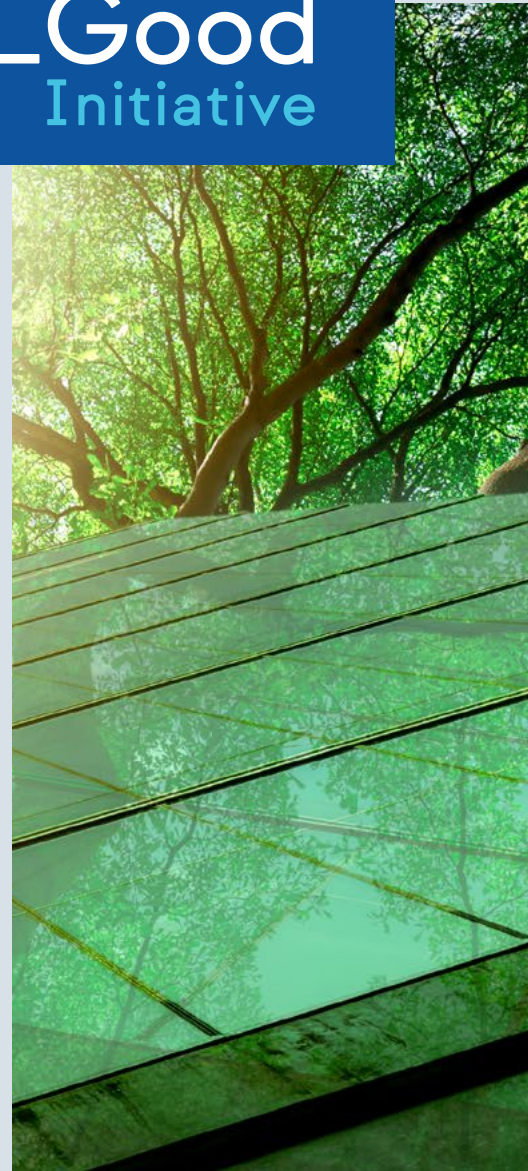


AMCHAM
Force4.
_Good
Initiative



SUSTAINABILITY REPORT



AMCHAM
KENYA

IN PARTNERSHIP WITH



HUDSON SANDLER

01

FORWARD



FORWARD

Over recent years, there has circulated an understandable scepticism on the part of some in Africa – and the Global South more broadly – that sustainable business, and ancillary themes like ESG, are issues which can be deferred, or addressed first in Europe and America. But this belief, whilst thoroughly understandable, misses a key point, which this report – developed on the basis of our members' feedback – makes clear: **sustainable business (or “Business for Good”) is critical to short, medium and long-term commercial success and viability in the Kenyan market.**

Those who direct attention and resources to the social, political and environmental impact of their business' work are also future-proofing it, and ensuring market share and consumer loyalty into tomorrow. Importantly, as the respective agendas of the U.S. and Kenyan governments indicate, **companies that take sustainability seriously are aligning with the trends of legislation and regulation.**

Of course, sustainability is only as valuable and authentic as the actions which follow from the rhetoric. Mere words are not only insufficient, but they are also counterproductive: generating cynicism around sustainability and its value. In the U.S., overly ambitious or inflated rhetoric by certain corporates has sowed mistrust among consumers – and this is a trend international companies must be careful not to replicate in (or import to) Kenya.

But the U.S. is, in other ways, leading the world in its encouragement of businesses to place environmental and social responsibility at the heart of their raison-d'être: the Federal Environmental Protection Agency (EPA) has championed the “Green Power Partnership”, which is incentivising organisations to pivot to renewable energy sources; the Department of Energy is taking active steps to improve the affordability of solar power and energy efficiency solutions. The current administration's “Build Back Better” agenda places the green economy front and centre, and America is re-establishing itself as a leader in the international community's progress to net-zero.

In Kenya, too, sustainability has been supported at the highest levels of government – with Vision 2030 launched all the way back in 2008. Central to this development plan is the creation of an inclusive, equitable and environmentally sustainable economy – and there are encouraging signs that long-term policy is trending in the right direction.

I'm pleased, therefore, to share a report which gauges the attitudes of our members towards this vital topic – and suggests they are broadly aligned with both the U.S. and Kenyan positions. This, therefore, indicates a healthy alignment between political will and corporate attitudes to sustainability and social responsibility. As you will find reading this report, businesses operating in Kenya do not, in the main, subscribe to a jaded dismissal of sustainability as little more than an exercise in optics or branding. Rather, **our members demonstrated in their survey responses that sustainability is crucial for business**, as a means of ensuring they retain their social license to operate and as the surest way to futureproof their profit models.

I am proud of this particular series of engagements with members, the culmination of which this report represents. Though our polling results indicate a healthy diversity of approach among member organisations, **there is clearly an emerging consensus that business must prove itself to be a force for good**, if it is to maintain its relevance and retain its consumer base heading into the next generation. In compiling this report, we reached out to all our member organisations, requesting their participation in a materiality assessment covering disparate aspects of ESG within business. The Chamber set out to establish how far, or close, businesses felt they were from the sustainability agendas of governments and consumers.

The review included questions on the company's position towards advancing the "good" and their internal structures – with an emphasis on inclusion and opportunity for minorities. This process furnished us with data on how each member sees their company's connection and contribution to, as well as prioritisation of, ESG – generally but also specifically from a Kenyan angle.

In general, survey questions focused on the progression of business' development in line with ESG standards and the value each company attributes to these commitments. Additionally, we felt it vital to understand how well the current business environment in Kenya incentivises companies to engage on environmental and social issues and where the current environment makes engagement and action difficult and prohibitive. We are pleased to share the findings of this survey exercise, as well as analysis of flagship programmes advanced by individual members, in this report. Moreover, we hope readers find our evaluation of the "Business for Good" landscape in Kenya informative.

Ultimately, our aspiration is to accelerate and expand the sustainability work undertaken by our member organisations, and we hope that this report contributes to that effort.

Maxwell Okello,
CEO, American Chamber of Commerce.

02

SURVEY RESULTS ANALYSIS



SURVEY RESULTS ANALYSIS

INTRODUCTION

Governments and regulators – in both Kenya and the U.S. – are asserting ever-more stridently the importance of sustainability for businesses, and the positive role they expect corporations to play in society.

