



Kingdom of the Netherlands



# 3rd PRIVATE SECTOR CONFERENCE ON SUSTAINABLE INCLUSIVE BUSINESS

## NEW ECONOMY, TRANSFORMATION, FUTURE PROOF BUSINESS

(Business Solutions to Solve Issues)

# CONFERENCE REPORT

PARTNERS:



Ministerie van Economische Zaken



Kenya



Sustainable Inclusive Business means that companies take responsibility for the (full) impact of their business activities (on people, the environment and profit). Businesses can flourish (do well) and do business in a good way at the same time. If you are aiming for improving on Sustainable Inclusive Business aspect you are working towards a Future Proof Business.

SIB Kenya is here to facilitate the growth of your ambition from conversation to action.



Karin Boomsma

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

- Socrates

**Dear Partner,**

## **Thank you for your presence, participation & contribution!**

We have reached a moment in time that we need to change. Change the way we think, the way we execute business practice, and the way we measure success.

Climate change, growing population, lack of water, pollution, use of raw materials, consumption habits, unemployment, energy use, inequality, animal welfare, agri-practice, soil and land use are all not leading to a Sustainable and Future Proof situation. The good news is that we know. We know the challenges, we understand the issues and we also know the solutions. We are completely capable of designing and implementing a different future proof live-style. All we need is to shift and act. Doing a bit better, doing a bit more is not enough. We need to move from trend to habit. Let's set the new Future Proof Norms.

A New Business Mindset is required. Businesses are the biggest driving force behind any country's economy. They are (often) flexible, agile and smart with a strong desire to be sustainable. This is the perfect combination to create big social and environmental impact. At the same time, it creates big Business Opportunities.

During the 3rd Private Sector Conference on Sustainable Inclusive Business we aimed to inspire you with insights and examples of transformation, new 'bottom line calculation', new business mindset, new risk assessment, true pricing systems and a new way of measuring success. SIB-Kenya also aimed to showcase great examples, work in progress, insights from all sectors, bring people and ideas together and Grow Sustainable Businesses. Together.

### **Why it's a MUST do**


Sustainable Inclusive Business is important because all the choices we pursue and the collective actions that we undertake today do tend to affect everything in the future. We cannot ignore the impact of businesses and their required actions. Businesses have a role to play in addressing the global challenges of today. This responsibility might come with its own set of challenges; a need for fruitful partnerships, long-term vision, courage and trust. But above all it is a matter of making a start and setting realistic, yet ambitious goals. Improve your business practice today with SIB-Kenya, take a SIB-Scan, know your business status and get an improvement strategy – this will result in sustainability, control and business opportunities of all kinds.

# Sustainable Inclusive Business Documentary

## PROGRAM FLOW

Inspiring dance performance and expressions – an infusion of energetic dance and ballet to form one entity with a message; by Modern dancers: Flamers + Classic ballet dancers by Kibera Ballet Group – Annos Africa



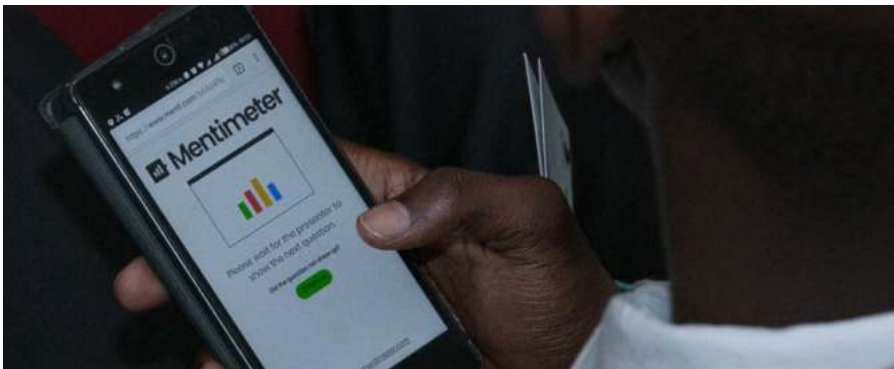
WATCH HERE 

### Tonee Ndungu (MC)

Tonee Ndungu is the founder and innovation architect behind Kytabu and an avid tech-prenuer with a good number of companies under his belt including Nailab. He created an education application that levels the learning field while changing the dynamic of learning. A speaker at 4 TED talks, founder of the first TECH incubator in Nairobi and big believer in intuitive learning, Tonee is the visionary behind KYTABU.



Mentimeter Feedback – Michiel de Koning



## KEYNOTE REMARKS



### **Dr. JP Balkenende (Former Prime Minister, the Kingdom of the Netherlands)**

"It's not business as usual. Is there a global agenda? Yes. The SDGs are a source of inspiration as well as a call for action. The key question to every business leader is: What's your legacy? How are you contributing to society? It is not only about creating jobs, how about the environmental issues, energy issues, human right issues, labor conditions? What's your legacy is an ethical question. What is the purpose of your company?"

WATCH HERE 

### **Amb. Frans Makken**

"More businesses are taking action to make sustainable inclusive business part of their business DNA. SIBKenya has seen an increase in requests for support in match making, partnerships, strategy and knowledge. Circular thinking and operating is a journey; and a journey comes with challenges and pitfalls but also with many opportunities. This journey is important for the existence of future generations."



WATCH HERE 



### **Dr. Vimal Shah**

"Business often ask, why should I be sustainable? Or what's in it for me? Yet the key question is what is sustainability? Sustainability means you make some profit while looking at impact on people and environment. How can problems be solved? It is time to have the three Ps – People, Public and Private Partnerships. It is not a single responsibility, but everyone's responsibility to take care of the environment"

WATCH HERE 

## Ms. Carole Kariuki

"Through SIB Kenya, we have been able to raise awareness to more than 2000 business live, this is just the tip of the iceberg. We want Sustainable Inclusive Business practice to be a new normal within KEPSA members. Businesses in the 21st economy have to employ a triple bottom-line approach. I also would like to challenge businesses in Kenya to cut down on waste and be responsible for their waste. We can only achieve sustainable inclusive business if we share the vision. We therefore welcome your support"



WATCH HERE 



## Ms. Karin Boomsma

"We have so much to do and change, and the change is possible. We have so many examples here and we are here. It is imperative that we learn from one another, have an open mind, move from thinking linear to thinking circular. Nature has a price because we use it. We are a part of nature. What is the true price?"

WATCH HERE 

## Morning Workshops

### OPTIMIZING THE BUSINESS OF FOOD

#### **Introduction and sketch by Rabobank CEO, Mr. Kees Verbeek, speaking on: "Agriculture is Agribusiness".**

Sustainable agribusiness seeks to sustain farmers, resources and communities by promoting farming practices and methods that are profitable, environmentally sound and good for communities. Sustainable agriculture fits into and complements modern agriculture. It rewards the true values of producers and their products. It draws and learns from organic farming. It works on farms large and small, harnessing new technologies and renewing the best practices of the past.



#### **The Issue:**

Agri-Business is everyone's business. It is our Food. The populations in constantly growing and the use of land for Agri-Business has to be as efficient, healthy and sustainable as possible. In the day and age we are living in we know how to do it. But

to bring all together is a journey. We have to decrease loss and waste, increase quality to guarantee good and sufficient business of Food. Optimizing, by scaling connecting, informing, partnering, transparency, innovating, storing are some of the buzz words when we look at responsibility solutions and Business opportunities.

