30th June 2022.
- Trade Missions.





*KEPSA Health Sector Board – Kenya Healthcare Federation (KHF) CEO Dr Anastacia Nyalita and KEPSA Chairperson Ms Flora Mutahi speaking during the KHF CEOs Forum on October 26, 2022*

## **Achievements**

- 1) Development of the KHF Strategic plan with support from KEPSA was finalised. The 2022 - 2026 Strategic Plan defines the organisation's roadmap for the next five years and sets out strategic programs that will enable the organisation to build on its achievements and lessons learned to effectively respond to the changing operational environment.
- 2) KHF participated in a 3-day Damu Conference under the theme, The future of Blood Transfusion and Transplant: Transforming blood transfusion and transplant services for improved health outcomes in Kenya.
- 3) KHF took part in the 11<sup>th</sup> annual East Africa Healthcare Federation (EAHF) conference that took place last week from 28th-30th September in Kampala, Uganda. The EAHF conference 2022 marked 11 years since the inauguration of the East Africa Healthcare Federation which was set up to represent the voice of the private players in the Health Sector and has grown from 3 to 8 countries over the years.



- 4) Led the private sector in the consolidation of issues and recommendations for stakeholder participation in the development of health laws and regulations. This was through undertaking townhall sessions on;
- a. KEMSA Amendment Bill 2021
  - b. HS CODE Classification of Tax on hemodialyzer Products
  - c. Tax Issue on pharmaceutical raw materials.
  - d. Duty exemption on Healthcare Products and Technologies (HPTs)
  - e. Community Health Service Bill
  - f. Breast Milk Substitute NHIF (Amendment) Bill, 2021
  - g. The Health Laws Amendment Bill
  - h. NHIF Amendment Bill 2021
  - i. Town hall on Professional Association Engagement.
- 5) KHF engaged in strategic partnerships with;
- a. Biovax Kenya
  - b. American Chamber of Commerce (AMCHAM)
  - c. World Health Organization – Kenya
  - d. Kenya Medical Training College
  - e. Strathmore University
  - f. Pharma Logistics Africa (PLA2022)
  - g. French Healthcare Association
  - h. Directorate of Health Policy, Research Monitoring and Evaluation, Ministry of Health
  - i. Partnership for African Social and Governance Research (PASGR)
  - j. UNICEF
  - k. UK-Health Alliance
  - l. Policyholder Compensation Fund



*KEPSA Health Sector Board – Kenya Healthcare Federation (KHF) CEO Dr Anastacia Nyalita speaking during the Annual Health Summit on November 28, 2022*

6) KHF Hosted various platforms such as;

- a. An engagement with the NHIF was held on the NHIF Contracting cycle 2022-2024 including accreditation of new facilities, reimbursement rates, pending claims, and collaboration with the private sector in realising Universal Healthcare Coverage.
- b. The 2<sup>nd</sup> Healthcare Expo hosted in partnership with Strathmore University and other partners from 25<sup>th</sup> to 27<sup>th</sup> May 2022 bringing together global, regional, and local partners from various sectors towards strengthening investment in strengthening health systems.
- c. Kickoff meeting of Phase 3 of the Payer-Provider Engagement in partnership with the World Health Organization (WHO), ThinkWell and Strategic Purchasing Africa Resource Centre (SPARC). The Payer-Provider Engagement is an initiative aiming to strengthen provider-payer engagements and reform strategic health purchasing to accelerate progress toward Universal Health Coverage in Kenya. Phase 3 of the initiative includes dissemination of the policy brief formulated and advocacy for the adoption of the findings.
- d. The inaugural KHF Professional Associations Forum on 25<sup>th</sup> August 2022. This was an initiative of the KHF's Partnerships Committee aimed to bring together leaders from various Health Professionals Associations to discuss how we can continue to collaborate and offer value through KHF activities.

- e. KHF CEOs' Forum on 26<sup>th</sup> October 2022. The CEOs forum brings together thought leaders from the entire health sector spectrum drawn from KHF Membership and beyond to discuss emerging issues and to network to map out new opportunities for collaboration. Further, a Digital Health Forum was held, an initiative of the KHF's Digital Health Committee that aimed to bring together leaders from the Digital Health Ecosystem to discuss areas affecting the Healthcare Space.
- f. Annual Health Summit 2022 on Health Financing from 28<sup>th</sup> - 29<sup>th</sup> November 2022 in partnership with Strathmore University and NHIF to undertake the that focused on Health Financing, discussions focusing on the NHIF reforms, Health Financing solutions and the role of key players in Health systems Financing in the progression of Universal Health Coverage.
- g. The Maternal Health Summit from 9-10 October 2022 in partnership with Inteleos under the theme; Improving Maternal-Fetal Outcomes Through Access to Point of Care Ultrasound (POCUS). The forum brought together key stakeholders and thought leaders to discuss how to improve maternal-fetal outcomes in Sub-Saharan Africa through access to diagnostic Point of Care Ultrasound and upcoming innovations and opportunities in emerging markets.

#### **h) Information, Communications and Technology (ICT)**



*Members of the KEPSA ICT Sector Board during a Ministerial Stakeholder Forum with Hon. Eliud Owalo - Cabinet Secretary for Information, Communications & the Digital Economy on December 1, 2022*

In the year 2022, the KEPSA ICT Sector Board engaged as follows:

- Eight (8) Sector Board Meetings
- Two (2) webinars on the Data Protection Regulations
- Two (2) meetings with the Senate standing committee on ICT

## **Achievements**

- 1) KEPSA ICT Sector Board championed the review of the proposed ICT Practitioners Bill which was seeking to have all ICT practitioners registered and must be degree holders from recognized universities. The Bill was first introduced to parliament in 2016 but it wasn't successful then again in 2019 where it suffered the same fate then again in 2020 when it was passed by parliament but rejected by the former President and sent back to parliament for review.
- 2) The National Cyber Security Strategy was developed and finalised with KEPSA being incorporated and inputs adopted from the initial stage to the end. It is an important step for the country as there has been an increase in cyber-related crimes which saw individuals and businesses become victims of these crimes.
- 3) Twelve (12) Schools have been connected to the internet courtesy of Huawei and are KEPSA members. In the UNICEF project, 300 schools have been awarded to different operators and internet service providers (ISPs) to ensure they are connected to the internet.
- 4) KEPSA's input towards the three Data Protection Regulations as well as sensitization webinars on the same has helped organisations understand the importance of data and how to handle this data. Further to this, members have been able to register their organisations as either data handlers or data processors and avoid the hefty fines administered by the Office of the Data Protection Officer.

### **i) Industrialization & Trade**



*KEPSA Industrialization Sector Board members, led by the Chair Ms Susan Maingi, join the Principal Secretary for Industrialization Dr Juma Mukhwana for a photo during the sector board retreat on December 8, 2022*



During the year, the Industrialization and Trade Sector engage in the following:

- 5 Sector Board meetings
- 1 Sector Board Retreat
- 14 Sector Board leadership meetings
- 2 sensitization workshops on the AfCFTA
- 2 Engagements with KEBS
- 2 engagements with KRA on ICDN trade facilitation
- 1 Engagement with KEPROBA on market access in DRC
- 2 Engagement with State Department for Trade and Enterprise Development
- 1 Engagement with CoG technical working committee on Trade
- 4 engagements with the National Trade Facilitation Committee (NTFC)

## Achievements

- 1) **Trade Facilitation Engagements:** The Sector continued to engage trade facilitation agencies that have the responsibility of facilitating the movement of consignments in and out of borders to secure faster, simpler and less costly compliance procedures by the private sector. Among the key agencies engaged is the Kenya Revenue Authority on clearance of consignments at the Nairobi Internal Container Depot (ICDN) and the Kenya Bureau of Standards on challenges surrounding Pre-Export Verification of Conformity (PVoC) and issuance of a certificate of Conformity (CoC)
- 2) **KRA ICDN engagement in June 2022:** Engagement Besides the agreed regular formal engagements, the KRA ICDN engagement has seen the reorganisation of the Verification team into allocating team and releasing team to ensure faster service delivery in the verification of shipments once they arrive at ICDN and curb the delays in allocation of files to verification Officers. In addition, KEPSA allocated a specific liaison officer for the ICDN as a bridge between members and the KRA team for quick escalation and resolution of any issues encountered by members.
- 3) **KEBs Engagement in February, April and July 2022:** Engagement with KEBs saw the reduction of inspection fees from 15% to 5% for traders without CoC and for consolidated goods a charge of 0.6% and collaboration with KEPSA in the successful implementation of the Product Registration Scheme where traders are only required to pay a fee of 0.6%.
- 4) **Market access Sensitisation:** Held several market access sensitization to members including opportunities in DRC and AfCFTA. In collaboration with KEPROBA, we conducted a session on DRC highlighting key sectors for investment and the risks members could encounter as they venture into the new market.
- 5) **Sector Board Retreat:** The sector held a retreat on 8<sup>th</sup> December to discuss emerging issues pertinent to the Trade and industrialization sector to enable us to engage strategically with the new leadership dispensation, discuss the state

of the economy and how it is affecting the Trade and Industrialization Sector, discuss and agree on the sector priorities that will feed into the new National Business Agenda (NBA IV) and draw a sector plan of engagement with the new administration

#### **j) Land, Physical Planning, Housing and Urban Development Engagements**

- 12 Sector Board Meetings
- 8 Sub-sector Meetings
- 2 Ministerial Stakeholders Forums
- 1 Engagement with National Construction Authority
- 2 Engagements with Environment and Lands Courts
- 2 Engagements with Nairobi Metropolitan Service.



*KEPSA Lands and Physical Planning Sector Board members, led by the chair Mr Gikonyo Gitonga, during a Lands Ministerial Stakeholder Forum on March 22, 2022*

#### **Key Achievements**

1. Enactment of the Section Properties Amendment Act 2021. The Act provides for the division of buildings into units to be owned by individual proprietors and common property to be owned by proprietors of the units as tenants in common, to provide for the use and management of the units and common property and address the contemporary challenges associated with ownership of property in a sectional property environment.
2. The Cabinet Secretary Ministry of Lands and Physical Planning gazetted the Sectional Properties Regulations 2022 to operationalize the Sectional Properties Amendment Act 2021.
3. Toward addressing the urban governance and management issues, the State Department of Housing and Urban Development Principal Secretary has a

Taskforce on Re-Engineering and Transformation of Urban Development towards establishing and funding smart urban areas and cities across the country. The Taskforce will be expected to develop strategies that will lead to vibrant, responsive & transformative urban development institutions that will drive the implementation of sustainable, inclusive, resilient & smart approaches in urban and metropolitan development in Kenya.

4. The Ministry of Lands and Physical Planning has included the payment of Lands Rent Payment in the ArdhiSasa Platform. This will reduce the time it takes for the payment of land rent, hence enhancing compliance. This is what the sector board has been advocating for: continuous improvement of the system.
5. The Sector Board and Environment and Lands Court (ELC) are collaborating to enhance the capacity of magistrates and judges of ELC on technical matters in the lands and the built environment. This will enable them to adjudicate matters in the sector better.
6. c) The Chief Justice appointed 91 judges and magistrates to preside over cases involving disputes relating to the environment and land. This will reduce the backlog of land and property disputes that have continued to rise despite the establishment of the Environment and Land Court in 2011.

#### k) Public Finance



*KEPSA CEO Ms Carole Kariuki (second) joins Treasury Cabinet Secretary Ukur Yatani and other leaders during the official launch of the 4th Medium Term Plan Preparatory Process on February 2, 2022*

#### Sector Meetings

- 4 Sector Board meetings
- 4 Tax Task force meetings

#### Other Key Engagements

- 1 engagement with Kenya Revenue Authority Board
- 2 Engagements with National Treasury on the Medium-Term Plan 4

- 4 engagements with KRA on tax administration issues and stakeholder capacity building.
- 1 engagement with the National Assembly Committee on Finance and National Planning.

## **Achievements**

- 1) Shared input into the Financial Services Sector MTP Four draft Sector working group report. Our input captured the need for fiscal prudence in terms of the long-term public debt management strategy focusing a lot on the alternative innovative revenue-raising measures such as green financing and blockchains to support the Financial surveillance and integrity program as proposed in the MTP 4.
- 2) We held a webinar with the membership to discuss the draft National Tax Policy. Members got to understand the key proposals as captured in the draft policy document. Input received from members during the session and the written submissions enhanced the final KEPISA memorandum.
- 3) Tax Invoice Management System was launched by KRA with the period for implementation extended to November 2022. We continue to engage to address the emerging issues around the system.
- 4) Further to our engagement with KRA on tax administrative issues, there was a Tax Round Table and the progress noted included;
  - Processing of 1910 claims worth 11 Billion has been done out of 2784 claims worth 14.5 Billion and as of now, leaving a deficit of 3.5 Billion.
  - In terms of migration of ledger balances to iTax, the 22000 cases of erroneous penalties and interest due to delayed postings and internal KRA errors the allowable interest and penalties were removed.
  - 10 a joint training towards awareness creation on tax processes targeting SMEs.
- 5) Through our input to the Finance Act 2022, our proposal on the deletion of the clause that was to introduce 50% deposit requirements to taxpayers appealing a ruling that has been made in favour of a KRA commissioner at a Tax Appeals Tribunal was accepted.



## I) Security



*KEPSA Security Sector Board members, led by the chair Ms Annette Kimitei (seventh), pose for a photo after a meeting with the Data Commissioner Ms. Immaculate Kassait (fifth) on December 6, 2022*

In the year 2022, the KEPSA Security Sector Board engaged as follows:

- Eleven (11) Sector Board Meetings
- Three (3) Engagements with The National Counter-Terrorism Centre (NCTC)
- Two (2) Engagements with The Office of the Data Protection Commissioner (ODPC)
- Two (2) Engagements with Private Security Stakeholders on Election preparedness and Sectoral issues.
- Twelve (12) Mkenya Daima meetings with various stakeholders on election preparedness.
- Six (6) webinars on election preparedness, Election preparedness engagements with National Disaster Operation Centre (NDOC), and Cyber Security.
- Three (3) Engagements with the Ministry of Interior (MOI) on Medium Term Plan (MTP) IV strategy for the security sector
- Three (3) Engagements with Nairobi County on the Countering Violence Extremism (CVE) Act



*KEPSA Security Sector Board and Mkenya Daima steering committee meeting with the head of Election Security Secretariat at the National police Service on election preparedness on August 6, 2022.*

## Achievements

- 1) Election contingency plan for private security in conjunction with the National Police Head of Operations, private security firms, and Mkenya Daima which helped define the role of both public and private security in the country in preparation for the August 2022 elections.
- 2) The Sector Board together with The National Counter-Terrorism Center (NCTC) developed a joint work plan for the year 2022 to guide Counter-terrorism training for all KEPSA members and so far, over 12,000 members have been trained in the year 2022 out of a target of 5,000. Also, the Sector Board was invited to present in Mombasa at the European Union conference where the agenda was countering violent extremism.
- 3) KEPSA through the Security Sector Board is now a member of the Connecting Business Initiative (CBI) Network Member. The Security sector board will continue to work with CBI/UNDP/OCHA on the network launch which is scheduled for January 2023. As part of the network activities, CBI will build KEPSA members' capacity and skills in disaster risk management and amplify KEPSA's leadership on the same.
- 4) The National Cyber Security Strategy was developed and finalised with KEPSA being incorporated and inputs adopted from the initial stage to the end. National Cyber Security Strategy
- 5) The Sector Board provided input into the Medium-Term Plan IV (2023-2027) which is a strategy that will strive to strengthen the country's economic sector and create employment opportunities, reduce poverty and create a conducive environment for investment
- 6) The Nairobi CVE Bill was passed with input from KEPSA. This particular Act will provide measures for the prevention of radicalization; recruitment into violent extremism and enhance the participation of communities in the prevention of

radicalization and recruitment into violent extremism in Nairobi City County, and for connected purposes.

- 7) The Private Security Stakeholders came together and held consultative meetings which helped them work together to address the sector challenges and come up with lasting solutions for the betterment of the security sector.

#### m) SME Club



*KEPSA Security Sector Board members, led by the chair Ms Annette Kimitei, pose for a photo during the Mkenya Daima meeting with the private security on readiness during elections on August 6, 2022.*

### Engagements during the year

#### Sector Meetings

- 2 SME club meetings
- 4 subcommittee meetings

#### Other key meetings

- SME club leaders meeting with CAS David Osiany, Ministry of Industrialization, Trade & Enterprise Development
- Meeting with Unilever on Diverse supplier workshop
- Engagement of SME leadership with KRA on strengthening SME desk and support in organizing regional SME forums and SME round table





*KEPSA SME Sector Board Chair Ms Mary Ndechu in a meeting with JICA/Deloitte representatives on start-up support on April 26, 2022*

## **Achievements**

1. The formalisation of five subcommittees under the SME club is as below;
  - a. Capacity development: training and mentorship, human capital and entrepreneurial skills development, BDS
  - b. Business climate and regulatory framework
  - c. Financial access including commercial and non-commercial opportunities
  - d. Innovation and incubation for business growth
  - e. Market access and linkages to business opportunities including public procurement
2. 58 businesses drawn from SME and Gender sector boards were identified and a list was shared with Unilever for consideration on the supply of various products to Unilever.
3. Capacity building sessions targeting SME club members;
  1. Webinar on 'How to Access Financing Using Movable Properties' held in partnership with the Business Registration office. 196 participants attended.



2. Webinar on Small Claims Court, its procedures and impact on the ease of doing business held in partnership with the judiciary. 310 participants attended.
3. Workshop organised in partnership with Unilever to appraise SMEs identified for Unilever supplier diversity program.