AmCham undertook a survey of its members to evaluate how aligned businesses and governments really are on sustainability issues – whether, for example, business was merely responding to legislative trends, or whether international businesses in Kenya were leading change in this space.

Whilst the findings of this survey cannot be said to represent an absolute measure of business sentiment in Kenya, our members' responses do indicate some of the broad and consistent attitudes and experiences of multinationals operating in Kenya. Pleasingly, our membership expressed interest in, and commitment to, the principle that business should contribute meaningfully to the betterment of society and the protection (and where possible, restoration) of the natural world.

ANALYSIS



The division between a business' commercial health and its ESG performance is becoming increasingly blurred and harder to separate. Our survey, which reflects the experiences and perspectives of our member organisations – operating in diverse sectors, catering to distinct and varying consumer bases – clearly indicates the **growing prominence of ESG, and its increasing status as a fully-fledged operational and strategic priority**, a necessary condition for continued growth.



Our survey of members established, beyond doubt, **the centrality of sustainability to business outcomes in the modern world**. Of those members surveyed, 90% believe that ESG performance and business outcomes are linked – with the majority characterising the two metrics as sharing a “strong connection”.

Moreover, perhaps unlike the classic assumptions around ESG and its various metrics, which are often associated with global capital allocation and international equity indices (FTSE4Good, for example), our members felt overwhelmingly that their Kenyan business operations were particularly strongly linked to ESG activities. Indeed, no respondents felt that doing business in Kenya was plausible without provisions for sustainable strategies or reference to ESG standards. All but four respondents regarded the **Kenyan market as one in which a focus on ESG performance and key indicators was strongly associated with successful commercial outcomes.**

There is, then, clearly an acknowledgment among businesses operating in Kenya that **ESG is important and even indispensable.** However, though our members assert the importance of sustainability in the Kenyan context, this seems to be a conclusion they have arrived at independently of regulation or legislators.

When asked whether the current business environment in Kenya incentivises actors to engage on environmental issues, our members share differing opinions. Whilst a small minority feel that sustainability progress and action is well incentivised in Kenya, the vast majority are more ambivalent, characterising the status quo as “OK”. Moreover, a significant proportion of respondents don't believe the Kenyan business environmental incentivises positive environmental action at all – indicating that **there is significant work to do in terms of ensuring the country's regulatory and economic regime encourages business to work for the benefit of the environment.**

Similarly, our members surveyed were divided on the extent to which the Kenyan business context incentivises corporate engagement on social issues. Whilst a significant proportion felt **business was positively encouraged and assisted in its efforts to address the “S” element of “ESG”**, a third of respondents assessed the Kenyan business eco-system as performing “Poorly” in terms of steering corporates to social action and commitments.

Our polling suggests that members are fully subscribed to the key tenets of sustainability and express an authentic aspiration to make a positive impact on Kenyan society, but are divided on the extent to which Kenya's regulatory – and legislative – atmosphere helps or hinders this. The sizable proportion of the business constituency which feels that the business environment militates against positive action should be a wakeup call to us all.



But it is impossible to analyse the decisions and strategies of a multinational business in one country without examining its central, Group leadership. Our survey corroborates this, with a sizeable majority of members confirming a partially centralised ESG decision-making process.

66%



of respondents confirmed that their Kenyan businesses' ESG priorities were determined "in collaboration" with global leadership, whilst others felt that ESG strategies were devised at a global level and then implemented in Kenya.

1/3



of our members do feel they have significant autonomy when it comes to ESG policy and feel that their Kenyan operations are empowered by the wider Group to set their own agenda when it comes to sustainability.

But the most resounding affirmation our members give of their commitment to "Business for Good" is not rhetorical – it's capital. Of those surveyed, all envisaged investing resources to support action on environmental and social issues in Kenya. Almost half of respondents deem it likely their expenditure of "ESG" programmes will run into the millions of dollars, while others envisage smaller outlays. What is vital, however, is that all see these activities as requiring material investment and concrete support.



This kind of concrete investment can take many forms. From a direct monetary investment to incorporation of costs for social or environmental programmes into the daily running of a business, these two options are illustrated by the work of the **Pfizer Foundation** and **Samasource Kenya**, respectively.

An organisation with a rich heritage (founded in 1953), The Pfizer Foundation supports societal good through funding and resources for on-the-ground charitable programs impacting millions worldwide. In Kenya, the Foundation adopts an approach which trusts local expertise and perspectives, and facilitates the ongoing and expanded work of Kenyan charities, through its funding of The Global Health Innovation Grants (GHIG) program.

Leveraging Kenya's key grassroots health organisations, The Pfizer Foundation is focussed primarily on improving health provision for poor and marginalised women and children, particularly mothers and new-born babies. Through funding organisations such as Jacaranda Health (an organisation that has benefitted from GHIG support five times) which collaborates with government health systems in Kenya to improve the available quality of care through low-cost interventions that drive improvements in maternal and new-born health outcomes, The Pfizer Foundation is working to democratise access to quality healthcare. Moreover, the Foundation's other beneficiaries in Kenya include Penda Health – which works to improve healthcare services for low-income families in urban and peri-urban Nairobi – as well as Afya Research Africa, which is providing vital medical services and products to rural communities traditionally neglected by state health provisions.

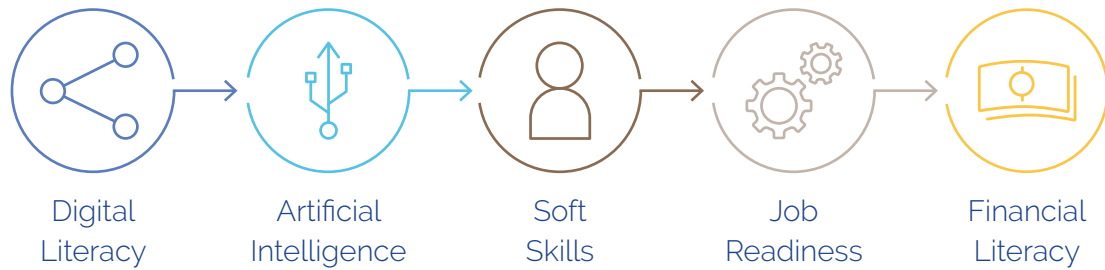


Whilst the efficacy of grant funding for local charitable players in clear **(Pfizer's program has brought treatment to 2.7 million patients in need of medical care, to date)**, Samasource Kenya has worked to make social good a seamless part of its business model and hiring process, integrated with its commercial purpose.



