

## CAPACITY ENHANCEMENT FOR GREEN BUSINESS DEVELOPMENT AND ECO-ENTREPRENEURSHIP IN AGRICULTURAL SECTOR

### BACKGROUND

Most of the MSMEs and BMOs are necessity-driven rather than growth-oriented. They are constrained by low start-up capital, low level of innovation, inventions and skill investment, low value addition, imitation culture, and low survival rates, limited access to and/ or saturated markets, inadequate training and inadequate access to appropriate tailors-made business development services [BDS]. The situation is made worse by low capacity of MSMEs and BMOs in understanding green economy concept, limited skills to embrace green economy including SCP practices and scanty information in terms of MSMEs that have adopted green economy practices. These challenges limit MSMEs and BMOs reap benefits that may accompany adoption SCP practices and realize their full potential. These challenges spills over to the agriculture sector, for instance instead of commercializing operations, promoting markets moving up the value chain, farmers suffer post-harvest losses due loss off storage, exploitation by middle men. Packaging, labelling, quality standards and sale of agricultural commodities remain unattractive to buyers. The gaps require urgent attention.

### OBJECTIVES

Main objective is to enhance capacity of Micro, Small Medium Sized Enterprises [MSMEs] to develop, adopt and implement appropriate frameworks for sustainable production and consumption practices. The project will seek to strengthen capacities of MSMEs and BMOs under Kenya Agribusiness and Agroindustry [KAAA] through training to seize opportunities for green development; increased trade and investment nationally and at the counties in green technologies.

### ACTIONS

- » Review of existing capacity gaps for BMOs and firms so as to provide targeted technical assistance to promote green economy and SCP practices in Kenya.
- » Awareness creation among BMOs/MSMEs on adoption of SCP practices to seize market opportunities on green products, adoption of Eco efficiency tools including water and energy efficiency and to speed up greening MSMEs.
- » Training of BMOs/MSMEs ToTs on SCP best practices to enhance adopting energy and water efficiency, labelling and standards, eco-innovation and sustainable green growth.
- » Facilitate green market linkages to BMOs and MSMEs.
- » Organize annual learning events including awards for best performing BMOs and MSMEs in inclusive green economy SCP practices.

#### KENYA PRIVATE SECTOR ALLIANCE

##### PARTNER:

Kenya Agribusiness and Agro Industry Alliance [KAAA]

##### LOCATION:

Kenya

##### Budget



**\$ 249,966.73**

##### Timeline



**36 Months**