#### **n) Sports, Arts & Culture**

##### **Engagements during the year**

- 5 Sector Board Meetings
- 8 Sub-Sector Meetings
- 2 Engagements with the Ministry of Sports, Culture and Heritage
- 1 Engagement with Sports Dispute Tribunal

##### **Key Achievements**

1. The Copyright Amendment Act 2021 was enacted. It is a big win for the music Sub-sector. The Act has provided a fair formula for sharing revenue from ring-back tunes between the artists/copyright holders and the telecommunications companies. It provides that the artist should get a more significant share of the revenue at fifty-two percent. It has established the National Rights Registry for copyright work which means any person with copyright work can register with the Government.
2. The government has scrapped the requirement for film and television producers to obtain a licence from film agents. The Kenya Film Classification Board (KFCB) has published new guidelines that restrict the mandate of film agents in issuing filming licences to only foreign filmmakers. This is aimed at creating an enabling environment for the youth to harness the opportunities in the local creative economy.
3. The Cricket Normalisation Committee handed their report on 6<sup>th</sup> April 2022 to the Sport, Culture, and Heritage CS Amb. Amina Mohamed. The committee supervised the election of the new executive board for the federation with the responsibility of restoring Cricket to its former glory. There is also a new constitution for the federation. This will attract more investments in Cricket both at the club level and the national team.

## o) Transport & Infrastructure



*KEPSA Transport Sector Board members during the Ministerial Stakeholder Forum with Roads and Transport Cabinet Secretary, Hon. Kipchumba Murkomen on November 16, 2022*

### Engagements during the year

- 4 Sector Board meeting
- 6 Sub-sector board meetings
- 1 Ministerial Stakeholders' Forum

### Achievements

1. Together with the Shippers Council East Africa through and through the support of a consultant we developed the 2021 Logistics Performance Survey (LPS) report. The report outlines the key performance indicators namely cost, time, and complexity that establish the performance of the Central and Northern corridors. The report has helped the private sector identify key factors affecting logistics performance in Eastern Africa. This has been an advocacy tool that has helped with engagement with the government and its agencies around transport efficiency.
2. We developed a sustainable framework for the transport sector that will enhance the efficiency of transportation of cargo across the border in partnership with the Northern Corridor Transit Transport Coordination Authority and the Kenya Maritime Authority under the M&E Committee of the Mombasa Port and Northern Corridor Community Charter (MPNCCC).
3. Participated in the team that has identified 22 roadside stations that are along the northern corridor. The Road Side Stations program is to enhance road safety along the Northern Corridor and promote health while utilising the RSS facilities. The facilities address driver fatigue and provide other benefits to travellers and communities along the Northern Corridor.

4. Freedom of choice on the mode of cargo transportation was finally granted after numerous advocacy efforts. This enhances the competitiveness of Kenya as the regional transportation hub.
5. The Certificate of Export requirement for transporters of cargo to DRC and South Sudan has been lifted, with the COE issue now affecting clearing agents.
6. The directive that forced the transportation of cargo to ICDN was reversed with all cargo owners being given a choice of which medium of transportation to use.
7. The Ministry has prepared a draft National Aviation Policy. This is welcome progress for the aviation sector as all its policy matters were covered under the National Transport Policy which does not adequately address aviation
8. The Sector Board participated in a meeting towards the setting up of the LAPSET Business council that will facilitate businesses along the corridor. The proposal for the formulation of the Business Council was put for discussion under the 3rd Council of Ministers meeting which is to be held in South Sudan

#### p) Education



*KEPSA Education Sector Board members during a Ministerial Stakeholder Forum with Cabinet Secretary for Education Hon. Ezekiel Machogu on November 24, 2022*

#### Engagements during the year

- 3 Sector Board Meetings
- 3 Sector Leaders Meeting
- 1 Annual Sector Board Retreat
- 1 Ministerial Stakeholders Forum with New Cabinet Secretary
- 1 Pre- MSF of Sector Leaders with C.S Education
- 1 Engagement with Chief Administrative Secretary on Transforming Education Summit Position Paper

#### Sector Education and Awareness Engagements

- 1 Leaders and Technical Experts Engagement on Systems Approach to Transition Management; Teacher Preparedness
- 1 Webinar on Policy Framework for Dual Training and Recognition of Prior Learning RPL

#### **Department Agencies Meeting**

- 1 Engagement with Kenya Institute of Curriculum Development – (KICD)

#### **Sector Engagements**

- Participation in the Second Conference on the Role of universities in peace security and social enterprise at Mt Kenya University
- 1 National Recognition of Prior Learning (RPL) stakeholder engagement workshop
- 1 Training of private sector TVET and employers on a web-based solution for tracing TVET graduates on 20th May 2022.
- 1 Stakeholder validation workshop on TVET Industrial attachment standards
- 1 Stakeholder Meeting on Value-based Framework for Competency-Based Curriculum (CBC)
- 1 National Validation of Kenya's position paper on Transforming Education System in Kenya TES



*KEPSA Education Sector Board leaders pose for a photo with the former Cabinet Secretary for Education Prof. George Magoha during a Pre-Ministerial Stakeholder Forum April 22, 2022*

#### **Major Achievements during the Year**

- KEPSA is a Member of the Presidential Working Party on Education Reforms undertaking comprehensive education reforms for all levels of the education system in Kenya.
- Prepared comprehensive submission of Education Reforms to the Presidential Working Party on BASIC Education, TVET and University
- Held the first working leaders and experts meeting on teacher preparedness' in the implementation of CBC, especially in the Junior High School for input to the Private Sector Position on Transition and Junior Secondary Schools.



- The Ministry of Education finalised the transfer of functions to the Curriculum Development Assessment and Certification Council (CDACC) functions to the Kenya Institute of Curriculum Development (KICD) and Kenya National Education Council (KNEC) for harmonisation of curriculum development, testing and examinations.
- Mt. Kenya University is among the first universities to receive accreditation for open, distance and electronic learning (ODEL) from the Commission of University Education.
- Participating in the process of developing the National Policy on Co-operative Training (Dual Training) and Attachment and Internship Guidelines.
- Development of KEPISA-KICD Memorandum of Understanding (MoU) detailing Terms of Reference (TORS) for institutionalising engagement with KICD on Curriculum Development Matters.
- Private Sector Role captured in Kenya's country position on Transforming Education System (TES) for the United Nations General Assembly (UNGA) meeting

## **(q) Tourism**

### **1.0 Key meetings**

#### **Sector Meetings:**

- KILIFAIR Expo 2022
- KTF/NCTC Election period preparedness meeting
- KTF/ Africa Tourism & Travel Fair
- KTF/ HUAWEI global meeting Kenya/Zambia MoU signing
- AfCFTA sensitization workshop on tourism protocols
- Kenya/ Ghana agro-tourism trip



*Kenya Tourism Federation (KTF) members during the AfCFTA Sensitization Workshop on Tourism Protocols on October 17, 2022*

## **Achievements**

- 1) Catalogue making of EAC touristic sites: The Sector Board, through KTF, took part in EAC catalogue making that targets the creation and marketing of the East Africa Community as one tourism destination with a profile of their tourism sites.
- 2) Development of Tourism Safety Guidelines in preparation for the General Elections: The Sector Board in partnership with the National Counter-Terrorism Centre (NCTC), jointly developed tourism safety guidelines and protocols to counter Violence and Extremism in the tourism industry
- 3) The signing of an MoU between the Sector Board (through KTF) and Africa Tourism and Travel Fair: The objective and principle of the MoU are to promote the economic rebound of tourism following the COVID-19 aftershocks.
- 4) Partnership with Huawei to promote tourism: The Sector Board institutionalised a partnership framework with Huawei to advertise Kenyan tourism globally
- 5) The signing of an MoU between Kenya and Zambia on the side-lines of Zambia's Presidential State visit to Kenya held on June 15, 2022: The MoU signing was attributed to the Sector Board advocacy and economic diplomacy actions. The objective of the MoU is to mutually strengthen the two state's private sectors' tourism and exchange Business to Business collaborations.
- 6) The signing of an MoU between Kenya and Ghana focussing on combined tourism development and promotion measures. The MoU signing followed a series of advocacy and economic diplomacy sessions between tourism business associations in the two countries.

## 04. POLICY RESEARCH & ANALYSIS (PRA)



*TIFA Research CEO Ms Margaret Ileri, KEPSA CEO Carole Kariuki and KEPSA Deputy CEO Mr Victor Ogalo during the launch of the CEOs Confidence Index Survey Report on August 4, 2022*

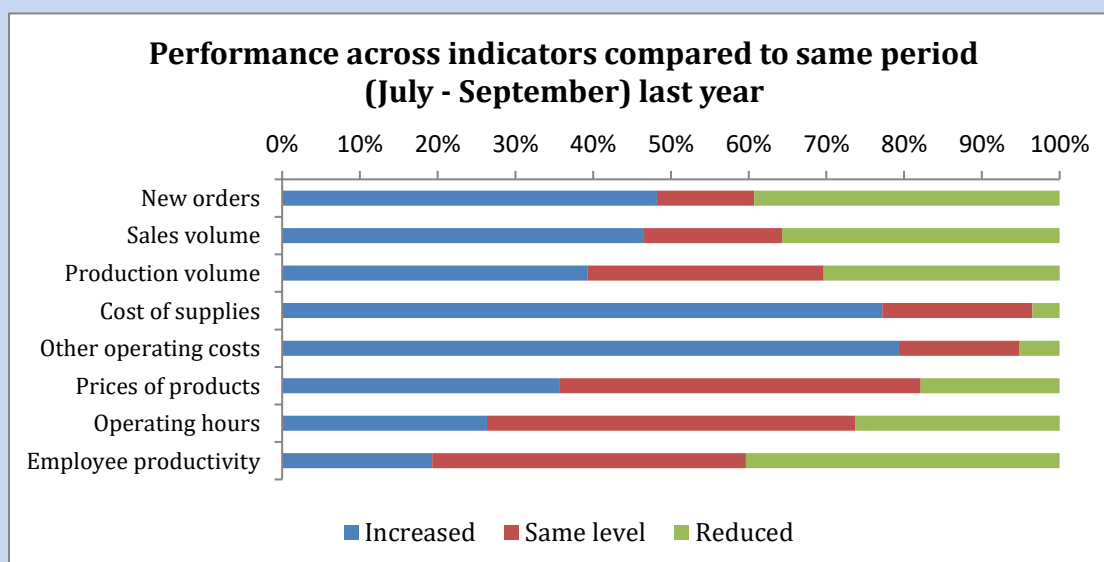
### a. CEO's Confidence Index Survey 2022

- Towards the Vision of becoming a world-class private sector apex body, KEPSA, through the Policy Research Analysis department conducts surveys to enrich it with data that promotes evidence-based advocacy. This year in August, we launched the CEO's confidence index survey. The Business Confidence Index was generated to measure the level of confidence that CEOs of various sectors have in the economy.
- The CEO Confidence Survey seeks to gauge the economic outlook of CEOs, determining their concerns for their businesses, and their view on where the economy is headed since they are considered to have a helicopter view of the economy and their assessment of their industry and the overall economy would be a good indicator of the near future economic performance. CEOs are regarded as having the power to make large investment decisions that can impact the economy as a whole. CEO Confidence Surveys can provide investors and entrepreneurs with valuable insight into current and future economic conditions.
- The survey determined that during the recovery from COVID-19 and just before the 2022 elections, Kenya's CEOs Business Confidence Index was at 61 index

points with the Hospitality and Tourism sectors being the most optimistic at 68 index points followed by Building & construction and wholesale and retail both at 62 index points. The least optimistic sectors as finance & technology and services.

## Survey on Private Sector Priorities for Business and Economic Recovery

- The survey was conducted in October 2021. Its main objective was to understand the challenges that businesses continued to face due to the pandemic for further engagement with the government through the NDICCC and identify policy options/opportunities to accelerate Kenya's recovery process and strengthen business resilience.
- **Survey demographics:** 76% of the organisations represented were privately owned companies, 5% were Listed Companies and 12% were Business Associations. In terms of size, 35% were micro-enterprises, 19% small and 28% medium-sized firms while large to very large firms made up 19% of the respondents.
- **Business Performance:** Comparing the period, July - September 2020 and 2021, 53% of the respondents reported that their businesses are doing better compared to a similar period last year. However, 34% reported that their performance had declined and 12% reported no change in their performance.

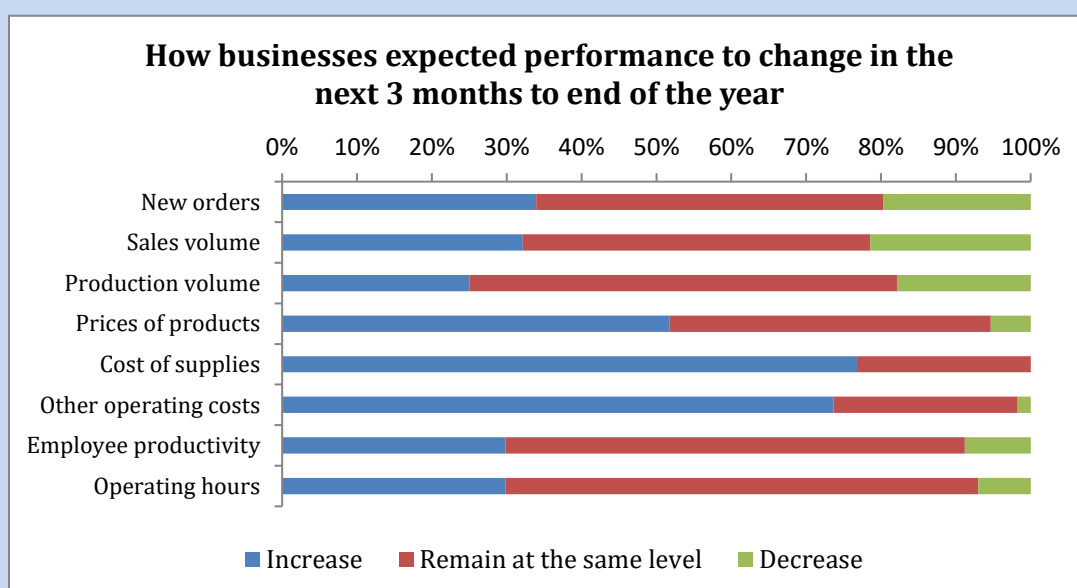


- **Performance Indicators:** While a majority of businesses (48%) reported an increase in new orders, a 46% increase in sales and a 39% increase in production volume, a significant number reported no change or decline in performance. For instance, 39% reported reduced orders and 13% saw no change over the period. Similarly, 30% reduced production volume and another 30% were still producing the same volume as last year.

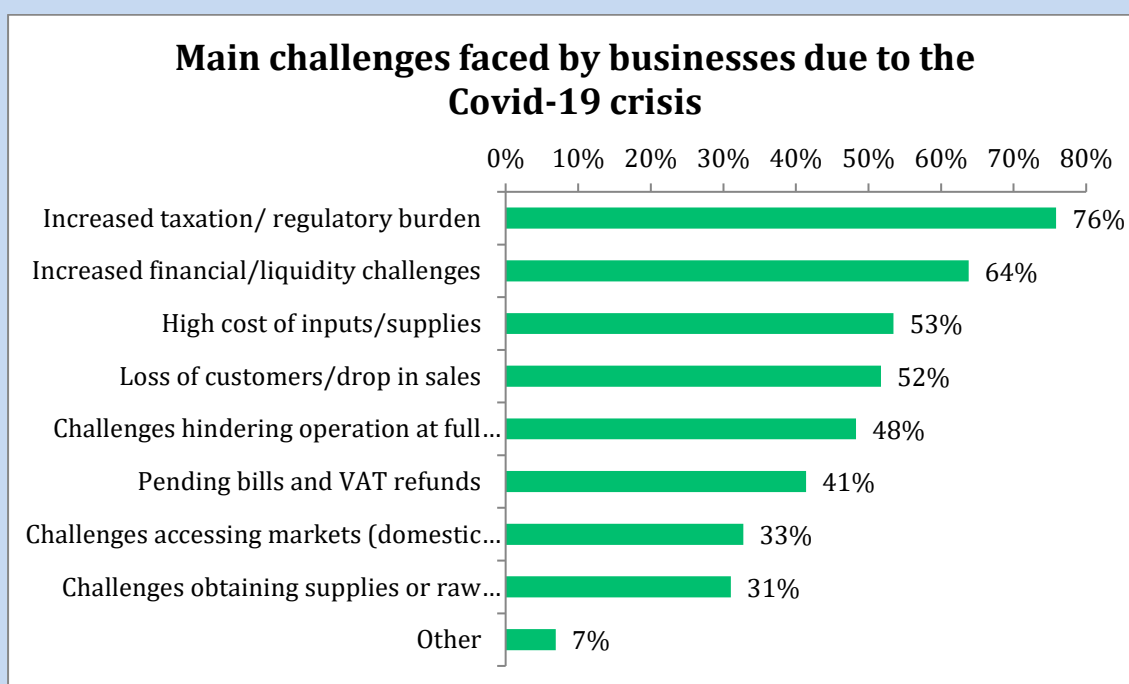


Additionally, 77% of businesses reported an increase in cost of supplies and other operating costs but 46% retained prices of products at the same level while 18% reduced it. Operating hours had increased for only 26% of businesses but remained unchanged for 47% of others. However, employee productivity either remained at the same level or reduced for 80% of businesses.