In Kenya, the organisation works to formalise employment for those trapped in poverty and unemployment or, like 8 in every 10 African workers, engaged in the informal economy, without the benefits or security which contracted work provides.

Employees of Samasource receive rigorous training to equip them to thrive in Kenya's formal economy: new workers are trained in;



Strikingly, as a result of this training and up-skilling, many Sama employees see their earnings quadruple almost immediately. But Sama's support doesn't end here – the business helps employees prepare for their next job through classes on CV writing, leadership and communications, and mentorship on job interview skills.

This kind of sustainability intervention has exponential positive impacts on local communities – a ripple effect. From 2017 to 2020, Sama collaborated with Innovations for Poverty Action (IPA) and researchers at the Massachusetts Institute of Technology (MIT) on a Randomized Controlled Trial. The study validated the effectiveness of Sama's training and employment programs in creating sustainable pathways out of poverty in Nairobi, Kenya – especially for women, who constitute 51% of Sama's Kenya workforce.

To date, Sama has helped over

60,000

people lift themselves out of poverty. Through its Give Work Challenge, the company has invested

\$160,000

in employee start-ups.

The company has also provided **over 20 scholarships to University.**



Through Samasource's work in Kenya, marginalised communities are being equipped for the digital economy – and to contribute to Kenya's economic growth.



Poorer communities' ability to participate in the formal economy and, ultimately, conserve and improve their health relies on adherence to positive everyday practices and habits. **This is exemplified by Mars Wrigley, whose partnership with the Kenya Dental Association (KDA) has seen the organisation extend oral healthcare and education to those for whom it is often inaccessible.**



Marking World Oral Health Day in 2022, Mars Wrigley reached

560 People

in Lamu, Kenya.



Together with KDA dentists, performing procedures on

337

individuals.

Moreover, this outreach (which Mars conducts annually) facilitates community education on positive dental and oral hygiene – minor everyday acts which can have hugely positive long-term health implications.



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

SDGs – Committing to be a force for good

By acknowledging the importance of the United Nations Sustainable Development Goals (SDGs), our survey participants recognised that they provided a framework for addressing the world's most pressing challenges, such as poverty, inequality, hunger, and climate change, whilst also promoting sustainable economic growth.

By adopting SDGs, companies, such as those registered with the American Chamber of Commerce in Kenya, can benefit from increased efficiency and cost savings, improved stakeholder relationships, enhanced reputation and brand image, whilst simultaneously taking advantage of an expanded access to new markets and a growing base of customers. Therefore, by aligning their operations with the SDGs, our member organisations can confidently say they are contributing towards a more sustainable future for communities across Kenya and for the planet at large, ensuring sustained long-term success in a rapidly changing global landscape.





It is important to note that all SDGs are valuable, and it is only through a unilateral approach to systematically meet all 17 of the SDGs that a sustainable future can be achieved.

As we collectively strive for a better future, member organisations are therefore committed to all the SDGs, and this survey is therefore by no means an indication that our members perceive some SDGs as being irrelevant and unimportant. Be that as it may, in differing economic, social, environmental, and geographic contexts, it is reasonable and expected that certain goals can be perceived as having a higher priority than others.

So, how do our leading member organisations and cross-sector decision makers perceive the importance of the various SDGs? Which goals do they consider most important when it comes to their contributions to Kenyan societal development and the environment at large?

SDG 13 - Climate



According to our survey, in terms of global outlook, the call to take urgent action to combat climate change and its various impacts ranks as the top priority for those companies registered with the American Chamber of Commerce in Kenya.

As set out in the Paris Agreement on Climate, and as key actors from across the stakeholder spectrum come together in their efforts to keep global warming to no more than 1.5°C, with the aim of reaching net zero carbon emissions by 2050, this finding clearly demonstrates that private businesses and corporations are wholeheartedly committed to playing a role in addressing the need for urgent climate action, as they see this as a top priority regarding their commitments to meeting the SDGs.

By making this commitment their top priority, our member organisations are proudly displaying their confidence in the role that their respective industries and sectors will play in combating climate change, a statement of intent for their ambitions to be a force for good for the planet.

Nowhere is this match between a business' core offering and combatting climate change clearer than with AmCham members Microsoft and Google. Both organisations are demonstrating how their technology and commercial offering can be leveraged to build Kenya's climate resilience and climate change mitigation strategies.

Microsoft addresses a key requirement of policymakers and climate scientists working to protect Kenya and its population from climate-related adversity – providing access to broad and reliable data so as to best inform top-level decision making and policy formulation.

The Company's "AI for Good Research Lab" harnesses the potential of AI, machine learning, and statistical modelling to increase climate resilience across the country's industries and sectors – and arms the country's climate scientists with the information they need to understand the current, real situation of the country's ecological health.

Moreover, the programme combats a status quo which, across the Global South, is hampering climate change mitigation efforts – a dearth of data scientists. A striking statistic reveals that the Global South has only one data scientist for every fourteen in the Global North, meaning that Africa risks being left behind in the development of data-driven innovation at the grass-roots level. BY launching a team of data scientists in Nairobi, Microsoft is working to leverage its "bread and butter" data offering to supply the country's decision makers with the data they need.

Similarly, Google is contributing to Kenya's climate resilience through the deployment – and support for others in the space – of data and AI. So far, Google has contributed

\$2 million

to PlantVillage's "Warrior Vision" initiative, which will help create precise maps of dryland areas around Africa.



A large-scale system that makes use of PlantVillage's current AI-powered climate change information system, the project will assist Kenyan communities in arid drylands to adapt to climate change and restore their lands.

For context, drylands constitute more than

40% of the Earth's land mass,

and are home to more than 3 billion people, the majority of whom reside in developing nations in the Global South, including Kenya.



