

An import issues in the improvement of the business environment is the fight against corruption. Particularly the introduction of new automated platforms to replace manual processes should be at the centre of the action. Many issues related to corruption have been identified in the Corruption Perception Index, which will be leading in the formulation of the intervention.

Finally, while Kenya has several key policies and frameworks, these have not translated into equitable participation of women in manufacturing. Existing gender inequalities in the manufacturing sector need to be addressed by careful consideration and a gender lens in policy formulation and implementation, while ensuring that working conditions are fair and just and with strengthening of other social welfare policies.

Identification of main stakeholders and corresponding institutional and/or organisational issues (mandates, potential roles, and capacities) to be covered by the action:

Duty bearers relevant for this action are the State Department for Trade and Enterprise Development, and State Department for Industrialisation, the Ministry of Agriculture, Livestock, Fisheries and Cooperatives, and the Ministry of East Africa Community and Regional Development, including the different agencies and authorities attached to these departments, such as the Agriculture and Food directorate, the Kenya Plant Health Inspection Service (KEPHIS), the Kenya Bureau of Standards (KEBS), the Kenya Ports Authority, the Kenya Export Promotion and Branding Agency, the Kenya Trade and Logistics Network and the Kenya Revenue Authority. These government stakeholders cooperate together in export delivery structures comprise value chain specific Government Multi Agency teams.

Stakeholders outside the government sphere can be found in the private sector organisations like the Kenya Private Sector Alliance (KEPSA), the Fresh Produce Exporters Association of Kenya (F-PEAK), the Kenya Association of Manufacturers (KAM), Women in Manufacturing, Agriculture Sector Network (ASNET), the Kenya National Chamber of Commerce and Industry (KNCCI) and other professional bodies, but also the Council of (County) Governors. Next to these organisations, beneficiaries of the action will be key exporters, growers, contract farmers and processors, with a specific focus on women. These private sector stakeholders are defined by the Export Supply Hubs where private sector associations sign up to joint response to the destination market opportunities and rally their members to invest and export.

Civil society rights groups focusing on women and youth participation, and, when relevant including those with disabilities, in economic activities will be actively involved to ensure responsiveness to their rights and needs, as well as, where relevant, organisations focused on sustainable trade and climate smart agricultural production.

The direct beneficiaries are the general public, small and medium enterprises (SMEs), Manufacturers and investors.

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The overall objective of the action is

Increased green economic growth and creation of decent jobs

For specific objective one, the action will focus only on certain goods and supply chains. Tentatively, these will be Mangoes, Avocado's, Coffee, Flowers and Fresh produce, aligned with the INEPDS. However, during the further development of the programme, choices will be made to limit the number of supply chains to 2 or 3, to ensure an impactful and transformative intervention.

Specific Objective 1:

Increased and diversified trade in goods in selected value chains

Output 1.1 Enhanced efficiency, reliability and green orientation of supply chains