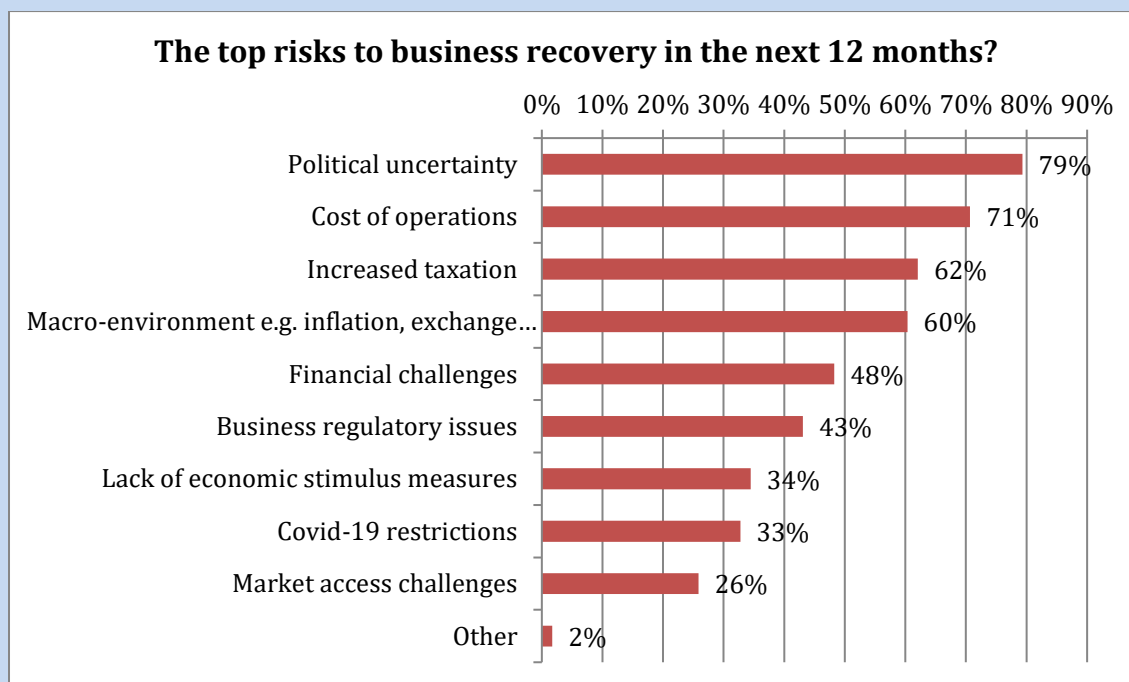
- Over the next three months to the end of the year, business optimism was low with the majority of businesses expecting business performance to remain at the same level. Only 34%, 32% and 25% of businesses expected new orders, sales and production volumes respectively to go up with up to 57% of the businesses expecting production level to remain unchanged. On the cost of inputs, 77 percent an increase and 74% expect a rise in other operating costs towards the end of the year. This was influenced by the sharp rise in fuel and power prices during the time of the survey. As a result, 52% expected the prices of products to increase.



- **In terms of revenue**, 21% of the respondents stated that their businesses were doing better than they were before COVID-19 while 19% reported a recovery rate of 80 to 100% of the pre-COVID level. 12 percent had a 50-80% recovery rate and 24 percent 20-50%. However, 17% reported less than a 20% recovery rate while 7% either did not recover or had closed down.
- **The main challenges faced by a majority of businesses** during the period include increased taxation and regulatory burden (76%), increased financial or liquidity challenges (64%), high costs of inputs and supplies (53%) and loss of customers/drop in sales (52%). Challenges hindering operation at full capacity e.g. curfew, government directives affected 48% of the respondents, pending bills and VAT refunds (41%) and challenges accessing domestic or export markets (33%).



- For business continuity, majority of businesses were prioritising enforcement of COVID-19 protocols at their workplaces (79%), adopting cost-cutting measures (74%), Vaccination of all employees (64%), Adopted the use of technology (e.g. e-commerce and other digital technologies) (64%) and increasing marketing activities (50%).
- **Business recovery:** While only 14% of the businesses said they had fully recovered, 7% expect to recover fully by the end of the year and 43% in 2022. However, 16% see a full recovery in 2023 while 21% remain uncertain when their business will recover fully.
- **Top risks to recovery:** Political uncertainty, cost of operations, increased taxation and macroeconomic factors remain the top risks of concern for most businesses in the next 12 months. Others include financial and business regulatory issues. Most of the proposals for government support are targeted toward addressing these challenges, especially lowering the burden of taxes and levies.



- **For resilience, the** majority of businesses are prioritising business innovation and efficiency (60%), cost mitigation measures (57%), digitization (53%) and skills development (47%). Other popular measures for 43 percent of the respondents include business diversification for more revenue streams, building new business networks, and increasing marketing strategies.

### Private Sector Economic Manifesto

KEPSA, through the Policy Research and Analysis department, developed the Private Sector Economic Manifesto (PSEM) for presidential and gubernatorial candidates with an aim to engage with all aspiring leaders to influence their leadership manifestos for a people-centred and economy-led transformation of the country. The PSEM was presented to the Kenya Kwanza Alliance, led by the current President of Kenya H.E Dr William Ruto and to the Azimio la Umoja-One Kenya Alliance leader RT. Hon. Raila Odinga and subsequently disseminated the PSEM to the public through the media.

The PSEM for Nairobi was also presented to the then Nairobi County gubernatorial candidates Hon. Johnson Sakaja and Mr Policarp Igathe.



*KEPSA engagement with H.E President Dr William Ruto, then Deputy President and presidential candidate of Kenya Kwanza Alliance on the Private Sector Manifesto on March 17, 2022*



*KEPSA engagement with R.T Raila Odinga, then presidential candidate of Azimio la Umoja-One Kenya Alliance on the Private Sector Manifesto on March 2, 2022*





*KEPSA engagement with the Kenya Kwanza Alliance Nairobi gubernatorial candidate Hon. Johnson Sakaja on June 21, 2022*



*KEPSA engagement with the Azimio la Umoja-One Kenya Alliance Nairobi gubernatorial candidate Mr Polycarp Igathe on June 23, 2022*

## 05. BUSINESS HUB



*KEPSA CEO Ms Carole Kariuki joins the Cabinet Secretary for Trade Hon Betty Maina and other dignitaries during the Plenary Session of the 2nd Japan – Africa Public Private Economic Forum on May 3, 2022*

The Hub hosted a total of 43 high-level business-related forums in 2022. These opportunities were circulated and shared with KEPSA members for their participation to seek business opportunities as well as enhance knowledge on the latest developments in various sectors around the world.

While KEPSA participated in the planning, KEPSA also got a chance to speak and present its position in some of these forums. The transition to hosting virtual international forums proved successful with more members attending virtually as opposed to attendance registered during physical international forums noting that virtual forums did not attract travel-related costs.



*KEPSA CEO Ms Carole Kariuki and Ukrainian Ambassador to Kenya H.E. Andrii Pravednyk signing an MOU to promote trade collaboration between KEPSA and the Exporters and Investors Council of the Ministry of Foreign Affairs of Ukraine on October 11, 2022*

<b>Date</b>	<b>Meeting</b>	<b>Summary of the Business Forum</b>
26th January 2022	Kenya-Indonesia Business Virtual Forum	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
10th to 12th February 2022	6th Tanzania Mineral and Mining Conference	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
16th February 2022	7th Edition of the European Union - Africa Business Forum	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
23rd February 2022	Global Summit on Flexible Packaging	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
8th March 2022	India International Ceramic and Building Material Fair (IICBMF)	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
9th March 2022	Cairo International Trade Fair	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
14th March 2022	Turkish Business Forum	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
15th March 2022	Tea Colours International Exhibition	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
16th March 2022	Kenya - Indonesia Business Forum	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
18th March 2022	East Africa Investment and Business Mission to India	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade

		opportunities with their counterparts in attendance
21st March 2022	UK Business Climate Roadshow	KEPSA participated in the planning alongside other stakeholders. KEPSA CEO attended and made the key note address during the roadshow and also attended by KEPSA members to explore trade opportunities at hand with the counterparts from the UK
23rd March 2022	17th Annual Private Sector Conference (CASP)	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
29th March 2022	Annual Investment Meeting (AIM)	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
30th March 2022	28th Mediterranean Tourism Market (IMTM 2022)	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
31st March 2022	Dubai Expo	KEPSA participated in the planning alongside other stakeholders. KEPSA leadership attended the EXPO together with KEPSA members to explore trade opportunities at hand with the counterparts in attendance more so during the Kenya Week of which was graced by H.E President Uhuru Kenyatta
31st March 2022	KEPSA & Bergs and More Financing Webinar	Following the signing of a MoU mainly geared towards unlocking affordable finance, KEPSA sought to introduce this benefit to its membership through a webinar aimed at breaking down the benefits at hand
20th April 2022	Bengal Global Business Summit	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
26th April 2022	62nd Edition of the Zimbabwe International Trade Fair	KEPSA was a key stake holder in the planning of Kenya's participation. Kenya had a pavilion at the trade fair and managed to secure 3rd Position (Bronze award) during the awards ceremony



28th April 2022	Swedish East Africa Chamber of Commerce Business Forum	KEPSA participated in the planning of the forum, successfully run the program with the KEPSA Chair making remarks and there after B2B sessions were facilitated for the delegates to explore trade related opportunities
3rd May 2022	High Level Plenary Session of the 2nd Japan - Africa Public Private Economy Forum (JAfEF)	KEPSA participated in the planning of the forum, successfully run the program with the KEPSA CEO making remarks and there after B2B sessions were facilitated for the delegates to explore trade related opportunities
9th May 2022	Biomed Israel Conference & Exhibition and Health Exchange Program	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
10th May 2022	International Gem and Jewellery Show	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
19th May 2022	Slovak Investment and Trade Development Agency (SARIO) Trade Mission, Business Forum	KEPSA participated in the planning of the forum, successfully run the program with the KEPSA Deputy CEO making remarks and there after B2B sessions were facilitated for the delegates to explore trade related opportunities
21st – 23rd June 2022	The Common Wealth Business Forum 2022 Kigali, Rwanda	KEPSA members were able to participate in this high level gathering of the Common Wealth that featured B2B sessions alongside the official program
28th June – 13th July 2022	The 46th Dar Es Salaam International Trade Fair (DIFT), Dar Es Salaam Tanzania.	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
30th May 2022	The Kenya – Sierra Leone High - Level Business Forum Nairobi	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
17th June 2022	KEPSA – Jersey Finance High Level Networking Dinner Nairobi	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
30th June 2022	Africa Ireland Economic Forum (AIEF 2022) Dublin, Ireland	KEPSA CEO participated in this forum as a panellist. The event was themed

		“Prospering Post-Pandemic: Towards A Sustainable, Greener Future”
16th June 2022	Business Banking Breakfast Hosted by Standard Chartered Bank	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
5th July 2022	The Kenya - DRC High Level Investment Conference 2022	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
19th to 22nd July 2022	The U.S.-Africa Business Summit Marrakech, Morocco.	KEPSA CEO participated in this forum as a panellist. The membership of KEPSA also participated in this business forum that sought to bring the US and Africa private sector together to discuss as well as deepen trade relations
17th – 25th October 2022	The Florida International Trade and Cultural Expo (FITCE) South Florida, USA	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
30th August 2022	B2b Meetings with A Turkish Business Delegation of Companies Under Kitchenware and Hotels, Restaurants & Catering Equipment / Commercial Catering Equipment (HORECA) Sectors	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
22nd – 24th September 2022	Third Edition of International Indo Africa Multi-Sector B2b Trade Expo (IIATE 2022) Nairobi	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
5th October 2022	The Kenya – Egypt Business Bridge Forum Nairobi	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
11th October 2022	Kenya - Ukraine Business Forum	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance

11th October 2022	The Agricultural Czech Republic Round Table Meeting Nairobi	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
9th November, 2022	High-Level Kenya South Africa Business Forum	KEPSA Chair led KEPSA members in engaging with their South African counterparts to discuss and deepen trade relations. The event was graced by both Kenyan and South African Presidents
14th to 19th November 2022	An Economic Mission to Kenya By Belgian Companies Nairobi and Mombasa	This B2B and networking opportunity was availed to KEPSA members to participate and explore trade opportunities with their counterparts in attendance
21st to 24th November, 2022	Business Forum on the Margins of The Official Visit to The Republic of Korea By H.E. The President of The Republic of Kenya	KEPSA Vice Chair led KEPSA members in engaging with their South Korea counterparts to discuss and deepen trade relations. The event was grace by the Kenyan President
1st December 2022	Virtual Business Forum with Swiss Companies	KEPSA Chair led the KEPSA members in engaging with their Swiss counterparts to discuss and deepen trade relations. The Virtual session was a precursor to a physical Business forum to be held in February 2023



*KEPSA meeting with the Japanese Ambassador on March 31, 2022*

## 06. KEPSA MEMBERSHIP

### 1. NEW MEMBERS

70 members joined in the year in the following categories



Membership Category	No
Business Organizations Membership	2
Platinum	2
Diamond	3
Gold	2
Silver	14
SMEs	27
Start-ups	20
Total	70

### 2. MEMBERS' ACTIVITIES

- a) **New Members Inductions** – one induction was conducted virtually on 27<sup>th</sup> May, 2022. Participating members were introduced to the KEPSA structure in order to assist them identify areas of engagement and partnership.

One-on-one inductions are conducted for individual members upon request

- b) **Safaricom Simcard Registration Exercise** - following the requirement for subscribers to validate their sim card details, KEPSA organised for Safaricom to conduct the exercise at its premises on Thursday, 14<sup>th</sup> April 2022 for members.





*Safaricom Simcard registration exercise at KEPSA offices*

- c) **Know your customer initiative-** we have had one- on – one meetings with 17 KEPSA members to understand their operations and how KEPSA can serve them better. The discussions in the meetings revolved around how members can actively participate in their respective sector boards, synergies with KEPSA in relation to climate change and sustainability, and how members can partner with KEPSA in the various projects.



*KEPSA's visit to Astral Aviation's Training Centre in Limuru on April 14, 2022*



*KEPSA's visit to the Kenya Pipeline Company on September 15, 2022*



*Ms. Carole Kariuki hosted the outgoing and incoming Deloitte CEOs Mr. Joe Eshun and Ms. Anne Muraya at the KEPSA offices*



*The Chair, Ms. Flora Mutahi, the DCEO, Mr. Victor Ogalo hosted Mr. Luck Ochieng – Managing Director and Mr. Joseph Sunday, Director Corporate Affairs, Communications & Sustainable business*



*Ms. Carole Kariuki hosted Mr. Ajay Sharma - East Africa General Manager and Ms. Mabel Kibore - HR Business Partner - Greater Africa from Kerry Kenya Limited.*



*Ms. Carole Kariuki, KEPSA CEO hosted Dow Chemicals East Africa Limited regional leader -Mr. Leonard Kareko, Government Affairs lead – Ms. Zanele Xaba and Ms. Mumbi Keega, Public Affairs Africa at the KEPSA Offices.*

### 3. SUPPORT TO MEMBERS

Following members' activities were publicised by sharing information through the various KEPSA communication platforms to ensure good participation. Also shared was information from partners where such information created opportunities for members.

Member	Event
Africa Health Business	7 <sup>th</sup> Africa Health Business Symposium (AHBs VII) on the role of the private sector in advancing women's health in Africa
American Chamber of Commerce in Sweden and Mundus	Invitation to the 2 <sup>nd</sup> annual bright green summit
British Chamber of Commerce Kenya (BCKK) and RSM Eastern Africa LLP	Webinar on Common Reporting Standards (CRS) and other Anti-Avoidance Procedures in Kenya

Citadel Africa Family business Limited	Invitation to express your interest in business solutions for family-owned businesses
Delegation of German Industry and Commerce	Survey to establish the industry's insights regarding Dual Vocational Education and Training in Kenya
French Chamber of Commerce Kenya and CITI Bank	Webinar on sharing the insights on Kenya's current economic situation as well as the forecast for 2022 considering the upcoming general elections
French Chamber of Commerce (Kenya)	<ul style="list-style-type: none"> <li>• Webinar on Intellectual Property Trends in the East Africa Region.</li> <li>• Webinar themed Kenyan Election Preparedness in partnership with Ipsos and Texas Alarm.</li> </ul>
Geothermal Association of Kenya (GAK), Unione Geotermica Italiana (UGI) and the United Nations Industrial Development Organization	Webinar on Mineral Extraction from Geothermal Brines
Gertrude's Children's Hospital	Opening a Branch in Kisumu at Kibuye Mito Jura Road Off Jomo Kenyatta Highway
Kenya Renewable Energy Association (KEREAA), World Energy Day Foundation and Eenovators Limited	The World Energy Conference
KPMG Kenya	Request to participate in the 2022 Kenya Top 100 mid-sized companies survey launch
Light for the world	Private sector celebration of international day of persons with disabilities 2022
Nairobi Securities Exchange	Invitation to the stakeholder's validation meeting for the draft induction manual for the incoming county leadership
Nairobi Securities Exchange and Global Reporting Initiative	NSE ESG Disclosures & Sustainability Integration Workshop – capacity building
Ronalds LLP	Invitation to attend tax training seminar
RSM Eastern Africa LLP	Invitation to a webinar on the analysis of the finance act 2022
South-end Tech Limited	<ul style="list-style-type: none"> <li>• Invitation to a training on data protection.</li> </ul>

	<ul style="list-style-type: none"> <li>• Invitation to a free cybersecurity webinar: cybersecurity landscape in Kenya</li> </ul>
Technology Service Providers and Computer Pride Training Centre	Invitation to I.T infrastructure library (ITIL) v4 training
The Boston Consulting Group	Growth gateway briefing: grow your business through UK-Africa trade and investment
The Business Bay Square Mall	Invitation to tour the mall and have a networking Luncheon
The Chartered Institute of Arbitrators-Kenya	International Conference on: Innovations & Disruptions; ADR Today & Tomorrow
The SME Support Centre and The African Guarantee Fund	Request to participate in the African guarantee fund and SME support centre - access to finance survey
Wanderlust Diaries and Owachi Africa	Travel fair themed 'Restarting Tourism in Kenya'
Xetova	Invitation to an Executive Program in Digital Transformation

#### 4. SUPPORT TO BUSINESS MEMBERSHIP ORGANIZATIONS (BMOs)

- a) **Short-Term Rentals and Alternative Accommodation Association of Kenya (STRAAAK)** – BMO is still waiting for the registration to be finalised in order to embark on recruiting members and rolling out their work plan.
- b) **Business Enablers Association of Kenya (BEAK)**- KEPSA Supported stakeholders in the BPO industry (contact centre owners and operators) in registering a BMO - BEAK. The BMO is in the process of recruiting members and there are plans to invite the CS of ICT to launch it soon. It is envisaged that through this BMO it will be possible to scale digital work for the youth thus contributing to job creation.

### ICC Kenya

#### 1. ICC Kenya Commissions

##### a) Arbitration and ADR Commission

The Arbitration and ADR Commission has been the most active commission having hosted the following events:

- ICC Hold the door initiative in January 2022. This program provides our young arbitration members with an opportunity to gain hands-on experience in arbitration cases. This year, Edna Mwende was selected through a competitive process to



participate. An announcement will soon be made on applications for the 2023 cohort.