PlantVillage's team – with Google funding and support, will work with Morans (young tribal people who tend to animals central to the survival of communities in these arid ecosystems), and work with these highly mobile individuals to gather data from four different Kenyan communities, across an area roughly the size of Washington State, using AI-powered smart phones which are connected to a global network of satellites. The project is ambitious – with the objective of enhancing 1 million hectares of land over a three-year period, targeting invasive plants such as mesquite for removal and conversion into biochar, permanently storing carbon in the soil.

Here, Google is demonstrating how AI and other related technologies can support local communities in their combatting of desertification, and the maintenance of balanced eco-systems which underpin healthy eco-systems and viable livelihoods.

SDG 1 - Poverty

Following closely behind acting for the climate, our research found that the **commitment to eradicating poverty (SDG 1) was seen as a crucial point of priority in terms of contribution towards sustainable development.** In the wake of the COVID-19 pandemic, this is perhaps unsurprising. 2020 saw the global economy severely impacted by deeply troubled and uncertain outlooks, whilst international commerce was fragmented by intermittent national lockdowns, resulting in the working poverty rate growing for the first time in two decades, pushing an additional 8 million workers from across the globe into poverty.

For a large number of our chamber members, many of which operate contingent on long international supply chains and rely on persistent consumer appetite for engagement with their brand and products, a rise in poverty is an alarming indicator of a troubling macroeconomic climate whilst also translating to a reduced customer base.

It is therefore both reassuring and unsurprising that our members ranked a commitment to combating poverty as one of the top priorities for their work both globally, and for Kenya specifically.

It is important to remember that these two prioritisations should not be considered independently of each other. The impacts of climate change remain one of the world's largest threats to increasing poverty, so a commitment by our member organisations to combating the negative impacts of climate change can also be read a commitment to ending poverty. Similarly, any affective **commitment to ending poverty must also include a commitment to addressing the negative impacts of climate change on rising poverty.**

But poverty is not only attributable to climate change – its causes are varied and complex. One key trend which predicts economic status is access to formal financial products and advice. That's why **AmCham member Mastercard has set out to democratise access to financial services for marginalised communities in Kenya.**

Launched in 202, the 'Community Pass' platform seeks to address the problems encountered by both service providers and prospective customers in marginalised communities, providing an interoperable digital platform that aims to facilitate service delivery and **increase access to fundamental services, such as food, education, and healthcare online.** By streamlining payments and transactions, Mastercard's program stimulates economic growth and boosts commerce, driving prosperity in communities.

Moreover, by enfranchising these communities through financial services, **Mastercard is helping protect communities traditionally overlooked by financial institutions** for vital investment as being too "risky", by reducing the ability of malicious agents exploit this vacuum and expose Kenya's poor to financial products which are exploitative and predatory.

But poverty prevention and alleviation comprise more than an examination of the present – serious efforts to ensure the accomplishment of SDG 1 are achieved must take the future, which will look radically different, into account. IBM East Africa is working to pre-emptively address fuel poverty to project current trends and patterns onto the societies of tomorrow. **Working with Energy for All (SEforALL), IBM's Sustainability Accelerator is mapping out the future energy needs of rapidly urbanising societies** (beginning with Kenya and India as pilots) and explore the implications of an expanding built environment on these nations' energy needs. These projections and models can then be used by governments and NGOs to determine priority areas for investment and development, as well as future-proof their current generation of power infrastructure for an unrecognisable future.

As shown in many of the tech-focused members' contributions to this report, addressing poverty is not merely a question of resources, but rather the intelligent and directed allocation of them to identifiable and quantifiable problems.

It is in this spirit that Medtronic is working with the Ministry of Health and local authorities in Kenya to leverage its intelligent healthcare platform to improve public health provision. By ensuring that patient data is appropriately used, and that key metrics are recorded and properly shared between components of public health infrastructure, Medtronic is helping to create public health systems that ensure resources are efficiently channeled to those who need them most.

SDG 2 & SDG 15 - Hunger & Life on Land

Leading on from poverty, a commitment to ending world hunger (SDG 2) and promoting the sustainable use of the earth (SDG 15) also ranked as priorities for our members. Whilst globally, hunger ranked as the 3rd priority for our members' contributions to the UN's development goals, it is worth note that as a Kenya-specific priority it ranked higher, coming in as the 2nd priority. With a large number of our surveyed members operating within the nutritional, food & beverage, and agricultural industries, this finding is reflective of not only some of the most pressing issues facing their respective sectors, but it is also of one of the strongest prevailing issues confronting a large portion of sub-Saharan East Africa, including Kenya.

Further to this point, it is therefore also worthy of note that when questioned about Kenyan-specific priorities, the goal to protect, restore and sustainably manage terrestrial ecosystems ranked as the joint 2nd highest priority, alongside ending hunger. Together, these two prioritisations can be read as a recognition of the fact that the promotion of the sustainable use of land goes hand in hand with the ambition to end world hunger, as healthy and diverse ecosystems are both more productive and fertile in the long term.

Dow is working to make sustainable agriculture more viable for Kenyan farmers through its Mama Silage Bag (developed in partnership with Packaging Industries Limited) – an innovatively designed to help small-scale dairy farmers in Kenya minimise animal feed losses brought on by traditional storage techniques and increasingly harsh and persistently changing climate conditions. On top of this, the bags also promote consistency in milk output and, subsequently, a much more dependable revenue stream for dairy farmers throughout the entire year.



The positive implications of this innovative product are various and important. Although reducing waste is a challenging task for Kenyan farmers, it is essential for

- Fostering food security
- Increasing yields
- Promoting economic growth
- Ensuring long-term environmental sustainability



Kenya's economy is incredibly dependent on agriculture, and the sector employs a large portion of its population. However, because of inefficient handling, storage, and shipping procedures, farmers often experience significant waste and post-harvest losses. In order to increase the amount of food available for consumption and decrease the demand for food imports, which can have the added benefit of combating food insecurity, waste reduction will therefore be crucial.

Moreover, minimising waste also means that Kenyan farmers can reduce unintended environmental impacts. Better storage solutions enable farmers to enhance their harvesting techniques, facilitating transportability, long-life and security of harvested produce.

