



TWO DECADES OF
PARTNERSHIPS & PUBLIC PRIVATE DIALOGUE
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KEPSA 2024 ACHIEVEMENTS

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01. INTRODUCTION



The Kenya Private Sector Alliance (KEPSA) is the apex body for the private sector in Kenya. KEPSA brings together local and foreign business associations, federations, chambers of commerce, professional bodies that are sectoral umbrella bodies and individual sectoral business membership organizations, corporates, from multinationals to large and medium sized companies, SMEs, and start-ups from all sectors of the economy, across all parts of the country. This gives KEPSA a reach of over 2 million businesses directly and indirectly.

KEPSA also serves as the national focal point of the East Africa Business Council (EABC), the umbrella body of businesses in East Africa. It hosts the International Chamber of Commerce (ICC) Kenya Chapter, a member of the ICC with a reach of over 45 million businesses globally. KEPSA coordinates businesses to speak with one voice and engage local and foreign governments, development partners, and other stakeholders on cross-cutting policies, laws, and regulations for private sector development. It allows sectoral business organizations to engage in sectoral issues.

Additionally, KEPSA runs projects for the private sector and the country's socioeconomic development, such as youth and jobs and climate change initiatives. It does this by being the focal point for all stakeholders to reach businesses in a coordinated manner. Through the projects, KEPSA supports business development with opportunities for training and capacity building, networking, financial linkages, mentorships and coaching, access to markets, value chain enhancement, and investment opportunities with partners worldwide.

Its social arm, KEPSA Foundation's, mandate is to strengthen socio-economic transformation by engaging private sector members in social projects, ensuring its expertise and resources are utilized for impactful interventions in the community and with stakeholders. The Foundation coordinates businesses' engagement with the government, development partners, and other stakeholders on social issues that address the environment and vulnerable communities as well as issues of governance under the five priority areas, namely: Fostering Governance and National Value System; Empowerment of Women, Youth, Persons with Disabilities & Childcare; Community Climate Action and Sustainability; Community Outreach and Partnerships; and Knowledge Institute and Think Tank.

02. KEPSA 2024 STRATEGIC FOCUS

In 2024, KEPSA progressed with the six (6) pillars identified in 2023 (KEPSA **Business Strategy 2023-2027**) focusing on **improving Kenya's Global Competitiveness** by 2027. These pillars include:

1. **Public Private Dialogue:** focused on improving business environment and global competitiveness through engagements with the National, Sub-national, Multilateral, Bilateral, Regional & International institutions
2. **Policy & Thought Leadership:** Focused on the 5 key export competitiveness drivers (**Cost of Raw Materials | Utilities | Productivity | Logistics | Finance**); White Paper on Export-oriented growth model; Data mining & analytics, archiving; Sectoral Analyses and Briefs
3. **Consultancy & Technical Services:** Focused on consulting; Member Trainings; Market & Investment Preparedness; Business & Market Intelligence; Project Profiling and Bankability; Business Ethics
4. **Members' Lounge:** focused on Membership Engagement, Deal Rooms & Linkages, Networking, Events, B2Bs, Exclusive Benefits, Membership Retention; Refresh Value Proposition; BMO Development
5. **KEPSA Global/International:** Focused on Deepening Global presence and Economic Diplomacy in key market destinations in Africa, North America, Europe, Asia etc. Establishing Partnerships with regional, international & multilateral institutions and business apex bodies
6. **Programs/Projects:** Focused on Implementation of private sector projects & programs. Development and maintenance of partnerships

KEPSA's overarching goal of improving Kenya's global competitiveness by 2027 will be achieved through; *Effective Governance & Visionary Leadership, Results-Driven Management, Membership Growth & Retention, Strong Sector Boards, Technology & Innovation Driven* as well as *Financial Sustainability*.

03. 2024 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 organized 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 2024.

- | | | | |
|---|---------------------------------------------------------|----|--------------------------------------------|
| 1 | Education | 9 | Transport |
| 2 | Energy and Petroleum | 10 | Trade and Industrialization |
| 3 | Environment, Water and Natural Resources | 11 | Security |
| 4 | Health | 12 | Sports, Youth Affairs and Creative Economy |
| 5 | ICT and Digital Economy | 13 | Agriculture, Livestock & Fisheries |
| 6 | Lands, Physical Planning, Housing and Urban Development | | |
| 7 | Mining and Blue Economy | | |
| 8 | Public Finance | | |

The following are the various PPD Platforms:

1. Presidential RoundTable (PRT)
2. Ministerial Stakeholder Forums (MSFs)
3. Speaker’s Roundtable with the Senate
4. Speaker’s Roundtable with the National Assembly
5. Sector Board Engagements
6. Engagement with key state agencies
7. Regional Engagements

Summary of PPD Engagements in 2024

PPD Forum	Number of meetings
Presidential RoundTable (PRT)	3
Ministerial Stakeholder Forums (MSFs)	4
Speaker’s Roundtable with the Senate	1
Speaker’s Roundtable with the National Assembly	1
Chief Justice RoundTable	1
Sector Board Engagements	41
Engagement with key state agencies	30
Regional Engagements	1
TOTAL	82

Legislative Agenda

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.



KEPSA has experienced a mutually beneficial partnership and received substantial support from Parliament, facilitated by the capable guidance of both the Speaker of the National Assembly and the Speaker of the Senate. We anticipate a productive and collaborative engagement throughout the tenure of the 13th Parliament.

The following laws were enacted in 2024 with KEPSA's input and participation:

	LAW ENACTED	IMPACT ON THE PRIVATE SECTOR
1.	Affordable Housing Act, 2024 [Date of assent: March 19th, 2024]	The Affordable Housing Programme significantly transforms the private sector by offering investment opportunities, fostering Public-Private partnerships, and driving the demand for local manufacturing. The active and continued engagement of the private sector through supportive policies and regulations is expected to be crucial to achieving the ambitious housing targets set by the Kenyan government.
2.	County Licensing (Uniform Procedures) Act, 2024 [Date of assent: June 28th, 2024]	There are varied procedures in the forty-seven county governments for applying for licenses, which has harmed the ease of doing business in the counties. Establishing uniform licensing procedures will ensure certainty in the process and ultimately encourage private-sector players to do business in the counties.
3.	Tax Laws (Amendment) Bill, 2024 [Date of assent: December 11th, 2024]	Increase the cost of doing business, particularly for SMEs, through adjustments in tax rates or the

		introduction of new taxes, which may strain cash flows and profitability. However, clarifications in tax structures and simplified procedures present an opportunity for businesses to achieve greater compliance predictability, potentially fostering a stable operating environment if implemented collaboratively.
4.	Tax Procedures (Amendment) Bill, 2024 [Date of assent: December 11th, 2024]	Introduces stricter enforcement measures and digital tax administration systems, which will demand businesses to strengthen compliance mechanisms and invest in technology, especially SMEs. These changes could enhance revenue collection but impose administrative and financial burdens. Additionally, targeting the informal sector for inclusion in the tax base may spur formalization.
5.	Business Laws (Amendment) Bill, 2024 [Date of assent: December 11th, 2024]	Aims to ease doing business through reforms such as streamlined registration and improved legal frameworks, reducing red tape and enhancing Kenya's attractiveness for investment. However, increased corporate governance and compliance requirements could raise operational costs for businesses.

Legislations: -

Some of the key Bills and or Regulations, that KEPSA engaged in public participation and subsequent submission of written memoranda and or oral submissions are as below:

1. The County Licensing (Uniform Procedures) Bill, 2022
2. The draft Investment Promotion and Facilitation Bill, 2023 [now 2024]
3. Regulations Under the Private Security Regulations Act No. 13 Of 2016: Private Security (Procedure for the Appointment of Members of the Board) Regulations, 2024, Private Security (General) Regulations 2024, Private Security (Fidelity Fund Operations) Regulations, 2024, and Private Security (Use of Animals in Private Security Services) Regulations, 2024
4. The Capital Markets (Public Offers, Listings and Disclosures) Regulations, 2023
5. Mining (Amendment) Bill, 2023
6. The Local Content Bill, 2023
7. The Finance Bill, 2024
8. The Startup Bill, 2022
9. The Competition (Amendment) Bill, 2024
10. National Disaster Risk Management Bill, 2023
11. Strategic Goods Control Bill, 2024
12. National Transport and Safety Authority (Amendment) Bill, 2024

13. Public Participation Bill, 2024
14. Critical Infrastructure Protection Bill, 2024
15. Constitution of Kenya (Amendment) (No. 2) Bill, 2024
16. Input on Proposals on Legislative Reforms for Improvement of the Current Economic Situation
17. Input on Possible Areas for Amendments to the Public Procurement and Asset Disposal Act, 2015, and the Public Procurement Asset Disposal Act (Amendment) Bill, 2024
18. Input on the National Investment Strategy for Kenya
19. Input on Legislative and Policy Reforms for Advancing Consumer Protection, Investments, Trade, and Manufacturing
20. Validation of the Green Supplement to the National Implementation Strategy of the AfCFTA
21. Horticultural Crops Authority Bill, 2024
22. Proposals for Legislative Business Reforms and Business Laws (Amendment) Bill, 2024
23. Tax Laws (Amendment) Bill, 2024 and Tax Procedures (Amendment) Bill, 2024

Regulations: -

KEPSA consistently advocated for the enactment of:

1. Regulations under the Affordable Housing Act, 2024;
2. Climate Change (Carbon Markets) Regulations, 2024
3. The 2024 Regulations under the Social Health Insurance Act, 2023;
4. The 2024 Regulations under the Private Security Regulation Act, 2016;
5. The Capital Markets (Public Offers, Listings and Disclosures) Regulations, 2023;

01.1 SECTOR BOARD ACHIEVEMENTS

a. Security

Engagements held in the Year

- (3) meetings with the Ministry of Interior and National Administration
- (10) Sector Board meetings in 2024
- (2) meetings with the Data Protection Commissioner
- (1) Meeting with the Director, National Counter Terrorism Center
- (3) Webinars on Protection of Critical National Infrastructure, Disaster Risk Management and the Strategic Goods Control Bill.
- (1) meeting with the National Disaster Operations Center (NDOC)



Achievements

1. KEPSA through The National Counter Terrorism Center (NCTC) trained over 3100 private sector members on counter terrorism. One of the objectives of the MOU includes training KEPSA members on Counter Terrorism as well as penetration testing in the respective physical locations.
2. The Sector Board gave input towards the Draft Private Security Regulatory Authority Regulations, which improves oversight, accountability and professionalism in the sector.
3. The Sector Board held a webinar on the strategic goods control Bill, 2024 which is an ACT of Parliament to provide for the control of trade in strategic goods, technology and related services, to prevent the proliferation of nuclear, chemical or biological weapons and their means of delivery, and for connected purposes.
4. The Sector Board held a webinar on the protection of critical infrastructure to create awareness of the need to protect key infrastructure networks, utilities and transportation systems essential to maintaining society.
5. Sector Board members met with the National Disaster Operations Center (NDOC). The purpose of the meeting was to come up with a contingency plan amid the recent disasters and critical infrastructure caused because of the peaceful protests witnessed in the country, the session resulted in both parties agreeing on the need to Fastrack the enactment of the Disaster Risk Management Bill and the Critical Infrastructure Bill respectively.
6. The Sector Board forged a new partnership with the International Code of Conduct Association towards the strengthening of civil society engagement within the private security sector governance and promote international humanitarian law and human rights compliance in Kenya.
7. KEPSA through the Security Sector Board advocated for (7) Security companies which had their licenses revoked because of non-compliance and as a result, all (7) Security companies got their licenses reinstated and can resume their daily operations.
8. KEPSA was nominated as Outstanding Security Performance Awards (OSPA) judge which saw several members take home awards most notably; Senaca East Africa and Base Titanium in their respective categories.

b. Information Communication and Technology (ICT)



Engagements held in the Year

- (3) Sector Board meetings in 2024.
- Meeting ICT Ministry Directors on the Digital Superhighway
- Held an Artificial Intelligence (AI) townhall meeting on the Kenya AI strategy.
- Meeting with ICT Authority
- Ministerial Stakeholders Forum (MSF) with Ministry of ICT and Digital Economy

Achievements

1. The ICT Sector Board held a Ministerial Stakeholders Forum (MSF) with the Ministry of ICT and Digital Economy to explore how to enhance the partnership between the private sector and government to ensure that government initiatives are implemented to create the expected impact.
2. KEPSA through the Office of the Data Protection Officer (ODPC) trained a total of 199 KEPSA members on Data Protection as well as their role as both Data Processor and Data handlers.
3. A total of 199 KEPSA members were issued with certificates after their training on Data Protection.
4. The KEPSA ICT Sector Board held its first ever Artificial Intelligence (AI) townhall meeting focusing on the Kenya AI strategy. The primary objectives of these engagements are to foster inclusive dialogue and gather diverse perspectives on the AI strategy; increase public awareness and understanding of AI and its implications; and ensure that the strategy reflects the needs and aspirations of various stakeholders, including local communities across the digital divide - from women, youths, persons with disability and any other marginalized groups.
5. The ICT Sector Board submitted a written memorandum towards the Start-up Bill 2022 proposing amendments to provisions on the standards and guidelines regulating startups. The Bill seeks to provide a framework to encourage growth and sustainable technological development, new entrepreneurship employment; create a more favorable environment for innovation; attract Kenyan talents and capital; and for connected purpose.

c. Lands, Physical Planning, Housing and Urban Development

Engagements held in the Year

- (11) sector board meetings in 2024
- (1) meeting with Food and Agriculture Organization (FAO)
- Engaged with the Registrar of the Environment and Land Court (ELC) in Kenya



Achievements

1. The Sector Board provided input towards the National Rating Bill, 2022 via a written memorandum to recommend harmonization of the imposition and collection of property rates by local authorities.
2. The Sector Board developed a curriculum for the training Environment and Land Court (ELC) Judges. The Curriculum will ensure that a total of 53 judges and 45 research officers is trained to enhance judicial capacity and ensure long term impact on Environmental justice.
3. The Sector Board engaged with the registrar of Environmental and land court, to address issues of backlog in land cases in the court and hence a proposal for capacity building on technical issues on the built environment.

d. Energy and Petroleum Sector Board

In the year 2024, the sector board engaged as follows;

- Eleven (11) Sector Board Meetings
- One (1) Engagement with State Department of Energy
- One (1) Engagement with Ministry of East African Community (EAC), the ASALs and Regional Development

Achievements

- I. KEPSA participated in the COSSOP Study II stakeholder engagement. The purpose of the study is to review the existing supply chain system and processes to identify and quantify costs while seeking ways to enhance efficiency. The study presented an opportunity for transporters and other players

within the sector to address pertinent sectoral issues and develop a sustainable way forward, ensuring both businesses sustainability and consumer protection.