- Hosted a webinar on the Enforcement of Foreign Arbitral Awards on 9th June. The webinar attracted over 40 arbitral practitioners from Kenya and around the world.
- Took part in the 6<sup>th</sup> Conference on Arbitration and ADR held in Lagos, Nigeria from 2<sup>nd</sup> to 3<sup>rd</sup> May.
- In partnership with NCIA and KEPSA, have held various in-person and virtual meetings to sensitise the private sector on alternative dispute resolution mechanisms and present opportunities.
- Training on the Conduct of ICC Proceedings and Case Management, 22nd September 2022. The training attracted 33 participants.

2<sup>nd</sup> Annual International Conference on Arbitration and ADR held 23<sup>rd</sup> of September 2022. This year's theme was Emerging trends in ADR and Arbitration in Africa. The conference brought together over 120 arbitration practitioners in ADR and Arbitration practitioners from Kenya and the region to meet, share, learn and network.



*ICC Kenya Arbitration and ADR leaders and volunteers pose for a photo during the conference on September 23, 2022*

- Held the 1<sup>st</sup> Pan African Moot Competition in November, 2022 at the Africa Nazarene University. The competition attracted 8 universities and 15 teams. The two winning universities; Kabarak University (winner) and Strathmore University (1<sup>st</sup> runner's up) will take part in the international moot competition in Paris in February next year.



*Volunteer mediators, judges and students pose for a photo during the 1<sup>st</sup> Pan African Moot Competition on October 31, 2022*

- Nominated 5 of our members to sit in the Paris ICC Arbitration and ADR Commission.

## ICC YAAF

- Discussion on the 1958 New York Convention with Young ICCA and LCA-YAN. ICC Young Arbitrators Forum (YAF) Africa Chapter takes a close look at the 1958 New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards (the NYC). Building on the success of the International Council for Commercial Arbitration's (ICCA) NYC Roadshow, Young ICCA will lead our review of: (i) the history of the NYC; (ii) the structure, objectives, and scope of the provisions of the NYC; and (iii) the grounds of enforcement of foreign arbitral awards.
- ICC YAAF at the 6th Conference on Arbitration and ADR, Lagos, Nigeria. A mini-conference was organised by ICC YAAF on 31st May 2022, a few days before the main conference and it focused on arbitration in the context of Environmental, Social and Governance disputes. Our ICC YAAF Representative, Tabitha Joy Raore, joined her colleagues across the continent to organise and facilitate the event. Dr. Kariuki Muigua was also invited to speak on the topic and share his experiences both locally and internationally. In addition to the mini-conference, ICC YAAF Representatives also organised a networking event on the 2nd June 2022 where Tabitha Joy Raore (ICC YAAF Kenya), Aicha Mane (ICC YAAF Senegal) and Mame Orleans-Lindsay (ICC YAAF Ghana) moderated the session.
- **Arbitration war stories.** ICC YAAF event titled "Arbitration war stories- navigating the trenches of international arbitration" was held on 22nd September 2022. This was a hybrid event where a diverse group of young arbitration practitioners based locally (G&A Advocates LLP, Anjarwalla and Khanna, Bowmans LLP, Triple OK Law and Kihara and Wyne Advocates) and internationally (Hogan Lovells and CMS UK) and practitioners from arbitration organisations (ICC Paris and Africa Arbitration Academy) were invited to share their personal stories on the challenges

they have encountered in their journey so far and share useful tips on arbitration procedure and the lessons learnt along the way.

## **b) Finance and Banking**

- On Friday 20<sup>th</sup> May 2022, the commission held an all-day Banking Conference themed “Banking and Finance in Africa”: The Nexus Between Global and Access to Finance. The Conference was attended by 100 participants (70 at the physical location and 30 virtually) comprising leaders, professionals and experts drawn from Kenya, France, United Kingdom and Singapore in the trade, finance and banking value chain to share, meet and learn.



*Dorcas Mugambi, Cooperative Bank, Andrew Kigira, Vice President, ICC Banking Commission, Kenneth Miriti, Chair, ICC Kenya Banking Commission, speaking at the conference.*

- Signed an MOU with the ICC Academy to roll out a series of training certifications and programs in Kenya at a discounted rate. The programs include:
  - Incoterms® 2020 Certificate
  - Certified Trade Finance Professional (CTFP)
  - Export/Import Certificate (EIC)
  - Free Trade Agreement Certificate (FTAC)
  - Certificate on the Common Reporting Standard (CCRS)
  - Global Trade Certificate (GTC)

## **c) Customs and Trade Facilitation Commission**

In August, established the Customs and Trade Facilitation Commission and will begin monthly meetings from January 2023.

## **Key Partnerships**

ICC Kenya recognises the value of partnerships. This year established key partnerships and networks with:

- The Nairobi Centre for International Arbitration (NCIA);
- The Chartered Institute of Arbitrators;



- The ICC Academy;
- Various law firms;
- And other National Committees within Africa and around the world.

## **2. Membership**

This year, our membership has grown by 70%. This has been attributed to the increased visibility of ICC Kenya through various activities, events and training programs.



*ICC Kenya team, during a meeting with Ahmed Nassir Abdullahi Law team at their offices in Nairobi*



## 07. PUBLIC RELATIONS & COMMUNICATIONS

The PR and Communication department has remained committed over the last 11 months to ensure efficiency and effectiveness in the execution of the communication strategies in line with the KEPSA's vision and focus. We are happy to note the milestones that we achieved in 2022 which include the successful execution of communication campaigns and activities, notably the Mkenya Daima initiative that rallied Kenyans for peace during the general election. These achievements were undertaken through various communication platforms including e-publications (KEPSA magazine, weekly bulletin, daily media watch); Emails and direct SMSs, telephone calls and social media platforms (Facebook, Twitter, LinkedIn and YouTube) among other channels.

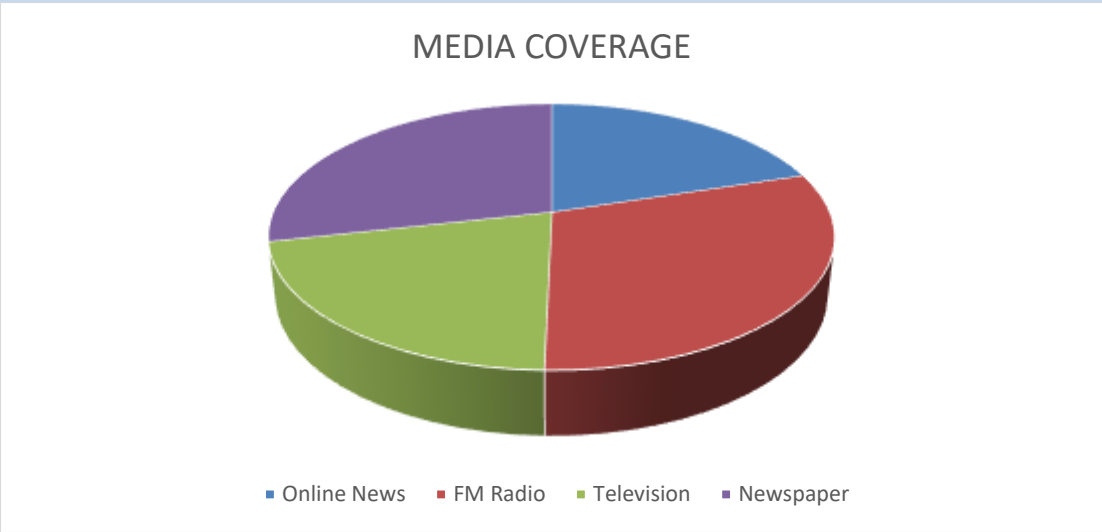
### 1. MEDIA RELATIONS

On media engagement, we reached out to the media frequently to advance our KEPSA brand and inform our stakeholders of the various activities in the organisation. Through live interviews and impartial media coverage in all channels, the department was able to share out the right information.



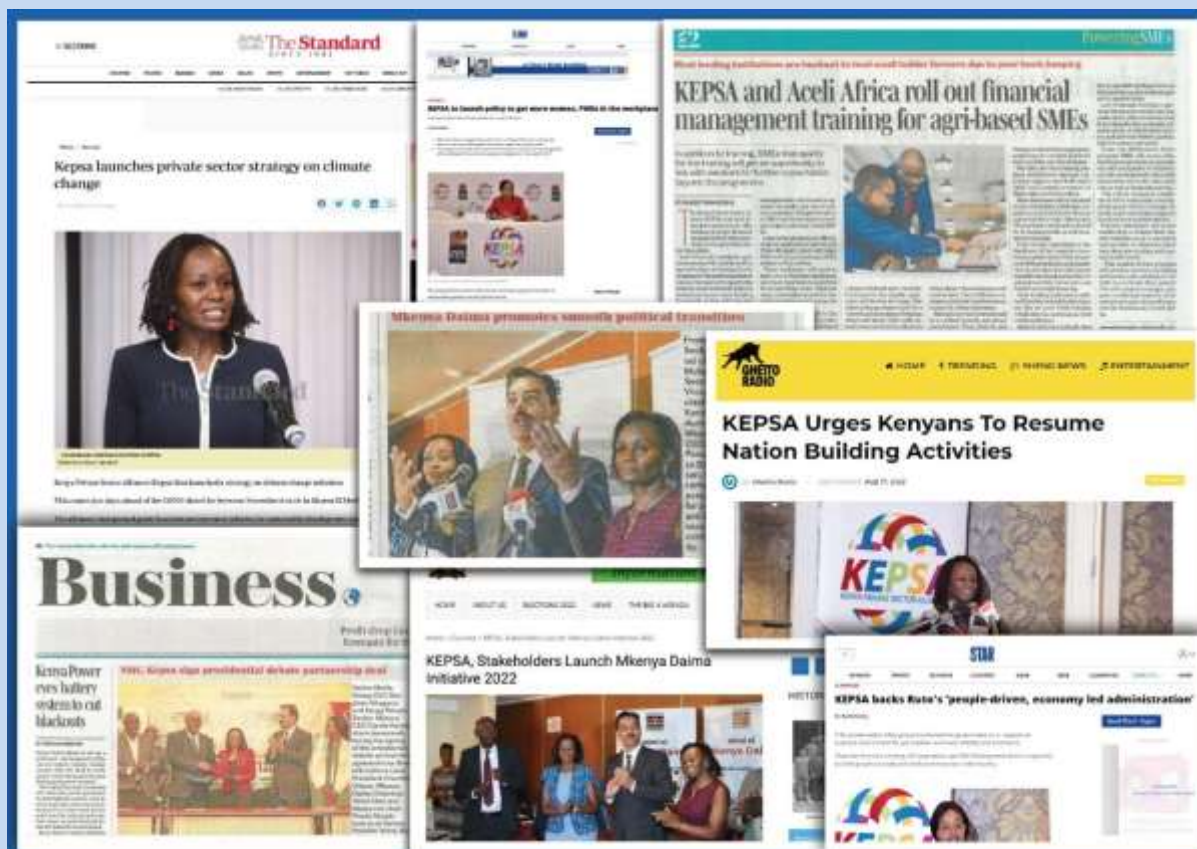
*Members of the fourth estate getting ready for a press briefing by R.T Hon. Raila Odinga after during the engagement between KEPSA AND the Presidential candidate on March 2, 2022*

See below the cumulative metrics of media coverage as a result of the media relations:



Coverage	
Newspapers	204 articles
Online News	144 articles
FM Radio	216 mentions
Television	151 mentions
Total	715 Publications

## 2. PRESS RELEASES



**A total of 32 press releases were issued this year;**

1. KEPSA receives Funds from NSE in support of the SME Loan Program
2. KEPSA advances people-centred and economy-led manifestos
3. KEPSA recruits the first cohort of beneficiaries of the Kenya-US SME Trade Initiative
4. KEPSA outlines private sector commitment towards building a circular economy
5. KEPSA launches private sector gender mainstreaming policy
6. KEPSA – KRA Boards' briefing meeting
7. Mkenya Daima 2022 Initiative Officially Launched
8. CJ, Judiciary is ready to tackle election petitions and cases in upcoming elections
9. KEPSA presents the private sector economic manifesto to the Kenya Kwanza Alliance principals
10. KEPSA mourns President Kibaki
11. KEPSA reminisces on the impact President Mwai Kibaki had on the private sector
12. KEPSA - NDICCC Roundtable on the economy & election preparedness
13. The private sector commits over Ksh 6.4 billion towards the accelerated national tree-growing campaign
14. Women professionals in business engage Hon. Martha Karua

15. KEPSA meets Hon. Johnson Sakaja, tasks governor aspirant to make Nairobi great again if elected
16. KEPSA meets Nairobi gubernatorial candidate for Azimio la Umoja-One Kenya Alliance Mr Polycarp Igathe
17. University students unite to launch nationwide peace sensitization campaign
18. Launch of the Special Olympics Kenya Amani torch run
19. Youth leaders unite for peace and make accountability pledge ahead of august elections
20. Bodaboda riders pledge to be peace ambassadors ahead of Kenya's 2022 general
21. Appeal to politicians to stop dangerous rhetoric on the campaign trail
22. Mkenya Daima Initiative calls for patience and calmness as IEBC continues to tally, verify and announce election results
23. KEPSA statement on Kenya's 2022 general elections and results announcement
24. Mkenya Daima congratulates Kenyans for maintaining peace during the elections period
25. Hospitality and tourism sectors most optimistic in the latest KEPSA CEO Confidence Index
26. The 2<sup>nd</sup> international conference on arbitration and alternative dispute resolution (ADR) held in Nairobi
27. KEPSA and NCIA to promote mediation in commercial disputes resolution
28. KEPSA Appreciates President Ruto's commitment to running a people-driven and economy-led administration
29. The Kenya Vision 2030 Delivery Board welcomes a new chairperson
30. KEPSA targets one million new jobs and entrepreneurship opportunities for youth and women in the next five years
31. KEPSA launches a strategy to promote coordinated and inclusive implementation of business climate change solutions
32. Businesses in Uasin Gishu county stand to gain value from digitization and innovation while creating jobs for youth.

### **3. SOCIAL MEDIA ENGAGEMENTS**

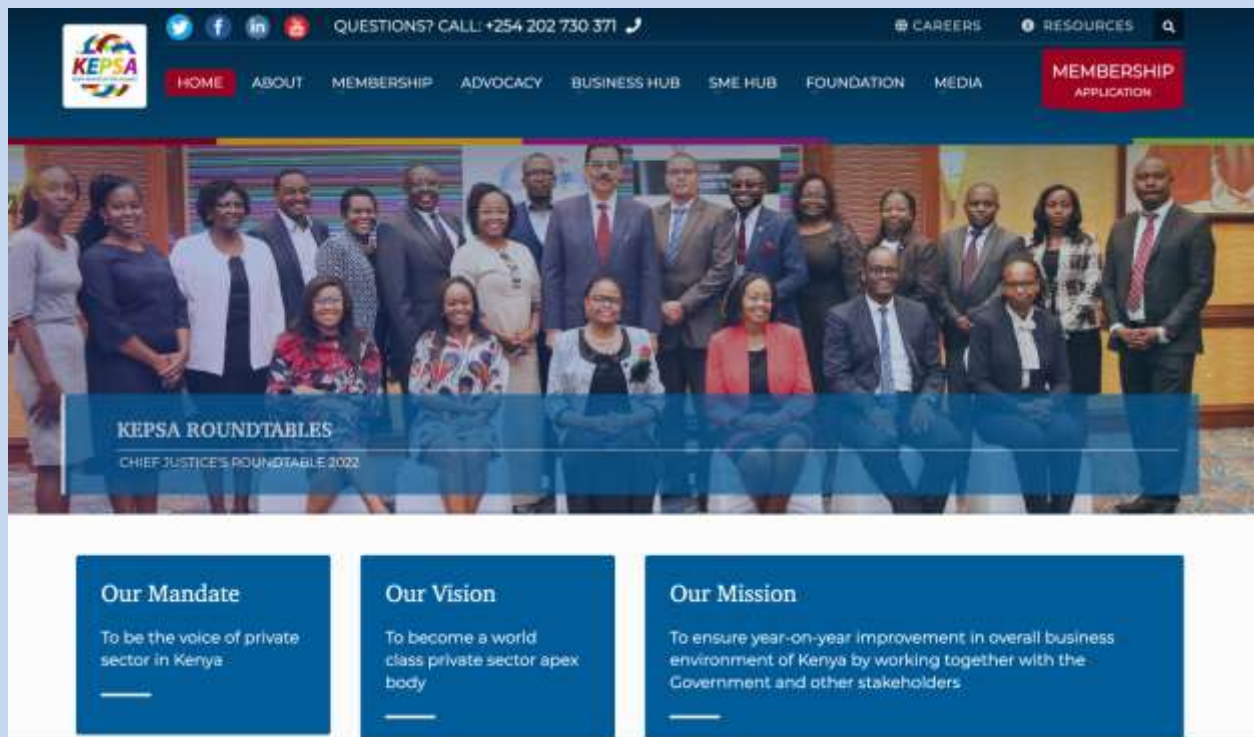
The online visibility of the KEPSA brand has significantly improved compared to previous years. This has been necessitated by the enhanced online engagements we have had with our stakeholders and the general public. The timely updates of activities with relevant content to our online audience is another factor in this improvement.

For the past 11 months, KEPSA Twitter generated over 885,400 impressions and 6,077 new followers compared to last year's 5,056 over the same period. Our Facebook Page had a reach of 66,292 and 1,562 new followers. The KEPSA LinkedIn Page gained 14, 097 new followers compared to the 2,323 new followers last year. The YouTube channel gained 366 new subscribers with 22,597 views accounting for 67% more than the previous year while amassing a watch time of 2,924 hours 113% more than the previous year.



#### 4. KEPSA WEBSITE

We are happy to report that the communications department in partnership with the Ajira Digital Program, oversaw the publication of a new and transformative KEPSA website. The new site was a result of a very consultative engagement with all other departments to develop a transformative website that would include all the aspects relevant to the needs and with close attention to the dynamism of technology. The new website can be accessed via [www.kepsa.or.ke](http://www.kepsa.or.ke)



*A snippet of the new KEPSA website*

#### KEPSA MAGAZINE – KENYA BUSINESS CHANNEL

In the year, the department oversaw the publication of two editions of the KEPSA Magazine, also known as the Kenya Business Channel. The editions carried private sector experts' opinions and insights and highlighted issues affecting the business environment in the country.