Dow's Mama Silage Bag shows how specific products and innovations can have transformative on the ground impact – and, in this case, help preserve and improve the viability of Kenya's vast smallholder farming sector.



Engaging with SDGs – The barriers and the gateways

The commitment to and prioritisation of SDGs is one thing, however, we wanted to know where the strengths and weaknesses lie for our member organisations, regarding their various pledges to act as forces for good in Kenya. We first wanted to understand the areas for improvement, and to do this we asked our members how they felt the current business environment in Kenya made engagement with the SDGs particularly difficult. Furthermore, in order to gauge a broad overview of the difficulties involved with engaging with the various SDGs, we asked our participants to rank where they felt these difficulties lay – and their responses yielded some illuminating findings.

i) Barriers

According to our polling, eradicating hunger (SDG 2), ending poverty (SDG 1), and ensuring peace & justice (SDG 16) respectively ranked as some of the areas where our members felt the current business environment in Kenya made it most difficult to engage with issues related to these specific SDGs.

This is significant, as our members also identified hunger and poverty as two of their foremost priority areas for both Kenya and the world, respectively. Like a vast number of the SDGs, poverty, peace, and hunger are not simple problems to solve. As some of the world's most widespread and pressing issues, the simple scale of these particular challenges may often make decision makers and stakeholders feel that their individual contributions challenge to address the wider issue. However, by coming together and uniting, key global players such as our member organisations can truly make a difference when it comes to meeting the UN's sustainable development targets.



Similarly, it is important to remember that a world that is free of hunger and poverty can only be achieved through global peace and strong international partnerships.

In a world that is currently scarred by conflict in Europe, the knock-on effects of war and its subsequent harmful impacts on world stability and progress have been felt across supply chains around the globe. With large geopolitical forces at play, individual stakeholders may sometimes feel powerless to effect change.

However, whilst the present global geopolitical landscape presents clear and obvious difficulties, the responsibility falls on the shoulders of global stakeholders and partnerships, including the American Chamber of Commerce, to mitigate against these challenges as best as is possible.

ii) Gateways

On the flip side, our research shows that the fostering of innovation and development through industry and infrastructure (SDG 9), the promotion of sustained and inclusive economic growth (SDG 8) and the ensuring of sustainable consumption and production patterns (SDG 12) ranked highly as areas where our members felt the business environment in Kenya encouraged their engagement. As an exciting burgeoning economy, it is reassuring to know that these commitments to sustainable growth and development of Kenya's society are seen as being strongly encouraged by our member organisations.

In order to unleash the levels of Kenya's social, economic, and cultural potential, sustainable developments in **infrastructure**, **technology**, **industry**, and **production** will be key to turbocharging the country's growth. As Kenya looks forwards and upwards, our members expression of their perceptions of the encouragement they feel to engage with these goals represents a strong cause for optimism about Kenya's future.



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03

APPENDIX

CASE STUDIES



APPENDIX



SAMASOURCE KENYA

FORMALISING EMPLOYMENT – ECONOMICALLY ENFRANCHISING THE POOREST

About Sama:

Sama was founded in 2008 on the premise that talent is equally distributed, but opportunity is not. The Company's business model was designed to minimize inequities by providing people from marginalized communities with training and work that pays a living wage.

Addressing an unprotected African workforce:

The International Labor Organization estimates that 8 out of every 10 workers in Africa are in informal employment – the highest share among all the world's regions. But informal work doesn't provide many of the protections, nor the stability, of work in the formal sector.

For many members of our workforce, Sama serves as an on-ramp to formal employment. As part of the recruitment process, the business asks questions about prospective team members' backgrounds to better understand how an opportunity in the formal sector could impact their longer-term trajectory and, ultimately, support a sustained "lift" out of poverty.

Sama has an intentional impact employment model that hires those who have been left out of the formal employment economy. Prior to joining Sama, many were unemployed or living below the poverty line. Most employees come from informal settlements or rural communities where formal sector jobs, especially entry-level jobs in technology, are scarce.

Concrete skills – levelling the employment playing-field:

Once selected, employees are trained on digital literacy, Artificial Intelligence, soft skills, job readiness and financial literacy. As a result of this training and up-skilling, many Sama employees see their earnings quadruple almost immediately. But Sama's support doesn't end here – the business helps employees prepare for their next job through classes on CV writing, leadership and communications, and mentorship on job interview skills.

Our staff's time at Sama, therefore, sets them up for long-term career trajectories that continually improve their financial standing.

In addition to offering team members salaries well above their country's minimum wage, Sama provides its workforce with benefits including health insurance, an opt-in pension plan, transportation to the office, subsidized meals, and paid leave for new parents, as well as newly-developed, robust mental health and wellness program. Moreover, employees have access to on-site counsellors and psychological support, regular wellness breaks, healthy foods, meditation rooms, maternity rooms, exercise, and game rooms, and 3-weeks paid time off.

Evidence-based – a ripple effect:

Through its research, Sama has established that many of its employees support siblings, parents, or children – and wages help pay for school fees, rent, as well as other household and living expenses. From 2017 to 2020, Sama collaborated with Innovations for Poverty Action (IPA) and researchers at the Massachusetts Institute of Technology (MIT) on a Randomized Controlled Trial. The study validated the effectiveness of Sama's training and employment programs in creating sustainable pathways out of poverty in Nairobi, Kenya – especially for women, who constitute 51% of Sama's Kenya workforce.

To date, Sama has helped over

60,000

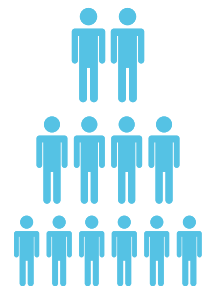
people lift themselves out of poverty.

Through its Give Work Challenge, the company has invested

\$160,000

in employee start-ups.

The company has also provided **over 20 scholarships to University.**



By giving work to marginalized communities, Sama is doing its part to end poverty and provide equal opportunities to the digital economy.



THE PFIZER FOUNDATION

Established in 1953, The Pfizer Foundation is dedicated to strengthening community-based initiatives that address challenges within the complex and ever-changing global landscape. The Pfizer Foundation provides funding and resources through charitable programs that nurture science, innovation and collective action to positively impact millions of people around the world.