## **The discussion:**

General areas for sustainable inclusive business in agriculture include:

- Blending and collaboration in farming/agribusiness – many efforts exist to make agribusiness sustainable. Collaborating and creating partnerships will only make this impact bigger and change faster.
- Market driven focus is key in growing agribusinesses – what is the need of the market? How does this affect agribusiness ventures? Agribusiness, like any other businesses need to be agile in this. Value addition, cost benefit, technology and consumer information are the key drivers in the agri-market.
- Storage consideration to mitigate post-harvest losses - Food loss occurs at various stages in the value chain, poor distribution channels, poor harvesting methods, grading and storage. Current storage methods are ineffective while effective methods are very costly. There is need for partnerships in storage models that work for businesses.
- Focusing on climate smart technologies for sustainability – with an aim to tackle three main objectives: sustainably increasing agricultural productivity and incomes; adapting and building resilience to climate change; and reducing and/or removing greenhouse gas emissions.

It was also agreed that key players in agri-business need to form relationships and to recognize, create, or act upon opportunities for sustainable agribusiness, share information and seek potential partners to fill industry gaps in access to markets and marketing processes, knowledge platforms for accessibility, finance and resource allocation, & agribusiness logistics.

This workshop was a follow up/ and with insights from the workshop on **ENHANCING FOOD SECURITY AND BUSINESS OPPORTUNITIES THROUGH FOOD WASTE AND LOSS REDUCTION IN A CHANGING CLIMATE**.

There are three Key players in Agribusiness;

- The Farmers- should be commercialized
- Professionals – should be Fair players
- Focus on the Youth

The panellists concluded on 4 major opportunity areas;

- The narrative must move from farming/agriculture to agribusiness – should be



professionalised, franchised and involve business processes.

- Players in the industry must cooperate/partner for change and allow important information to flow.
- Efficient storage systems must be invested in to secure businesses from the cost of food loss

**In the room:**

Rabobank  
 Agriprofocus  
 Strathmore Business  
 School  
 SNV  
 SOCAA  
 Yielder  
 UN  
 IDH

Burton & Bamber  
 KOFAR  
 Taimba  
 Equator Ltd  
 atraxx  
 Epven Om Ltd  
 Sweet Stevia Ltd  
 Sweet Africa  
 Stevia

IFDC-2SCALE  
 Globalprojects  
 Soilcares  
 Close the Gap  
 Agrico EA  
 ACTS  
 Fresh n Easy  
 TRENDY FORBES LTD  
 TAMBUZI

USIU INCUBATION  
 CENTRE  
 Leopards MET LTD  
 Vijana Amkeni Africa





Delegates follow a session in the plenary

# (PLASTIC) WASTE MANAGEMENT: COLLABORATION ON RESPONSIBLE SOLUTIONS

## Introduction of the workshop topic (Plastic) Waste Management and Business responsibility and opportunities.

Divided in different Groups we all have a role to play. Whether you are a producer, a user, a recycler, distributor or a collector. Key players in the (Plastic) Waste management ecosystem share the impacts and programs in place, and invite businesses to join. How do businesses go about plastic in the Retail Industry? Where do you leave your E-Waste? Is Farm waste not of Value? Is there a business that collects my waste and recycles it? Can we form groups that start with take back action? Per value chain, small groups that lead the change and front run.



Richard Ndiga of Serena Hotels leads the session

Waste is a big topic and first steps towards solution often are more manageable if we break the issue down into groups to define actions, and form partnerships.

- Hospitality – quick sketch by Serena Hotels
- E-Waste – quick sketch by WEEE
- PET/Plastic – quick sketch by CGK
- Packaging – quick sketch by TakaTaka Solutions

Since the plastic bag ban in Kenya – businesses have been proactively discussing Plastic Waste Management issues and how to implement efficient, long term solutions. It is clear that the Private Sector needs to design the solutions in order to be able to responsibly use plastic.

The PETCO model from South Africa has been explored and the possible ways to adopt this model in Kenya. KAM has taken the lead on creating a spate Sub-Sector PET to make sure the industry gets ready to take back, recycle, re-use PET.

Partnerships have been formed for instance:

- Between Mr. Green and Unilever in order to take back the amount of plastic that is being 'put' into society by Unilever products packaging.
- Takataka and Bio to take back Bio milk bottles at Chandarana's in Nairobi to be recycled by TakaTaka Solutions
- SafariLounge coffee & tea has only fully biodegradable packaging  
Serena Hotels are bottling water on the spot in Mara Lodge and providing guests with only glass bottles with their logo and filtered water.
- At places like Vida e Caffè where they fill your refillable coffee cup with coffee instead of using take away single use materials
- Tin Roof café has only completely biodegradable take away materials and you pay a few bop more, if you don't want that, they will fill your home containers. No problem.
- Nomads at Diani beach has replaced straws by paper straws, not a single customer complains – better said consumers who are aware say – hey nice! They care for me and for the environment.
- WEEE center recycling E-Waste

Business solutions have also been developed, from PET recycle plants to straw alternatives and plastic bag alternatives.

To give a 'face' to the disaster we are facing Flippiflopi has started a campaign building a boat out of plastics found in the ocean and at the coastline of Lamu, Kenya.

WATCH HERE 

Roundtable with keyplayers took place in collaboration with MVO the Netherlands, The Embassy of The Netherlands and SIBKenya.

SIBKenya will compose an overview of good practice, alternatives, smart businesses that we like to circulate as a add-on-progress document to include and update online all the time. This can be found at our site: [www.sustainableinclusivebusiness.org](http://www.sustainableinclusivebusiness.org)

NEEDS formulated:

- There is need to support the establishment of extended producer responsibility schemes (organisations) that can provide the link between industry and recyclers.
- Need for sensitizing consumers / citizens on littering, impact of garbage in nature and impact on health. Give them the information to empower and to make responsible decisions but also demand for responsible produced and packed products.
- Participants were surprised by input that the non-woven alternative bags now popularly sold to Kenyans are made of plastic that is non-recyclable and non-bio degradable and many stakeholders are unaware of this.
- There is a need to 'access' information and examples of how to sustainably manage waste, how to reduce, replace, recycle, reuse and change materials. Sustainable suppliers, good practices, marketing-communication it's all somehow new and therefor need for.
- There is need for long-term sustainable solutions and the government should play its role in guiding long-term policies and regulations.
- The county government should be capacitated and supported on its legal mandate to manage waste in the environment.
- There is a need for International Expertise and support. To boost capacity among implementers and to build successful 'solutions & business cases'. Proof of concept. MVO the Netherlands & KEPSA & SIBKenya are exploring the options.

Who will take the lead in pushing for the needs? And how?

KEPSA is giving the Private Sector the option to suggest and advice on new laws and regulations, they will pass these inputs on to the government.

We need collaborations and actions. SIBkenya can be a convening and facilitating partner as well as offering the needed knowledge, potential partner linkage and creative concepts to incorporate new ways of working into your business DNA.

**SIBKenya's stand on Plastic is simple – If we like to benefit from the positive aspects of plastic, we should make sure there are no negative implications of plastic. Responsible for the full impact!**

Links of interest:

- [https://www.youtube.com/watch?v=ju\\_2NuK50-E](https://www.youtube.com/watch?v=ju_2NuK50-E)
- <https://www.theoceancleanup.com/>
- <https://www.independent.co.uk/environment/plastic-how-planet-earth-environment-oceans-wildlife-recycling-landfill-artificial-a7972226.html>

**In the room**

Embassy of the Netherlands	CGK-World Bank	Tambuzi. Ltd	Sustainable Council
Safarilounge	Uniglobe Let's go	KAM	Development
Roundsquare Media	Travel	Weee Centre	Eco2Librium
Water Forever	ENVIROSERVE	TakaTaka solutions	USIU-A
CocaCola	Precious Plastic	Urban Green	Nexgen Green
Serena	KGBS	Consultants	Plastics
Wee Centre	Bidco Africa Ltd	SUNWORLD	
CGK	Florensis	SAFARIS	



## THE GREAT MIND CHALLENGE

Which ingredients define New Young Leaders? What do Businesses need from their new workforce, change makers and talents? And what does Young talents Drive within a business? This was an insight workshop on how to grow your business based on the greatest workforce and employees' engagement; and launching a program designed by MASTERPEACE & NUDGE in collaboration with SIB-Kenya to grow and boost your most Promising Young Talent in business into a New Leaders.