- II. The Sector Board participated in the call for Legal and Policy Reforms by MITI which aimed at addressing legislative measures that hinder business growth and a competitive environment. Some of the issues raised include;
- The need to implement the County Licensing (Uniform Procedures), 2022
 - The need to review the East Africa Community (Vehicle Load) Act, 2016 to cater for petroleum transporters who carry live load.
 - The need to address the level of commercial losses incurred by KPLC of about 13%, which ultimately contributes to the high cost of electricity.



- III. The Sector Board submitted a memorandum on the Local Content Bill, 2023 which seeks to provide a framework for the development and adoption of local content through ownership, control and financing of activities connected with the exploitation of gas, oil and other hydrocarbon resources. The private sector position mainly highlighted; The need to protect the private sector operations by ensuring quality of goods and services whilst fostering the uptake and continuity of local personnel.
- IV. The Sector Board developed a position paper addressing the ongoing challenge of unreliable electricity supply in the country, stemming from the indefinite PPA moratorium imposed by the National Assembly (NA). The paper advocates for the release of the NA's inquiry cost report and the immediate lifting of the moratorium. In light of the finalization of the 2023-2027 LCPDP, there is an urgent need to expand capacity in Kenya to ensure security of supply in the energy sector.
- V. The Sector Board in partnership with the Nairobi Securities Exchange (NSE) capacity-built 30 members on the potential opportunities available for their businesses in the capital market. The engagement highlighted key opportunities for the private sector in access to green financing and other technical resources as well as unbundled the misconceptions in the public stock market that are hinderances to business onboarding.
- VI. The Sector Board visited the Kenya Airways facility in Embakasi with the goal of strengthening member-to-member partnerships and gaining insights into their operations, particularly their

sustainability practices. Notable were the sustainability practices employed through the innovation hub, pyro-diesel plant and the development of a fly-net zero program that incorporates biofuels and Sustainable Aviation Fuels. Additionally, a collaboration on a tax compliance sensitization workshop was agreed upon for MSMEs and a follow up of the air-transportation implementation plan under the Kenya Energy Transition & Investment Plan 2023.

- VII. The Sector Board visited the Petrocity Fuel Depot in Konza City. The visit gave members an exclusive tour of the facility, learning more about the daily operations and establishing potential partnership areas that would lead to the realization of an enabling business environment within the petroleum sector.
- VIII. The Sector Board participated in the South-South Technical Cooperation (SSTC) between Kenya and Indonesia. The SSTC served as a benchmarking session for Kenyan investors to enhance the development of renewable energy in Kenya; particularly geothermal to support the net zero emission target of Kenya.
- IX. KEPSA held an engagement with the PS EAC, Mr. Abdi Fidhow. The engagement ensured strengthened private sector participation in the ongoing open electricity market discussions within the EAC region, given the dynamic policy space within the power generation sub-sector.
- X. The Sector Board met with Sen. William Kisang, the Vice Chairperson of the Senate Energy Committee and Sen. Rtd. Justice Madzayo, Senator Kilifi County. Discussed were challenges that hinder energy-related businesses and investments within counties, as well as potential energy investment opportunities in Kilifi County.
- XI. The Sector Board engaged with the State Department of Energy to discuss potential areas of partnership that would upscale the sector. A partnership in the development of the energy policy and in lobbying for the lifting of the PPA Moratorium was established.

e. Education

The sector board engaged as follows;

- Two (2) sector board meetings
- One (1) engagement with Commission for University Education
- One (1) engagement with Presidential Working Party on Education Reforms Implementation Committee (PWPERIC)
- One (1) engagement with NITA

Achievements

- I. Following the appointment of the Implementation Committee on the Presidential Working Party on Education Reforms (PWPER), the Sector Board worked provided input on the 12 fronted bills, gave additional legislative proposals that would reform and shape Kenya's Education Sector. Some of the proposals centered on adoption of the Recognition of Prior Learning given the current curriculum and revision of the Data Protection Act, to accommodate learning institutions. This would not only improve employability and career progression but also enhance compliance and ease of doing business in learning institutions.



- II. The Sector Board has been instrumental in advocating for the development and launch of the Recognition of Prior Learning Policy which was officially launched in March 2024. Currently, the sector is actively pushing for the policy's implementation to ensure that individuals with informal or non-formal skills can receive certification and recognition, boosting employability professional growth.
- III. The Sector Board actively engaged in the finalization of the Dual TVET and National Work-Based Learning policies. These policies aim to formalize the dual education system, integrating classroom learning with work-based experience, aligning with the sector's objective of strengthening industry-academia linkages, ultimately enhancing student job readiness and expand employment opportunities.
- IV. The Sector Board participated in a transformative five-day workshop, bringing together Kenya and Nigeria to explore Sector Skills Councils and Recognition of Prior Learning (RPL). The workshop addressed key aspects of work-based learning and competency assessment systems, from legal and institutional frameworks to practical implementation strategies. As the education system seeks to advance the Sector Skills Committee, the Dual TVET Model and champion RPL, benchmarking with other nations is crucial for guiding the establishment and execution of these frameworks. Other visited nations include Somaliland, Senegal and Sierra Leone.
- V. The SB Co-hosted the 26th Nairobi International Education Fair with Express Communications-Improved advocacy on Recognition of Prior Learning (RPL) to ensure equitable access to educational opportunities.
- VI. KEPSA held a meeting with Kenya National Qualifications Authority (KNQA) Director General, Dr. Alice Kande, to address key challenges in the implementation of Recognition of Prior Learning (RPL). The discussion focused on streamlining the implementation framework, particularly clarifying the roles of stakeholders such as the Teachers Service Commission (TSC) and others, to ensure efficient and coordinated operations.

- VII. The sector board participated in a Chancellor's meeting hosted by the University of Nairobi Chancellor, where the role of Chancellors in universities was discussed. As a way forward, it was agreed that Chancellors should act as thought leaders on campuses by introducing projects and programs aligned with emerging trends and global developments, to enhance institutional relevance and competitiveness.
- VIII. The Sector Board is setting up a Skills Advisory Committee that would act as a bridge between industry and academia, to enhance participation of the industry in skills development and ensure the alignment of curricula to the current market needs. The Committee would further provide insights into the labour market gaps, facilitate mapping of industry players in various sectors and review the legislation to ensure a continuously enabling environment.
- IX. In light of the current focus on the green economy, the Sector Board held a meeting with NITA to discuss a collaborative partnership in developing a Plastic Recycling Curriculum for Kenya. This initiative aligns with the national goal of reducing plastic waste while also providing opportunities for students to gain skills that foster self-employment in the recycling sector.
- X. The Sector Board is actively contributing to the development of TVET Trainers' Continuing Professional Development (CPD) Standards, which establish a framework for continuously upskilling trainers to meet evolving industry demands and deliver high-quality education. In light of the dynamic global landscape, ongoing capacity building for TVET trainers is essential to ensure that curricula stay current with emerging technologies and global trends
- XI. The Sector Board held its 5th Education Retreat from October 16th to 18th, 2024, under the theme 'Positioning Kenya as an Education Hub.' The retreat focused on identifying opportunities within KEPSA and the broader policy and legislative landscape that the private sector can leverage to drive growth and overcome challenges in the education sector. Additionally, the Sector Board hosted the Presidential Working Party on Education Reforms Implementation Committee, providing a platform for the private sector to influence policy and legislation addressing barriers to sectoral growth.
- XII. KEPSA met with the Public Investments Parliamentary Committee on Governance & Education to explain the acceleration of student learning in private universities. The aim of the engagement was to facilitate the resolution of outstanding payments owed by the government to private universities.

f. Health

The sector board engaged as follows;

- Three (3) engagements with Ministry of Health
- Five (5) engagements with the Social Health Authority

Key Achievements

- I. The Sector Board held several engagements with the Social Health Authority Committee, to provide input on the Social Health Authority Contract Proposals to ensure sustainability amongst healthcare providers. The private sector proposals mainly advocated for the revision of the various tariff provisions to enhance quality and access in the healthcare services as well as business sustainability.
- II. The health sector board hosted 5 webinars, that address emerging issues within the sector, providing members with up-to-date insights and appraisals on relevant topics. They include:

- Exploring Social Health Authority on July 30, 2024
 - Unlocking held Opportunities for Kenyan Entrepreneurs held on August 27, 2024
 - Private Health Sector in Devolution held on August 12, 2024
 - MPOX: what you need to know held on August 22, 2024
 - Social Health Act Training
- III. The Health Sector Board participated in a Stakeholder engagement convened by the Social Health Authority on the Social Health Authority Benefit Package and Tariffs. The workshop focused on understanding the healthcare providers empanelment process, procurement of services and contracting to ensure the establishment of sustainable and private sector inclusive benefit packages and tariffs.
- IV. To enhance local manufacturing in the health sector, KHF submitted a briefing document to PS Medical Services Mr. Harry Kimitai, highlighting measures that would bolster local manufacturing of health products. Notable were;
- The need to develop regulations under the Public Procurement and Asset Disposal Act, 2015 that support the preferential treatment of Local Manufacturers, as well as the strict adherence to the 60-day payment timelines in the Act by KEMSA and all other public institutions.
 - Zero rating of all Primary and Secondary packaging material for local manufacturing Health Products and Technologies (HPTs) which currently attract up to 35% excise duty.
 - Implementation of Virtual Economic Zones which would allow Local manufacturers of HPTs to access the rights and privileges of the SEZs without incurring the risk and cost of business relocation.
- V. The health sector board met with the Health CS, Dr. Deborah Barasa to discuss the private sector's role in Universal Health Coverage. Key areas that were discussed include;
- Social Health Insurance Fund (SHIF) Rollout
 - Consistent MSFs with the private sector
 - Measures that would upscale Local Manufacturing in the health sector
 - Health Governance
- VI. Following the doctor's strike, the Health Sector Board actively participated in the 6-month Presidentially appointed Healthcare workforce taskforce. The taskforce identified the legal, policy, and administrative challenges hindering human resource management in the health sector and proposed necessary reforms to address these issues.

g. Mining, Blue Economy and Maritime Affairs

The sector board engaged as follows;

- Four (4) sector board meetings
- One (1) engagement with the State Department for Mining

Achievements

- 1) KEPSA held 2 engagements with the Advisor & Envoy to the Office of the President, Ambassador Nancy Karigithu. The engagements are as follows;
 - A webinar that created awareness on the opportunities in the Blue Economy and Maritime Affairs space to private sector members. The mentioned opportunities cut across the education, energy,

ICT and transport sectors and include; the adoption of a maritime curriculum, incorporation of green hydrogen as a cleaner fuel and in the establishment of a Kenyan Shipping Line.

- A meeting in partnership with the Education Sector Board that explored partnership areas within the 'Adopt a Ship' Project. The aim of the project is to create awareness on the career opportunities at sea for students at the Basic and Secondary Education Levels.
- 2) To facilitate meaningful interaction and discourse with government and various stakeholders, the Sector Board developed a matrix of priority areas comprising essential issues/ opportunities and proposed solutions. This framework will serve as a reference point for the Sector's ongoing efforts to establish a conducive business environment.
 - 3) The Sector Board held an engagement with the Directors within the State Department of Mining. The meeting established potential areas of partnerships as well as addressed certain sectoral issues. The major issues addressed were; The Mining (Licensing and Permit) Regulations, 2023 that propose an increase in the application of licensing and permit fees by 100%, the delay in license issuance and the aerial survey report which hasn't been published yet which is necessary to attract investments.
 - 4) The Sector Board submitted a memorandum on the Mining (Amendment) Bill, 2023 which seeks to amend the Mining Act 2016 separating the implementation of the three key functions in the Act of policy formulation, administration and dispute resolution which are all currently vested in the Cabinet Secretary. The private sector position mainly focused on;
 - Easing the burden of the bureaucratic licensing processes to businesses and investors.
 - Providing clarity on the role of county governments in the mining process to avoid delays or implementation of ad-hoc rules.
 - The development of a fair fiscal package that will attract investments.
 - Providing a clear pathway for inclusion of Kenyan Citizens through incentives right from the exploration stages of the mining process.
 - 5) KEPSA participated in the Blue Economy Partners Forum hosted by the Canadian High Commission Specifically in the panel discussion themed, "Catalyzing Blue Economy activities in low-resourced communities through access to finance". The objective of the forum was to create an environment for Kenyan partners in the Blue economy sector to exchange knowledge, best practices and expertise.
 - 6) KEPSA successfully hosted a panel discussion at the Kilifi County Investment Conference, themed "Sustaining Blue Economy: Unlocking Kilifi's Coastal Potential." The session showcased sustainable practices driving economic growth in fisheries, marine conservation, and eco-tourism, while highlighting success stories, addressing challenges, and proposing innovative strategies for balancing development with environmental stewardship.

h. Agriculture, Livestock & Fisheries

Engagements in the year

- One (1) engagement with National Treasury and Planning (PETS, CRA)
- One (1) engagement with the Council of Governors (CoG)
- One (1) engagement with Kenya Revenue Authority (KRA)
- One (1) engagement with the Ministry of Industry, Trade, and Investment (MITI)



Achievements

1. Engaged in the consolidation of the legal framework for Cess and other market levies administration.
2. Collaborated in the consolidation of guidelines for the administration of Cess and other market levies.
3. Participated in the consolidation of the legal framework and guidelines for market levies.
4. Held meetings regarding the implementation of the eTIMs system.

04. KEPSA CONSULT, CIRCULAR ECONOMY AND CLIMATE CHANGE

The KEPSA Consult, Circular Economy and Climate Change Department has made significant strides over the course of 2024 in advancing the goals of promoting circular economy principles, mitigating and adapting to climate change, and driving green growth. Through a combination of technical support, climate reporting, capacity building, public policy advocacy, and international engagements, the department has contributed to the overarching goal of building a sustainable and resilient economy.