The following issues are available at the KEPSA website via:

<https://kepsa.or.ke/magazine>

**August 2022 edition themed:** Building Back Better: The Role of the private sector in economic recovery in the new world order.

**December 2022 edition themed:** Soaring Business Confidence on the back of the 2022 General Elections.

## 08. ADMINISTRATION & HUMAN RESOURCES

### 1. KEPSA Staff – KEPSA has a total of 51 members of staff as shown below

Staff Category	KEPSA Non-Project staff	KEPSA Project staff					Total
		Ajira Digital Project	CIPE	Sustainable Inclusive Business	Mkenya Daima		
Regular	22	10	1	4	1		38
Consultants	3	1	0	1	1		6
Interns	4	0	0	0	1		5
Volunteers	2	0	0	0	0		2
<b>Total</b>	<b>31</b>	<b>11</b>	<b>1</b>	<b>5</b>	<b>3</b>		<b>51</b>

2. Capacity Building – 85% of employees have benefited from capacity building which covered the following areas; Environmental Governance at Local Level, Water Sector Governance, Public Private Partnership, Climate Change Adaptation Mitigation and Resilience, Sustainable and Inclusive Urban Development Training, Sustainable and Inclusive Urban Development Training, Masterclass in Public Private Partnerships, Regional Sensitization Workshop on EAC Customs Valuation System and Exportation/Importation Procedure, Regional Workshop for Training of Trainers (ToT) on AfCFTA, Guided Trade Initiative Workshop; Governance, Administration, Human Resources, Organisational Management, Programme Management, Training and Coaching, Business Services Development for Sustainability, Research, Policy Dialogue and Advocacy, Gender mainstreaming, Climate resilience, Sustainability, Safeguarding policies and a staff training on Communication and Presentation skills. Also held a staff wellness presentation on lifestyle diseases with a focus on gastritis.

### 3. Team Building

The staff team building was held on Friday, July 29, 2022 at the Forest. The team took part in different team building activities to build trust and ownership in the organisation, get to know each other better as the team works together to build the “KEPSA we want”.



*KEPSA Staff members participate in a blindfold game activity*



*KEPSA Staff members pose for a photo before embarking on a paintballing activity during team building on July 29, 2022*



## 09. KEPSA FOUNDATION

The Foundation, as the social arm of KEPSA, continues to carry out its mandate to champion socio economic transformation of Kenya devoting its resources to social activities to enhance activities by the Private Sector that contribute to the economic and social development in Kenya.

During this period the Foundation continued to carry out its mandate aligning with the KEPSA 2021 – 2022 pillars under the Governance, Youth Development Agenda, Women Leadership and Children, Sustainability/Climate Change/Knowledge Centre and Community Outreach/Partnerships and Networks.

### KEPSA Foundation Projects

#### A. GOVERNANCE

##### 1) Mkenya Daima – *National Values/ Governance*



*Mkenya Daima Steering Committee Chair Dr Vimal Shah, IEBC Chair Mr Wafula Chebukati and KEPSA Chair Ms Flora Mutahi during an election preparedness engagement on July 7, 2022*

MKENYA DAIMA is a non- partisan multi stakeholder platform formed in 2012 with a primary purpose of inspiring peaceful elections and smooth transition thus creating stability which is essential for business continuity and prosperity for Kenya as a Nation. Previous initiatives under Mkenya Daima saw the country experience relatively peaceful elections in 2013 and 2017.



The initiative is inspired by the private sector but is for all Kenyans and brings together representatives of various stakeholder groups including the Business community, Religious leaders, Civil society, Media, Youth and Women leaders.

As Kenya looked forward to the 2022 General Elections on 9<sup>th</sup> August and the evolving governance space there was a need to collectively look and envision a prosperous Kenya and aspire towards that vision. Mkenya Daima to 2022 focused not only on pushing for peaceful elections and smooth transition, but also building on '*Wajibu Wangu*' (my responsibility) to *Nitatenda Wajibu Wangu*, which is rallied all Kenyans to be responsible for Kenya and to choose the right leaders at every level. The initiative worked with the current and aspiring leaders to influence political manifestos that will focus on people centred and economy-led transformation

This was implemented under three pillars:

- 1) Political Pillar (Leadership & Governance)** - Influencing the choice of leaders based on Chapter 6 of the Constitution of Kenya, experience & good performance with an aim of increasing awareness among Kenyans on good leadership qualities to promote election of transformative leaders into power and enhanced positive discourse on a prosperous Kenya to increase hope, confidence and optimism among Kenyans.
- 2) Economical Pillar (People Centred and Economy led Manifestos)** - Influencing political manifestos to focus on a people centred and economy led transformation geared towards public safety and competitiveness with the support of block chain systems.
- 3) Social Pillar (Peaceful elections and smooth transition)** - promoted peaceful campaigns, elections and transition through advocacy, messaging and signing of the peace pledge by the leadership at different levels and the citizens. This encouraged Kenyans to interrogate political manifestos, understand what leaders are promising to deliver, and hold them accountable to their commitments.

## Achievements

### Operations and Governance

- Partnership agreement with DANIDA to support the implementation of the initiative.
- Engaged Standard Media Group as Media Partners
- A Mkenya Daima Think Tank team constituted to develop the vision and strategic direction of the initiative. The Steering committee was reconstituted with sectoral representation offering strategic and operational guidance Chaired by Dr. Vimal Shah
- A media launch was held on 10th March 2022 to propel the Mkenya Daima 2022 initiative in to the public space and create awareness
- Participated in the UN High-level meeting of the General Assembly on Financing for Peacebuilding. KEPSA CEO, Ms. Carole Kariuki delivered a presentation on the Private sector in Kenya and the role it's played in Mkenya Daima and Peace Building thus propelling the initiative on a global platform.



*Mkenya KEPSA CEO Ms Carole Kariuki speaking at the UN General Assembly on the role played by Mkenya Daima in Peace Building on April 27, 2022*

#### Political Pillar – Leadership and Governance

- Push for the uptake of Voter registration through a Press statement and social media messaging
- Held 8 Stakeholder engagements to develop modalities of how to partner and work together to push forward and disseminate the Mkenya Daima messaging. These included Religious Leaders, Private Sector, Social media influencers, Youth/ Student Leaders, Civil Society
- Held 3 Sensitization events - 1 civic engagement on electoral process targeting the youth and 2 Election risk and preparedness webinars for private sector.
- Had an engagement with institutions charged with the management of the National Elections including IEBC, EACC, ORPP and IPOA.



*Mkenya Daima Steering Committee Chair Dr Vimal Shah (centre) flanked with representatives from IEBC, EACC, ORPP and IPOA during an engagement with institutions charged with the management of the National Elections on May 11, 2022.*

- Showcased 1 international scenario and case studies on international leaders who can provide a benchmark to change the mindset of Kenyans on what good leadership is and how it should look like. Learning from best practices on Leadership with H.E. Ellen Sirleaf on 15<sup>th</sup> March 2022: Leading and turning around a war-torn country.





*Former Liberian President H.E. Johnson Ellen Sirleaf with KEPSA CEO Ms Carole Kariuki speaking to Mkenya Daima Steering Committee members during a visit to Kenya on March 15, 2022*



*Mkenya Daima Steering Committee members posing for a photo with former Liberian President H.E. Johnson Ellen Sirleaf on March 15, 2022*

- Participated in 11 key engagements with like minded partners and in partnership events/ trainings disseminating the Mkenya Daima message. With Academia (VC's), Peace Champions (Tegla Lorupe), UWIANO, UCSPAK with over 1000 student leaders, International Alert, Vision 2030, NCIC/ ECES evaluation on Election environment in Kenya.
- Engaged and participated as a keynote speaker during the Mount Kenya University 2<sup>nd</sup> International Conference on Peace, Security and Social Enterprise with the KEPSA CEO, Ms. Carole Kariuki delivering on "Mobilising the Private Sector for Peace through Mkenya Daima"
- Participated and contributed towards a 2022 Election Building Scenario workshop that sought to identify the main drivers and determinants of the 2022 general elections; issues that require further research; and dynamics and perspectives that will be important to monitor as factors change within this season
- 6 partnership engagements for on the ground activation – SHOFKO, UCSPAK, RUBICOM, Youth for Peace under One Nation Under God (ONUG), Marketing Society of Kenya (MSK).
- Continued engagement with stakeholders - increased focus and activation with the Youth and Religious community
- A session was held with UCSPAK on the training of voter educators for several institutions of higher learning. Independent Electoral and Boundaries Commission (IEBC) were the trainers and the other partners included National Cohesion and Integration Commission (NCIC) and Office of the Registrar of Political Parties (ORPP) on the critical role they play during elections.
- County engagement themed Prayer and Reconciliation Day in Kisumu where over 500 youth leaders came together to commit to be peace ambassadors.



*KEPSA Deputy CEO Ms Martha Cheruto speaking to the youth and other stakeholders during the Kisumu Peace and Reconciliation Assembly for the Youth on June 25, 2022*





*Youth and other stakeholders signing a Mkenya Daima peace pledge during the Kisumu Peace and Reconciliation Assembly for the Youth on June 25, 2022*

- Partnership with Special Olympics, during the launch of the Amani Torch Run 2022 that traversed across all the 47 counties and finally received in Nairobi to be kept burning at the National Tallying centre until 30<sup>th</sup> September 2022.
- Launch of 47 days of peace was held on 24<sup>th</sup> June at the University of Nairobi with Student leaders from 75 universities committing to reach out to the communities around them on enhancing peace and harmony during this period.
- 3 meetings were held with International Election Observers to provide input on their mission in the country.



*Mkenya Daima Steering Committee members in an engagement meeting with the International Republican Institute (IRI) and the National Democratic Institute (NDI) on pre-election environment on June 27, 2022*

- A peace walk was organised at the Cooperative university on 22<sup>nd</sup> July 2022 to create awareness of peace among the students of the institution
- Youth leadership forum held on 26<sup>th</sup> July 2022 attracted over 100 youth leaders and youth initiative leaders who pledged to be peace ambassadors.
- A Meeting with Bodaboda Safety association of Kenya BAK leaders to inspire peaceful conduct among the bodaboda fraternity and sensitise riders to become peace ambassadors. The event attracted over 100 bodaboda leaders.



*Mkenya Daima team led by the Chair Dr Vimal Shah pose for a photo with Bodaboda leaders after a sensitization meeting on peace on July 30, 2022*

- Meeting with private security on contingency planning during the elections on 6<sup>th</sup> August 2022. The meeting was well represented and the National police service head of the election secretariat attended and emphasised on the role the private security sector plays in peacebuilding and reporting of incidence for rapid action.
- A political and decency forum held by NCIC among other stakeholders including the office of the registrar of political parties (ORPP), the inter-religious council of Kenya UWIANO platform of peace ACT Change Transform, and the Special Olympic on 9<sup>th</sup> July 2022. The event culminated in the commitment and signing of peace pledges by all the presidential candidates and political parties in the Nation.
- Participated in the launch of the model manifesto for political parties hosted by the Kenya Vision 2030 and the ORPP. It enabled constructive dialogue and engagement on the political promises made during the campaigns
- Ten members of the steering committee were awarded an opportunity to be part of the Election observers' delegation at the National tallying Centre.
- An engagement with KEPSA Staff on Mkenya Daima 2022 Feedback



*Mkenya Daima Steering Committee Chair Dr Vimal Shah (first) together with NCIC Chair Dr. Rev. Samuel Kobia (sixth) pose with representative of presidential candidates after signing the peace pledges during a Political Decency and Accountability Forum*

### **Economic Pillar – People-centred and economy-led Manifestos**

- The activities under this pillar were implemented by KEPSA and are reported under the Policy Research and Analysis (PRA) department.

### **Social Pillar - Peaceful elections and smooth transition**

- Unveiling of the Leadership & Peace pledge during the Mkenya Daima Media launch where the entire Steering committee signed.
- 633 pledges signed so far by 89 political parties and Citizens



- The initiative attended a Leadership and Peace pledge signing event that will bring together all political candidates, leaders and stakeholders to publicly sign the Leadership and Peace Pledge.

## **Mkenya Daima Communication**

- Development of the Mkenya Daima Documentary - To capture the voice of Kenyans, get a feel of what is on the ground and what the expectations are; Highlight the country's past success and present opportunities; & Create awareness on the responsibility of the voter in putting in place transformational leaders.
- Development of the Communication strategy – Core communication “Mimi ni Mkenya Daima, Nitatenda wajibu wangu” - *#Kujiandikisha; #Kupiga Kura; #Kuchagua viongozi bora; # Kudumisha amani.*
- Development of Information, Education & Communication Material (IEC material) including Peace message video clips by key leaders within the society, Mkenya Daima documentary, e-posters pushing the Mkenya Daima peace message and ‘Nitatenda Wajiubu Wangu’ slogan
- Social Media activation and campaigns including internal communication launch
- Mainstream media engagement – TV and Radio interviews (KBC TV, Citizen TV, KTN, KASS FM), Spice FM, Kameme FM, Kivumbi TV shows on KTN and Situation room show on spice FM that is also aired live on TV and on the social media platforms
- In partnership with Debates Kenya the Mkenya Daima video was broadcasted live during the beginning and at breaks on all media outlets during the debates.
- Joint project on messaging with NCIC and KEPROBA to expand the reach of the messaging.

## **2) CIPE (Center for International Private Enterprise) Project**





*KEPSA Foundation, led by the Executive Director Ms Gloria Ndekei together with other partners during the Countering Disinformation Roundtable on November 29, 2022;*

### **Operationalization of the Bribery Act, 2016 by KEPSA in Partnership with CIPE**

- The Bribery Regulations, 2021 and Guidelines to assist Public and Private entities in the Preparation of Procedures for the Prevention of Bribery and Corruption were received by the National Assembly Committee on Delegated Legislation on **09th June, 2022**.
- Both statutory instruments (Bribery Guidelines and Regulations, 2021) were **revoked** by the Office of the Attorney General and new ones published on **27<sup>th</sup> May** and **03<sup>rd</sup> June, 2022**, respectively. This implies that the Bribery Regulations and Guidelines 2021 ceased being in force. The 2022 Bribery Regulations and Guidelines are operational.
- Simplified versions of **the Bribery Act, 2016, the Bribery Act, Regulations, Bribery Guidelines 2022** (consolidated into a single document for purposes and ease of understanding) and **one-page quick guide** on the three legal documents have been developed for dissemination upon designing and packaging.
- Organising a hybrid workshop in partnership with key stakeholders including the Ethics and Ant-Corruption Commission (EACC) and the Blue Company and targeting the Kenyan private sector, regarding the implementation of the Bribery Laws.

- Production of 4 educational videos on Bribery Act, 2016, Bribery Act, Regulations, 2022 and Bribery Act, Guidelines, 2022, for awareness creation and sensitization of private sector members.
- ❖ Kepsa Foundation in collaboration with CIPE will establish a Fact Check Unit to Counter Disinformation which has affected the private sector negatively.

## 2) Partnership with The Blue Company

KEPSA Foundation has partnered with The Blue Company Project to strengthen the fight against corruption through collective responsibility and self-governance among KEPSA members and the wider private sector in the long run. The partnership aims to create a platform that will create awareness around the fight against corruption and all its forms within the private sector. Towards this, activities undertaken included:

- KEPSA Foundation in collaboration with Blue Company and United Nations Office on Drugs and Crime (UNODC) held a meeting on 21<sup>st</sup> November 2022.
- The Engagement Sought to explore areas of collaboration on the incorporation and Implementation of the Global Integrity Education Project

In collaboration with UNODC and universities, develop a team of ethic ambassadors who will help in inculcating the culture of integrity and influencing policy decisions to drive and promote good governance and culture of good ethics in the industry from January 2023.



*KEPSA Foundation, The Blue Company and United Nations Office on Drugs and Crime (UNODC) representatives during an engagement meeting on the implementation of Global Integrity Education Project on 22nd November 2022*

## B. YOUTH DEVELOPMENT AGENDA

### 1) AJIRA DIGITAL PROGRAM

The Government of Kenya, through the Ministry of ICT, Innovation and Youth Affairs (MoICTIYA) in collaboration with Mastercard Foundation Young Africa Works

Program, and in partnership with KEPSA and eMobilis rolled out the third phase of Ajira Digital Program in 2020 to bridge the gap between skills demand and jobs by introducing young people to digital and digitally-enabled work and provide the tools, training and mentorship needed for young people to work and earn an income with dignity.

Implementation of the Ajira project initiative has been in 3 phases. Phase 1 implemented in 2017 focused on training and mentorship of youth on digital work that led to creating awareness and access to online work. During the phase, a total of 7,168 youth were trained of which 57% were connected to online work and job opportunities. The second phase implemented in 2018/19 focused on promoting the benefits of outsourcing digital work to the private and public sector thereby contributing to tackling the huge youth unemployment in Kenya.

The third phase started in January 2020. It aims to link 2 million youth across Kenya to digital and digitally enabled work by 2022 through implementation of five program areas; Program 1 and 2 focus on training youth with digital skills, Institutions of higher learning including TVETS and supporting the Ajira youth empowerment centres (AYECs) to provide the necessary infrastructure to enable youth to access digital work; Program 3 aims to increase digital and digitally enabled jobs from the public sector by supporting the government to digitise its operations and outsource work. It is anticipated that digitising the public sector will create employment opportunities, improve service delivery, increase efficiency and in the long run boost economic growth. This is currently being piloted through the Judiciary whereby they are outsourcing its transcription services and supporting digitization of courts. The pilot will provide a model to be adopted by the Government to facilitate the outsourcing of work to online workers. Program 4 encourages private sector engagements to create digital and digitally enabled job opportunities by creating a conducive ecosystem for the private sector to create digital jobs as well as supporting the growth of MSME and local platforms in creation of digital opportunities; Lastly, program 5 will aim at revamping the current Ajira portal thus enabling it to be interactive, effectively connecting employers to online workers as well as ensuring it hosts the digital curriculum for self-paced learning. KEPSA is spearheading interventions under program 3, 4 and 5 while programs 1 & 2 interventions are implemented by eMobilis.