Remarks from the Panellists:

Vimal Shah

Aart Bos

Jan van Betten

Kenya's future workforce got to interact with business minded change makers and discussions were made along these lines:

- The youth should prepare for their future roles by exposing themselves to it through internships, attachments, research and wide reading.
- An innovative approach is required for every business to be successful; ideas alone do not make sense to the market.
- Questioning the curriculum is key for students revolutionize the system from a theoretical one to a current practical way of learning.
- Companies/employers need to understand that hiring young talent is more of an investment than a risk.



WATCH HERE 

David Bernard Steven gives his remarks at the Great Minds Challenge workshop



Derek Bbanga, contributes as a panellist alongside Dr. Vimal Shah and others at the Great Minds Challenge workshop.

To support these needs Great Minds Challenge has been designed. A young talent & business BOOST program to change and increase impact of young talent. A program whereby young talent 'deals' with a business need and by support, coaching, master classes and training from Business leaders, experts, CEO's and personal development coaches and innovators, successful young professionals improvements will be impactful, powerful and sustainable.

Read the statements of the Board of Influencers; JOIN and apply for the program. We start in October and have exactly 50 'slots'.

Be the Change. Change your Business. Boost your talent and Grow!  
Follow the trailer and the limited call for action via  
[www.sustainableinclusivebusiness.org](http://www.sustainableinclusivebusiness.org)







Nairobi 2018

Inspiring a transformative new generation of leaders who will co-create in order to achieve sustainable, inclusive and future-proof businesses



Personal development, peer education and coaching

75 New generation leaders from



Experience creativity techniques and how to continuously innovate

15 Sustainable and inclusive businesses and



Gain knowledge from inspirational and influential market leaders

05 Promising social impact startups co-create for



Network, co-create and have fun with new generation leaders

03 Days of inspiration, education and action at

01 Serene premium venue

**Some elements featured in the Program:**

- Masterclasses on creativity, innovation and the sustainable development goals
- Personal, peer and group coaching sessions
- Solving business challenges of social-impact startups
- Network opportunities with current business leaders
- Music, Art and Play



Partners:





Former Prime Minister of the Netherlands, Dr. JP Balkenende, Amb. Frans Makken and Willem Lageweg.

## MASTERCLASS: HOW TO BE READY TO RUN A STARTUP

Live action on professionalizing your business idea, innovation and get ready for the right Matchmaking in the Afternoon. We run through proposals, business plan, presentations and crucial elements! Learning from the best. The Incubator facilities and Labs, the Investors, the Funds and the Business men.

This was a floor to: Green initiatives, start-ups, promising academia, innovators – Businesses with Need for fresh ideas, solutions to support through incubation by match making with Businesses, linking with supporters and investors.

This was live action on professionalizing a business idea, innovation and get ready for the right Matchmaking, which was happening later in the Afternoon.

Example serial entrepreneur with successes and failures: Jacco Van Delden of Orange Climate highlighted from personal experience what the biggest pitfalls are for start-ups;

1. Lack of experience and crystalized intelligence among staff and management
2. Poor recruitment of employees, i.e.; hiring a non-diversified team thus limiting the collective knowledge and experiences of the team.
3. Poor financial planning that does not accommodate for back up plans where the business requires to make rapid adaptation to disruption
4. Unclear vision or unprincipled vision.

He advised the audience to:

1. Be Firm; take advice from those in the industry with a pinch of salt as an innovative idea may break normative rules and still succeed.
2. Clearly define the problem that the business will solve.
3. Listen carefully to study market needs.
4. Identify potential risks to the business.



The Start-up Carve by Arielle Molino (Intellect; start-up wave)

1. Initial enthusiasm
2. Reality check
3. Pivoting – where the business is getting ready to take off
4. Upswing

Generally a start-up is formed of three key factors:

1. The customer: the business should know their audience well and understand all the problems they face)
2. The problem: the business should then identify the biggest problem that customers need solved to peak interest.
3. The solution: this describes the actual business idea

## **What is the interest of the investor in a business plan?**

Investors are aware of the rapid rate of change that a start-up will initially undergo, therefore, business owners should not be attached to the initial ideas but rather should be willing actively change in response to the dynamic market.

Execution is the key to success, in fact, an unimpressive idea may succeed if well executed. Therefore it is important to know one's environment as this will dictate execution strategies. She further stipulated that this was the key function of the Business Model Canvas (to analyse the core aspects of a business strategy).

These factors should be highly criticised in analysing a business as investment Ready:

1. The entrepreneur and their team: in terms of diversity, skills and weaknesses
2. Operations and Business Model: in terms of how capital intensive it is, and market scale
3. Traction: in terms of the measurable impact and customer validation of the product
4. Market landscape: with regards to how much utility the product offers to its specific market
5. Differentiation from competitors with regards to status quo

Successful companies always innovate within the Business Canvas Model (BMC) rather than their ideas. It was agreed that this is the proven Innovative Business Model. This is a simplified way to analyse a business. The BMC through an investors' lens analyses 9 components:

- |                       |                           |
|-----------------------|---------------------------|
| 1. Key partners       | 6. Customer segments      |
| 2. Key activities     | 7. Channels               |
| 3. Key resources      | 8. Revenue streams        |
| 4. Value propositions | 9. Customer relationships |
| 5. Cost Structure     |                           |

Innovations within these components may be as follows:

1. Customers: entrepreneurs should be pragmatic in their solutions e.g. POA internet provision in Kibera slums
2. Value propositions: entrepreneurs should analyse the uniqueness of their solutions e.g. Mama hope a patented jacket to detect pneumonia
3. Customer relationships: entrepreneurs should analyse their product delivery efficiency and uniqueness
4. Key partners: how are partnerships cost effective and what are alternatives to partnerships e.g. distributing a product in a school as pupils will likely pass the product to their parents.
5. Cost structure: how economical is the business e.g. Uber is a taxi hailing platform that doesn't itself own taxis.

The team urged attendees to work the BMC to avoid costs to themselves and that innovation does not necessarily equate creation of ideas but rather involves creativity in one or more aspects of the BMC. Investors want market led ideas rather than simply innovative ideas.

The team also provided attendees with a pitch deck one pager, which summarised potential investor questions. Each slide of the pitch deck directly correlates with an aspect of the BMC which acts to provide answers to these questions.

### **In the room:**

Inclusive Business Sweden  
Every1 mobile  
Intellectap  
GIZ  
Umbrella Tree Africa  
solidaridadnetwork  
TakaTaka solutions

Alumni Incubation  
SESOK  
Enviroserve  
Mathare Social Justice  
Centre  
Heroes and Friends  
NPYDO

Humanum Rating  
USIU-A  
Grow my Hustle  
Equity Bank  
PEALAH  
OAKBROOK  
USIU-A



 **heroes & friends**



**intellectap**

**StartupWave**  
Promoting Productivity

## BUSINESS & BIODIVERSITY: CONSERVATION; NATURAL CAPITAL; ENVIRONMENT; CLIMATE CHANGE

What are we talking about? The natural balance of nature to ensure life for all

WATCH HERE 

Biodiversity and development are intertwined. Biodiversity supports development and development impacts biodiversity. Biodiversity is central to Kenya's economic development because it provides basic goods and ecosystem services. It is also integral to key development sectors among them tourism, agriculture, livestock, forestry and fishing. Further, it supports the industrial sector through the provision of raw materials. Effective biodiversity conservation management practice must be broad based and the SIB conference provided a platform for the private sector & NGO to come together and discuss biodiversity in Kenya.