Localising medical expertise and resources, to reach the most marginalised

In Kenya, as in many African countries and the Global South more widely, access to primary care and health facilities is limited to major population centres – towns and big cities. Combatting this healthcare deprivation, The Pfizer Foundation funds The Global Health Innovation Grants (GHIG) program, which works to support organizations as they accelerate locally based solutions to combat global health challenges. Annually, the program supports 20 grantees in selected countries at \$100,000 each.

The program – launched in 2016 – has been designed to support social entrepreneurs in low-resource settings by accelerating locally driven innovations focused on combating global health challenges, including infectious diseases.

In the last five years, the program has supported nearly 30 organizations, many for multiple funding cycles, in 16 countries across Asia, Africa, and Latin America. Notable achievements of the program include: the treatment of more than 2.7 million patients in need of medical care; reaching 1.3 million patients with lifesaving infectious disease screening and education; the training of over 10,000 health care staff; and the opening of almost 700 new health centers.

Strengthening Kenya's local health systems – leveraging key grassroots organisations

Mothers and babies

Jacaranda Health has benefitted from GHIG program support five times. Founded in 2011, Jacaranda Health works to improve the quality of care in public hospitals (where most low-income women deliver their babies). The organisation partners with government health systems in Kenya to improve the available quality of care through low-cost interventions that drive improvements in maternal and newborn health outcomes. Jacaranda provides nurse mentorship, skill-building and training programs, health systems strengthening, as well as technology-based solutions to promote timely care-seeking. A powerful example of the latter is the SMS PROMPTS text messaging platform, which connects mothers to advice and referrals to care. Jacaranda currently partners with 10 counties, supporting almost 500 public hospitals, health centers, and clinics that collectively deliver over 180,000 babies a year in the country.

Family healthcare in deprived areas of Nairobi

Penda Health was founded in 2012 and operates a network of 22 medical centers that provide primary healthcare services to low-income families in urban and peri-urban Nairobi. Centers provide a range of services including low-cost consultations, diagnostic tests, family planning, childhood vaccines, and medicines for a variety of illnesses. Penda also has a dedicated medical training center for staff, and recently launched a telemedicine treatment hotline that provides free virtual consultations.

Rural healthcare

Founded in 2009, Afya Research Africa has benefitted from the GHIG program and operates a network of primary healthcare kiosks designed to provide sustainable care to rural Kenyan communities. The organization's model is catered to engagement with communities and aims to encourage community ownership over healthcare, with kiosks being set up, co-owned, and co-operated by the communities they serve. Afya kiosks provide prenatal care, skilled delivery services, family planning services, childhood vaccinations, integrated management of childhood illnesses, HIV testing and treatment, as well as much-needed screening and treatment for neglected tropical diseases. The organization boasts kiosks in 25 rural areas across the country, that have provided services to 220,000 patients over the past six years.

By democratising access to quality healthcare, The Pfizer Foundation is working to ensure that poor and marginalised Kenyan communities – especially women and children – enjoy longer, healthier, better lives.



MICROSOFT

INCREASING CLIMATE RESILIENCE BY GROWING GRASSROOTS DATA EXPERTISE

About Microsoft:

A leading provider of software goods and services on a global scale, Microsoft Corporation focuses on the creation, licencing, and distribution of a wide range of software products and services. Microsoft is one of the largest and most valuable corporations in the world, and has a long and founded reputation for innovation, dependability, and excellence.

Kenya's need for data expertise for Good Research Lab

Kenya, like with many other nations in the Global South, has a strong requirement for data scientists. With the country constantly having to reckon with the strong impacts of climate change, as well as various other pressing social and economic problems, data will be key to addressing these prevailing issues.

For example, in Kenya, extreme weather conditions such as droughts, floods, and heat waves can have had extreme and disastrous effects on the lives of individual people, exacerbating issues such as food insecurity and escalating the impacts like poverty. However, in order to most effectively combat these issues, Kenya needs access to broad and reliable data so as to best inform decision making at the top level.

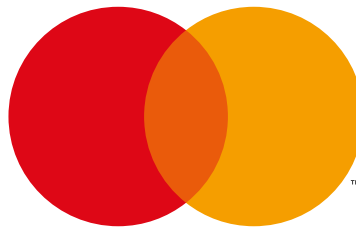
For governments and decision-makers to design resilient and robust programmes that will effectively help minimise the consequences of climate change and respond to climate-related disasters, access to trustworthy climate data is therefore essential. However, there is a substantial gap in the Global South's capacity to interpret climate data and derive meaningful insights to add value to the decision-making process. With only one data scientist for every fourteen in the Global North, the disparity in data professionals is considerable problem facing the future of innovation in Africa. Unless action is taking, Africa risks being left behind in the development of data-driven innovation at the grass-roots level.

Using Microsoft's AI for Good Research Lab to increase climate resilience

Microsoft is actively working to bridge this gap and enable the creation of scalable solutions to address climate change and other issues that are facing Kenya by growing its 'AI for Good Research Lab', launching a team of data scientists in Nairobi, the country's capital.

By expanding its AI for Good Research Lab into Kenya, as well as Egypt, Microsoft will look to harness the potential of AI, machine learning, and statistical modelling to increase climate resilience across the country's industries and sectors. By using data to inform decision making to the best possible level, Microsoft's AI for Good Research Lab will look to develop a leading and innovative data science team in Africa, alongside trusted partners.

By cooperating with regional partners, including the Kenya Red Cross Society and PATH, whilst working with the newly formed Africa AI Innovation Council, Microsoft is committed to investing in and developing innovation in the AI and machine learning space in Kenya, as we collectively look to the future to combat and mitigate the harmful impacts of climate change.



MASTERCARD

About Mastercard:

Operating in more than 200 countries and territories around the globe, Mastercard Incorporated is a top provider of financial services, offering payment solutions to individuals, organisations, and governments. Mastercard is at the vanguard of the digital payments revolution, providing creative and secure ways to transfer money throughout the world through its branded credit, debit, and prepaid cards as well as a wide range of other payment technologies and services.