Major Achievements: in six key pillars of KEPSA Consult, Circular Economy and Climate Change:

(I) Technical Support for Adaptation, Mitigation, and Green Growth

Key Achievements:

- ⇒ GIZ Collaboration: Engaged with GIZ on expanding the Flood Assessment Report for the Private Sector, with the scope increasing to cover additional regions. The expanded study is set to bring in approximately KES 10 million in funding, which will be used to assess flood risks and enhance climate resilience.
- ⇒ Carbon Market Training: Facilitated carbon market training for over 50 KEPSA members, providing practical guidance on earning carbon credits and integrating sustainable practices into their business operations. This training has opened new pathways for carbon credit revenue generation and enhanced businesses' roles in climate mitigation.

- ⇒ Helped businesses implement green growth opportunities that contribute both environmentally and economically, particularly in sectors like energy, waste management, and agriculture.



(II) Climate Reporting and Sustainability

Key Achievements:

- ⇒ Carbon Market Training: As part of its commitment to transparency, KEPSA has helped businesses understand how to report carbon emissions and earn carbon credits. This initiative has empowered companies to better track and manage their environmental footprint.
- ⇒ Policy Contributions: Contributed to the Kenya Strategy for Development of Statistics and Green Jobs and Skills Strategy, supporting the inclusion of climate change metrics and sustainability indicators in national policy frameworks.
 - ⇒ KEPSA facilitated the processing of an invoice of \$9,999.60 from CCAP for consultancy services related to the New Plastics Economy in Kenya, which was credited to KEPSA's account. This payment directly contributed to the financial sustainability of the department.

(III) Capacity Building, Awareness, and Information Dissemination

Key Achievements:

- ⇒ Development and Launch of the Carbon Market Guidebook: A significant milestone in 2024 was the development and launch of the Carbon Market Guidebook in collaboration with the World Bank Group.
- ⇒ Held a carbon market training in collaboration with Eco-securities, which trained over 50 KEPSA members on how to leverage carbon markets to generate revenue from their businesses' sustainable practices.
- ⇒ Provided critical support to businesses and government institutions on green jobs, circular economy practices, and climate change adaptation.

⇒ KEPSA Consult's outreach efforts also involved active participation in regional and international events, including the Africa Climate Summit in November 2024, where the team represented KEPSA and successfully recruited new potential members.

(IV) Public Policy on Climate Change

Key Achievements:

⇒ Represented KEPSA at several high-level policy events, including the Kenya-Nordic diplomatic relations event, and Green Jobs workshops. These engagements have strengthened KEPSA's relationship with international partners, such as the Nordic countries, potentially paving the way for future climate-related partnerships.

⇒ KEPSA Consult also contributed to shaping national policy frameworks on climate change, green growth, and circular economy practices by advocating for policies that integrate sustainable development principles.

⇒ The department's work in promoting national climate policies has facilitated the inclusion of climate adaptation and mitigation strategies into Kenya's long-term development plans.

(V) Regional and International Engagements for Green Growth and Climate

Key Achievements:

⇒ Represented KEPSA at the Africa Climate Summit in 2024, where the team engaged with over 300 participants and successfully presented KEPSA's membership proposition, laying the groundwork for future collaborations.

⇒ Engaged with international organizations such as GIZ and CCAP to secure additional funding and expand the scope of key climate projects, such as the Flood Assessment Report for the Private Sector.

⇒ Worked closely with Nordic countries (Denmark, Finland, Norway, and Sweden), leveraging the Kenya-Nordic diplomatic relations event to explore future opportunities for collaboration in green growth and sustainability.

⇒ MOU with Eco-securities on Carbon Credits: A significant achievement in KEPSA's regional and international engagement efforts was the signing of a Memorandum of Understanding (MOU) with Eco-securities. This agreement will enable KEPSA members to actively engage in carbon credit trading.

(VI) KEPSA Consult - Proposals and Grants

Key Achievements:

⇒ Submitted a total of 25 consultancy proposals to key international partners. Out of which four have proved successful. The GIZ, CCAP, DFC and NITA proposals proving successful. These proposals focus on climate resilience and sustainability projects, contributing to increased project funding.

⇒ Secured KES 100,676.95 from the DFC Window 2 Project related to solar electronic waste recycling. This revenue, which will be credited to KEPSA, supports staff costs and ongoing sustainability projects.

- ⇒ The department successfully processed an invoice of \$9,999.60 from CCAP for its work on the New Plastics Economy in Kenya, a project that aligns with KEPSA's circular economy goals.
- ⇒ Collaborated with GIZ, which is expanding the scope of the Flood Assessment Report and increasing funding, potentially bringing in up to KES 10 million.

(VI) KEPSA at COP 29

KEPSA Consult was honoured to be represented at COP29 in Baku, where Burn Manufacturing, a KEPSA member, played a key role in advancing Kenya's climate action agenda. This global platform allowed KEPSA to demonstrate its commitment to climate resilience, green growth, and sustainable business practices.

Key Achievements:

- ⇒ Representation at COP29: KEPSA was represented by Burn Manufacturing, marking a significant milestone in the organization's climate action efforts. Burn Manufacturing also participated in the High-Level Side Event on November 16 at the Morocco Pavilion, which launched the Pan-African Private Sector Initiative for a Just Climate Transition.

Key COP29 updates:

At COP29, leaders advanced ambitious climate initiatives:

- ⇒ \$1 Trillion Climate Finance Target: Developing nations need \$1 trillion annually by 2030 to enhance climate resilience. This aligns with KEPSA's efforts to advocate for sustainable financial pathways in Kenya.
- ⇒ Adaptation Funding and Loss and Damage Fund: COP29 focused on improving resilience and support for vulnerable regions, aligning with KEPSA's goals for Kenyan businesses.
- ⇒ Carbon Markets: Article 6 of the Paris Agreement was central to discussions, with a focus on private investment in emissions trading. KEPSA's partnership with Eco-securities enhances its position in these global carbon market developments.
- ⇒ Innovative Finance: COP29 explored novel finance mechanisms, such as a solidarity levy on crypto transactions, to fund climate initiatives. KEPSA continues to explore these innovative funding approaches for green projects.
- ⇒ Global Leadership: Despite some challenges, including withdrawals from countries like Argentina and Papua New Guinea, and the absence of major leaders from the US, Brazil, and the EU, KEPSA's participation-maintained Kenya's visibility in key global climate discussions. This further solidified KEPSA's role in driving sustainable solutions.

05. POLICY AND THOUGHT LEADERSHIP

- Focusing on the Five (5) export competitiveness drivers (**Cost of Raw Materials | Utilities | Productivity | Logistics | Finance**), the Policy and Thought Leadership (PTL) Department has been instrumental in advancing KEPSA's mission in 2024: To realize an Enabling Business Environment that delivers Kenya's Global Competitiveness. Acting as the backbone for strategic advocacy, impactful public-private engagements, and data-driven insights, the department has played a central role in achieving this vision
- In 2024, PTL undertook a monumental workload, drafting and developing over 120 speeches, presentations, and discussion/panel guide notes for high-level local and international engagements. It also delivered quarterly market and research insights for KEPSA members, conducted sectoral analyses and briefs, and spearheaded data mining, analytics, and archiving efforts. Furthermore, the department conducted research to sustain KEPSA's financial resources, reinforcing its standing as Kenya's leading private-sector voice.
- This report highlights the department's key achievements and outlines its strategic priorities for the coming year. It underscores PTL's critical role in shaping Kenya's economic landscape by aligning public and private sector goals to foster sustainable growth and global competitiveness

Key Achievements

a) Effective Representation and Advocacy

- ⇒ The PTL Department has been at the forefront of KEPSA's advocacy efforts, ensuring its effective representation in critical national and international forums. Throughout 2024, the department supported KEPSA leadership by preparing insightful presentations, developing comprehensive reports, and drafting strategic speeches that highlighted the private sector's contributions to Kenya's economy.
- ⇒ In 2024, the PTL Department played a central role in driving KEPSA's advocacy and positioning Kenya as a competitive global and regional economic leader. Domestically, the department spearheaded discussions at the **Presidential Economic Forum Roundtables** held on 12th and 25th March at State House, Nairobi. These roundtables focused on enhancing Kenya's global competitiveness, where PTL delivered detailed presentations highlighting sectoral GDP contributions, employment potential, and actionable strategies to stimulate investment and economic growth. Additionally, the department actively engaged in the **Business Reforms Action Plan (BRAP) Task Force** and its joint sessions with the National Investment Council (NIC), harmonizing efforts to address critical private sector concerns.
- ⇒ PTL further supported KEPSA's leadership during the **6th KEPSA-Senate Speaker's Roundtable held in June at Mombasa**. This roundtable aimed to enhance county business environments to foster wealth creation and inclusive prosperity. The department also developed strategic engagement remarks for meetings with the **Central Bank of Kenya (CBK)** and contributed to key national discussions such as the **Draft Strategic Goods Control Bill 2024** Sensitization Workshop, PTL coordinated KEPSA's Annual SME Conference on 23rd August, drafting remarks for Hon. Wycliffe Oparanya, Cabinet Secretary for Cooperatives and MSMEs Development.
- ⇒ **Internationally**, PTL showcased Kenya's economic readiness and innovation-driven leadership at the *Italy-Africa Business-to-Business Dialogue* and the *Connected Africa Summit among others*.

These platforms emphasized Kenya's potential as a regional trade hub, with PTL championing sustainability, innovation, and trade integration under the African Continental Free Trade Area (AfCFTA).

- ⇒ The department played a significant role in landmark events, including the **KEPSA 20th Anniversary Celebration** on 10th December at KICC, where the first panel discussions focused on integrating climate finance and ESG for long-term business success. Similarly, at the **Kilifi County International Investment Conference (KCIIC)**, PTL developed responses on the discussions on innovative investment strategies under the theme "Governor's Investment Thought Leadership Town Hall." At the inaugural **KEPSA-County Economic Blocs Roundtable (CEBS)** on 27th November in Taita Taveta, the department facilitated dialogue on enhancing county competitiveness through public-private collaboration, emphasizing the critical role of public-private dialogue (PPD) in driving economic growth.
- ⇒ Beyond forums and conferences, PTL contributed extensively to KEPSA's thought leadership through publications in the **KEPSA Magazine** (Kenya Business Channel Magazine). Articles such as "Generational Diversity in Business," "The Rise of Digital Entrepreneurship Among Gen Z in Kenya," and "Unlocking Export Potential: Harnessing Opportunities Under AfCFTA" resonated with stakeholders. The department also authored significant sections of the **KEPSA Magazine** including the CEO's foreword and Chair's remarks under the theme "*Unleashing Global Competitiveness Through Innovative Business Strategies, and Generational Diversity in Business: The Rise of Digital Entrepreneurship Among Gen Z in Kenya*,".

These engagements and contributions demonstrate PTL's pivotal role in advancing KEPSA's advocacy agenda, fostering partnerships, and positioning Kenya as a global and regional leader in innovation, sustainability, and economic growth.

b) Data Management and Analytics

- ⇒ In 2024, data management emerged as a core focus for PTL, with significant progress made in expanding and enhancing KEPSA's macroeconomic repository and advancing the development of the KEPSA Data Portal.
- ⇒ The macroeconomic repository was consistently updated with critical business environment indicators such as inflation rates, employment trends, and trade balances. This ensured KEPSA members and stakeholders had access to reliable, real-time data to guide their decisions.
- ⇒ The KEPSA Data Portal project was a flagship initiative for the year. Collaborating with Safaricom, PTL finalized the User Requirement Specifications (URS), conducted technical discussions, and initiated prototype development. Once operational, the portal will integrate real-time data aggregation and dissemination, offering stakeholders unparalleled access to economic insights.
- ⇒ PTL also introduced efficiency in data collection by digitizing survey tools. This reduced operational costs, improved accuracy, and ensured that research findings were delivered promptly, strengthening KEPSA's evidence-based advocacy capabilities.

c) National Business Agenda IV (NBA IV)

- ⇒ One of the notable achievements of the Policy and Thought Leadership (PTL) Department in 2024 was its significant contribution to the development of the National Business Agenda IV (NBA IV). This strategic document outlines KEPSA's advocacy priorities for the period 2023 to 2027. NBA IV focuses on fostering a competitive business environment by addressing key cross-cutting issues such as

macroeconomic sustainability, labor productivity, and access to markets. It aligns with Kenya's Vision 2030, the African Union's Agenda 2063, and global Sustainable Development Goals (SDGs). This agenda serves as a guiding framework for KEPSA's engagement with the public and private sectors, ensuring a cohesive approach to driving Kenya's economic growth.

d) Public-Private Engagements

- ⇒ PTL excelled in fostering meaningful public-private collaborations, addressing critical policy challenges, and advocating for reforms to enhance Kenya's economic competitiveness.
- ⇒ The department's contributions to the Chief Justice Roundtable (CJRT) underscored the judiciary's role in creating an efficient dispute resolution system. By demonstrating the economic implications of judicial delays, PTL highlighted the need for judicial reforms to attract investment and boost business confidence.
- ⇒ The KEPSA-Senate and KEPSA-National Assembly Speaker's Roundtable further emphasized the department's influence in policy dialogues. PTL addressed challenges in county-level business environments, recommending the harmonization of licensing frameworks, the reduction of bureaucratic barriers, and the introduction of incentives for local and foreign investors.
- ⇒ Through its work on the KEPSA SME Conference and Awards, PTL showcased SME success stories and highlighted opportunities for digital transformation and global market integration. The department's emphasis on AfCFTA as a platform for expanding market access reinforced KEPSA's commitment to empowering small and medium enterprises.

e) Research and Surveys

- ⇒ Research formed the backbone of PTL's advocacy efforts in 2024, providing actionable insights to inform KEPSA's policy interventions and stakeholder engagements.
- ⇒ PTL have concluded a research study titled 'Assessing Market Demand, Investment Opportunities, and Policy Interventions to Promote Agro-Processing Industries in Kenya.' The study highlights key findings, strategic recommendations, and actionable insights to enhance the development and competitiveness of agro-processing industries in the country.
- ⇒ The Training Needs Assessment further identified capacity gaps among KEPSA members, paving the way for targeted professional development programs that address the evolving needs of the private sector.

f) KEPSA Member Value Proposition

- ⇒ PTL has successfully prepared the 2024 Market and Research Insights, which provide an in-depth analysis of current market trends, emerging opportunities, and actionable recommendations for members. These insights are designed to support members in making informed decisions and staying ahead in their respective industries.