### **Why biodiversity matters:**

Understanding biodiversity, and why it matters is very important, the complexity of views about biodiversity is caused by the variety of interactions with it.

Economic value - The natural world provides humans with raw materials for direct

consumption and production, and from which to make money. These benefits – and the economic value system that lies behind them – are held especially dear by many whose livelihoods bring them close to the natural world, such as farmers, fishers, timber workers, bee-keepers, and so on.

**Ecological life-support** - Biodiversity provides humans with the healthy, functioning ecosystems that make up the Earth, without which our societies could not exist. Nature delivers to us a supply of oxygen, clean water, pollination of plants, pest control, and so on. As understanding and evidence about the interconnectedness of the natural and human worlds has grown over the past, many have come to believe that protection of the web of life is vital to our own interests, and biodiversity is a convenient expression of that value system. Tourism frequently gains commercial benefit from biodiversity. It was clear from the discussion that scientific value system is important, these calls attention to the worth of systematic ecological data in helping us to understand the natural world, its origins, and the place of the human species within it.

## **Why we worry about biodiversity**

Businesses/Humans are presently concerned about biodiversity because there is undeniable evidence of significant global biodiversity declines which affects their operations in one way or another. The problem is real and everyone must play a role to reduce decline in biodiversity. Private sector, public sector and NGO's need to come together to save biodiversity and combined efforts will bring more positive impact towards reclaiming our biodiversity.

## **Biodiversity and human societies**

Discussion of value concepts highlights the fact that the linkages between biodiversity and human societies may be as multifaceted as are those within ecosystems. Societies benefits from biodiversity in material welfare, security of +communities, resilience of local economies, relations among groups in communities, and human health. It also emphasised the term 'ecosystem services' under four broad categories: provisioning, the production of food, fibre and water; regulating, the control of climate and diseases; supporting, nutrient cycling and crop pollination; and cultural, such as spiritual and recreational benefits

## **How to promote biodiversity**

It was highlighted that some companies and NGOs are already doing something to promote biodiversity. For example, Safaricom through their partnership with Rhino Ark in restoration of the Mawe Buru forest.

To promote biodiversity,

- There is need to have incentive structures to reduce loss.
- Increasing land reserves. This is simply preservation of land, especially

degraded lands to allow for regeneration and restoration. It can also apply for resources such as rivers.

- Providing alternatives to habitat conversion as a source of livelihood.
- Develop and encourage green innovations and technologies that increase output per unit of developed land, to ease pressure and conserve the remaining part of the land/environment hence protecting biodiversity.
- Economic growth does not necessarily have to lead to degradation and biodiversity loss; it all depends on the level of inequalities in the society as a result of development. It also depends on the type of technology used in the extraction of resources and methods of production. Sustainability has to be the guiding principle.

Some work needs to be done by the private sector and NGOs to attract significant government involvement for biodiversity conservation programmes. This can be done through the public private partnership.

## Next steps.

- A. Coalition; Engagement from NGO's, Private Sector (focus), Citizens, Civil Society, Government
- B. Platform to interact and bring efforts, knowledge, impact, needs and examples together
- C. Creation of common treats to move faster forward together
- D. Definition of Biodiversity that allows everyone to relate to
- E. Find a common language; and cross cutting issues that bring people together.
- F. Start communicating in common language the WHY with explanations, facts, research, good practice, incentives, examples, and impact.
- G. Influence way of thinking ('we can't solve problems with the same way of thinking that created them' Einstein.)
- H. Build new measurement system on various types of capital
- I. Act & show change – building proof

Media attention for instance the recent NTV Breakfast show on demystifying sustainability.

WATCH HERE 

Interesting links:

<https://www.youtube.com/watch?v=LkiiC4W0IKo>

[https://www.businessbiodiversity.eu/docs/ebbc\\_index01.aspx?id=36799&basehrefrequ=true&isalias=true](https://www.businessbiodiversity.eu/docs/ebbc_index01.aspx?id=36799&basehrefrequ=true&isalias=true)

<https://www.naturalcapitaltoolkit.org/>

<https://naturalcapitalcoalition.org/>

<http://meas.nema.go.ke/cbdchm/pressure-of-biodiversity/>



## In the room:

Tambuzi

WWF

ACC

IFAW

Osutua Foundation

IUCN

The Weather Makers

Tsavo-oilfields

services

Housing Finance

Embassy of the

Netherlands

KEPSA Energy

Sector Board chair

ABCG

Tangaza University

College

The Weather Makers

Embassy of the

Netherlands



EMBASSY OF THE EARTH



## EXHIBITOR'S FEATURE

Orange Climate

Agriflora

Eco Create & Innovate

Mlango Farm

Precious Plastic

KIBO

We have more for Sustainable Events & meetings: [Click Here](#) for tips and tricks on a low impact event; also see the SIB Kenya meeting package.

Oxford Business Group

Sweet Africa Stevia

Ciby

Stads Garage

The Weather Makers

Mind Transform Africa

## PROVIDER'S FEATURE

To practice what we preach, we had a low impact event by having no single use plastic: using cups, refillable water bottles, glasses & filtered tap water, value chain inclusive (fully traced) coffee vegetarian lunch and a room for nursing mothers.

Tambuzi

Safari Lounge

Life Straw

BBPC

Brood

Ester Pizza

Fresh n Easy

Bio Foods

Azuri



Tonnee Ndung'u, Plenary's MC



Kingdom of the Netherlands



## Why we will be vegetarians at the 3rd Private Sector Conference on Sustainable Inclusive Business on 4th May 2018 at USIU-A



Meat causes more emission than all modes of transport combined!

[https://www.ted.com/talks/graham\\_hill\\_weekday\\_vegetarian#t-56440](https://www.ted.com/talks/graham_hill_weekday_vegetarian#t-56440)

Vegetarianism nurtures the idea of keeping the environment safe. Eating less meat will help humans reduce their impact on the environment.

**If you reduce your consumption of meat you will reduce your footprint tremendously.**

1 week without meat:

- Saves half a year of shower water (cause Animal agriculture is consuming lots of water, 1 kg beef – uses 10.000 liter of water)
- Saves the CO2 emission equivalent of 111 kilometer car ride
- Saves the full consumption weight of 1 whole chicken life
- For a tree it would take 7 months to compensate 1 week of eating meat





Dr. Manu Chandaria giving a speech

## Afternoon workshops

### THE FUTURE OF TECHNOLOGY AS BUSINESS SOLUTIONS FOR ISSUES

Technology is one of the biggest tools to drive change. If need-based innovations make use of the latest technologies we can solve massive issues. The most famous example for Kenya is MPESA: A Mobile Money platform where 50% of the total population (46 million) is having access to money transferring services. This platform and technology can be used to share information as well as offer other services like 'renewable energy' Mkopu. Care pay is a health insurance system on the same platform.

Intro by Bernard Chiira: Start-Up and TechforGood development in the ILab space - Promising news and mindsets.

Great partnerships in this space:

**TRANSFORM** is a partnership between Unilever, the UK's Department for International Development and the Clinton

Giustra Enterprise Partnership to create disruptive approaches in order to meet low-income household needs in sub Saharan. Africa and Asia.

Inclusive Business Sweden engages and supports organisations in developing sustainable, innovative and inclusive business models with the BoP. Inclusive Business Sweden showcased how to include the BoP into your business case in levels such as consumers, distributors, suppliers or employees.

The Every1Mobile initiative is empowering micro entrepreneurs through their Duka platform to boost Micro business. Here's insight from them.

Kytabu is a textbook subscription application on a low cost tablet that allows users to rent books on an hourly, daily, weekly, monthly and annual timeline on a mobile platform payment plan. Kytabu allows primary and high school students in Kenya to access all the textbooks in the Kenyan Education curriculum.