*Ajira Digital Program team, led by the Project Director Dr Ehud Gachugu (far left) during a visiting to the Kirinyaga Central Ajira Youth Empowerment Centre in Kirinyaga County on October 15, 2022*

## **Achievements:**

### **Program 1&2. Operationalize Constituency Innovation Hubs (CIHs) and Digital Skills delivered at Universities and TVETs (Technical and Vocational Educational and Training Institutes)**

The objective of the program is to operationalize the existing Ajira Youth Empowerment Centers (AYECs) as well as hiring and manage the key leads for 106 AYECs established across Kenya as part of operationalizing these Centres so that any Kenyan youth to access connectivity, computer equipment, resources, training, mentorship, and support to embark on their journey for dignified work through digital and digitally-enabled opportunities for earning. The other role is institutionalising Ajira Digital clubs and Curriculum at selected higher-level institutions (Universities and TVETs) as an additional access point for training, mentorship, and online work career fairs. So far, 101 Centers have been operationalized and 20 Aiira Digital Clubs Formed/ Institutionalised ensuring more young people in the country have access to digital skills locally, and build their digital capacity and confidence to take advanced digital tasks thereby making them resilient as they navigate future economic challenges and opportunities.

### **Program 3. E-government**

The overall goal of digitising the Judiciary is to increase efficiency and turnaround time of dispensing justice to the litigants within the judicial process hence improving service delivery.



## 1. Workstreams

- A total of 570 young people have benefitted from the e-government workstream working as transcribers as well as data entry and scanning agents in 2022. To date, a total of 1461 (60%F) young people, a 104% achievement against the set target for the implementing period.
- Cumulatively, a total of 241 court stations and 7 Tribunals have been impacted by the transcription pilot through Virtual court recordings tapped/downloaded from the stations and transcribed.
- During the reporting period, a total of 14,723 case files had their data entered into Judiciary Case Tracking System (CTS) with a total of 145,756 images scanned. Overall, a total of 162,156 case files have been created and, in the CTS, and 267,800 images scanned in phases 1 and 2. *The digitization process has brought with it the following benefits*

- ❖ **Efficiency:** *Digitization has empowered administrators to run operations more effectively*
  - *Reduction of paperwork and potential loss of physical court documents that may delay delivery of justice.*
  - *The process has expedited the determination of cases, reducing case backlogs.*
- ❖ **Cost-effective:** *The courts also have saved on costs of storage and retrieval of court documents that are associated with manual records management.*
  - *It saves litigants and defendants time and resources they would have used in travelling to access justice.*
  - *It also potentially saves time for police officers; they can give their evidence virtually and have time to attend to other official duties.*
  - *Virtual courts also reduce the costs of transferring and protecting vulnerable witnesses, thus reducing the cost of access to justice*
- ❖ **Convenience:** *They also get the convenience of not having to transport prisoners to courts.*
  - *Help ensure that more people maintain access to justice*
  - *New modes has the potential to democratise access to justice by making basic information available online*
- ❖ **Accessibility:** *There has been improved accessibility of Justice for those who live far from legal centres or who struggle to afford the costs through carrying out court proceedings remotely/virtually which is facilitated by the online access to case files by the judges and magistrates from their remote locations.*
- ❖ **Accessibility:** *There has been improved accessibility of Justice for those who live far from legal centres or who struggle to afford the costs through carrying out court proceedings remotely/virtually which is facilitated by the online access to case files by the judges and magistrates from their remote locations.*

❖ **Transparency and Accountability:** *Corruption and opaque court operations are a roadblock for many systems by ensuring that administrators and community advocates can maintain visibility to processes that are prone to corruption*

- In the year 2022, 85,928 transcripts were submitted. To date, a total of 191,999 transcripts have been submitted since 2020. The transcript has helped in ensuring that the legal process and procedures are followed. Additionally, the transcript can be used to ensure that all of the evidence presented during the proceeding is accurate.

## **2. Government Outsourcing Blueprint**

The initiation by the program in the year 2021 to develop a Government Outsourcing Blueprint was completed in August 2022. Several consultative meetings between the MoICTIYA, the external consultant and KEPSA to finalise the three documents were held during the reporting period resulting to completion of

- The Concept Paper that will offer a rationale on the need for the government to outsource digital and digitally-enabled work to freelancers in Kenya,
- The Legislative Framework Review (LFR) with several laws and regulations reviewed to give direction on how to anchor Ajira Digital Program within the Kenyan Legal System, and
- Ajira Strategic Business Plan 2022-2026 which will guide any anchoring of the project.

## **3. Transition and Sustainability**

During this reporting period, the following was achieved as part of the sustainability plan aimed at ensuring the program continues beyond the implementation period. There have been,

- Conducted pieces of training for 341 workers to improve their performance, facilitate the promotion, impart new skills, and nurture sustainable talent demand among the workers. Some new skills trained include Machine Learning, Web development, Graphic design, etc. for the judges.
- Trained Court Secretaries to become Quality Assurance Experts to aid in quality controls of transcripts
- Review of the draft sustainability plan for transcription services to address the sustainability of work created.
- Review and adoption of a sustainability plan for Data Entry and Scanning at the courts.
- Development of revised implementation plans and budgets
- Review of the action plan

- Development of rationale for fundraising and grant-seeking activities as well as identifying potential partners.



*Project Director, Ajira Digital Program and Youth Employment at KEPSA Dr Ehud Gachugu (far right) speaking in a panel session during the Zetech University Research and Innovations Week on October 21, 2022*

#### **Program 4. Private Sector Engagement**

- A total of 102,838 young people linked to international and local digital work platforms with 51% of these being young women. The program continued to map out the market for more partnership with local platforms to accelerate the growth of digital work. To date, Ajira Digital program is working with 167 platforms and enablers and will continue to venture in the digital space for more partnerships, burgeon digital market size and work opportunities for young people in Kenya.
- To ensure all the digital platforms become a major force in markets and drive towards employment creation, the program continued to offer support by enhancing visibility through sponsorship in high-level corporate events, broadening merchant base and linkage to quality talent in order to accelerate the uptake of digital and digitally-enabled work opportunities in Kenya. Some of the high-level events include- Blue-collar Workshop, Isiolo and Uasin Gishu County Engagement and Amahoro coalition. Some of the outcomes and long-term impacts resulting from the
- Over 11,000 SMEs and young entrepreneurs gained knowledge on how they can digitally outsource some of their core and non-core functions to improve efficiency and transform their businesses. They were also linked to affordable and accessible digital business solutions
- At the sector level, there is also high interest in the digitization of business ecosystems as a strategy for sustainability. The program has seen increased interest from industry sectors who want to be included in the digitization process to be able to expand their operations, improve efficiency, increase returns, and sustain operations in a dynamic economic situation. This was done by engaging partners such as Kenya Property Developers Association (KPDA).

- The adoption of digital solutions by businesses has also been an avenue for creating work opportunities for the young people supporting those who have been engaged in the business functions automation process as well as in providing digital solutions for businesses such as ecommerce, cloud sourcing, etc.
- In order to accelerate outsourcing & digitization of work and services within the private sector, the program conducted a National Study “Private Sector Digital Outsourcing Practices in Kenya”, during this reporting period that was able to document the outsourcing trends, behaviours, success, and challenges within the private sector in Kenya. Findings from the report showed;
  - *On awareness, 60% of businesses are aware of digital work platforms and freelancing jobs i.e. Transcription, virtual assistant, content writing that can be outsourced digitally while 96% are aware of the Ajira Digital program,*
  - *Out of the businesses engaged in the private sector outsourcing study, 82% are local businesses and 26% of these businesses outsource digital talents. This is an indication of the growing demand by businesses to outsource digital resources and engage digital work platforms. On the same note, the study showed that 38% of the private sector businesses that outsource digital talents do so to access professional skills that are not available within the company.*
  - *Another key driver of outsourcing for businesses is to help improve efficiency. 34% of the businesses outsourcing indicated that they benefited from this opportunity by getting outputs faster and without having to hire the skills set. Most businesses outsource non-core functions of their daily day-to-day business routines that are typically excessively time-consuming or tedious such as event planning, advertising, recruitment, enrollment, data entry and regulatory administration. By outsourcing such functions, internal staff members are able to focus on essential tasks. They can focus more on product development, sustaining connections and different crucial tasks. Essentially, outsourcing allows workers to emphasise what they excel at and in the long run helps increase effectiveness and work satisfaction for employees.*

#### **Program 5. Revamping the Ajira Portal and E-learning curriculum development.**

During the reporting period, Ajira Phase 2 successfully went live on 7-Oct-2022 with the delivery of the following key modules: - Center Manager Reporting, eLearning, Ajira Communities & Mentorship, advanced Job Module - Posting Job Opportunities, Rating and Review Management, Linking Job Partners with Ajira Users, Job Communication Management and Ajira Analytics. On the same period, Ajira portal continued to introduce young people to online work and provide the tools, training and mentorship needed for young people to work and earn an income through online work.

The portal continued to be resilient with enhancements to modules such as certificate management that have enabled young people who have completed their Ajira



courses to be able to get certificates. Enhancements to the Ajira communication module have also been key in facilitating the daily training activities for Programs 1 and 2.

More than 36,000 Ajira users have been registered in the Ajira portal, summing an overall number of registered users to 294,000. This demonstrates the increased interest and willingness of young people to take on digital and digitally-enabled work opportunities and the need to continue ensuring that more work goes into ensuring that these opportunities are available to them.

Provided a platform for sharing emails with Ajira Users for various training and Job opportunities. As a result, 53,208 and 570 young people have been linked with job opportunities in the private and public sector respectively.

The revamped portal has been instrumental in providing a platform for highlighting Ajira partners where young people have access to free self-paced online courses. The program area worked with the eLearning team to highlight new Ajira Partners and Integrate them into the Ajira Platform. Successfully added PMI Kenya to the Ajira eLearning Platform. Since the start of the year 2022, a total of 5 eLearning Partners have been published and integrated into the Ajira Digital Platform: - PMI Kenya, FAO, eLearning Academy, Atingi & ABSA ready to Work. This brings to a total of 22 partners since inception of the program The PMI Kenya provides a forum to promote Project Management best practices and principles through networking with other project managers, sharing project experiences, providing and receiving training and supporting Project Management leaders in their certification efforts. The young people now recognize the need to ensure that they are well-positioned to take up work by equipping themselves with the digital skills that they require to succeed in the digital world.

## **Communication and Marketing**

The marketing and communications activities during the year were aimed at encouraging the digitization of business processes in order to catalyse these businesses in outsourcing digital resources, especially through online work platforms while at the same time positioning Ajira Digital Program as a thought leader in driving the digital economy. The activities were categorised into three main objectives: **Increasing Awareness and Engagement** (amplifying digital work, platform environment, and digital workers among young people, private and public sectors, policymakers, and opinion leaders); **Increase Conversion, Retention, and Advocacy** (encouraging more uptake of digital work by young people, catalyse digitization and outsourcing of digital talents by businesses and marketing opportunity for digital platforms and partners onboard); **Positioning Ajira as a thought leader** in the digital economy and youth employment (Ajira is a contributor to the ecosystem and

has acquired great insights that can be useful to the digital economy and youth employment agenda).

As a result of enhanced program awareness, the KEPSA National study, 2022 reported over 8.9 million Kenyans have become aware of the Ajira Digital program, an improvement from 29% (7.3m) in 2021 to 32.5% (8.9m) in 2022. Moreover, 1.9 million young people are earning a living from digital and digitally-enabled work opportunities, an increase of 7.1% from the year 2021 when 1.2 million young people were working online. There has also been increased uptake of digital skills training by young people across the 47 counties summing up to 131,817, a 114% increase of the number trained in years 1 and 2 combined. Additionally, according to KEPSA National study, in 2022 53% of Kenyans have now become aware of the gig economy, and 59% of the private sector are outsourcing digital workers and services in Kenya.

## **2) KENYA YOUTH EMPLOYMENT AND ENTREPRENEURSHIP PROGRAM ACCELERATOR (KYEEAP)**



*KEPSA leaders and the youth pose for a photo with Deputy President H.E Rigathi Gachagua and Cabinet Secretary for Youth and Sports Hon. Ababu Namwamba during the launch of the Kenya Youth Employment and Entrepreneurship Accelerator Program (KYEEAP) on October 31, 2022.*

Kenya youth Employment and Entrepreneurship Accelerator Program is an innovative and comprehensive job creation initiative seeking to create at least 1 million

employment and entrepreneurship opportunities for youth in Kenya over a period of 5 years.



*Deputy President H.E Rigathi Gachagua sharing a light moment with the youth during the launch of the Kenya Youth Employment and Entrepreneurship Accelerator Program (KYEEAP) on October 31, 2022*

This program aims to;

- 1) Accelerate Small Enterprises to unlock their potential through tailored support services that allows them to grow and create jobs for young people.
- 2) Develop relevant and demand market-oriented skills for young people working with TVETs and Vocational Training Centres.
- 3) Transform the youth labour market by contributing evidence and data that is relevant in addressing policy bottlenecks that impend accelerated job creation in the private and public sector through digital skills and the digital economy.

Progress Update:

### **1) Small Enterprise Acceleration**

In our effort to support the scaling of 200,000 small enterprises to unlock 500,000 jobs, we have;

- a) Rolled out the Grow Your Business Program in partnership with the Africa Management Institute, with support of Argidius Foundation. It will provide for a learning programme to support SMEs to grow through training, while at the same time testing the effectiveness of learning programmes for SMEs. It kicks off in

January 2023 following applications from SMEs in November 2022. This program targets at least 250 SMEs and is expected to support in unlocking 1,000 job opportunities;

- b) We have designed the Business Digital Transformation for Increased Revenue and Youth Job Creation. It will act as a linkage between the demand and supply side of the economy by increasing opportunities for at least 3000 young people to secure dignified and fulfilling work by enhancing the productivity and performance of scalable enterprises especially agri-businesses through adoption of digital technologies for diversification of their sales channels, markets and revenue streams. Activities will include adoption of e-commerce and other digital tools, capacity building, job matching and strengthening linkages with key players.

## **2) Market oriented Skills Development**

In our objective to scale KEPSA TVET and Entrepreneurship Support Project in all Counties to unlock 25,000 job opportunities for youth, we have;

- a) Designed the Youth in TVET Opportunity Program. The program supported by the African Development Bank and implemented in partnership with the government of Kenya under the Ministry of Education, TVETA Directorate is designed to strengthen linkages between training and the industry, to increase access to financing for youth-led start-ups and to improve survival rates for youth-led enterprises. Its core work is to; strengthen linkages between training and industry, finance youth start-ups, improve survival rates for youth-led start-ups, provide technical assistance in digital literacy and online jobs integration in TVETS and learning adaptation and collaboration.
- b) Designed the Ignite Kenya Youth Employment Project. The project is set to run for 36 months supporting 1000 young people in the creative economy to monetize their skills and develop sustainable enterprises. This is in partnership with the Youth Agenda and Switch Media.

## **3) Digital Economy**

- a) In partnership with Mawingu, we have designed a Digital Skills Enhancement Project for youth in Vocational training centres. This program aims at impacting at least 5,000 young people and 300 trainers from these institutions. Mawingu and KEPSA will provide internet at cost to these institutions, train the trainers and students on basic digital skills, entrepreneurship and train them on e-commerce. This program is expected to unlock 15,000 jobs.
- b) Designed the Digital Work for Growth and Youth Employment project in partnership with the World Food Program and the Digital Skills Foundation and received support from Silatech. This project is designed to help 12,000 young people find digital work.



## Partnerships

Beyond work that directly impacts the pillars of KYEEAP, we have established key partnerships with various value chain actors, in efforts to unlock job opportunities for young people. Some of the partnerships are with; Moringa School, Switch Media, World Food Program, Youth Agenda, Digital Skills Foundation.

### C. WOMEN LEADERSHIP & CHILDREN

#### 1) Better Business Practices for Children (BBPC) – *Children Welfare*

The UNICEF funded project aims at leveraging and Scaling up BBPC through private sector intervention is well in line with the County and National Initiatives of promoting and improving Maternal, Infant and Young Nutrition Practices within Nairobi County. This project has been reaching the women in the low urban settlement poor with key Maternal Infant and Young Child Nutrition (MIYCN) messages in a bid to ensure that the health and nutrition outcomes of women and children are improved.



*KEPSA Foundation team together Women leaders pose for a photo during the BBPC Endline Validation Workshop on January 18, 2022*

#### **Achievements:**

- The UNICEF-funded project aimed at leveraging and Scaling up BBPC through private sector intervention is well in line with the County and National Initiatives of promoting and improving Maternal, Infant and Young Nutrition Practices within Nairobi County.
- This project reached to the women in the low urban settlement poor with key Maternal Infant and Young Child Nutrition (MIYCN) messages in a bid to ensure that the health and nutrition outcomes of women and children are improved.
- KEPSA and UNICEF signed the program creation agreement towards the implementation of UNICEF-funded programme relating to the UNICEF program for Kenya

Significantly, the project has achieved the following:

- Over 100 Members of KEPSA were sensitised and are compliant on BBPC
- 20 women groups from Githurai, Mathare, Githogoro, and Kawangware were engaged in the project and Trainers of Trainers were trained
- 851,514 pregnant women are receiving iron and folic acid supplementation in Nairobi county.
- (M – 950,209 F – 921,294) Children 0-23 months in Nairobi County are benefiting from improved MIYCN Practices
- over 3,000 women in the private sector are receiving support to breastfeed at work.
- Over 1,250,691 were reached via radio messages with information on child nutrition in the context of COVID 19.

## **D. SUSTAINABILITY/CLIMATE CHANGE/KNOWLEDGE CENTRE**

### **1) Sustainable Inclusive Business (SIB)- Kenya**



*Sustainable Inclusive Business Director Ms Karin Boomsma speaking during the Circular Economy Conference on October 26, 2022*

The sustainable Inclusive Business (SIB-K) project is in the last phase, with the funding ending on the 31<sup>st</sup> of August 2022. As anticipated by the Embassy upon approval of the intervention, the project ought to transition to a knowledge centre under the Kenya Private Sector Alliance (KEPSA) from a project. A strategy was formulated at the start of the third phase documenting the focus areas through the transition. Nonetheless, it was anticipated that SIB-K would develop a business model defining its value proposition and the specific services the knowledge centre will provide, borrowing from the lessons during the project implementation. As a knowledge centre,

SIB-K will support the private sector to increase its positive impact on People, the Planet, and reduce its carbon footprint.