06. KEPSA MEMBERSHIP

KEPSA, through the marketing and membership department, has made significant strides across multiple intervention areas aimed at realizing the department's set objectives. KEPSA has reconfigured the membership department and pulled together internal resources whereby management jointly participated in the recruitment and retention process. The board and leadership have also followed suit with provision of leads on membership recruitment and retention as well as partnership with KEPSA

Membership Retention

Renewals - During the year 2024, KEPSA had a target to retain 298 members (100%) but managed to retain 210 members (70.47%).

Summary

Breakdown	Q1	Q2	Q3
Total invoiced	298	298	298
Total paid	116	159	205
Processing Payment	60	44	5
Total (paid + Processing)	176 (59%)	206 (69%)	210 (70.47%)

Retention Strategy:

- ⇒ Revamping the public policy dialogue programs with in KEPSA to be more responsive than reactive to members issues
- ⇒ Hosting of several member focused networking events as well as encouraging membership regular participation
- ⇒ Effectively communicating membership benefits to members to enhance regular uptake of membership offerings by KEPSA
- ⇒ Effective onboarding of new members to enhance their membership experience with KEPSA
- ⇒ Establishment of a feedback mechanism to allow for continuous improvement in KEPSA's service delivery to its membership

New Members – KEPSA welcomed 46 new members as highlighted in the below table by membership category:

Category	New Members
BMOs	2
Platinum	3
Diamond	3
Gold	1
Silver	11
SME Tier 1	5
SME Tier 2	17
Start-Up	4
Total	46

Recruitment Strategy:

- ⇒ Enhanced participation in Networking Events, Conferences and EXPO's
- ⇒ Advertising towards the recruitment of new members
- ⇒ Disseminating proposals to potential members, Telemarketing, leveraging referrals as well as aggressively engaging potential and lapsed members through various forums.
- ⇒ Establishment of mutually beneficial partnerships of which enhance value to potential as well as existing members.
- ⇒ Enhanced marketing approach embraces emerging trends with a multi-channel approach such as cold marketing, digital marketing amongst other means to recruit members.

Income generated

- ⇒ KEPSA through membership subscriptions managed to realize an income of KSH 60,213,309 (82.18%) without VAT against an annual income target of KSH 75 Million. An additional KSH 9,028,432.00 was generated as VAT from membership income and an additional KSH 10,752,559.00 building levy.

Support to Business Membership Organizations (BMOs)

ICC KENYA

ICC Kenya's activities are organized through its active commissions, which serve as the policy-making bodies of the organization. These commissions play a pivotal role in shaping and guiding the initiatives and decisions of ICC Kenya. All the 4 commissions established have registered good success in hosting events and engaging with various stakeholders.

A) ADR AND ARBITRATION COMMISSION

The Arbitration and ADR Commission champions ICC's dispute resolution services in Kenya and leads in the training and capacity building of ADR practitioners in Kenya with the support of ICC's Arbitration Commission, ICC Institute of World Business Law and the Office of the Director of Arbitration and ADR for Africa.

The commission has had an eventful year, having delivered webinars, training programs, and partnerships. Some of these engagements include;

Events

8TH ICC Africa Conference on International Arbitration

This was the flagship event this year hosted under the leadership of the Arbitration and ADR Commission in conjunction with ICC HQ in May 2024. The conference, held from May 29 to May 31, 2024 at Emaru Ole Sereni, attracted 280 participants, both local and international, and was graced by distinguished figures, including Justice Ouko representing the Chief Justice and former Attorney Generals Prof. Githu Muigai and Senator Amos Wako. The highlight of the event was a panel discussion featuring Dr. James Mwangi, Group CEO of Equity Group, and Ms. Mary Ngechu, KEPSA Director and Managing Director of Lineplast Group and moderated by Ms. Claudia Salomon, President of the International Court of Arbitration. Following the event's success, ICC Kenya was granted the privilege of hosting the 9th ICC Africa Conference in May 2025.



Dr. James Mwangi, Ms. Claudia Salomon and Ms. Mary Ngechu during the fireside chat at the 8th ICC Africa Conference

The 8th ICC Africa Conference on International Arbitration provided a significant opportunity for delegates to engage with key industry leaders. Led by Claudia Salomon, President of the ICC International Court of Arbitration, the group had the privilege of meeting Dr. James Mwangi, CEO of Equity Group Holding Ltd, along with the Executive Leadership Team at Equity Bank's headquarters. During the meeting, they discussed various challenges, opportunities, and solutions related to risk mitigation and dispute resolution in the banking, finance and insurance sectors across Africa and globally with a focus on utilizing the ICC International Court of Arbitration.



ICC YAAF “FIRESIDE CHAT: SPORTS LAW IN INTERNATIONAL TRADE

ICC Kenya, in partnership with ICC YAAF, hosted a *"Fireside Chat: Sports Law in International and Domestic Arbitration,"* continuing the ICC YAAF Champions Centenary Series *"Passing the Baton."* The event brought together athletes, unions and legal representatives for a dynamic conversation on the current challenges and prospects of sports law in both international and domestic arbitration. Sincere gratitude to the distinguished panelists, John Ohaga SC CARb FCIArb, Aisha Abdallah, Dr. Kariuki Muigua Ph.D, Khayran Noor, and our exceptional moderator James Ngotho Kariuki LL.M, FCIArb, as well as our generous partners and sponsors: TripleOKLaw LLP, Kariuki Muigua Advocates, and ALN Academy.

The topic discussed during this session is of particular importance in the arbitration space, as sports law increasingly intersects with the global arbitration community. As the sports industry continues to grow, so do the legal complexities surrounding contracts, disputes, and governance. Arbitration has become a preferred mechanism for resolving disputes in this area due to its efficiency, neutrality and flexibility. In both international and domestic contexts, arbitration provides a forum where issues such as contractual breaches, doping allegations and player transfers can be resolved in a manner that is timely and fair, without the delays often associated with traditional court systems. This is crucial in maintaining the integrity of sports and ensuring that disputes do not disrupt the careers of athletes or the operations of sporting organizations. Furthermore, with the rise of digital platforms, arbitration in sports law is also evolving to address emerging challenges such as intellectual property rights and online gambling, making this dialogue even more pertinent in shaping the future of dispute resolution within the sports industry.

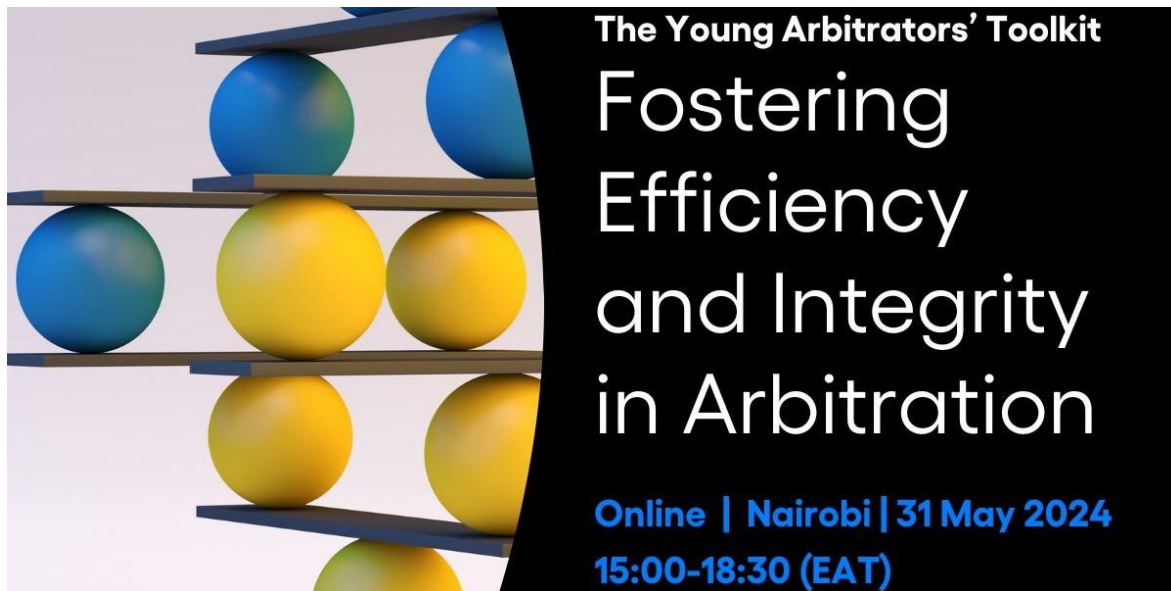


ICC YAAF Fireside Chat: John Ohaga SC Carb FCIArb, Aisha Abdallah, Dr. Kariuki Muigai Ph.D, Khayran Noor, James Ngotho LLM FCIArb and Wambui Muigai

ICC YAAF Africa “The Young Arbitrators Toolkit”

ICC YAAF Africa Chapter hosted an engaging event at Ole Sereni, titled *"The Young Arbitrators Toolkit: Fostering Integrity and Efficiency in Arbitration."* The event, designed to equip the next generation of

arbitration professionals with essential knowledge and skills, featured two insightful panels. The first, *Navigating Complex Arbitrations: Overcoming Jurisdiction and Multi-Party Hurdles*, delved into the challenges of jurisdictional issues and the complexities of managing multi-party disputes encouraging innovative solutions. The second panel, *Balancing Act: Transparency and Confidentiality in International Arbitration*, explored the critical balance between transparency and confidentiality, focusing on how to maintain fairness and trust within the arbitration process.



Vis MOOT Competition at the Strathmore University School of Law

ICC Kenya, in partnership with ICC YAAF and Strathmore University, hosted the annual Vis MOOT competition at the Strathmore University School of Law. The event aimed to train law students in handling and conducting mediation court cases, providing them with invaluable practical experience in international commercial arbitration. The Vis MOOT is an essential platform for students, as it allows them to engage with real-world legal issues, develop their advocacy skills and enhance their understanding of dispute resolution mechanisms in a global context. By participating in this prestigious competition, students not only gain exposure to the intricacies of arbitration but also strengthen their legal research, oral advocacy, and teamwork skills, which are crucial for their future careers in international law.

The Kenya Private Sector Alliance (KEPSA), in partnership with the Nairobi Centre for International Arbitration (NCIA), held an insightful online session focused on resolving commercial disputes through mediation. The session explored the potential of mediation as an efficient method for resolving disputes while preserving valuable business relationships. Attendees were provided with detailed insights into the mediation process, along with successful case studies. The event aimed to equip SMEs with the necessary tools and strategies to effectively address disputes, thereby promoting business growth and sustainability.

B) ENVIRONMENT AND ENERGY COMMISSION

The ICC Commission on Environment and Energy acts as the voice for business, representing the interests of ICC members in dialogues related to sustainability issues. The commission examines major

environmental and energy related policy issues of interest to businesses through business task forces and thematic groups. Main focus: ESG, Green Financing, Carbon Markets.

Events

ICC Kenya Business Summit

ICC Kenya through the Environment & Energy Commission collaborated with the Kuehne Foundation to host a high-level Business Summit in Nairobi, Kenya, on 2nd and 3rd October 2024 at The Fairmont Norfolk Hotel. The event brought together key stakeholders from international private sector organizations, government entities, academia, civil society, and global institutions to explore business opportunities in sustainable finance, energy transition, digital infrastructure, and environmental sustainability.

The Summit provided an exclusive platform for stakeholders to engage in meaningful dialogue and commit to fostering a climate-friendly environment. Panel sessions and business discussions covered a wide range of topics, including Business Sustainability Success Stories, Sustainable Finance, Renewable Energy Transition, Green Freight Systems, E-mobility & Infrastructure, Digital Infrastructure, ESG & Sustainability Reporting, Sustainable Agriculture, Carbon Credits Monetization, Circular Economy, Climate Resilience Humanitarian Initiatives, and Development Partners' Support & Financing. The event underscored the importance of collaboration and innovation in addressing global sustainability challenges. ICC Kenya was represented by Mr. Patrick Obath Chairman and board of directors: Mr. Samuel Nderitu, Mr. Kennedy Mutisya and Mr. Julius Opiyo.



ICC DRS Africa Business Talks

The ICC DRS Africa Business Talks, organized by the International Chamber of Commerce (ICC), play a crucial role in fostering dialogue and collaboration between business leaders, policymakers, and industry experts across Africa. These events provide an invaluable platform for addressing key issues affecting businesses, particularly small and medium-sized enterprises (SMEs), which form the backbone of many economies.

In partnership with the Kenya National Chamber of Commerce and ICC HQ, ICC Kenya hosted the tenth episode of the ICC DRS Africa Business Talks on 28 May in Nairobi, Kenya. The event focused on SMEs in Africa, beginning with a discussion on the ICC Centre of Entrepreneurship. This was followed by a

panel on how ESG (Environmental, Social, and Governance) can serve as an opportunity for SMEs growth. The event concluded with a keynote speech by ICC President, Claudia Salomon, who addressed the importance of enhancing cross-border trade through safe and efficient dispute resolution mechanisms.



World Environment Golf Tournament

In observance of World Environment Day, UNEP, in partnership with the ICC Kenya Environment and Energy Commission, held the World Environment Golf Tournament at Muthaiga Golf Club on June 5, 2024. The tournament aimed to generate interest, awareness and action for business environmental initiatives in Kenya. World Environment Day, the largest global platform for inspiring change on the climate crisis, encourages everyone to live sustainably and take action to restore our planet.



MSMEs Global Treaty on Plastic Pollution

ICC Kenya in partnership with ICC HQ had the pleasure of hosting the first in a series of regional dialogues aimed at integrating the voice of MSMEs into the UN process for developing a global treaty to end plastic pollution. The session provided an invaluable exchange on key issues relevant to MSMEs, focusing on how to create a treaty that is both effective and practical for businesses of all sizes and from all regions. Given that MSMEs represent 90% of businesses globally, it is crucial that their perspectives

are considered in shaping global rules that will support a transition to a circular economy for plastics and help end plastic pollution.