The biggest opportunity is the potential of solutions within the Tech space. The challenge is that Tech is cross cutting and therefore hard to approach as a sector. Every sector has its TechforGood solutions and needs. The common challenge is though that TechSolutions are not always easy to convert into sustainable business models.

**In the room:**

Ilab Africa  
Ibiz  
Ihub  
Transform Program  
Every1 mobile

KytabuVegpro  
Real Insight Biz  
Ashoka  
Tambuzi  
Afripads  
USIU-A





Annos Africa Dancers  
entertaining the delegates

# BETTER BUSINESSES ARE IN BUSINESS: SDGs MAKE BUSINESS SENSE

“Every single social and global issue of our day is a business opportunity in disguise.”

(Peter Drucker, management guru) Philips' is endorsing this statement with leading the way with Sustainable Inclusive Business practice that is all in on SDG3. Why? What is the way forward and the ultimate success formula for businesses achieve? In this session, real-life examples and challenges from corporates, start-ups and finance providers how to contribute to SDG, and turn SDG's into Business opportunities.

There are three ways to reach the next three Billion: Innovation, Agility and Finance. How does business transformation pay off? It makes you stay ahead of the game and guarantees you a sustainable business space.

It was time to share progress and challenge others into driving this global agenda forward.

Identified ingredients to the achievement of the SDGs:

- Investment in Research and Development
- Investing in employees who believe in the SDGs
- Replacing pure innovation with Business Process Innovation for sustainable models
- Commercially viability of businesses and SDG-led initiatives
- Eliminate financial waste and use funding to make systems effective
- Investing back into the natural capital system
- Standardization of products and practices to avoid fragmented efforts
- Value chain inclusion in business



WATCH HERE 





**In the room:**

B-lab

Agriflora

Eco2Librium

Medsource

Philips

UN

Burton&Bamber/Sweetunda

MotherBand

Safaricom Ltd

Accenture Ltd

AgriProFocus

KIPPRA

Heroes and friends

Greyfos

SISTEMA.BIO

Equity Bank

USIU-A

Danish Embassy

# THE GREEN CONSTRUCTION SECTOR

Greening Construction Sector Opportunity is mainly about realizing Sustainable Local Manufacturing. Why, What and How?

In the construction Industry, there are great business opportunities in terms of greening the sector and making it inclusive. Materials become by far more durable, healthier, stronger, recyclable, affordable and sophisticated. There is a need for circular thinking and local manufacturing that will create jobs and grow the sector responsibly. We will discuss, learn and draft ways forward by having interactive discussions, table sessions and plenary sharing!



Sustainable inclusive business is an imperative in the construction sector to achieve Kenya's commitments toward COP21 targets, global sustainable development goals (SDGs), Vision 2030 in its current phase of the Medium Term Plan 3 (MTP3) for 2018 to 2022, the Green Economy Strategy Implementation Plan (GESIP), Government's Big 4 Agenda, and devolution agenda under County Integrated Development Plans (CIDP) and County Spatial Plans.

The building and construction sector is of key importance to the development of Africa and the well-being of its population. Africa can fulfil the demand for a built environment that meets the needs of African people through the application of sustainable building and construction (SBC) concepts. SBC is important for the region and can offer potential to improve the health of people and the environment in surrounding areas as well as reduce the effects of poverty by upgrading unplanned settlements. To adapt an African maxim, those who adopt sustainable construction practices can shelter themselves from unpredictable consequences of unsustainable building and construction practices.

Activities falling within the 'shelter' category, specifically the building sector, account for some 40% of overall energy use and associated greenhouse gas emissions, and a majority of material resource use. Accordingly, the sector offers a substantial emissions reduction potential at low or no cost. On this basis sustainable construction should become the rule and not the exception.

The key change areas in new-age construction include innovation, energy-efficiency, circularity, sanitation, waste, local manufacturing!

1. Sustainability in Construction Industry (Green Construction Business is the Future, Circular thinking will create major business opportunities, Local green manufacturing & recycling, green procurement)
2. Inclusivity in the Construction Industry (Fabricating on site, skill sets to create jobs, non accredited workforce, foreign construction projects, Government Capacity building to support green construction, affordable housing, manual labour, 3D printing, improving health & safety practices)
3. Examples, Opportunities and Good Practices - OrangeClimate, Eco Create&Innovate amongst others.

WATCH HERE 



Frank Heckman of the Embassy of the Earth and his team follow the plenary session

## **Main challenges in the built environment are poised to be opportunities for SIB through green building practices:**

**Future Proof Management skills:** Addresses the way a building site and completed building is designed for ease of good management, waste management, building commissioning as well as the development of building user guides. A holistic look at complete building site & environment will give a foresight

**Indoor Environmental Quality:** Assess the wellbeing and comfort of building occupants by addressing thermal comfort, pollutants, natural daylight and ventilation. Energy auditing already exists as a profession, however, this represents an enhanced skillset and market offering.

**Energy:** Aims to reduce a buildings energy consumption, increase its efficiency and encourage the generation of power from alternative sources. Renewable energy offers the most entrepreneurial opportunity previously reserved for large public sector

utilities. We can now construct buildings that generate more energy than that they use, we can control temperatures by the new ability of paint that regulates moisture, heat and cold, we can have air-con ceilings made of water and salt (Orange Climate) and much more. Investments that seem more initially start paying off quickly and long lasting. Once invested in solar – years of energy are free.

**Water:** Aims to target reduced use of portable water by encouraging specification of low flow items and the recycling of grey and black water. Scarcity of potable water and mainstreaming of wastewater treatment and rainwater harvesting at the micro grid and individual building level offer entrepreneurial opportunity. Blue economy opportunities abound.

**Materials:** Reduce the use of virgin material and encourage the use of materials from sustainable sources. A lot of construction materials are recyclable and also a lot of materials have been made more sustainable and environmental friendly because of latest techniques. Sand, steel, glass, stone (partly) wood are materials that to day can be environmentally friendly qualified sourced and are all recyclable and / or reusable. Across the built environment, green certified building materials are an opportunity for manufacturers to create a local green economy. Dig the sand, manufacture glass, sell and use glass, recycle glass, reuse the glass, sell and use the glass etc... local circular economy. The positive impact on environment by reusing, recycling and using smart materials can't be expressed in money (only).

**Land use & ecology:** Increase and protect our natural biodiversity. The built environment is heavily dependent on natural resources for its built environment, and responsible land use & ecology are imperative, and offer green economy opportunities.

**Innovation:** Recognize, celebrate and encourage innovation initiatives incorporated into building projects.

**In the room:**

Mathare Social Justice Center  
CGK  
Embassy of the Earth  
Biofit Agritech

Cooper K Brands  
University of Nairobi  
Trium Ltd  
Saing  
Trace group Ltd  
PSN and JLL

KGBS  
Incubator  
STRAUSS ENERGY  
ACCESS-Africa  
Ink Strategy



## SPEED-DATING / MATCHMAKING FLOOR

Partnerships are not all about Public Private Collaborations. We recognize a trend where Businesses embrace responsible business practice in all elements of their business. Procurement for example. How to 'source' responsible, how to 'recruit responsible', how to close deals (clients) 'responsible'. This was a space to meet the right partners, like minded initiatives and potential business leads.