## PROGRESS WITHIN THE PERIOD

### SIB-K Project Objective

Objective: to encourage businesses to be sustainable and inclusive with a positive impact on People, Planet, and Profit

### Outcomes

O1: Increase awareness, knowledge, and social dialogue on the importance and opportunities of Corporate Social Responsibility (CSR), sustainability, and inclusiveness amongst Small & Medium Enterprises (SMEs) and corporates.

O2: Expand and strengthen the adoption of sustainable, inclusive business principles.

### Achievements up to 2022

- A reach of 54,986 to the knowledge management portal
- 22 T.V./Radio appearances, including interviews
- 183 published newspaper/online articles on sustainability and inclusiveness
- 502 companies participating in sustainability engagements.
- A reach of 1,708,722 on social media platforms in creating awareness of sustainable business practices
- 452 businesses contributing towards sustainable, inclusive business experiences
- 2 policy interventions/input submitted to/through KEPSA sector boards



*Sustainable Inclusive Business team meeting with Kenya Plastics Pact partners on August 2, 2022*

Under the **Kenya Plastics Pact**, the target 1 priority list of problematic and unnecessary plastic items was developed, designed, and launched during the 1<sup>st</sup> KPP summit, where the Ministry of Environment and Forestry endorsed the list. The

development of design guidelines for recycling PET bottles was finalised, and it is anticipated that it shall be reviewed by the Working Group 2 member before the end of the year. The roadmap was developed, designed, and published; the document is a blueprint to guide the secretariat in achieving the four targets.

5 new members signed up for the pact; this puts the total sign-ups at 38 members. The members consist of brands, recyclers, CSOs, and Supporting Partners.

Sustainable Inclusive Business (SIB-K) has increasingly grown the Sustainable Inclusive Business website into a knowledge and network-sharing platform with external input and drivers. The website is a one-stop shop for valuable information covering the four thematic areas of Circular Economy, Climate Change, People Power, and Redefining Business Values. The Circular Economy Africa page under the website, an online knowledge & network centre has gained approximately 54,986 users during the one-year reporting period, as compared to about 10,792 site users in the previous period.

SIB-K has achieved a total of 183 publications across TV, Radio, Print, and online platforms. The publications resulted from press releases, interviews, and opinion articles. The increased engagements with the media drove informative conversations on various issues, including the need to streamline legislation toward plastics pollution management in EAC, awareness creation on circular economy and showcased good practices and innovative solutions for dealing with electronic waste, the threat of single-use plastics, the road toward achieving a blue economy in Kenya, and businesses as a force for good in the wake of the COVID-19 pandemic; among others.

Through joint communications, SIB-K has cemented relations with partners such as the Flipflopi Foundation, ALN-A&K, the Ministry of EAC, The Ministry of Environment and Forestry, the WEEE Centre, the Kenya Association of Manufacturers, The Embassies of the European Union, Netherlands and French, as well as the County Government of Mombasa among many others.

## **PUBLICATIONS**

- SIB-K, the FlipFloppi Foundation, and Anjarwala and Khana (A&K) launched a report uncovering the need to adopt streamlined legislation to manage plastic pollution throughout the East African Community (EAC) dubbed; 'East African: Let's Unite for Change.'
- With support from The Netherlands Embassy and the Netherlands Enterprise Agency (RVO). SIB-K developed a publication dubbed "Kenya and the Netherlands working together towards circular agriculture in Kenya" SIB-K published its first edition of the Sustainability Magazine, dubbed "Transitioning to a Circular Economy in Kenya."
- The Netherlands Embassy in Kenya commissioned SIB-K to develop a Circular Agriculture Report on how Kenya and the Netherlands are working together to move Agriculture to a sustainable, circular, and more regenerative practice in



Kenya. The report provides a total of 11 farming trends and opportunities identified as indicative of the transition toward circular agriculture.



*The launch of Sustainable Inclusive Business magazine on June 8, 2022*

## CONFERENCES AND EVENTS

- On the 26<sup>th</sup> of October 2022, Sustainable Inclusive Business (SIB-K), a knowledge centre under the Kenya Private Sector Alliance (KEPSA), partnered with TheRockGroup (TRG) and the European Union to co-host the 7<sup>th</sup> Annual Circular Economy Conference in Nairobi. The conference, which took place ahead of COP27, brought together governments, private sector players, bilateral partners, civil societies, academia, and individuals from across Africa and the Global Community to provide an understanding of key ingredients in a successful roadmap to a circular economy. It highlighted Southern and East Africa's challenges, trends, and opportunities in creating a new circular system. With an audience of **518** participants, the hybrid conference was financially supported by the European Union (EU) in Kenya and the International Union for Conservation of Nature (IUCN) through its BIODEV2030 project.
- The triple challenges of pollution, biodiversity loss, and climate change for present and future generations were the focus of the Kenya Post Stockholm+50 National Consultations on Circular Economy. Reviewing the Stockholm outcomes and obtaining new pledges for the development of the circular economy in the nation were the two main goals of the national consultative meeting on the topic. The meeting's specific goals were as follows.
  - a) Raising awareness of the results of Stockholm +50 and their implications for Kenya's transition to a circular economy;
  - b) looking at legal and policy changes to support it; and
  - c) showcasing the best circular economy practices and projects in the nation.
  - d) Obtaining further pledges from the public and commercial sectors
- In preparation for COP27, SIB-K participated in a study tour funded by the African Climate Foundation. Hosted by the Federation of Egyptian Industries (FEI), a private sector association that has existed for 100 years to ensure the private sector is utilising existing and exploring opportunities for investments. The National Business Initiative facilitated the sessions to ensure cross-

learning from the four major associations in the leading countries that focus on addressing climate change through the support of the private sector (Kenya, Egypt, Nigeria, and South Africa)

- SIB-K participated in the stakeholder's engagement meeting on implementing the proposed Extended Producer Responsibility (EPR) Regulations. The meeting was hosted in partnership with WWF-Kenya and the Ministry of Environment. During the meeting, a roadmap towards lobbying the members of parliament to pass the sustainable waste management Bill, which anchors the EPR. The meeting also provided a platform to highlight key challenges towards implementing EPR regulations and how stakeholders can work together to address the challenges and successfully implement the EPR once in operation.
- Sustainable Inclusive Business Kenya participated in the United Nations Environment Assembly (UNEA), which served as a perfect platform to showcase progress made in policy and legislative development, best practices, and sharing success stories from business leaders, which serves as a big boost for the awareness on the transition of Kenya in Circular economy specifically plastics.
- As part of the Kenya Plastics Pact engagement, SIB-K participated in the Global Research & Innovation in Plastics Sustainability as a panellist in the virtual conference on innovation opportunities for innovators to reduce plastic packaging pollution in emerging economies.
- To accelerate the country's efforts to attain the 10% tree cover, SIB-K led the mobilisation of private sector contributions in partnership with NETFUND, Ministry of Environment and Forestry, Kenya Association of Manufacturers, Kenya Forest Service and Kenya Forest Research Institute (KEFRI). Through these efforts, a total of Ksh. 64,615,000 in financial support, Ksh 121,126,360 in-kind support, and adoption of 26,012,000 ha of forest were committed by 27th May 2022 during the launch of the 2 billion trees campaign by the private sector during a presidential roundtable hosted by President H.E Uhuru Kenyatta at Statehouse Nairobi.
- SIB-K participated in the inaugural climate action conference and exposition in Eldoret town, Uasin Gishu County. The participants took part in a tree planting exercise at Kaptagat forest, Elgeyo Marakwet County where 500 trees were planted as part of the ongoing initiative by ELDOWAS and partners to protect the Kaptagat forest catchment ecosystem.
- Sustainable Inclusive Business participated in the Sustainable Seas Trust (a Non-Profit Organisation that supports and connects communities across Africa to create awareness about ocean conservation) Conference in South Africa.
- SIB-K participated in the Engagement of Private Sector and Financial Actors in Agrobiodiversity and Agroecology Actions Meeting, which led to the development of the terms of reference for establishing the private sector and markets thematic working group was developed. The thematic working group is set to ensure private sector engagement and support in promoting agrobiodiversity and agroecology.



*Sustainable Inclusive Business Project Director Mr Ebenezer Amadi speaking during the Nairobi Startup Week breakfast meeting on June 30, 2022*

## RESOURCE MOBILISATION

- A concept submitted to USAID was approved, and a capacity assessment was conducted. SIB-K received the green light to develop a full proposal worth **\$150,000**. This will leverage SIB-K's work to support the transition from a linear to a circular economy.
- A concept was submitted to the SMEP Program to enhance sustainable manufacturing in fish farming with a value of **GBP 442,200**. The consortium comprises Victory Farms, Rootzone Africa Ltd, and Biogas International.
- A truncated concept proposal was shared with TMEA to support the communication component of the Green Hub proposal to facilitate increased awareness of laws and regulations to enhance compliance by the private sector. The project value is **\$140,000**

## E. COMMUNITY OUTREACH/PARTNERSHIPS & NETWORKS

### 1) PAMOJA TUUNGANE INITIATIVE

In response to the drought, the private sector launched a Rapid Response Initiative to raise resources to provide emergency assistance to the vulnerable population. The initiative dubbed Pamoja Tuungane mobilised resources through a collective effort to one account and distribution made from one central point.



*KEPSA leaders presenting a dummy cheque to the Deputy President H.E Rigathi Gachagua during the launch of the Pamoja Tuungane initiative in support of the government response to the drought situation in Kenya on October 31, 2022*

- The initiative raised in-kind donations valued at **KES. 344,132,209** and cash donations worth Kes. **203,206,548** from April-October 2022 towards providing relief to the vulnerable population in the ASAL counties through the repair of water infrastructure and food items distribution to various counties.
- The initiative has since handed over the exercise of continued fundraising to the new National Steering committee on Drought response.
- Kepsa foundation will form partnerships with local and international foundation to escalate community projects

## **2) POLICE STATION IMPROVEMENT PROGRAM (POSIP)**

The objective of POSIP is enhancing investment in community security and police welfare through public private partnerships, POSIP will bring together the government, businesses and communities to work together to rehabilitate police stations in order to provide a conducive environment for the police officers to undertake their duties.

- POSIP put in place a national steering committee that shall support, coordinate and mainstream the program as part of a National program partnering with the National Police service.
- Identified the strategic focus based on three pillars



- i. Physical Infrastructure i.e. ensuring that the work and living environment for police officers is secure, clean, decent and well maintained
  - ii. Police Social welfare
  - iii. Community Policing and security
- Developed sub-committees based on the pillars and Terms of Reference to facilitate implementation of the project
  - Identified 6 pilot police stations to work with. These include Yala, Makueni, Buruburu, Karen, and Kilimani Police stations for the POSIP program.

### **3) KEPSA SOCIAL NETWORK**

Aims to encourage the creation of a forum for social interaction among KEPSA members to enable them to reap the benefits of social interactions amongst peers and colleagues.

### **4) THE NAIROBI FORUM**

The Nairobi Forum is an umbrella initiative under KEPSA Foundation that seeks to influence initiatives towards enabling Nairobi to become the number one city to live, work and invest in Africa, rising to be at par with other world class cities. It aims to bring people (the community) who are interested in enhancing the city together while giving those already undertaking activities to better the city a platform to collaborate, leverage and synergize. It will work with the community to create initiatives that don't exist, endorse and amplify those that exist and replicate the good ones.

The Nairobi Forum is an umbrella initiative under KEPSA Foundation that is driving the inclusive Nairobi transformation agenda to make Nairobi the number one city to live, work and invest in Africa

On 29<sup>th</sup> October 2022, the Forum held the Nairobi Peace Parade and several awards were given the following categories: Environment Award, Safety and Security, City Planning Mobility and Access Award, Health and well-being and Leadership & change.



*The Nairobi Forum Chair Ms Emma Miloyo presenting awards to the winners of the Nairobi Forum Awards held during the Nairobi Peace Parade on October 29, 2022*

## 10. KEPSA PROJECTS

KEPSA has been working with different partners to support small and medium enterprises (SME) as highlighted below:

### a. SME Accelerator Program

Since March 2022, KEPSA has been implementing SME accelerator program with funding support from the Embassy of Ireland to support women and youth in business to participate in a more target-specific accelerator program which encompassed of 10 training and mentorship sessions implemented in cohorts of three month each. While the program was targeting 200 SMEs in 4 cohorts, we were able to reach 209 businesses as per the breakdown provided in the table below:

Cohort	Theme Name	Cohort Deliverables	Implementation Period	No. of Beneficiaries
1	Accessing markets for your business growth	Marketing, Export and Social Media Strategies	March to May	50
2	Accessing new business horizons through effective technology adoption	ICT needs analysis and CT strategy	June to August	42

3	Investor readiness	Business plans, Financial projections, Pitch decks and deal rooms	August to October	63
4	Operations and compliance for business success	Budgets and Financial statement review and analysis	September to November	54
<b>Total</b>				<b>209</b>




Ambasáid na hÉireann  
Embassy of Ireland



# SMEs Accelerator Program

**COHORT 1  
Applications  
NOW OPEN**

Deadline: 27th Feb 2022

This program is specially designed to support SMEs upscale their businesses quickly. It will include an intensive coaching program, to bolster current strategies and accelerate the SMEs' growth helping them pivot to new markets.

**The program will also promote SMEs to access suitable financial products by linking them with various financial instruments.**

**COHORTS:**

- a) Cohort 1: (Feb to April) Accessing markets for your business growth locally and exports.
- b) Cohort 2: (May to July) Accessing new business horizons through effective technology adoption.
- c) Cohort 3: (Aug to Oct) Is your business ripe for investors?
- d) Cohort 4: (Sep to Nov) Business operations and compliance for business success.

Each cohort will have 50 SMEs and will run for 3 months. Participation is FREE of charge.

To apply, please visit: <https://kepsa.or.ke/smes-opportunities/>



 +254 720 340949 | +254 735 999979
  [msme@kepsa.or.ke](mailto:msme@kepsa.or.ke)

## b. Capacity Building initiatives


- Grow your business program through a partnership with African Management Institute (AMI) – On 7<sup>th</sup> November 2022, KEPSA signed a collaboration agreement with AMI and has commenced mobilisation of 700 SMEs who will be supported from January 2023 in pursuing their growth goals and build their people and



processes for success while testing the effectiveness of learning programs.

 African Management Institute

# GROW YOUR BUSINESS PROGRAMME



This programme is designed to support your business, pursue your growth goals and build the people and processes for success, while testing the effectiveness of learning programmes for SMEs.

As the programme is part of a research project there will be two groups of applicants:



1. **THE TREATMENT GROUP** - Entails a 6-month business growth learning programme
2. **THE CONTROL GROUP** - Entails the growth learning programme but this group will be prequalified to join AMI's Growth Network

## ELIGIBILITY CRITERIA

1. Business in operation for more than 1 year
2. Generated between Ksh 1 million – KSH 50 million in revenue in the financial year
3. The business has a minimum of 2 full-time employees
4. Internet enabled business or is willing to personally spend on internet connection costs
5. Performance oriented and willing to share key business performance data

Fully sponsored program, Duration: 6 months ( 2-3 hrs classes conducted only once a month)

**APPLY VIA:**  
<https://kepsa.or.ke/smeshub/grow-your-business-programme>

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- Technical Assistance for Agriculture SMEs through a partnership with Aceli Africa – In June 2022, KEPSA signed an agreement with Aceli Africa which has seen 28 SMEs enrolled for a six months technical assistance program. The program which commenced on 01<sup>st</sup> September 2022 aims to strengthen the financial management

capacity of agricultural SMEs so they can qualify for and manage the financing after which they will be linked to a loan guarantee scheme.





## Technical Assistance for Agricultural SMEs

**TARGET GROUP FOR THE PROGRAMS:**  
SMEs in all Agriculture sector value chain including producers, processors, input suppliers, exporters, etc.

### PROGRAMS ON OFFER

- 1. Agribusiness Survive & Thrive Program**
  - For SMEs with annual revenues of US \$50,000 (Ksh. 5M) - \$250,000 (Ksh. 25M)
  - Virtual training program consisting of 7 phases delivered over 7 months
  - Participation for eligible applicants will be free of charge
- 2. Growth & Investment Program**
  - For SMEs with annual revenues of US \$150,000 (Ksh. 15M) - \$500,000 (Ksh. 50M)
  - Virtual training program consisting of 5 modules delivered over 5 months
  - Participation for eligible applicants will be free of charge
- 3. Business Consulting Support**
  - For SMEs with annual revenues of US \$400,000 (Ksh. 40M) - \$5,000,000 (Ksh. 500M)
  - Aceli Africa will contribute upto a maximum of US \$15,000 (Ksh. 1.5M) of the agreed budget

To apply, please visit: <https://kepsa.or.ke/smes-opportunities/>

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## GOVERNANCE AND LEADERSHIP

KEPSA through Governance and Leadership Board Committee continues to support members through different activities as follows:



## 2. Alternative Dispute Resolution

KEPSA and Nairobi Centre for International Arbitration (NCIA) signed a Memorandum of Understanding (MoU) on **27<sup>th</sup> September 2022**. The MoU seeks to provide a general framework to govern cooperation between KEPSA and NCIA, towards promoting sensitization of Mediation as an alternative dispute resolution mechanism in resolving commercial disputes; leverage on NCIA Mediation Centre infrastructure where private mediations will be conducted; and the creation of a fast-tracked mechanism where the Private Mediation Settlement Agreements reached NCIA will be recognized and enforced by the courts, in light of the Court-Annexed Mediation Rules, 2022.



*KEPSA CEO Ms Carole Kariuki (third) and Nairobi Centre for International Arbitration (NCIA) CEO/Registrar Mr Lawrence M. Ngugi (fourth) pose for a photo with other representatives after signing a Memorandum of Understanding (MoU) on September 27, 2022*

As part of the implementation of the MOU, KEPSA in partnership with the Nairobi Centre for International Arbitration (NCIA) and ICC Kenya, had a sensitization breakfast meeting with the private sector on ADR on 29<sup>th</sup> November 2022 at the Sarova Panafric Hotel aimed at taking through KEPSA members the different ADR mechanisms available in Kenya and unveil the scope of the MoU between the two organisations to increase uptake of ADR.