Integrating Micro, Small and Medium Enterprises (MSMEs) into the UN process for developing a global treaty to end plastic pollution is crucial for ensuring that the needs of businesses of all sizes are considered. MSMEs, which make up 90% of businesses worldwide, often face unique challenges in adopting sustainable practices but also play a key role in driving localized solutions to plastic pollution. Including their perspectives in the treaty development process ensures that the global framework is both effective in tackling plastic waste and practical for businesses to implement. This inclusive approach helps foster innovation and collaboration, empowering MSMEs to contribute to a circular economy while aligning with global sustainability goals.

Car & General Electric 3-Wheeler Launch

ICC Kenya attended the Car & General (C&G) Electric 3-Wheeler Launch in Nairobi, where C&G introduced the first locally assembled electric three-wheeler in Kenya and Africa. During the launch, two versions of the electric vehicles were unveiled: the Piaggio Ape E-City FX Max for the passenger segment and the Ape E-Xtra FX Max for cargo. These electric vehicles are expected to create more jobs, reduce the use of fossil fuels, lower greenhouse gas emissions, and provide optimum value for customers within the sector. ICC Kenya was represented by the chair of the Environment and Energy Commission, Mr. Julius Opiyo.



D) CUSTOMS AND TRADE COMMISSION

The Customs and Trade Facilitation Commission's mandate is to promote simplified customs and transport policies and procedures as well as other measures to facilitate International Trade. The commission provides input into the work of the World Trade Organization (WTO) in relation to the TFA

agreement and the World Customs Organization (WCO) on customs valuation, classification, trade facilitation and rules of origin. This year the commission worked closely with ICC HQ and collaborated with other organizations on various initiatives aimed at improving the environment for business globally.

Events

EU Deforestation Regulation (EUDR)

The ICC Kenya Customs and Trade Commission hosted a webinar focused on the EU Deforestation Regulation (EUDR), kicking off a series of sessions designed to build awareness about its far-reaching implications. The EUDR is a pivotal policy aimed at combating global deforestation by prohibiting the sale of products linked to deforestation or forest degradation within the European Union market.

Key sectors such as coffee, tea, timber and other agriculture-related industries are significantly impacted, as they are now required to demonstrate deforestation-free supply

07. PUBLIC RELATIONS & COMMUNICATIONS

The Communications department is dedicated to disseminating information through communication activities following KEPSA standards and consistently monitoring the public perception of the KEPSA brand. We achieved the following under our first objective: to amplify KEPSA's position as the private sector's voice in Kenya by promoting its public relations, corporate identity, and mission.

a) MEDIA & PUBLIC RELATIONS



On 19th June 2024, on the sidelines of the 20th KEPSA AGM, the department convened a press conference at the KEPSA offices in Two Rivers. 20 journalists representing 12 media houses were present. The conference allowed the KEPSA leadership to articulate the organization's strategy and focus for the year. We received favourable coverage from 12 publications across mainstream media in this particular convening. The following is the breakdown of the coverage for the year;

- **Events coverage and Press release**

In the past 11 months, we proactively filed 32 press releases with the media, resulting in favourable coverage across all media platforms. The KEPSA brand was prominently featured, with 70 mentions across various print media outlets, including 179 online publications, 46 items on Television, and 10 mentions on Radio.

- **Media Training**



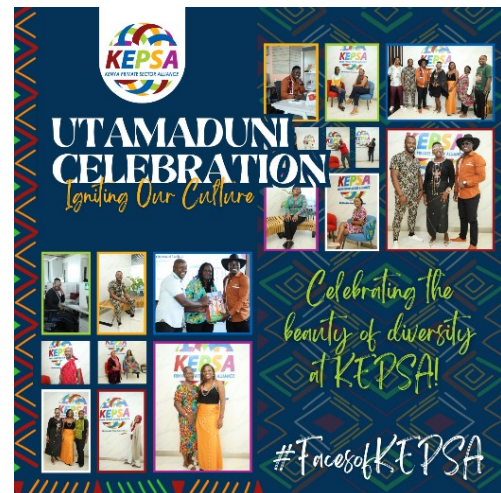
In November, Mr. Orlando Lyomu, the KEPSA PR and Communications Committee Chair, facilitated a media training session to inspire leadership confidence in engaging and interacting with the media. Key topics discussed ranged from understanding the contemporary Kenyan media landscape to enhancing communication skills for executive leaders and crisis management communication. The training was a significant step in our ongoing internal capacity-building efforts, as we endeavor to diligently serve our members and

contribute to Kenya's socio-economic development.

b) SOCIAL MEDIA

The department engaged KEPSA stakeholders and the public through the existing social media platforms to promote content about various activities, programs, and campaigns. During Customer Service Week, the department launched the #FacesofKEPSA campaign primarily to appreciate and recognize the team behind the services provided by the organization. This campaign aimed to share KEPSA staff members' stories, fun facts, and moments defining their human side. The campaign has since boosted KEPSA's social media metrics as follows;

In the last 11 months, the KEPSA X Page generated over 583,810 impressions, a 3.2% increase from last year's 565,700. X also gained 3,844 more followers. The Facebook Page posted a reach of 1,027,993, representing a 123.4% increase compared to last year's 427,963. The LinkedIn page gained 6,182 new followers. Our KEPSA WhatsApp channel currently stands at 1,340 followers. Our YouTube channel gained 337 new subscribers.

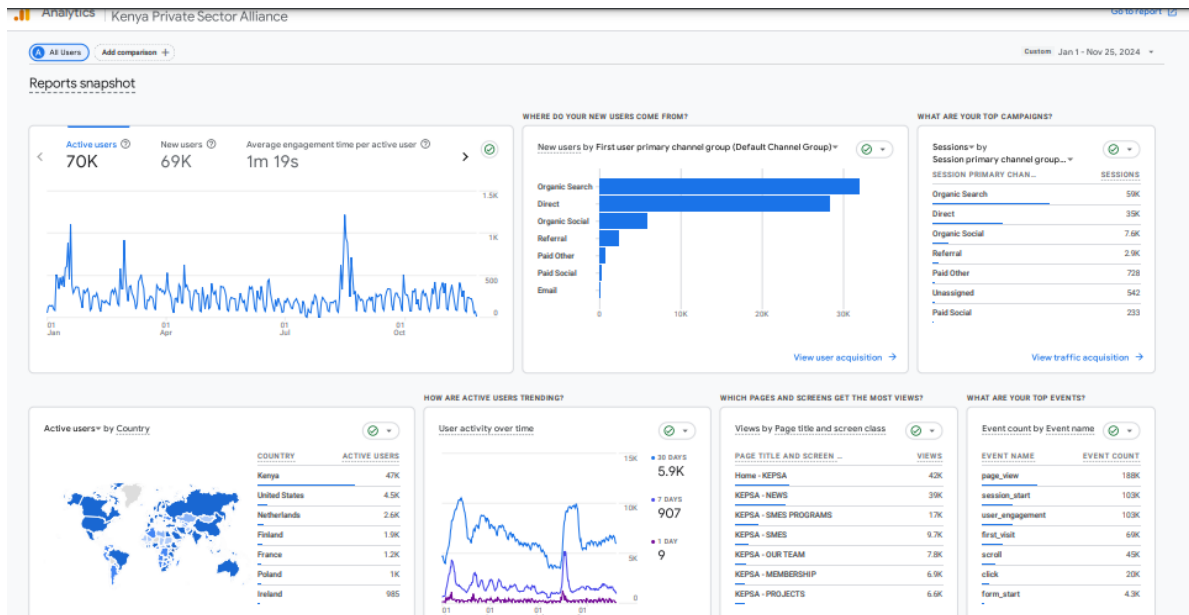


KEPSA WEBSITE

The Communications Department used hyperlinks strategically to redirect readers to the KEPSA website, a method designed to increase web traffic and user engagement. This approach leverages clickable links' psychological and practical ease, encouraging readers to explore the organization's offerings more deeply. The department strategically positioned the website as the central hub of information and engagement by embedding links in external communications, such as our activity posts, social media posts, documents, and press releases. The summary of the resultant metrics is as follows;

Key highlights include 70,000 active users, 69,000 of whom are new, and an average engagement time of 1 minute and 19 seconds per active user. Organic search was the primary traffic driver, contributing

59,000 users, followed by direct traffic with 35,000 users. The most visited pages included the home page and SME programs.



c) KEPSA MAGAZINE

The department is utilizing the quarterly KEPSA Magazine as one of its innovative fundraising platforms through the strategic use of advertisements and profile features. By offering businesses and individuals the opportunity to showcase their services, products, or personal achievements, the magazine has achieved a mutually beneficial arrangement and generated revenue for the organization.

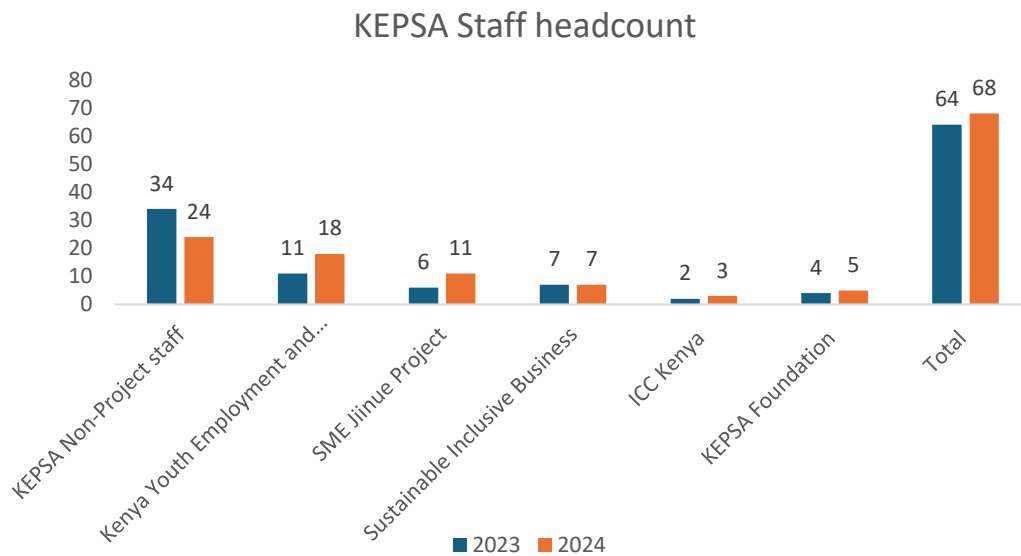
Advertise With Us!

We are delighted to share this call to advertise in the upcoming December edition of the Kenya Business Channel, a KEPSA Magazine Production. This edition will be under the theme "Export Potential Under AfCFTA: Leading Export Sectors to Unlock the Future of Trade for Businesses."

Contact us: communications@kepsa.or.ke
jwawira@kepsa.or.ke

09. ADMINISTRATION & HUMAN RESOURCE

This year, our primary focus was on staff learning and development, operational restructuring, and performance management to align with our strategic goals. The workforce grew from 64 to 68 members of staff in 2024, due to project-specific expertise as shown below.



We also introduced well-being and health programs, which significantly reduced sick leave and boosted productivity. In parallel, we developed a Human Resource Information System (HRIS) to improve efficiency and streamline data management.



#BreastCancerAwarenessMonth,-
KEPSA, in collaboration with Jubilee Health Insurance and facilitated by Antara Health, hosted a free medical camp.

⇒ As part of our ongoing commitment to enhancing our organizational culture, we embraced the Faces of KEPSA initiative. This initiative helps manage and elevate the image of our organization. Employees who excel in various initiatives are recognized and rewarded.



#Faces of KEPSA – Levi Injendi emerged the best dressed for the Utamaduni Day Celebration.

⇒ We also focused on creating a positive work environment where staff members are celebrated, valued, and appreciated. For example, we organized a Father's Day celebration, where the KEPSA family came together to share a cake and celebrate the occasion. These efforts have led to increased staff engagement and have positively impacted our organizational effectiveness.



10. KEPSA FOUNDATION

KEPSA Foundation Projects

KEPSA Foundation is the social arm of KEPSA Industry, the apex body for the private sector in Kenya. The Foundation is mandated to strengthen the socio-economic transformation by engaging private sector members in social projects, ensuring its expertise and resources are utilized for impactful interventions in the community and with stakeholders. It also coordinates businesses' engagement with the government, development partners, and other stakeholders on social issues that address the environment and vulnerable communities as well as issues of governance under the five priority areas, namely:

- (1) Fostering Governance and National Values System
- (2) Empowerment of Women, Youth, Persons with Disabilities & Childcare
- (3) Climate Change, Resilience & Sustainably
- (4) Community Outreach/Partnerships and Networks.
- (5) Knowledge Institute and Think Tank

A) FOSTERING GOVERNANCE AND NATIONAL VALUE SYSTEM

- (i) **Digital Economy Matrix initiative-** This project aimed at empowering private sector leadership in Digital Economic Transformation.



Achievements

- ⇒ Participated in the Development of Digital Economy Matrix Scorecard: KEPSA Foundation played a key role in the development of the digital economy matrix by providing technical input for the matrix design and the indexing scorecard. Additionally, KEPSA Foundation consolidated

the private sector insights to the scorecard and facilitated connections between the consultants and private sector players ensuring coherent and correctness of information.

- ⇒ Disseminated the Digital Economy Scorecard through Public Private Dialogue (PPD) Forums: KEPSA Foundation, in partnership with CIPE, hosted three Public-Private Dialogue forums that brought together government representatives, private sector and other stakeholders to create awareness and dissemination of the scorecard on milestones and progress related to the three critical areas of digital economy matrix. These discussions focused on the importance of tracking the key issues highlighted in CIPE's 2022 Policy Brief namely: Digital Skills, the Cost of Digitization, and Cybersecurity.

The forums highlighted the importance of tracking government commitments to digital economy transformation, emphasizing the need for a deeper understanding of how technology is shaping the economy. This approach aims to enhance government accountability in regard to progress on digital economy initiatives and the ICT masterplan. By monitoring these commitments, stakeholders can more effectively assess the impact of technology on the economy and ensure that government actions align with the goals of digital transformation.

