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| TITLE OF THE PROJECT | Inclusive Green Horticultural Sector in Kenya |
| DURATION | 42 months |
| TOTAL BUDGET | 1.194.927 EUR |
| EC CONTRIBUTION | 1.075.434 EUR |
| GRANT CONTRACT | ENV/2017/391-383 |
| WEBSITE | http://hortigreen.sustalde.org/ |

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INCLUSIVE GREEN HORTICULTURAL PROCESSING SECTOR IN KENYA

ENV/2017/391-383



SWITCH Africa Green
is funded by the
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BACKGROUND

The **horticultural sub sector** is the fastest growing industry within the Kenyan agricultural sector, recording an average growth of 15% to 20% per annum [The Fresh Produce Exporters Association of Kenya-FPEAK]. The sub sector employs approximately **4.5 million people countrywide** directly in production, processing, and marketing, while another 3.5 million people benefit indirectly through trade and other activities [FPEAK].

Nevertheless, the **resource-intensive** nature of the Horticultural Processing industry and its **high dependency on natural resources** pose significant challenges for its development, especially considering **Kenya's vulnerability to climate change**. In view of this, the switch to improved resource efficiency and sustainable consumption is an undeniable need.

OBJECTIVES AND OUTPUTS

Overall objective: to foster the adoption of SCP practices in the horticultural processing industry in order to support the transformation towards an inclusive green economy which generates growth, creates jobs and reduces poverty.

Specific objective: to equip Kenyan Horticultural Processing MSMEs, eco-entrepreneurs and business service providers with the required knowledge & tools to promote and adopt SCP practices and seize green economy opportunities.

OUTPUT 1- KENYAN HORTICULTURAL PROCESSING MSMES ENGAGED IN RESOURCE-EFFICIENT PRODUCTION

- A 1.1-** Sustainable Value Chain Analysis to identify environmental, economic and social hotspots of the sector and selection of best SCP practices.
- A 1.2-** Provision of technical advisory services to MSMEs for the implementation of best SCP and assessment of the environmental, social & economic impacts .
- A 1.3-** Capacity building on the use of Environmental Management Systems (EMS) and certification of at least 50 MSMEs against ISO standards.



OUTPUT 2-ENABLED BUSINESS ENVIRONMENT AND ENHANCED ACCESS TO FINANCE FOR SCP-RELATED INVESTMENTS

- A 2.1-** Provide MSMEs with advisory services on green financing options and assistance for the development of Green Business Plans.
- A 2.2-** Foster the development of support and incentive packages for sustainable MSMEs by conducting forums and roundtables with regional and local Kenyan authorities.
- A 2.3-** Provide financial institutions with a capacity building workshop on SCP and organize meetings between MSMEs and financing institutions to present the Green Business Plans developed.

OUTPUT 3- INCREASED DEMAND FOR SUSTAINABLE HORTICULTURAL PRODUCTS AND UP-SCALING & REPLICATION OF SCP PRACTICES

- A 3.1-** Creation of a panel of expert service providers' on SCP by training them on mechanisms to support EMS and SCP uptake by MSMEs.
- A 3.2-** Replication workshop on SCP practices and EMS.
- A 3.3-** Promote Public Private Partnerships and Voluntary Agreements between supply chain actors to increase the share of green products marketed.
- A 3.4-** Marketing and consumer awareness raising campaigns to increase the demand for sustainable food products.

SWITCH AFRICA GREEN

SWITCH Africa Green is an EU funded programme launched in 2014 to support selected countries in Africa to achieve sustainable development by engaging in the transition towards an "inclusive green economy which generates growth, creates jobs and reduces poverty.

The global objective is to support the transformation towards an inclusive green economy which generates growth, creates jobs, and reduces poverty. Its specific objective is the adoption of SCP practices in the 7 participating countries: Kenya, Uganda, Ghana, Mauritius, Ethiopia, South Africa and Burkina Faso.