“To build from this conference, we are going to follow up, define actions, front runners and good practice examples. We will tie loose ends create partnerships for impact”

**The SIB-Kenya Team**

### **Keynote address by:**

**Dr. Manu Chandaria**

“Unless we start thinking in a different direction, in making sure that we can create employment, the youth will not be absorbed. This is a priority. We also need to understand that there is a housing necessity. If you want to produce something and get it going, we need to concentrate on existing issues. Every developed country that grew in the past is now looking for environmental solutions: Why can't Kenya start from the onset. Unless we decide that we want to do something today, everything else remains in the air. If what we do does not start from the bottom-up, it will not create change”

WATCH HERE 

## Ms. Sanda Ojiambo

Sustainability Manager Safaricom



"At Safaricom, we believe that business has a very unique role in promoting sustainability. Business can no longer exist just to do business, we have to play a transformative role in the economy. Sometimes we think a switch to a more environmental solution will cost more, it may in the short run but actually it may not cost any more in the long run. Sustainability cannot be practiced in isolation, what's very important is

bringing practitioners together because it's a new narrative but most importantly we need to build more networks, share more lessons and understand what is possible. As Kenya, we are at a point of reflection: we could take the path of rapid economic growth and focus on the metrics or the numbers, or we could take a path of more inclusive growth. From a private sector perspective, we need to action around future proofing our business operations, driving more value driving work and sustainable business and ensuring that we can bridge the existing inequalities."



Rank your Embassy project – Presented by **Philip Bierkens**, Intern at the Trade & Investment section of the Economic Affairs department of the Embassy of the Kingdom of the Netherlands in Nairobi, Kenya.

The Rank Your Embassy project is an initiative from the Ministry of Foreign Affairs that aims to make our diplomatic network across the globe operate in a more sustainable matter. Since the Sustainable Development Goals (SDGs) and Corporate Social Responsibility (CSR) are high on the agenda for the Netherlands, our diplomatic network aims to set the example. By practicing what we preach and actively pursuing socially responsible, inclusive and sustainable actions and efforts we try to lead by example. That strengthens our position when we promote CSR amongst stakeholders we cooperate with, such as the Dutch private sector abroad. Based on indicators of the Rank your Embassy project and the SIBKenya pillars we have analysed our Sustainable Inclusive Business Practice and drafted a SIB Strategy together with SIBkenya.

The Rank Your Embassy project's strategy is designed to create awareness, change behaviour and track the joint progress of our diplomatic network. Through an online portal, posts can fill in a self-assessment divided over seven key themes. After filling in the data, a 'ranking' is given to the post, with an accompanied bronze, silver or gold

medal. Improvements can always be made, and the whole diplomatic network can share ideas, knowledge and best practices as to learn from each other. Altogether, the Rank Your Embassy project made it relatively easy for us to incorporate CSR in our organization's DNA, as well as to continuously measure and improve on what we do – to be shared with all posts across the globe as well as other organizations. Truly, these are concrete global actions to create a more responsible, inclusive and sustainable world and we stimulate every other organization to pursue similar steps – and learn from each other!

Welcoming our influencers:

Names (Picture of the full business card + bio + quote)

## **CLOSING REFLECTIONS:**

Dr. JP Balkenende

"This was a day of ACTION, ISPIRATION & IMPACT"

- It's all about knowledge - measure impact and share knowledge for growth
- Businesses can create change (a new world order) if they get practical and take the right steps
- Sustainable Inclusive Business is about common responsibility as opposed to individual efforts
- Workshops are about follow up, implementation, impact and doing the right thing.
- It is important to use every talent and leave no one behind in achieving the SDGs



**Watch speech:**

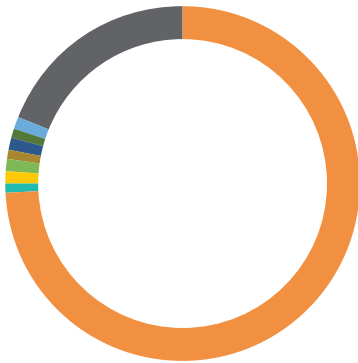
WATCH HERE 

# Conference Feedback

The 3rd Private Sector Conference on Sustainable and Inclusive Business brought together people from various countries and sectors in Kenya.

## 1. Countries represented

Which Country are coming from



Netherlands: 19%

Tanzania: 1%

USA: 1%

Austria: 1%

Denmark: 1%

Germany: 1%

Canada: 1%

England: 1%

India: 1%

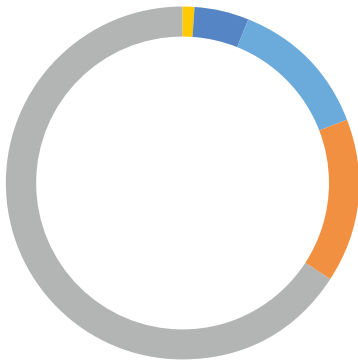
Belgium: 0%

Uganda: 1%

Kenya: 73%

## What sector do you represent?

Sector Represented



National Government: 5%

County Government: 1%

Private Sector: 66%

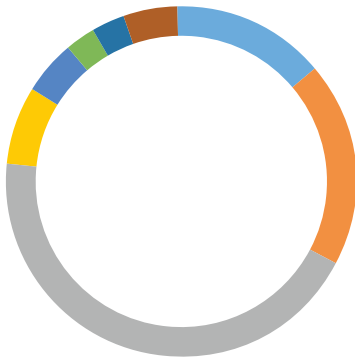
Civil Society: 15%

Academia: 13%



## If you are in the private sector, what specific sector are you in?

Sectors with the Private Sector that were represented



Other:	44%
Agriculture:	19%
Telecoms & ICT:	14%
Finance:	5%
Health:	3%
Housing:	3%
Tourism & Hospitality:	5%
Energy:	7%

## Why People came to the conference



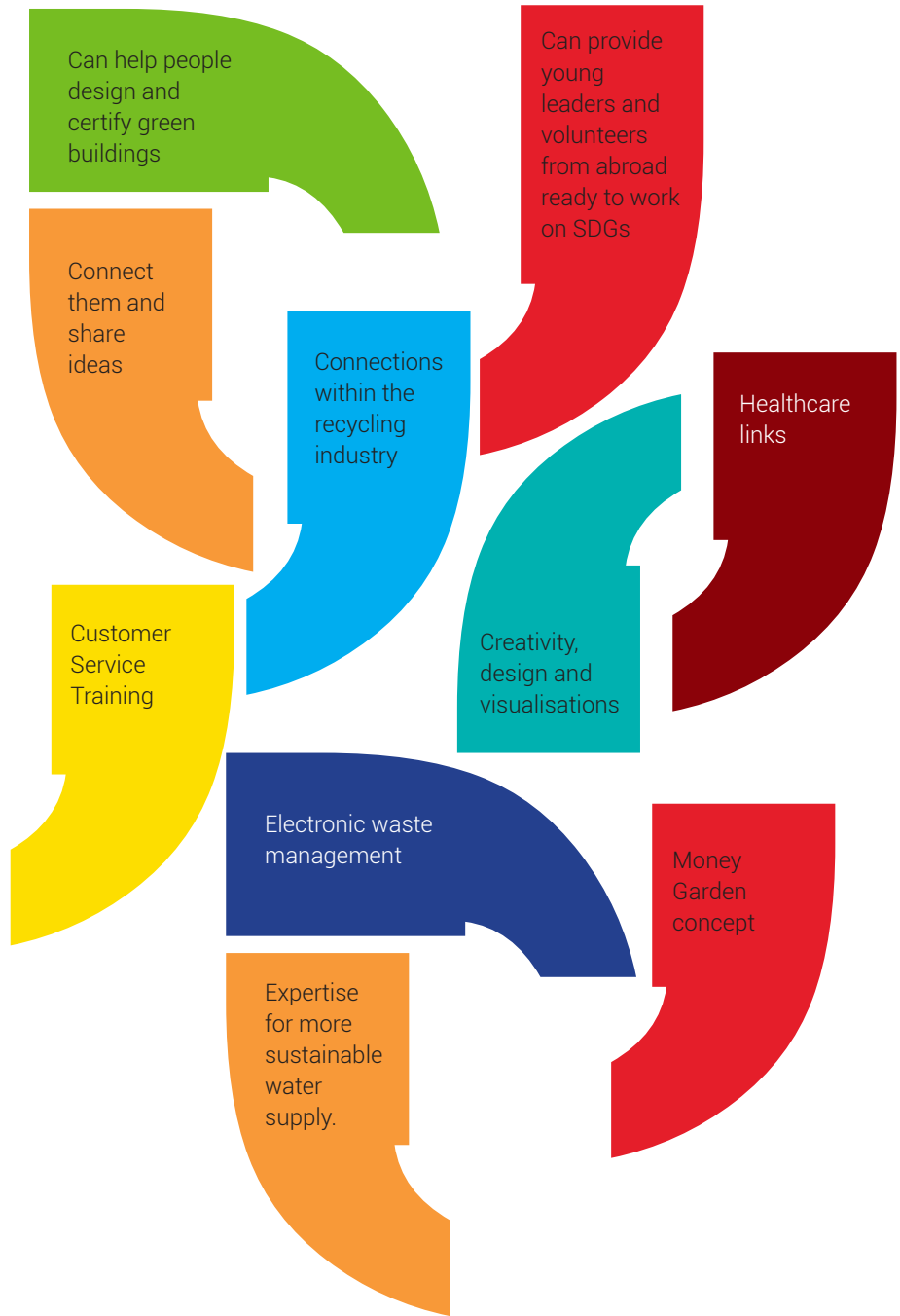
## What do you do to promote Sustainable and Inclusive Business practices?