The third PPD forum focused on transferring the responsibility of tracking the government's progress on its Digital Economy manifesto from CIPE to KEPSA Foundation. This handover marked the official transition of monitoring duties to KEPSA Foundation as part of the Project Sustainability Integration and Mainstreaming Advocacy Work, aimed at ensuring long-term impact.

- ⇒ Capacity Building Workshop. On November 7, 2024, KEPSA Foundation team took part in a one-day workshop organized by the CIPE and facilitated by Clerkmaster Consulting at the Holiday Inn Hotel in Nairobi. The workshop was designed to equip KEPSA Foundation team with the skills needed to track the government's progress in advancing Kenya's Digital Economy transformation.

- (ii) **Mkenya Daima Initiative** - Following the demonstrations occasioned by 'Generation Z' in June and July 2024 calling for major reforms in government administration, particularly targeting the Finance Bill 2024, KEPSA Foundation recognized the immediate need for interventions to address the prevailing situation, and was at the forefront to impress upon the government to open channels for dialogue and candid discussions on the issues raised by the citizen.

- KEPSA Foundation formed a steering committee which provided insights into the development of a Strategic Framework to help in achieving a transformative impact on the economic, governance, and social landscape in Kenya. The framework also aimed to address the concerns raised by Generation Z, working towards a more inclusive and sustainable future.

KEPSA Foundation further took part in the Yemen Business Forum organized by CIPE to provide a case study on the implementation of Economic recovery strategy for Yemen.

- (iii) **Implementation of Bribery Act 2016** – KEPSA Foundation is in the process of finalizing agreement with CIPE to partner in advocacy for the implementation of the Bribery Act 2016 within

the private sector. The second phase will aim at developing a private sector guideline for implementation of Bribery Laws among the organizations.

On 5th December, KEPSA Foundation participated in the Africa Business Ethics Conference (ABEC), an annual conference that brought together the private sector, government, civil society and the media fraternity to discuss issues around business ethics. KEPSA Foundation provided a case study of the National Anti-corruption Conference hosted by Multi -Sectoral Initiative Against Corruption in 2019 which brought together different stakeholders to discuss the state of corruption in Kenya, while identifying strategic actions to curb corruption in all sectors of the economy.

B) YOUTH DEVELOPMENT AGENDA

Kenya Youth Employment and Entrepreneurship Accelerator Program (KYEAP)

The program is designed to ignite the growth of small enterprises by providing support in the form of financing, market access, coaching, and supply chain opportunities. It aims to facilitate the digital transformation of small businesses, create job opportunities in the digital sector, aid in the digitalization efforts of the public sector, and enhance market-oriented skills. Presently, KYEAP oversees four ongoing programs, namely: the Twende Digital project, Digital Skills and Employment Advancement Program (DSEAP), Digital Explorer Project, and Ajira Digital program.

a) Ajira Digital Program.

The Ajira Digital Program, an initiative of the Government of Kenya under the Ministry of Information, Communication, and Digital Economy, is transforming the employment landscape by empowering young people to access digital and digitally-enabled work opportunities. Derived from the Kiswahili word for “work,” Ajira aims to position Kenya as a premier labor destination for multinational companies while encouraging local entities and the public sector to create digital work opportunities. The program aligns with the government’s broader strategy to leverage Information Communication Technologies (ICT) to enhance efficiency, competitiveness, and job creation. Open to individuals aged 18 to 35, the program provides registered participants on the Ajira Digital portal (www.ajiradigital.go.ke) with access to its comprehensive services, fostering their journey into digital freelancing.

⇒ The program emphasizes supply-side interventions focused on training and mentorship, as well as demand-side interventions enabling youth to secure work and earn sustainable incomes. The cornerstone of these efforts is the 101 Ajira Youth Empowerment Centres (AYECs) network, which serves as physical hubs for training, mentorship, and skill-building in digital work. These centers have reached over 210,000 young people for the year 2024, half of whom are female, reducing youth unemployment and showcasing digital talents. The program integrates the Ajira curriculum and clubs into higher education institutions to further enhance sustainability, providing students with lifelong income-generating skills. Since its inception, over 560,000 youth have been trained, with females constituting 52% of this cohort, demonstrating Ajira's commitment to inclusivity and gender parity.

- ⇒ In 2024, the Ajira Digital Program embraced a flagship-driven implementation strategy, focusing on key areas such as Business Process Outsourcing (BPOs), digital platforms, remote work, corporates and development partners, as well as Small, Micro, and Medium Enterprises (SMEs)/Startups. This approach led to the creation of 36,000 digital and digitally-enabled job opportunities, bringing the total direct job linkages facilitated by the program to over 167,000 since its inception. These achievements were made possible through 248 strategic partnerships with private sector entities, which significantly expanded access to digital work and fostered a thriving ecosystem of opportunities for Kenyan youth.
- ⇒ To enhance its visibility and thought leadership, the Ajira Digital Program implemented a 360-degree marketing and communication strategy. A key highlight was the Future of Work Summit, held on March 14-15, 2024, at the University of Nairobi’s Manu Chandaria Hall. Themed “Re-Imagining Jobs for Africa in a Disrupted Labor Market for Global Competitiveness,” the summit brought together thought leaders, policymakers, industry experts, and innovators from around the world. This event served as a critical platform to address unprecedented disruptions in the labor market driven by rapid technological advancements, shifting demographics, and transformative economic changes. The summit was instrumental in shaping strategies to position Africa’s workforce as globally competitive in an evolving labor landscape.



- ⇒ Additionally, the Ajira Digital Program actively participated in major government forums, webinars, exhibitions, and impactful media campaigns, effectively transforming perceptions of digital work among stakeholders. As a result, over 1.3 million people during this year became aware of the program and its pivotal role in empowering Kenyan youth to access digital job opportunities. This increased awareness significantly boosted registration traffic on the Ajira portal, a centralized hub for labor market information and e-learning, which now boasts over 520,000 registered users. This growth emphasizes the program's far-reaching influence and transformative impact on Kenya's digital workforce.

b) Dual TVET

The Kenya Private Sector Alliance (KEPSA) through the Ministry of Education has been implementing the Promotion of Youth Employment and Vocational Training Program- DUAL TVET in partnership with the Ministry for Foreign Affairs of Finland and the German Federal Ministry for Economic Co-operation and Development through GIZ Kenya; Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Through the programme, trainees gain practical skills through industry training and mentorship to complement training at technical and vocational education and training (TVET) institutions. The Program helps match businesses with the right skill set and result in improved productivity and retention rates for their employees. With a commitment to bridging the gap between education and industry, the Program ensures that TVET curricula align seamlessly with the dynamic needs of industries. This leads to increased employment prospects for TVET graduates.

Achievements

- The program successfully mapped 3,002 employers, with 139 committing to providing training opportunities.
- Out of 1,000 targeted training slots, 920 were mobilized, and 582 young people were matched with industry opportunities.
- Over 105 awareness activities were conducted, significantly surpassing the initial target of 20. This effort generated 267,000 social media impressions, enhancing program visibility and engagement.
- Strategic Partnerships were established with key stakeholders, including the Ministry of Education, County Governments, industry associations, and private sector organizations. These collaborations ensure the program's sustainability and alignment with national development goals.

Key Achievements within the project implementation period.

- ⇒ KEPSA launched the program successfully in two regions, Nairobi and in Coast Region on March 1 and March 20 2024 respectively, which was warmly welcomed from both representatives from the Ministry of Education, State Department of TVET, 18 TVET Institutions on boarded in the program and private sector.
- ⇒ KEPSA Participated in the validation of the in-company Trainers Curricula organized by AHK Kenya and the Kenya School of TVET with support from GIZ Kenya. This will give a proper pathway for all company partners for their company mentors to be trained and certified, moving forward with Kenya School of TVET.
- ⇒ KEPSA participated in the Review of the Competency Based Education and Training (CBET) Policy Framework of 2018 in order to align the policy with emerging trends in TVETS and as per recommendations of the Presidential Working Party of Educations Reforms Report 2023.
- ⇒ KEPSA participated in the TVETA Validation and sensitization of draft entrepreneurship, innovation and incubation Centre standard -Dual TVET Standard.

- ⇒ KEPSA hosted the Coastal Region Dual TVET Symposium Roadshow in four counties bringing together over 200+ Private sector industries in Taita Taveta, Kilifi, Mombasa and ended in Kwale County. This event created more awareness initiative and more training slots for the students in Coast Region.
- ⇒ KEPSA in partnership with the Federation of Kenya Employers and Kenya Association of Manufactures hosted the Technical Industrial Coordination Committees (TICCs) meetings to spearhead advocacy and implementation of Dual TVET Program, bringing together industries, TVET institutions and Other stakeholders.



- ⇒ The way forward involves continuous awareness campaigns through industry partnerships, with a focus on sector-specific targeting to deepen understanding and encourage industry ambassadors. Preparatory courses on work readiness, digital skills, and mentorship will be introduced for trainees, supported by industry experts. Stronger collaboration between academic institutions and industry will be fostered, aligning curricula with industry needs through workshops and training sessions. Ongoing engagement with the government will aim to improve education policies, infrastructure, accessibility, and training costs.

c) Twende Digital Project

- ⇒ The Twende Digital Project is implemented by the Kenya Private Sector Alliance (KEPSA) in partnership with Twiva, a social commerce platform, and with strategic support from the Challenge Fund for Youth Employment (CFYE). The primary goal of the project is to create employment opportunities for young people by digitizing small and medium enterprises (SMEs). KEPSA implements the program across nine counties, supporting SMEs through coaching on adopting digital technology, particularly in e-commerce and digital marketing, to boost sales, revenue, and productivity. The success of the project is measured by the number of jobs created and the improvement of existing jobs. The overall target is to create and improve 3,000 jobs by July 2025.

Key Achievements

- ⇒ The project has supported over 400 SMEs to embrace digitization through targeted coaching sessions. These sessions focus on helping businesses understand and integrate digital tools, such

as e-commerce platforms and digital marketing strategies, to expand their market reach and optimize operations. By adopting these technologies, SMEs are better positioned to increase sales, reduce costs, and enhance productivity.

- ⇒ By the end of 2024, the project had successfully created and improved 1,000 jobs. These include both direct employment opportunities generated by expanding SMEs and indirect jobs facilitated through enhanced business operations. The program aims to double this impact by 2025, contributing significantly to local economies and improving livelihoods.
- ⇒ In October 2024, the project launched its second phase in Nairobi, targeting an additional 250 businesses for digitization support. This phase emphasizes scaling up previous successes and expanding the program's reach to more SMEs. It also introduces innovative digital tools tailored to meet the evolving needs of small enterprises.



- ⇒ With the support of 25 digital coaches, SMEs receive personalized guidance tailored to their unique challenges and opportunities. These coaches provide hands-on assistance in adopting technology, improving online presence, and navigating the digital marketplace. They also connect businesses with resources and opportunities that align with their growth strategies.
- ⇒ The program has onboarded over 2,000 influencers onto the Twiva platform to act as digital resellers and brand ambassadors for SMEs. These influencers use their networks to promote products and services, driving higher sales and visibility for participating businesses. This innovative approach not only boosts SME revenues but also creates new income streams for the influencers themselves.
- ⇒ The project has been implemented across nine counties—Nairobi, Kisumu, Kiambu, Nakuru, Nyeri, Mombasa, Kakamega, Machakos, and Uasin Gishu. This geographic spread ensures that the benefits of the program are felt across diverse regions, promoting inclusivity and addressing regional disparities in economic opportunities.

d) Digital Skills and Employment Advancement Program (DSEAP)

- ⇒ The Digital Skills and Employment Advancement Program (DSEAP) is a strategic collaboration with Microsoft that provides digital skilling, training, and certification programs in Generative AI,

Cybersecurity, Cloud and Sustainability. This initiative targets over 1,000,000 people within the Kenyan workforce, equipping them with in-demand skills to enhance employability and entrepreneurial potential in the digital economy. By fostering these competencies, DSEAP contributes to building a vibrant and inclusive digital ecosystem in Kenya.

- ⇒ By the end of 2024, the program had skilled over 25,000 individuals, with a significant portion being youth under 25 years, refugees, and persons with disabilities. This broad reach demonstrates the program's commitment to inclusivity and accessibility.
- ⇒ DSEAP is a key partner in Kenya's **AI National Skilling Initiative** also by Microsoft. This program focuses on equipping organizational leaders, end-users, developers, students, and SMEs with essential AI skills, positioning Kenya as a global hub for AI talent. By integrating AI into the workforce, the program ensures that participants are prepared to tackle the challenges and opportunities of the future of work.
- ⇒ Training under DSEAP covers essential areas such as cloud technology, enabling businesses to optimize operations; generative AI, fostering creativity and innovation; cybersecurity, enhancing digital safety; and sustainability—aligning with global environmental goals. The skills provided empower participants to secure high-value jobs in the tech sector or create innovative digital enterprises. By bridging the digital divide, DSEAP plays a pivotal role in Kenya's transition to a knowledge-based economy.



e) Digital Explorers Program

- ⇒ The Digital Explorers Program, implemented by KEPSA in strategic partnership with the Lithuanian think-and-do tank OSMOS, is an ICT-focused knowledge and talent exchange initiative between the Baltics and like-minded partner countries, driving the digital revolution in their respective regions.
- ⇒ With a combination of factors such as the Skills gap in the industry, lack of data accessibility, Limited technological infrastructure, and others are the challenges that propelled the data analytics community to adopt new strategies that will ensure marketability and highly skilling. Through the Digital Explorers program, Kenyan ICT talents have exchanged knowledge between the Baltic,

Nigerian, and Armenia ICT sectors. This has been a great opportunity for tech talents of different experience levels to accelerate their careers and broaden their professional networks.