A call to register for private sector KEPSA Mediators and Arbitrators was sent out to KEPSA Members in mid-October with a final call sent on **03rd November 2022**. Over 180 registrations have so far been received to be included private sector Mediators and Arbitrators' database.

## 3. Sensitization and Capacity-Building Webinars and meetings

The following governance and leadership webinars and meetings were held:

- KEPSA-Blue Company Webinar on Good Governance and Anti-Corruption

held on 17<sup>th</sup> October 2022 during the Global Ethics Week;

- KEPSA-Judiciary Webinar on Commercial Justice: Role of The Judiciary in Facilitating an Enabling Business Environment, held on 03<sup>rd</sup> November 2022;
- KEPSA-BRS Capacity Building and Sensitization Webinar on Insolvency Law: Pre-Insolvency Moratorium and Corporate Insolvency Procedures, held on 06<sup>th</sup> October 2022;
- KEPSA-BRS Capacity Building and Sensitization Webinar on Movable Property Security Rights (MPSR) and Company Law, held on 27<sup>th</sup> October 2022; and
- KEPSA-BRS/Office of the Data Protection Commission (ODPC) Capacity Building Session for the KEPSA SME Accelerator Program, held on 09<sup>th</sup> November 2022.
- KEPSA participated in a one-day Roundtable on the value of good governance in attracting capital by public and private health sector representatives at Strathmore Business School on 14<sup>th</sup> July 2022. Key outcomes of the Roundtable focused on enhanced governance for stronger health systems and better health outcomes.

#### **4. Operationalization of the Bribery Act, 2016**

The Bribery Guidelines and Regulations, 2021 were revoked by the Office of the Attorney General and new ones were published on 27<sup>th</sup> May and 03<sup>rd</sup> June 2022, respectively. This implies that the Bribery Regulations and Guidelines 2021 ceased being in force. The 2022 Bribery Regulations and Guidelines are now in force.

The simplified versions of the Bribery Act, 2016, the Bribery Act, Regulations, Bribery Guidelines 2022 (consolidated into a single document for purposes and ease of understanding) and a one-page quick guide on the three legal documents have also been developed with the support from Centre for International Private Enterprise (CIPE). The updated summary of the Bribery Act, 2016, Regulations and Guidelines are being designed and packaged before dissemination to members, then a sensitization and awareness workshop will be held thereafter.



## APPENDIX 1: KEPSA MEMBERS 2022

KEPSA MEMBERS - 2022	
Business Membership Organizations	
1	Agricultural Employers' Association
2	Agrochemicals Association of Kenya
3	American Chamber of Commerce Kenya
4	Association of Consulting Engineers of Kenya
5	Association of Gaming Operators
6	Association of Kenya Feed Manufacturers
7	Association of Kenya Insurers
8	Association of women in Energy and Extractives in Kenya
9	British Chambers of Commerce Kenya
10	Business Ireland Kenya Association
11	Car Importers Association of Kenya
12	Chartered Institute of Arbitrators (Kenya Branch)
13	Delegation of German Industry & Commerce in Kenya
14	Domain Registrars Association of Kenya
15	East African Private Equity & Venture Capital Association
16	East African Tea Trade Association
17	Electricity Sector Association of Kenya
18	Environment Institute of Kenya
19	European Business Council
20	Event Managers Association of Kenya
21	Federation of Kenya Employers
22	Federation of Public Transport Sector
23	Geothermal Association of Kenya
24	Institute of Certified Public Accountants of Kenya
25	Institute of Certified Public Secretaries of Kenya
26	Institution of Surveyors of Kenya
27	Institution of Engineers of Kenya
28	Japan External Trade Organization
29	Kenya Association of Air Operators
30	Kenya Association of International Schools

31	Kenya Association of Manufacturers
32	Kenya Association of Travel Agents
33	Kenya Association of Women Business Owners
34	Kenya Association of Women in Tourism
35	Kenya Bankers Association
36	Kenya Forex & Remittance Association
37	Kenya Healthcare Federation
38	Kenya Institute of Supplies Management
39	Kenya International Freight & Warehousing Association
40	Kenya Oil & Gas Association
41	Kenya Private Schools Association
42	Kenya Property Developers Association
43	Kenya Renewable Energy Association
44	Kenya Ships Agents Association
45	Kenya Tea Growers Association
46	Kenya Tourism Federation
47	Kenya Transporters Association of Kenya
48	Kenya Water Industry Association
49	Kenya Women Teachers Association
50	Leasing Association of Kenya
51	Marketing Society of Kenya
52	Medical Technology Industry Association of Kenya
53	National Association of Private Universities of Kenya
54	Oil & Gas Contractors Association of Kenya
55	Organization of Women in International Trade
56	Petroleum Outlets Association of Kenya
57	Protective Security Industry Association
58	Public relations society of Kenya
59	Retail Traders Association of Kenya
60	Safaricom Dealers Association
61	Seed Traders Association of Kenya
62	SME Founders Association
63	Technology Service Providers Association of Kenya
64	The Architectural Association of Kenya

65	The Chartered Institute of Arbitrators (K)
66	The Kenya Association of Pharmaceutical Industry
67	The Kenya Flower Council
68	The Law Society of Kenya
69	The SME Support Centre Limited
70	Town & County Planners Association of Kenya
71	United Business Association
72	Water Service Providers Association
73	Women in Business Community Network
<b>Corporate Organisations</b>	
1	Actis Africa Limited
2	Adept Technologies Limited
3	Africa Health Business Limited
4	Africa Practice East Africa Limited
5	Agence Ushauri
6	Agri Experience Limited
7	AIG Kenya Limited
8	Akiira Geothermal Limited
9	Alfluence International Limited
10	All for cars International Limited
11	All Stars Mtumba Kenya Limited
12	Alternatives Africa Limited
13	Amazon Web Services
14	AMG Realtors Limited
15	Amitruck Limited
16	Anchor Marketing Limited
17	Apec Consortium Limited
18	App 4 jobs Limited
19	APT Commodities
20	Arati and Company Advocates
21	Arc Africa Limited
22	Artroid Design World Arts
23	Asal Frontiers Limited

24	Associated Battery Manufacturers East Africa Limited
25	Astral Aviation Limited
26	ATC Kenya Operations Limited
27	AvoGreen Supplies Limited
28	B.Braun Medical (K) Limited
29	B2B Africa Limited
30	Bamburi Cement Limited
31	Base Titanium Limited
32	BASF East Africa Limited
33	Bata Shoe Company PLC
34	Bayer East Africa
35	BCG Consulting Group Limited
36	Bedi Investments Limited
37	Benchmark Distributors Limited
38	Bidco Africa Limited
39	Biogas Power Holdings (EA) Limited
40	Bioliff Water Technologies Limited
41	Blackberry House Limited
42	BOC Kenya Limited
43	Bollore Africa Logistics (K) Limited
44	Bolt Support Kenya Limited
45	Bridge International Academies Limited
46	Bridotty Group Limited
47	Bright Vision Media Limited
48	British American Tobacco Plc
49	Brookside Dairy Limited
50	Bumblebee Sports and fitness Limited
51	Burn Manufacturing USA LLC
52	Card Group East Africa Ltd
53	Carepay Limited
54	Centum Investment Company Limited
55	Cerberrus Engineering Limited
56	Chandaria Industries Limited
57	Chawang Engineering Enterprises Limited



58	Citadel Africa Family Business
59	Citibank N.A Kenya
60	City Drop Ventures
61	CKL Africa Limited
62	CMA CGM Kenya Limited
63	Coca Cola East & Central Africa
64	Coffee Brothers Limited
65	Control Risks East Africa Limited
66	Corprisk Africa Limited
67	Corprisk International Limited
68	CPF Group
69	Crown Solutions Limited
70	Dalberg Global Development Advisors
71	Dallas Technoprises
72	Dance Unite Africa
73	Daproim Africa Limited
74	Darda Taxyridders Limited
75	Davis & Shirliff Limited
76	Decapoli Engineering
77	Dee & Dee Royal Limited
78	Deloitte Limited
79	Dessra Ventures Limited
80	DHL Worldwide Express Kenya Limited
81	Diamond Engineering Company Limited
82	Dorion Associates
83	Doshi & Company (Hardware) Limited
84	Dow Chemical East Africa
85	East African Breweries Limited
86	Easy Duka Limited
87	E-Cart Services Limited
88	Ecoener Ingenieria Kenya Limited
89	Edu Plus Africa Limited
90	Elecster Kenya Limited
91	Elgon Kenya Limited

92	Eliko Investments Limited
93	Elimu Digital Media Limited
94	Eminence Global PR Firm Limited
95	Emma's Knoll Logistics & supplies Limited
96	Emobilis Technology Academy
97	E-Moto Limited
98	Empire Feeds Limited
99	English Press Limited
100	Errands Guy Eplatform Limited
101	Eselle Group Company Limited
102	ESRI Eastern Africa
103	Essikip Limited
104	Express Communications Company Limited
105	Facebook
106	FAPCL Group Limited
107	Farm Africa Limited
108	Fashion Eden
109	Firstfin Africa Direct Limited
110	Flamingo Horticulture Kenya Limited
111	Flomsa Limited
112	Fortescue Future Industries Kenya Limited
113	Fourth Generation Capital Limited
114	Freight Forwarders Kenya Limited
115	French Society of Kenya
116	Frontier Investment Management Africa Limited
117	G4S Kenya Limited
118	G-Ajiri Fiedtechs Limited
119	Galana Oil Kenya Limited
120	Ganatra Plant & Equipment Limited
121	Gatsby Africa
122	GE East Africa Services Limited
123	Genex Consulting Limited
124	Genie Telkom
125	Gennis Consulting Limited

126	Gerivia Advocates LLP
127	Gertrudes' Children's Hospital
128	Global and Rapid services
129	Global Forensic Services Limited
130	Global Standards Certification Limited
131	Globeleq Kenya Asset Management Limited
132	GlovoApp Kenya Limited
133	Godel Limited
134	Good Testimony Junior School Limited
135	Google Kenya Limited
136	Grain Industries Limited
137	Grant Thornton Consulting Limited
138	Growthpad Digital Consulting
139	Halal Premier International
140	Healthy U Two Thousand Limited
141	Hiventy Africa Limited
142	HMG Works Limited
143	Hospitality Systems Consultants Limited
144	Hudson Agencies
145	IBM East Africa Limited
146	Ideal Appliances Limited
147	Image Registrars Limited
148	Impax Business Solutions
149	Incentro Africa
150	Institute of Public Finance
151	Intercity Secure Homes Limited
152	Interintel Technologies Limited
153	Intermatt Limited
154	Invhestia Africa Limited
155	Ipsos Limited
156	Ison Xperiences Kenya Limited
157	Isuzu East Africa
158	Jamii Telecommunications Limited
159	Jawabu Interiors

160	JC solutions Limited
161	Jijenge Credit Limited
162	JNO Advocates LLP
163	Jobsikaz Afrique Limited
164	johnson & johnson middle east fz-llc
165	Jooqwah Limited
166	Juza Africa Limited
167	kaleidoscope Consultants
168	Keekapu Grocers Limited
169	Kenbright Holdings Limited
170	Kenchic Limited
171	Kengas Logistics Limited
172	Kenya Climate Innovation Center
173	Kenya Commerce Exchange Service (KENEX)
174	Kenya Development Corporation
175	Kenya Kazi services Limited
176	Kenya Pipeline Company Limited
177	Kenya Power & Lighting Company
178	Kenya Tea Packers Limited
179	Kenya Wine Agencies Limited
180	Kerry Kenya Limited
181	Kijani Green Limited
182	Kiptinness & Odhiambo Associates
183	Klen Gas Suppliers
184	KOKO Networks Limited
185	Komaza Forestry Limited
186	Konza Technopolis Development
187	KPMG Kenya
188	KTDA Management Limited
189	Larsen and Toubro Limited
190	Lawyers Hub Kenya
191	Leapfrog Advisory Limited
192	Liaison Group (I.B) Limited
193	Light for the World



194	Lineplast Group Limited
195	Liquid Telecommunication Kenya
196	Little Einsteins East Africa
197	Liyana Traders Limited
198	Longitude Finance
199	Lori Systems Limited
200	LPC Global Logistics Limited
201	LRMG Proprietary Limited
202	Lukenya High School Limited
203	Mabati Rolling Mills Limited
204	Mars Wrigley and confectionery
205	Marubeni Corporation
206	Mbuni Artifacts Exporters & Importers
207	Medilink Lab & Surgical Limited
208	Melvin Marsh International Limited
209	Merican Limited
210	Meridiam SAS Ethiopia Branch
211	Millennial Speak Limited
212	Milly Glassworks Limited
213	Milush Enterprise Limited
214	Mini Me Kids
215	MK Light Africa Right Limited
216	M-KOPA Kenya Limited
217	Moringa School Limited
218	MW& Company Advocates LLP
219	Mwembe and Mwembe Associates
220	Myfugo Innovation Limited
221	Nairobi Bottlers Limited
222	Nairobi Institute of Technology
223	Nairobi Securities Exchange
224	Namanga Kids Zone
225	Nation Media Group
226	Natra Tech E.A Ltd
227	NCBA Bank Kenya Plc

228	Nemsi Holdings Limited
229	Netcore Links Limited
230	Nexton Limited
231	Norkan Beauty Boutique
232	Nouveta Limited
233	Nurse in Hand
234	Nutri You Farm & Shop Ltd
235	Nyambok & Company Investments Limited
236	Oakar Services Limited
237	OBG Company Limited
238	OCP Kenya Limited
239	Ogilvy Public Relations
240	Oliver K Limited
241	One Acre Fund
242	One Health Limited
243	One Sky Garden Limited
244	OpenBusiness Africa Limited
245	Optiven Limited
246	Oracle Corporation Systems Kenya
247	Origen Fresh EPZ Limited
248	Osho Chemical Industries Limited
249	Panafrican Equipment Kenya Limited
250	Paytree Group Limited
251	Peach Technologies Limited
252	Pearltek Kenya Limited
253	Pick-A-lot
254	PKF Kenya
255	Planon Solutions Limited
256	POA Internet Kenya Limited
257	Polucon Services Kenya Limited
258	Ponea Health Limited
259	Pricewaterhouse Coopers Limited
260	Prideinn Hotels & Investment Limited
261	Primavera Farms Limited

262	Priori Technologies Limited
263	Procter & Gamble Distribution East Africa Limited
264	PTG Limited
265	Ravenswood Limited
266	Rentworks East Africa Limited
267	Rescue Integrated Initiative Limited
268	Rift Valley Highway Limited
269	Riley Falcon Securities Limited
270	Ronalds Limited Liability Partnership
271	Royal Flora Holland Kenya Limited
272	Royal Tots Daycare and Nursery Kiembeni Limited
273	RSM Eastern Africa LLP
274	Rubis Energy Kenya Public Limited Company
275	Safaricom Limited
276	Saillon Pharma Limited
277	Sanergy Limited
278	SAP East Africa
279	Sarai Afrique Limited
280	Sarova Hotels Limited
281	Sayani Investments Limited
282	Schneider Electric (K) Limited
283	Scope and Impact Limited
284	Senaca East Africa Limited
285	Sensei Institute of Technology Limited
286	Separ International
287	Sewe International Limited
288	SGS Kenya Limited
289	Shammah International Agency Limited
290	Shartlon Security and private Investigation Services Company Ltd
291	Sheth Naturals Limited
292	ShopIT Limited
293	Silikon Consulting Group Limited
294	Simba Corporation Limited

295	Skiqa Group Limited
296	SNDBX International
297	Snetor East Africa Limited
298	SOJITZ East Africa
299	Sokowatch Limited
300	Solid Link International Limited
301	Songa Capital Limited
302	South-End Tech Limited
303	Sowitec Kenya Limited
304	Space & Style Limited
305	Spart Freight Logistics Limited
306	Spearhead Africa Limited
307	Spurking Holdings Limited
308	St Bakhita School Limited
309	Stanbic Bank
310	Standard Chartered Bank Kenya Limited
311	Star Beam Ventures Limited
312	Starture Enterprises Limited
313	STIHL East Africa Limited
314	Strauss Strong Group Limited
315	SUADEO Technologies Limited
316	Sunculture Kenya Limited
317	Sunripe (1976) Limited
318	Sunvine Africa Limited
319	Tactive Consulting Group Limited
320	Tamokwe Agency Limited
321	Tata Chemicals Magadi Limited
322	Tech Innovators Network Think Tank Limited
323	Telenor Services Limited
324	Telesky Limited
325	Tetra Pak Limited
326	The Alternative Accommodation Network
327	The Karen Hospital
328	Tibu Health Limited



329	Tira Studio
330	Tokoyasu Solutions Limited
331	Torrent East Africa Limited
332	Trinity Energy
333	Trinity Magnolia Printers
334	Trulink Solutions Limited
335	Tunga Tunga Hcrafts
336	Uber Kenya Limited
337	Ultravetis East Africa Limited
338	Unicorn Valley Technologies
339	Unilever Kenya Limited
340	Upfield Kenya Limited
341	Urembo Hub Limited
342	Uwezo Wetu Foundation
343	Van Woustraat Limited
344	Vantage Homes Limited
345	Vegemark Limited
346	Veggie Ville Limited
347	Venturelift Africa Limited
348	Victory Farms Limited
349	Vintage Baby Kenya Limited
350	VISA International Service Association
351	VitalRay Health Solutions
352	Viva Africa Consulting LLP
353	Vivo Energy Kenya Limited
354	Wanderlust Diaries Limited
355	Waste Electrical and Electronic Equipment Centre (WEEE Centre)
356	Wells Fargo Limited
357	Wellwise Healthcare Solutions Limited
358	Western seed Company Limited
359	Westminister Trade & Tax LLP
360	Winnie's Pure Health Products Limited
361	WISEe Cooperative Society Limited

362	Woolworths (K) PTY LTD
363	Work Experience and Mentorship Academy Limited
364	Zandaux Kenya Limited
365	Zawadi Brand Solutions Limited
366	Zenka Digital Limited