



# Inclusive Green Horticultural Processing Sector in Kenya

ENV/2017/391-383



SWITCH Africa Green  
is funded by the  
European Union

# GENERAL INFORMATION



<b>Title</b>	Inclusive Green Horticultural Processing Sector in Kenya
<b>Duration</b>	42 months
<b>Total budget</b>	1.194.927 EUR
<b>EC contribution</b>	1.075.434 EUR
<b>Grant Contract</b>	ENV/2017/391-383
<b>Programme</b>	Switch Africa Green Programme
<b>Website</b>	<a href="http://hortigreen.sustalde.org/">http://hortigreen.sustalde.org/</a>

## Lead partner



Ribera de Axpe 11  
Edificio D1 Dpto. 208  
48950 Erandio SPAIN  
<http://www.sustalde.org>

## Local partners



Kenya Bureau of Standards  
<https://www.kebs.org>



University of Nairobi  
<https://www.kebs.org>





Consumer Information Network  
<http://consumerupdate.org/>

## OVERALL OBJECTIVE

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

## Verifiable indicators

-  5% increase in jobs in the horticultural sector by the end of the action (2021)
-  5% increase in the contribution of the horticultural sector to the GDP by the end of the action (2021)

## SPECIFIC OBJECTIVE

To equip Kenyan Horticultural Processing MSMEs, eco-entrepreneurs and business service providers with the necessary **knowledge** and **tools** to promote and adopt **SCP practices** and seize **green economy opportunities**.






### Verifiable indicators

- 🍏 50 MSMEs certified against internationally recognized standards (2021)
- 🍏 Resource consumption of targeted MSMEs minimized (2021):
  - 8% reduction in energy consumption (kWh per ton of product)
  - 16% reduction in water consumption (m<sup>3</sup> per ton of product)
  - 21% reduction in waste generation (tons of waste per ton of product)

# TARGET GROUPS AND FINAL BENEFICIARIES



## TARGET GROUPS

-  Horticultural Processing MSMEs and eco-entrepreneurs.
-  Business intermediaries and service providers.
-  Consumer organizations and individual consumers.
-  Banks and financing institutions .
-  Governmental institutions & local authorities.

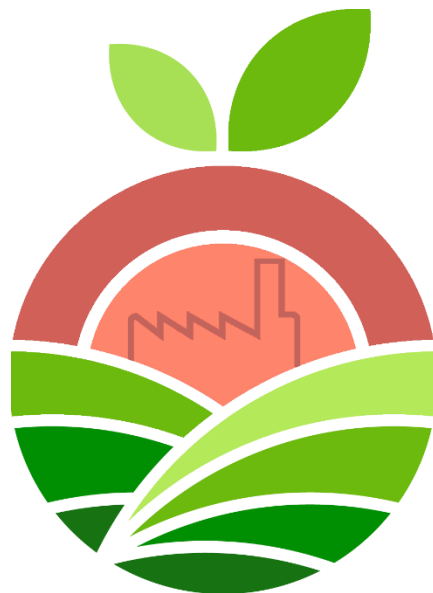
## Final beneficiaries

All the actors involved in the Kenyan Horticultural Processing value chain: agricultural inputs suppliers, farmers and farmers' associations, MSMEs and large companies, retailers, traders and marketing agents, exporters, research organizations, business intermediaries and service providers, financing institutions, public authorities and policy-makers, certification bodies, consumers and Kenyan population at large.

# PROJECT OUTPUTS



- ✓ **OUTPUT 1-** Kenyan horticultural processing MSMEs engaged in resource efficient production.
- ✓ **OUTPUT 2-** Enabled business environment and enhanced access to finance for SCP-related investment
- ✓ **OUTPUT 3-** Increased demand for sustainable processed horticultural products and successful SCP practices up-scaled and replicated.
- ✓ **OUTPUT 4-** Action properly managed, monitored and disseminated.



**THANK YOU  
ASANTE SANA**

<http://hortigreen.sustalde.org>

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