- ⇒ The program additionally after the successful vetting of the talents, provided internships in the field of Data Analytics in Kenyan companies, boosted by international data analysis training. These exceptionally talented individuals have undergone comprehensive training and mentorship to cultivate their capabilities as future leaders in the field of data analytics. During the program, these talents were engaged and matched with different companies locally with some being able to get the opportunity to relocate to Lithuania. Some of the companies that have partnered with the program include; AMREF Kenya, Takataka ni Mali, Mogo Kenya, Jambojet.com, Kenya Flower Council, Sarova and Card Group Africa among others.
- ⇒ By highlighting the importance of data-driven decision-making, the program has increased demand for skilled data analysts in Kenya. Participating organizations report improved productivity and enhanced decision-making capabilities due to the integration of data analytics into their operations.
- ⇒ the program hosted three key events, including a matchmaking event in April that connected participants with potential employers and two community forums where stakeholders shared insights and experiences. These events foster collaboration, celebrate achievements, and lay the groundwork for future growth.



- ⇒ Beyond technical skills, the program boosts participants' self-confidence and self-esteem, enabling them to advocate for themselves in professional settings. By doing so, it uplifts not only individuals but also the broader community, promoting a culture of innovation and digital literacy.

C) WOMEN, YOUTH & PERSONS WITH DISABILITIES EMPOWERMENT, LEADERSHIP AND CHILDCARE.

- (i) **Better Business Practices for Children**- KEPSA Foundation signed a Project Corporation Agreement (PCA) with UNICEF for a one -year project aimed at Scaling up Better Business practices for children for improved Maternal Infant and Young Child Nutrition (MIYCN) practices and outcomes through private sector contribution. The project objectives include;
 - 1) Enhanced MIYCN practices and outcomes among the private sector from BBPC promotion and advocacy efforts;

- 2) Increased knowledge MIYCN and Positive Parenting among women and young mothers in the informal settlements; and
- 3) Enhanced capacity of Women and youth to undertake and run effective income generating activities to enhance food access among the communities.

- ⇒ KEPSA Foundation mobilized private sector donation of food items valued at over Ksh. 300,000 benefiting over 50 children accompanying the incarcerated women and 700 women at Lang'ata Prisons during the National Launch of the World Breastfeeding Week (WBW) 2024 at Lang'ata Women's Maximum-Security Prison on 2nd August 2024 under the theme; "Closing the Gap: Breastfeeding Support for All," under the World Alliance for Breastfeeding Action (WABA). The donations were from BIDCO Africa, Pearl Dairy Farms, Upfield, and Winnie's Pure Health.
- ⇒ On 20th November, KEPSA Foundation in support of UNICEF participated in the "Go Blue Campaign" to celebrate the Worlds Children's Day and the Convention on the Right of the Child at their offices. Through a strategic partnership led by KEPSA Foundation, Britam Towers illuminated blue to commemorate the day.
- ⇒ KEPSA Foundation has been part of the stakeholders engaged by UNICEF in the operationalization of Food Systems approach in the country. The approach aims at improving children's foods, food environment and practices by consolidating and strengthening policies, actors and services. This is to ensure children's access to good diets, are nutritious, safe, affordable and sustainable through support for local production and consumption of nutritious, safe, affordable and sustainable first foods and food supplements for young children in Africa.

- (ii) **Kenya 2 Equal (K2E) Program** – This Partnership with IFC that seeks to reduce the gender gap in the formal sector in Kenya. The overall objective of this project is to improve women's participation in private-sector employment by supporting companies to implement workplace policies and practices that help them to attract, recruit, retain, and promote women as employees. Companies will participate in peer learning sessions, access to global tools, mentorship and technical advisory on commitments made among others.
 - ⇒ KEPSA Foundation successfully onboarded 11 private sector companies to the program who have committed to advance various gender aspects with a main goal of contributing to gender equality. These include; BIDCO Africa, Tropikal Ltd, Davis & Shirtliff, Bata Shoe Company, KWFT Bank, Nairobi Women's Hospital, BioFoods, SENACA EA, Telesky Ltd, and Mr. Green Africa.



(iii) **Coalition for Jobs (C4J) Program-** KEPSA Foundation partnered with the Ministry of Public Service, Performance and Delivery Management in the Coalition for Jobs (C4J) Initiative which was aimed at providing internship opportunities for the Kenyan Youth with a target to place 32,000 interns in 2024. KEPSA Foundation collated internship opportunities with the private sector organizations, and by February 2024, 87 companies had pledged a total of 8763 internships.

(iv) **Disability Inclusion in the private sector:** KEPSA Foundation signed a Memorandum of Understanding with Light for the World with an aim to establish a framework for collaboration to explore and develop partnership opportunities that promote the inclusion of persons with disabilities within the private sector. The Partnership will involve championing disability inclusion, capacity building, internships, business opportunities, knowledge sharing, and empower persons with disabilities in the private sector by promoting inclusive labor market practices, accessible business value chains, skills development, and awareness-raising campaigns.

⇒ Through this partnership, KEPSA Foundation onboarded two associates with disabilities into the management team with an aim of building their employability skills and capacities. Furthermore, KEPSA Foundation actively participated in learning sessions, review meetings, and networking events for the associates' program, focusing on evaluating the program's progress, addressing any challenges, and collecting feedback from both the associates and employers.

⇒ KEPSA Foundation is committed to promoting disability inclusion within the private sector through development of a private sector disability toolkit, raising awareness about the employability and inclusion of individuals with disabilities, and advocating for the creation of enabling work environments. This includes providing assistive devices and infrastructure, fostering a workplace culture that supports persons with disabilities, and promoting policies that enhance their inclusion.

(v) **KEPSA Foundation partnered with the President's Women's Rights Advisor,** and the State Department for Gender Principal Secretary in advancing gender equality and women empowerment initiatives which includes; Participation in the development of Beijing Declaration and Platform for Action+30 Country report, Bi- annual Gender Sector Working Groups, Development partners gender group forums, National Generation Equality Forums with an aim of showcasing private sector contribution to Gender Equality.



(vi) **Situation Analysis on Access to Government Procurement Opportunities (AGPO)** – KEPSA Foundation convened an AGPO Roundtable on 28th March with public and private sector to assess the progress, challenges and persistent gaps in AGPO implementation. The event served as a platform for bringing together various stakeholders including government bodies such as the National Construction Authority and Kenya Power, Women Entrepreneurs Associations such as the Kenya Association of Women in Tourism, the National Society of Women Entrepreneurs Association, the

Kenya Coffee Producers Association, Joyful Women, Kenya National Federation of Jua Kali Associations, Kenya Healthcare Federation, and Kenya Dental Association; Corporates like Bamburi Cement PLC; and SMEs including Jimmy Small, Unique World Destinations, Mara Infinity Safaris, and Kamuju Coffee Farm. Following this forum, KEPSA Foundation supported the capacity building of women, youth and Persons with Disabilities by Kenya Power (KPLC) and Energy and Petroleum Regulations Authority (EPRA) with information and skills for participating in the supply chain of organizations.

D) SUSTAINABILITY/CLIMATE CHANGE/KNOWLEDGE CENTRE



Community Climate Action and Sustainability

- ⇒ **Tree Nurseries Initiatives** – KEPSA Foundation in partnership with Chandaria Foundation and Global Peace Foundation to establish tree nurseries across schools in the country. The established 15 Chandaria tree nurseries in 11 counties have a capacity of hosting 55,000 fruit, indigenous, and exotic tree seedlings per season. KEPSA Foundation is responsible for 3 nurseries established at Lenana School, Kenyatta High School Mwatate and St. Elizabeth Girls Chepkunyuk, Nandi County.
- ⇒ **Kijani Initiative** - The Kijani initiative is dedicated to a tree planting program centered around the greening of schools and communities in Kenya which involves integrating environmental sustainability and green practices within the school environment. The primary goal is to establish healthier and more sustainable learning spaces for students, fostering a sense of environmental responsibility.
- ⇒ This year, KEPSA Foundation signed a partnership MOU with ChildFund on 21st March 2024 to collaborate in initiatives such as re-greening of Africa. Through this Partnership, the two organizations are implementing the Building Learning Opportunities with Orchard Management in Schools through funding from Dow Chemicals with an aim of regreening and establishing orchards in schools in 6

counties: Taita Taveta, Makueni, Kirinyaga, Kiambu, Embu, and Tharaka Nithi. In December 500 tree seedlings were planted in Taita Taveta National Polytechnic and Ngangu Secondary School in Taita Taveta County, and a further 360 seedlings planted in Kirir Comprehensive School, Kiambu County.

- ⇒ KEPSA Foundation further supported other tree planting initiatives such as;
- (a) The Global Ismaili Civic Day at City park Nairobi where over 200 trees were planted on 28th September 2024.
 - (b) Partnership with MaMa Doing Good, Chandaria Foundation and Global Peace Foundation in planting over 500 fruit trees at Lenana School on 10th May 2024
 - (c) 1,500 tree seedlings planted at the Alliance Girls during the World Peace Day in partnership with the Chandaria Foundation, Global Peace Foundation, and KCB Foundation.
 - (d) Through a partnership with ChildFund, planted over 300 fruit and indigenous trees were planted in Mulala Primary School and 100 moringa trees at St. Dominic Primary School, Nairobi County on 5th June 2024

Sustainable Inclusive Business – Kenya

Sustainable Inclusive Business – Kenya (SIB-K), operating under the Kenya Private Sector Alliance (KEPSA), has evolved into a dynamic program, strategically expanding its scope to actively contribute to the private sector's embrace of sustainable business practices. This transformative shift was motivated by the recognition that the private sector is pivotal in propelling the nation's economy and is a key advocate for the sustainability agenda. SIB-K remains committed to knowledge curation, conducting insightful studies within four thematic areas: Circular Economy, Climate Change, People Power, and Redefining Business Values. These studies generate valuable insights and expertise, forming the foundation for evidence-based advocacy. SIB-K effectively influences policies that champion sustainable practices within the private sector through this approach.

An outstanding achievement for SIB-K is the establishment of the Kenya Plastics Pact. This groundbreaking, multi-stakeholder platform unites businesses, government entities, research institutions, citizens, and civil society organizations throughout the plastics value chain. This pioneering initiative seeks to cultivate collaboration and unified efforts toward realizing a circular economy for plastics in Kenya. Functioning as a catalyst, the Kenya Plastics Pact inspires organizations nationwide to collectively pursue a shared vision of a circular economy for plastics. Signatories commit to ambitious and time-bound targets, propelling transformative change by 2030.

This annual report celebrates SIB-K's dedication to fostering sustainability, driving impactful change, and inspiring collaborative efforts towards a resilient and circular future for Kenya's business landscape.

a) Energy Production Through Integrating Climate Resilient Technologies in Fish Farming (EPIC-TFF) In Support of The Delivery of SMEP Programme Objectives.

The project funded by Sustainable Manufacturing and Environment Pollution (SMEP) seeks to conduct a feasibility study for the installation of a biodigester for a fish farm. As such SIB-K engaged Rio Fish Farm in Migori to achieve the following;

- ⇒ Conducted an Environmental Impact assessment study to identify the impact of the project on the environment as well as proposed mitigation measures.
- ⇒ Conducted gender equality and social inclusion (GESI) study to identify policies that enhance gender and social inclusion and provide recommendations to enhance gender equality and social

inclusion (GESI) by installing the biodigester. The report was informed by desktop research and a stakeholders meeting held in Migori County on 15th August 2024.

- ⇒ To enhance the project's communication, a video has been developed to highlight key project highlights and insights from stakeholders regarding the project.
- ⇒ Again, a biodigester (TREX-100) has been installed at Rio Fish Limited. The biodigester has started producing biogas, which is currently being used for cooking purposes.

b) Accelerating A Transition to A Green Economy

Trademark Africa financed the project to assess the private sector transition to a circular economy;

- ⇒ An assessment was conducted to examine the gaps, incentives, and challenges to enhancing circularity in the private sector. The study achieved a 93% response rate, with 338 respondents to the semi-structured questionnaires and 14 participants to FGD.
- ⇒ A communication plan informed by the study findings was developed to create widespread awareness among the private sector about the circularity agenda. Specifically, the principal aim of the communication plan is to capacity-build businesses about the imperative of embracing circular economy principles through educational workshops, online campaigns, and policy advocacy, ensuring that stakeholders understand the benefits of embracing actionable strategies.
- ⇒ Based on the study report, a policy brief was developed based on the findings and recommendations from the assessment.

c) Plastic Producer Responsibility Project

The project was funded by USAID and the main objective was to enhance the awareness of EPR Regulations and enhance the institutional capacity of Kenya Plastics Pact (KPP). The following were the achievements in 2024;

- ⇒ Through a series of consultative sessions with a consultant and five KEPSA staff members, an institutional development plan for the Kenya Plastics Pact (KPP) was crafted. This plan focuses on scaling impact, sustainability, stakeholder alignment, enhanced collaboration, and adaptability to a changing landscape.
- ⇒ A new business model was developed for KPP to foster deeper collaborations among stakeholders, promoting knowledge sharing, resource mobilization, and joint initiatives aimed at meaningful change within Kenya's plastics value chain. This model is designed to be flexible, allowing KPP to swiftly adapt to evolving regulatory frameworks, emerging technologies, and changing consumer preferences.
- ⇒ Awareness creation session was held in Mombasa County on 30th May 2024 to provide more information on the then draft extended producer regulations.
- ⇒ To enhance awareness of extended producer responsibility regulations, SIB-K developed communication materials, including social media posts on LinkedIn and Twitter (X) and media releases. Through this, 129,792 social media impressions were reached.

- ⇒ An awareness-creation session was held in Nairobi at the Boma Inn Hotel in collaboration with the National Environment Management Authority (NEMA). It brought together 124 stakeholders to raise awareness on the then-drafted extended producer responsibility organization.
- ⇒ A guideline for brands and Producer Responsibility Organizations was developed providing clear guidelines on implementing the extended producer responsibility organizations.
- ⇒ SIB-K participated in the KEPRO awareness creation session on EPR in Nakuru, which attracted 47 participants. At the same time, SIB-K participated in a media interview with K24 T.V. to share more on EPR and urged the private sector to embrace and ensure full realization of EPR.
- ⇒ SIB-K is working with the National Environment Management Authority (NEMA) to revamp its website, making it more user-friendly, improving its aesthetics, and providing more information on EPR and other environmental matters. The website development is ongoing.

d) Kenya Plastic Pact (KPP)

During the year, SIB-K engaged with KPP members to develop a common position on the eco levy as per the finance Bill 2024. As such the common position was presented to the Kenya Parliament committee on Finance for consideration.