Talk about good practices and implement	Sustainable Tourism Sustainable Travel
Impact Measurement	
Reduce, Reuse, Recycle	Pay tax. Recycling. Mentor. Print front and back.
Buy the right products	Promoting ethical business
Produce the right products	Promoting Agribusiness
Talk about it	Minimise wastage
Share knowledge	Research on new innovation in the area of interest about Bio-Garbage and share the knowledge.
Much more sustainable water supply	Avoid printing documents
Try to reduce polluting the environment and try to create awareness among others.	Solar
Make smart consumer choices	Less energy use
Sustainable housing, recycling	Eco Housing
materials	Energy saving
Use as screening criteria for investments.	Water conservation
Energy Audits	Reduce carbon foot print
Creating a workable concept	Training
Actively promote this across the supply chains on supply and customer sides	Promote environment conservation
By carefully selecting business partners and investors who believe in the same.	Supporting companies/organisations engaging in that.
Value for Money	Use public transport & bike
Recycle waste	Market sports
Break down oil to co2 and water	sharing ideas
Use eco steel bottle that can be refilled for our guests at our Camp in the Mara rather than using plastic bottles	Drink water
Reuse waste	Mentorship

Include community	training n recycling Less printing
Share knowledge	Connect people
Be consistent and authentic	Green marketing and sustainable
Sell energy saving bulbs	Use solar
Youth empowerment	Partner with other organisations for the benefit of employees
Recycle products from cradle to cradle	Empowerment
Produce Energy saving products	Invest in a circular economy
Recycling/ Re using	Energy saving
Youth awareness and active engagement	Building a boat from recycled plastic!
Print double paged black and white instead of color	E-Innovation consultancy services
Segregate waste	ESIA / Energy Audit Consultancy Services
Ensure a clean environment	Mathare Green Movement
Training	Compostable and biodegradable packaging for packing coffee and tea
Electrical and electronic waste management and recycling	Connecting people
Training and Capacity Building	Mentoring
Green buildings	Networking
Supporting sustainable enterprises	Capacity building
Develop young leaders that would be change agents through SDG based volunteer and entrepreneurial experiences innovate, recycle and energy save	Bring plastic bottles back
	Anti- littering awareness
Advocacy	Support to recycling
Education and healthy live	Offer insights around it
Support SIB firms	Pay tax
Focus on youth	Being transparent and role model.
Partner with likeminded people	Walk the talk
Promoting ethical business	Recycle bottles, don't use plastic bags, grow my vegetables, drip irrigation
Promoting Agribusiness	Teach and learn

Minimise wastage	Advocate and practice
Separation of waste , reuse /recycle as much as possible	Responsible consumption of utilities, responsible tourism.
I take care of the environment by not littering	Buy and eat local
Use less of everything	Training, providing business opportunities to the BOP, providing nutrition
Work	Buy from small vendors
Education	
Healthy living	

# How can you help other people in the conference (skills, stuff, cash, network)?



## WHAT INDIVIDUALS AND BUSINESS SAID

It was an opportunity for us to grow our network, meet organisations in a similar space, showcase what we are doing to the world and find partners.

– Precious Plastics

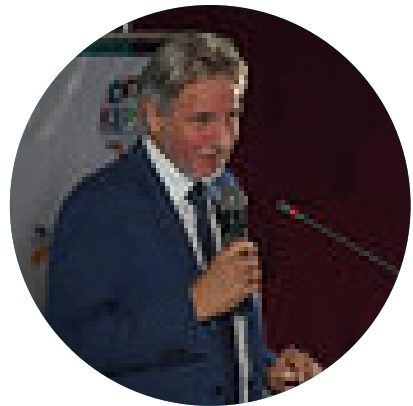


**Dr. Manu Chandaria**  
Philanthropist

[WATCH HERE](#) 

**Amb. Frans Makken**  
Ambassador Embassy of the Kingdom  
of the Netherlands

[WATCH HERE](#) 





**Dr. Jan Peter Balkenende**

Former Prime Minister of the Netherlands

WATCH HERE 



**Karin Boomsma,**


Director Sustainable Inclusive Business

WATCH HERE 



**Sanda Ojiambo**

Sustainability Manager, Safaricom

WATCH HERE 



**Stefan Schuwer**

WATCH HERE 



**Vimal Shah**  
Chairman Bidco Group

WATCH HERE 

**Willem Lageweg**

WATCH HERE 



WATCH HERE 



**Faith Temba**  
KAM

WATCH HERE 







**Grace Vuhya**  
Embassy of the Netherlands

WATCH HERE 



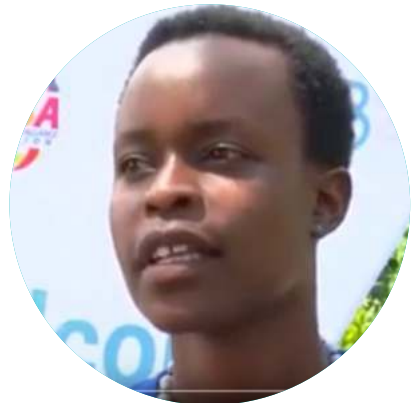
**Gerald Githinji**  
Former Deputy Governor Kiambu County

WATCH HERE 



**Romal Shah**  
Safari Lounge

WATCH HERE 



**Yvette Waweru**  
Mathare Social Justice Centre

WATCH HERE 



### Life Straw

WATCH HERE 

### Ivy Muchoki Africa Health Products

WATCH HERE 



"It's the little things citizens do. That's what will make the difference." Wangari Maathai

We need to change the way we look at the **economy**. There are lots of things that we don't **measure** well

Christine Lagarde  
IMF Managing Director

GDP is not a good measure of **economic performance**, it's not a good measure of **well-being**

Joseph Stiglitz  
Economist

## Feedback wall

“I am happy and proud that this conference was organized and visited by many, to energize and motivate companies and individuals to see what they can do to promote sustainable inclusive business”

**-Amb Frans Makken**

“The old way of doing things won't work anymore. From now on it is business unusual”

**- Vimal Shah, BIDCO**

“I will go back to my office with more insight on what to do moving forward”

**- Faith Temba, KAM, workshop on waste management**

"I noticed a lot of positive energy, creativity, partnerships and people promising each other to do more than they did before. This conference really created energy and action!"

– **Willem Lageweg, SIB-Kenya Founder**

"Businesses need to organize themselves around solutions and the new way of doing business to ensure they last longer in coexistence with the planet"

– **Dr. Manu Chandaria**

"People met who they wanted to meet & need to meet"

– **Karin Boomsma, SIB Kenya**

“It was an important forum to meet the right people, listen to solutions and get relevant information”

– workshop on Agro

“We’ve had time to think, we have discussed, and it is now time for action!”

