A Revenue Generation Approach for SCP Dissemination in Kenya

SWITCH Africa Green

Valeria Mazzardo
Field Project Coordinator
A Revenue Generation Approach for SCP Dissemination in Kenya

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• Agriculture is the backbone of Kenya’s economy: the sector accounts for the 25% of the Gross Domestic Product and contributes to the 65% of the total exports earnings.

• The sector is highly composed of small-scale production, which makes 75% of the total agriculture outputs.
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- Green Economy Strategy and Implementation Plan (GESIP 2016-2030)
- Kenya Climate Smart Agriculture Strategy 2017-2026
- The Agriculture Development Sector Strategy 2010-2020
OVERALL PROJECT OBJECTIVE
To contribute to reducing the environmental footprint of Kenyan MSMEs in agribusiness, particularly to the mango, coffee and dairy sectors, while strengthening their ability to compete on local and international markets.
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SPECIFIC PROJECT OBJECTIVES

• Ensure an enhanced competitive advantage for the targeted MSMEs, reached by the adoption of SCPs and technologies;

• Stronger managerial skills and increased access to dedicated financial instruments.
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PROJECT ACTIVITIES

• SCPs identification

• Awareness campaign directed at MSMEs

• SCPs technical and managerial training for MSMEs and MBOs

• Access to SCPs technologies through dedicated financial instruments

• Replication and outreach strategies for Ethiopia and Uganda
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THE PROJECT AIMS TO REACH 4000 INDIVIDUALS

• 200 MSMEs business engaged in awareness raising activities, of which 100 trained

• 1500 business owners/managers reached by the project results

• 2000 MSMEs employees

• 200 Member Based Organizations (MBOs) staff
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...Thank you!!!