Cultural and institutional challenges facing essential services in marginalised communities

Communities that are marginalised face extreme difficulties when it comes to obtaining the vitally important financial services which are necessary to encourage community development and growth. There are many explanations for this, however, an important reason for this is the limited access of individuals to reliable and effective banking infrastructure, as well as a lack of official personal identification, alongside insufficient financial literacy.

Furthermore, financially marginalised communities are also frequently perceived as being high-risk areas for investment in new infrastructure, further limiting the spread of effective financial services in communities. For these reasons, marginalised communities are therefore frequently the victim of insecure and sometimes malicious financial malpractice, due to a lack of alternatives options for other financial services.

On top of this, cultural barriers, such as language and an inherent lack of trust in traditional financial institutions, can all combine to generally discourage individuals from using financial services. Individuals in marginalised therefore frequently find it challenging to save their hard-earned money, make long term investments, or even obtain something as simple as a bank card.

Together, these obstacles can prolong poverty cycles whilst perpetuating deeply ingrained systems of financial exclusion. A comprehensive, multifaceted strategy will therefore be crucial to addressing all these problems, including the raising financial literacy, the growth of banking infrastructure, and the creation of accessible financial products and services that cater to the requirements of marginalised communities.

Empowering marginalised communities with essential financial services with the 'Community Pass'

It was for these reasons that Mastercard launched the 'Community Pass' platform in 2020. Seeking to address the problems encountered by both service providers and prospective customers in marginalised communities, the Community Pass platform provides an interoperable digital platform that aims to facilitate service delivery and increase access to fundamental services, such like food, education, and healthcare online.

In the past, service providers had a strong reliance on paper-based transactions, which might be expensive and ineffective, whilst also being prone to both human-error and even fraud.

By converting manual operations to digital transactions, Community Pass hopes to lower the risk of mistakes, increase data accuracy, and empower providers to make better-informed decisions. Moreover, Community Pass enables merchants to accept micropayments, which will have the benefit of increasing consumer access to basic but fundamental goods and services.

In a setting that is secure, private, and offers proprietary products, Community Pass also integrates effective third-party technological solutions, whilst also being designed to function in remote areas where it has previously been challenging to deploy digital tools, such as due to a lack of connectivity and unstable electricity.

Overall, the aim of the Community Pass platform is to improve access to necessary services in marginalised communities, offering a digital solution that streamlines transactions, enhances data accuracy and guards against fraud.



GOOGLE

About Google:

Google, today an affiliate of Alphabet Incorporated, is a globally recognised and universally relied upon technology firm that offers internet-related services and products to consumers all around the world. It is well known as a prominent innovator in the IT sector, offering search engine systems, online advertising technology, and cloud computing, as well as software, and hardware solutions.

With drylands making up over 40% of the Earth's land mass, according to the United Nations' Intergovernmental Panel on Climate Change, these lands are home to more than 3 billion people, the majority of whom reside in developing nations in the Global South, including Kenya.

Using community engagement and the latest technology to build climate resilience

So far, Google has contributed \$2 million to PlantVillage's "Warrior Vision" initiative, which will help create precise maps of dryland areas around Africa. A large-scale system that makes use of PlantVillage's current AI-powered climate change information system, the project will assist Kenyan communities in arid drylands to adapt to climate change and restore their lands. The team will work with Morans, young tribal people who tend to animals which are vital to the sustainment of communities in these arid ecosystems, these highly mobile individuals will gather data from four different Kenyan communities, across an area roughly the size of Washington State, using AI-powered smart phones which are connected to a global network of satellites.

This contribution is a part of Google's AI for Social Good initiative, which supports groups utilising AI to tackle social, humanitarian, and environmental issues. The Morans' data will be used by the PlantVillage team to create a map of the stresses linked to climate change, collaborating with community leaders and organisations to cultivate trees and grasses that will contribute to land recovery. With the objective to enhance 1 million hectares of land over a three-year period, invasive plants such as mesquite will be targeted and removed to be turned into biochar, permanently storing carbon in the soil. This will go a long way in assisting Kenyan communities to fight against the process of desertification, making them more robust to the negative impacts of climate change in the process.



DOW

About Dow:

The well-known international chemical company Dow Incorporated has operations in over 160 countries, providing its clients with a broad suite of chemicals, polymers, and agricultural products. One of the largest, most well-known and most well-respected businesses in the global chemical sector, Dow is recognised for its dedication to sustainability and innovation. The company has a long history of producing high-quality goods, as well as following ethical best practice.

Confronting the problem of waste in Kenyan agriculture

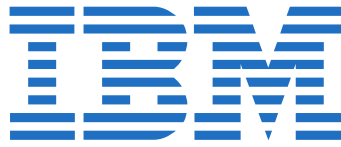
Although reducing waste is a challenging task for Kenyan farmers, doing so will be essential for fostering food security, increasing yields, promoting economic growth, and ensuring long-term environmental sustainability. Kenya's economy is incredibly dependent on agriculture, providing a considerable source of employment for a large portion of the population. However, because of inefficient handling, storage, and shipping procedures, farmers often experience significant waste and post-harvest losses. In order to increase the amount of food available for consumption and decrease the demand for food imports, which can have the added benefit of combating food insecurity, waste reduction will therefore be crucial.

However, minimising waste also means that Kenyan farmers can reduce unintended environmental impacts. Better storage solutions offer go a long way in enabling farmers to enhance their harvesting techniques, facilitating transportability, long-life and security of harvested produce. For this reason, Dow has been using its impressive and well-tailored R&D capacity to develop and implement a storage solution to combat the blight of agricultural waste produce.

Minimising waste and increasing reliability with the Mama Silage Bag

By partnering with Packaging Industries Limited (PIL), Dow has developed the Mama Silage Bag, an innovatively designed solution to help small-scale dairy farmers in Kenya minimise animal feed losses brought on by traditional storage techniques and increasingly harsh and persistently changing climate conditions. In order to create these bags, Packaging Industries Limited (PIL) and Dow have collaborated by using PIL's agricultural expertise and Dow's material science and sustainability knowledge, which have been developed over years of experience, with the aim of helping farmers better control their animal feed requirements. On top of this, the innovative and affective bags also promote consistency in milk output and, subsequently, a much more dependable revenue stream for dairy farmers throughout the entire year.