– Aart Boss, Masterpeace

“Sustainability is a global agenda. It is important to join now because no one will escape this conversation”

– Grace Vuhya, Dutch Embassy

“What astonished me was the ability of young people and their vibrant willingness to change. We need to give them the challenge, the trust and the support to repair the system”

– **The Great Mind Challenge**

## COMMUNICATION BUZZ AROUND THE CONFERENCE?

### **UNIQUE NAIROBI CONFERENCE WHERE NANNIES, BABIES AND THEIR MOTHERS WILL BE ALLOWED**

The conference is aimed at making workplaces friendly for mothers with babies. Babies and their nannies will be part of the third Annual Private Sector Conference on sustainable and inclusive business, the organisers have said. Sustainable and Inclusive Business (SIB), the organization behind the conference say they will provide a space where nannies can take care of babies as their mothers attend the meeting. Read More....  
<https://www.tuko.co.ke/272822-unique-nairobi-conference-nannies-babies-mothers-allowed.html#272822>


### **3RD ANNUAL PRIVATE SECTOR CONFERENCE ON SUSTAINABLE INCLUSIVE BUSINESS**

Every first quarter of the year, SIB-Kenya hosts a Private Sector Conference on Sustainable Inclusive Business. This conference brings together key players: Businesses, Start-ups, Innovation, Development Partners, Experts, etc to identify challenges, opportunities and solutions and enable businesses to be sustainable and inclusive. Read more.....  
<http://gt20.eu/events/3rd-annual-private-sector-conference-on-sustainable-inclusive-business/>

### **#SIBCONFERENCE2018**

We'll talk #futureproofbiz, business transformation, new business mindset with @karin\_boomsma @willemlageweg @jpbalkenende






Join us on the 3rd Sustainable and Inclusive Business Conference, bigger and better! Get inspired on issues circular economy, plastic waste mgnt, food business etc. To grace the event is Former NL Prime Minister @jpbalkenende @FMakken @NLinKenya @SibKenya @willemlageweg



More businesses aligning investments to SDGs. Shift toward shared values a new measure for business success- Dr Jan Peter Balkenende @SibKenya #SIBConference2018



Former Prime Minister of Netherlands @jpbalkenende says a lot of companies are referring to the SDGS. There is also need to focus on a new economy, i.e. circular economy. Business is now about creating shared value by addressing the needs of society. #SIBConference2018 @SibKenya



Willem Lageweg Circle of Influencers announced to be the ears, the eyes and the compass for @SibKenya at #sibconference2018 in Nairobi @FMakken @KEPSA\_KENYA #Sustainability #SDGs



Talking about the future of technology as business solutions for issues. Lack of skills forms one of the challenges. Exactly what @dean\_ngo is focusing on within the 21st century skills programme. #SIBConference2018 @NLinKenya @SibKenya @KEPSA\_KENYA @dean\_ngo



@B-Lab East Africa and @sibkenya announce close cooperation to boost better business #SIBConference2018 @KEPSA\_KENYA @NLinKenya



#SIBConference2018 starting now. Entrepreneurs from around the world gathered @USIUAfrica In partnership with @KEPSA\_KENYA @NLinKenya @SibKenya


Former Netherlands Prime Minister @jpbalkenende, @vimalafrica, and USIU-A Chancellor Dr. Manu Chandaria among speakers.






Great Minds Challenge Nairobi


@GMCNairobi It is up to you to change the world, so what are you bringing to the table? #TheGreatMindsChallenge  
#SIBConference2018



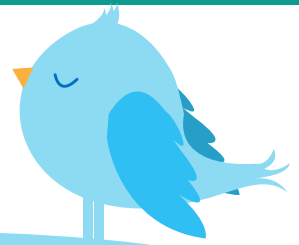
@KEPSA\_KENYA  
KEPSA Trustee @  
vimalafrica talks about  
trends that set tone for  
new habits & business  
criteria including  
reusing, recycling &  
going paperless. He  
says to be future proof,  
there is need to have  
standards in place & be  
sustainable.



#SIBConference2018 @  
BidcoGroup @SibKenya @  
NLinKenya  
@KEPSA\_KENYA KEPSA is  
the national apex body of  
the private sector in Kenya  
comprising of Business  
Membership Organizations  
(BMOs) & Corporate  
Organizations.



@karin\_boomsma  
#SIBConference2018 Manu  
Chandaria, open vision, honest!  
Big four - is about People. We  
can't create employment with old  
mindset



@QuitePeter It's the end of an incredible day of both learning and Networking with a goal towards more Sustainability not only in our business endeavours but also in our daily lives. Asante @SibKenya @USIUAfrica @KEPSA\_KENYA all the speakers and sponsors for making #SIBConference2018 possible NL Ambassador KenyaVerified account

@FMakken Philanthropist Manu Chandaria addressing #SIBConference2018: youth & housing should get priority; approach should be inclusive & bottom up to be successful. Productive employment for the million youngsters annually entering labor market is key. @SibKenya @jpbalkenende @NLinKenya



@willemlageweg High ambitions of Dutch Embassy in Kenya to become a leader in sustainability and inclusiveness #SIBConference2018 @FMakken

@infoKGBS Our session at @SibKenya on the Green Construction Sector is currently underway at room B4 #SIBConference2018





KEPSA CEO, Carole Kariuki, KEPSA Foundation Trustee, Gloria Ndekei, KEPSA Board Member, Catherine Musakali and Hamilton Omollo

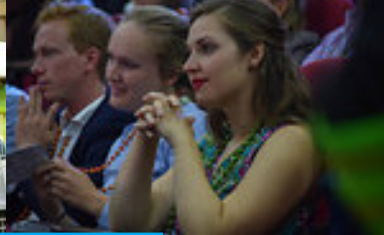
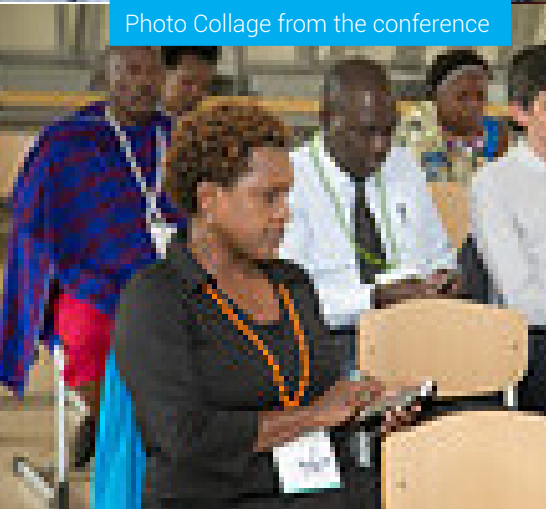


Photo Collage from the conference





The 3rd Private Sector Conference on Sustainable Inclusive Business:

**NEW (CIRCULAR) ECONOMY, TRANSFORMATION, FUTURE PROOF BUSINESSES**

is co-created, co-hosted, facilitated and supported by partners with a future proof business mindset.



Kingdom of the Netherlands



AFRICAN CONSERVATION CENTRE



Coca-Cola Beverages Africa









Kingdom of the Netherlands



**3rd PRIVATE SECTOR CONFERENCE ON  
SUSTAINABLE INCLUSIVE BUSINESS**

**NEW ECONOMY, TRANSFORMATION  
FUTURE PROOF BUSINESS**  
(Business Solutions to Solve Issues)



**To give more feedback about the conference:**

Email: [sussy@sibkenya.com](mailto:sussy@sibkenya.com)

Twitter: [@SibKenya](https://twitter.com/SibKenya)

LinkedIn: [Sustainable Inclusive Business Ke](#)

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