- ⇒ In a public notice dated 8th April 2024, the National Environmental Management Authority (NEMA) announced a prohibition on using non-biodegradable plastic bags to collect and dispose waste in Kenya. In this directive, Kenyans were given 90 days from the date of the notice to discontinue the use of these plastic bags. As such, a common position was developed through a consultative process with KPP members on the gazette of the use of non-biodegradable bin liners for waste for organic waste. The common position was shared with the Ministry of Environment, Forestry and Climate Change and National Environmental Management Authority (NEMA) for consideration.
- ⇒ On 22nd August 2024, SIB-K held Kenya Plastics Pact working group one session to identify opportunities to enhance wider adoption of eliminating unnecessary and problematic plastics with KPP working group 1 members. As such, there has been ongoing engagement with Kenya Bureau of Standards to understand best ways to provide standards for eliminating the problematic and unnecessary plastic items identified by the working group. In that regard, KPP members have joined the technical working group on plastics by the Kenya Bureau of Standards, and in 2025, the technical working group will convene to propose standards for the identified problematic and unnecessary plastic items. To this end, the national expert group on a universal agreement to end plastic pollution has considered the list of elimination of unnecessary and problematic plastic items with a recommendation to achieve 50% phase-out in 5 years. A recommendation that will be tabled at the discussion during the 5th Intergovernmental Negotiating Committee (INC) workshop in Busan, Republic of Korea
- ⇒ SIB-K successfully convened the Kenya Plastic Pact (KPP) explorative strategic hybrid meeting for 2025 on 18th November 2024, bringing together all KPP members along with our strategic partner, WRAP, represented by Talya Shalev, International Partnerships Manager. This collaborative discussion aimed to review the accomplishments of 2024 and to establish a strategic plan for the upcoming year.
- ⇒ A road map to incorporate and drive circularity in the flower sector was developed.

e) Sib Annual Circular Economy Conference



As part of championing awareness of circular economy towards hosting the 9th annual circular economy conference, SIB-K conducted a field visit with 16 participants to Loop Pet Food, Greenspoon, and Grounded on 13th November 2024.

On 14th November, SIB held its annual circular economy conference, which brought together 233 participants and 39 exhibitors within the circular economy space. During the conference 6, breakout sessions were held under various topics including;

- i. Financing Opportunities and Skills Development for SMEs in a Circular Economy
- ii. Community-Based Solutions in the Circular Economy– what' happening on the ground
- iii. Packaging in a Circular Economy in Kenya: EPR Guidelines, Innovation, and the Future of Waste Management.
- iv. Circular Opportunities in Kenya's Textile Industry: Pathways to a Sustainable, Circular, and Inclusive Future
- v. Digital Access and Tech Connectivity: The Role of AI in Shaping Africa's Workforce
- vi. Circular Agriculture & Food systems

During the conference, SIB-K hosted exhibitions from varied companies and development partners. Additionally, SIB-K, in partnership with the Rock group, held a circular economy conference in South Africa on September 19th and 20th, 2024. This also included field visits to different companies championing the circular economy in South Africa.

f) Gender Mainstreaming Toolkit

SIB-K, with support from Climate KIC, launched a gender mainstreaming toolkit that offers a comprehensive guide that underscores the indispensable role of gender equity in this sector. This toolkit is a document and a call to action for all stakeholders – policymakers, businesses, community leaders, and citizens – to embrace and implement its recommendations for a more inclusive, efficient, and equitable waste management system.

g) Textile Sector Analysis Report

SIB-K conducted a textile analysis on Kenya's textile and apparel market performance to identify current trends in the sector. The analysis aims to identify trends in the sector and provide recommendations to enhance circularity in the sector.

E) COMMUNITY OUTREACH/PARTNERSHIPS & NETWORKS

- ⇒ **Floods Response 2024** - KEPSA Foundation led the private sector floods response 2024 which targeted vulnerable communities affected by the floods. Through this initiative, over 8,500 households were reached with donations from Chandaria Foundation, Team Pankaj Foundation, SHOFKO among other organizations. KEPSA Foundation Executive Director Ms. Gloria Ndekei was appointed into the National Steering Committee on Disaster Response among other private sector leaders with an aim to mobilize resources, coordinate national response and development of framework to calibrate the role of the private sector in climate change mitigation.
- ⇒ KEPSA Foundation participated in the National Steering Disaster Risk Committees to review and approve the Steering Committee Submissions on the National Disaster Risk Management Bill 2023 that is currently before the Senate



F) KNOWLEDGE INSTITUTE AND THINK TANK

- ⇒ Info-Space Integrity in Kenya – Phase II- KEPSA Foundation in partnership with CIPE are in the process operationalizing the info-space integrity initiative in the private sector. The aims at setting up a policy framework, and a monitoring and reporting system to guide and help local businesses track and report the different types of disinformation that affect businesses in Kenya. An 11-member steering committee has been established to steer development of the Policy Framework to guide the Establishment of a Fact-Check Unit and its functionality within KEPSA Foundation

⇒ KEPSA Foundation Strategy- In 2024 KEPSA Foundation Developed its second strategic plan 5-year plan from 2025-2030 which provides a roadmap towards strategic organizational renewal. The strategy highlights the functions of KEPSA and Foundation in a twin-engine approach

11. KEPSA PROJECTS

SME AND ENTERPRISE DEVELOPMENT

OVERVIEW OF THE MSME SECTOR IN KENYA

MSMEs in Kenya	Employment Contribution	Economic Contribution
<ul style="list-style-type: none"> Over 90% of registered businesses are MSMEs 7.41 million MSMEs across various sectors 	MSMEs employ 84% of Kenya's workforce translating to 14.9 million individuals	MSMEs contribute 33.8% to the country's GDP
Informality and Licensing	79% of MSMEs operate informally (unlicensed) restricting their access to crucial support mechanisms and formal financing options	
Classification of licensed MSMEs		92.2% are as micro-sized 7.1% are small enterprises 0.7% are medium-sized enterprises
Survival Rate and Challenges		This situation highlights the need for <ul style="list-style-type: none"> Enhanced financial support, Comprehensive policy frameworks, Capacity-building initiatives to bolster the resilience and sustainability of these enterprises.
46% of MSMEs fail within their first year 80% fail before reaching 5 years Main Cause of Failure 30% of MSMEs cite lack of operating capital as the key cause of failure		
The potential of Kenya's private sector is immense, yet it requires targeted and 360 degrees strategies to address fundamental structural challenges to unlock growth and fortify the entrepreneurial ecosystem.		

KEPSA SME AND ENTERPRISE DEVELOPMENT FOCUS AREAS



LINKAGE TO AFFORDABLE FINANCE:

To support SMEs access affordable financing, KEPSA has been implementing different programs that provide a competitive edge to the commercial products available with an aim to improve the accessibility to financing for SMEs.

<p>Jiinue Growth Program</p> <p>The Jiinue Growth Program (JGP) seeks to address the funding gap for young women and young men-owned and led Micro and Small Enterprises (MSEs) by pairing up financial support with well-tailored technical assistance, and a hands-on coordination strategy between various players in the eco-system.</p> <p>JGP is an initiative of the Mastercard Foundation in partnership with a 7-member consortium; Grassroots Business Fund, Groots Kenya, Kenya National Chamber of Commerce and Industry, Kenya Private Sector Alliance, Powered by People, 4G Capital, and DT Global.</p>		<p>Partners:</p>
<p>Achievement: 4504 Enterprises linked to funding of 176.2M as below</p>		
<p>SME Loans</p> <ul style="list-style-type: none"> • 64 Enterprises funded • Kshs. 106.92M Disbursed 	<p>Micro-Loans</p> <ul style="list-style-type: none"> • 340 entrepreneurs funded • Kshs. 16.5 M disbursed 	<p>Stahimili Flood Relief Loan Initiative</p> <ul style="list-style-type: none"> • 4,100 entrepreneurs funded • Kshs. 52.8M disbursed
<p>MSME Financing Gateway</p> <p>Officially launched on August 23, 2024, the MSME Financing Gateway Portal provides SMEs with information on various forms of financing available from both commercial and non-commercial financial service providers (FIs), as well as access to business development services (BDS).</p> <p>Partners:</p>		<p>Onboarded</p> <p>1315 MSMEs</p> <ul style="list-style-type: none"> • 92 Financial Institutions • 174 Business Development Service Providers

	<p>LINKAGE TO MARKETS</p> <p>In 2024, KEPSA made significant strides in enhancing market linkages for small and medium-sized enterprises (SMEs).</p>	<p>365 SMEs successfully connected to various market opportunities</p>
<p>Export Readiness Program</p> <p>Partnered with DHL to equip SMEs with tools necessary for international expansion</p>	<p>Supplier Diversity Program</p> <p>Integrated Micro and Small Enterprises (MSEs) into supplier diversity initiatives, promoting inclusive growth.</p>	
<p>Expos and Business Forums</p> <p>Organized events that provided SMEs with opportunities to showcase their offerings, establish networks, and explore new markets.</p>	<p>Market Positioning Support</p> <p>Through inbound and outbound trade missions, KEPSA assisted SMEs in enhancing their branding and product placement</p>	

Digital Marketing Promotion: Facilitated the adoption of digital marketing strategies, empowering SMEs to leverage e-commerce and social media to strengthen their market presence.

 CAPACITY BUILDING During the year, we implemented targeted training programs reaching over 4,000 entrepreneurs have benefited from upskilling support through various capacity-building initiatives.		
Delivered two-days Investor Readiness workshops across 16 counties (Nairobi, Kiambu, Meru, Nyeri, Nyandarua, Nyahururu, Machakos, Kisumu, Kakamega, Baringo, Nakuru Mombasa, Siaya, Trans Nzoia, Uasin Gishu, Embu) equipping businesses with financial management, bookkeeping, and financing uptake skills.	Conducted 22 thematic training sessions on critical topics such as legal matters, tax, succession planning, digitization, and business strategy, aligning with emerging economic trends. Hosted 3 expert-led mentorship sessions aimed at providing guidance and inspiration to SMEs and enabling them to navigate their challenges and opportunities.	100 SMEs participated in the benchmarking tours at Space & Styles, Isuzu East Africa and Bidco Africa fostering knowledge exchange and providing a platform for SMEs to engage with leading private sector industry players and knowledge exchange and best practices among businesses, industry leaders, and stakeholders.

INNOVATION PROMOTION KEPSA launched Innovation and Enablers Awards aimed at fostering a culture of innovation within the entrepreneurial ecosystem by encouraging SMEs to refine their value propositions, respond to evolving customer needs, and develop sustainable, impactful solutions or enhanced processes.		
Innovation Awards	Kshs. 900,000 total cash prizes won.	9 SMEs Recognized
KEPSA's Innovation Awards aims at fostering a culture of innovation within the entrepreneurial ecosystem by encouraging SMEs to refine their value propositions, respond to evolving customer needs, and develop sustainable, impactful solutions.		
Best Overall Business Innovation	Best Women-led Innovation	Best Youth-led Innovation
4,275 Votes casted	12,306 votes casted	9,459 votes casted
✓ Winner Safi Organics Kes. 200,000 Cash Award ✓ 1st Runner's Up Mazao Fertilizers Kes. 150,000 Cash Award ✓ 2nd Runner's Up Eco Bio Fertilizer Kes. 50,000 Cash Award	✓ Winner Timao Group Kes. 200,000 Cash Award ✓ 1st Runner's Up Kawili Group Kenya Limited Kes. 150,000 Cash Award ✓ 2nd Runner's Up Finda Kes. 50,000 Cash Award	✓ Winner Wanderlust Diaries Ltd Kes. 200,000 Cash Award ✓ 1st Runner's Up Junky Bins Company Kes. 150,000 Cash Award ✓ 2nd Runner's Up Alive and Kicking Kenya Kes. 50,000 Cash Award

SME Enablers Awards	
<p>SME Enabler of the Year Target: Institutions dedicated to fostering SME growth and success</p> <ul style="list-style-type: none"> • Winner - Kenya Climate Innovation Center (KCIC) • 1st Runner's Up -Nation Media Group • 2nd Runner's Up - Widu Africa – GIZ 	<p>Inclusion and Diversity SME Enabler Target: Institutions promoting equal opportunities led/owned by young people, women enterprises, and individuals with disabilities.</p> <ul style="list-style-type: none"> • Winner - Light for the World • 1st Runner's Up -Green Pavers • 2nd Runner's Up -Baye Africa
<p>23 Judges were acknowledged for their dedication and expertise in evaluating nominees across both the Innovation and Enablers Award categories</p>	

THOUGHT LEADERSHIP, POLICY AND REGULATIONS			
<p>Annual SME Conference The Inaugural Annual SME Conference took place on August 23, 2024, which was graced by the MSMEs and Cooperatives, Wycliffe Oparanya who was the Chief Guest. Strategic goals for the conference included recognizing and promoting innovation, fostering ecosystem collaboration and advancing policy dialogue and recommendations.</p>	<p>2100 Attendees</p>	<p>Featured 21 Speakers</p>	
		<p>108 SMEs</p>	
		<p>126 Exhibitors attended</p>	
<p>The conference marked the launch of the Kenya Public Private Sector Dialogue by the Cabinet Secretary for MSMEs and Cooperatives, Wycliffe Oparanya, aimed at enhancing public-private collaboration to support MSMEs.</p>			
<p>SME Policy Index KEPSA finalized the 2nd SME Policy Index study, a strategic tool designed to evaluate and enhance the policy landscape for MSMEs in Kenya. The report has been adopted as a reference document for the ongoing MSME Review policy that aims to review the MSME policy 2020 and harmonize with MSE Act 2012 to come up with the MSME Act 2025.</p>	<p>The SME Policy Index serves the following</p> <ul style="list-style-type: none"> • Policy effectiveness assessment • Gap & Opportunity Identification • Advocacy & Decision-making guidance • Benchmarking Standards • Informing Stakeholders 		

Engagements Forum Participation

- Participated in monthly Multisectoral Roundtable dubbed **Kenya Public Private MSME Dialogue** which commenced in **September 2024**
- The validation workshop of the State Department for MSME Development's Draft Strategic Plan (2023-2027) |October 3,2024
- MSE Policy Review Stakeholder Engagement Workshop | October 24,2024