Mother Silage Bags act as a remedy to enable Kenyan farmers to increase production while also reducing their reliance on seasonal variations and changes in the weather. As a simple yet life-changing and impactful product, which is incredibly accessible, the bags have the potential to have a considerable positive impact on the ability of Kenya's smallholder dairy farmers to support their families and wider communities, empowering them with an effective solution to address a ream of diverse challenges which impact the lives and work of farmers covering a range of factors. Offering benefits ranging from a more reliable supply of animal feed to a more consistent milk production, generally improving livelihoods for farmers as a knock-on effect, the bags are an innovative solution that have to potential to make a positive impact on the welfare of local communities and their environments.



IBM EAST AFRICA

About IBM East Africa:

Founded in 1911 and among the world's oldest technology companies, IBM is an information technology business, which, as well as specialising in computer hardware, middleware, and software, leads its sector in cutting-edge fields such as AI, machine learning, automation and data storage and security. IBM aspires to make a lasting, positive impact on the world in business ethics, the environment, and the communities in which we all work and live.

The Sustainability Accelerator – leveraging technology and expertise to scale sustainability

The design and implementation of large-scale and timely environmental sustainability initiatives requires technology and the expertise to optimize it – which is why IBM has been executing a pro-bono social impact program designed to support non-profit and governmental organizations launch and maintain such schemes. The accelerator focussed on people-focussed schemes which address environmental threats including climate change, extreme weather, and pollution.

Working with UNDP – deploying AI and Geospatial analytics technology to underpin improved public energy plans

Key to the provision of effective, clean energy for all is the capacity to accurately scope out and forecast energy access as well as those areas requiring most work and investment. That's why, in collaboration with the United Nations Development Programme (UNDP), IBM is developing a "Clean Energy Equity Index" to guide policy and investment decisions, exploiting IBM's artificial intelligence and geospatial analytics technology in its Environmental Intelligence Suite. The first phase of the program ended in January of 2023, with IBMers delivering a technical roadmap to UNDP. Now, work continues on the "Clean Energy Equity Index."

Sustainable Energy for all – forecasting the expansion in the built environment and corresponding energy needs

As countries develop and urbanise at ever-accelerating rates, IBM is working with Sustainable Energy for All (SEforALL) to forecast this growth in the built environment, and the energy needs which will be associated with this seismic shift. These energy needs include reliable access to power for cooking, cooling, medical storage and transportation. Models and open-access scalable open-access datasets drawing upon spatial and temporal data will be central to this program, all underpinned by IBM's machine learning and Cloud technology facilities and expertise. In January of 2023, IBM provided SEforAll with a technical roadmap for the project.

MARS

MARS WRIGLEY

About Mars Wrigley:

Mars Wrigley is the world's leading manufacturer and marketer of chocolate, chewing gum, mints, and fruity confections. The business constitutes a part of Mars, Incorporated, a family-owned, privately held U.S. multinational with more than 130,000 associates in 80+ countries around the world. Mars Wrigley is well established in Kenya, boasting a presence in the country for more than half a century. The first Wrigley Kenya gum factory was built in 1971 in Industrial Area, Nairobi, and has through the decades produced iconic brands such as Juicy Fruit, P.K., Orbit (with sugar), P.K. and Doublemint for both Kenyan and regional markets.

Solving the last mile distribution challenge for marginalized and underserved entrepreneurs

Launched in 2013, the Maua Project is an innovative route-to-market program through which Mars Wrigley partners with local entrepreneurs in informal markets such as slums and rural areas to solve the last mile distribution challenge.

Inspired by the business' Economics of Mutuality concept – which revolves around the creation of shared economic and social benefits with players in our value chain – Maua helps extend Mars' reach in informal markets while offering participating entrepreneurs access to economic benefits as well as training, coaching, and mentorship. In just seven years, Mars Wrigley has successfully recruited more than 1,300 entrepreneurs to the program (40% of whom are women) and maintain a retention rate of over 80%.

Promoting oral care through democratising oral health screening and treatment

Mars Wrigley maintains a close partnership with the Kenya Dental Association (KDA) to promote oral healthcare in communities across the country. The central focus of the partnership is the extension of free oral health screening and treatment, as well as education on the oral health benefits of chewing sugar free gum.

To mark World Oral Health Day in 2022, Mars Wrigley reached 560 people in Lamu Kenya together with KDA dentists, who performed procedures on 337 individuals. In 2023, Mars has set its sights on reaching 1000 people in Lamu, building upon the work of 2022. Moreover, in 2018 and 2019, the business partnered with KDA to reach 20,287 children with free dental screening, treatment, and education.

Medtronic

MEDTRONIC

About Medtronic:

Medtronic is a global leader in medical technology and services, developing groundbreaking healthcare technology solutions for the most complex and challenging chronic conditions.

Empower Health – a landmark public private partnership (PPP), at national scale, driving effective and efficient disease management with software

By 2025, Medtronic's Public Private Partnership with the Ministry of Health and Country Governments will attain full national scale. Working with funding from the World Diabetes Foundation, Medtronic is currently scaling from 70 health facilities in 9 counties to 350 health facilities in 35 counties.

Central to the PPP is Medtronic's pioneering software, "SPICE" – the world's first open source digital platform designed to support a new era of data driven community healthcare delivery. SPICE leapfrogs commonly-used data collection tools to ensure that all community based activities are bi-directionally linked to the health system – in other words, service delivery is driven by data for smarter resource allocation and better health outcomes.

SPICE Engage – the business' patient engagement platform designed to drive patient interactions that generate results – allows for targeted patient follow-up at every stage of the patient journey, thereby ensuring that patients receive the care they need for better health outcomes.

This platform's efficacy is compounded by SPICE Insights: Medtronic's data analytics platform which delivers the right information to the right stakeholder at the right time. From clinical outcomes to operational KPIs, SPICE Insights has been designed to make data useful at every level of the health system.

Medtronic is working with the Ministry of Health to gradually transition the operation and deployment of these potent software platforms such that local health systems can better cater and respond to local community needs. By the fifth year of the tech-enabled program, Medtronic aims to transition the operation of these platforms entirely to the local authorities charged with health systems and care.

