

VIRTUAL EVENT

# ENTREPRENEURSHIP AND BUSINESS APPROACHES IN RESTORATION

Thur, 15 July 2021

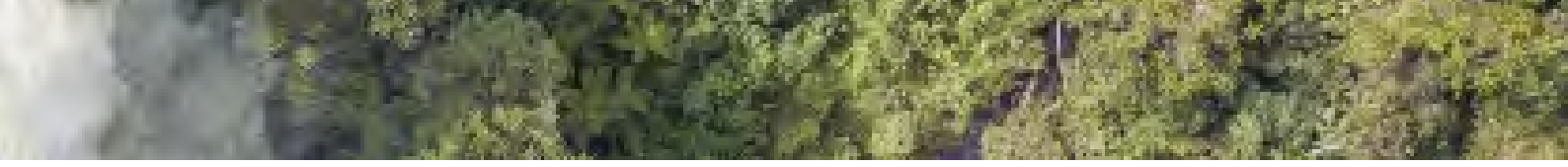
2.00 PM -4.00 PM EAT

#KenyanRestoration

## Entrepreneurship and business approaches in restoration

Private sector involvement in landscape restoration has widely been recognized to have potential for financing restoration, and influencing government policy, among other potential outcomes. This conference session seeks to explore ways for enhancing private sector engagement and entrepreneurship in restoration.





## General Objectives:

1. Recruit the private sector to climate action and climate finance by showing what is possible (sharing lessons learnt as well as showcasing opportunities) to support landscape restoration through corporate shared value.
2. Identify opportunities, bottlenecks and challenges faced by businesses involved in restoration e.g. (livestock challenges, chemical use, rules and regulations including those barring establishment of water producing infrastructure and woodfuel value chains).
3. Facilitate a platform for private sector actors to network and interact with other actors who can provide advice on how to plug into landscape restoration.
4. Enhancing visibility for private sector actors engaging in restoration





# Speakers



**ANTHONY IGECHA**  
Managing Trustee, KenGen  
Foundation



**ARNOLDA SHIUNDU**  
Head of Sustainability, Kenya  
Breweries Limited



**DR. DORA C. KILALO**  
Senior Lecturer Entomology  
and Pest Management,  
University of Nairobi



**JAN VANDENABEELE**  
Senior Director Forestry,  
Editor-in-Chief Miti magazine,  
Better Globe Forestry



**GEORGE OSELU**  
Forest Manager, Kenya Tea  
Development Agency



**JENNIFER MERLI**  
Vice President, Corporate  
Sustainability, Mastercard





**MICHAEL KOECH**

Environment and Climate  
Change Manager, Safaricom  
Limited



**PATRICIA MUMBI  
WAMBUA**

County Director of  
Environment and Researcher,  
The Wangari Maathai  
Institute for Peace and  
Environmental Studies



**SAMUEL KABIRU**

Manager, The Land  
Accelerator, World Resource  
Institute, WRI Africa



**SVEN VERWIEL**

Co-Founder LEAF Africa and  
ForestFoods



**TEDDY KINYANJUI**

Sustainability Director,  
Seedballs Kenya



**TOMMASO ISER  
MENINI**

Founder and CEO of African  
Agency for Arid Resources



# AGENDA

TIME	TOPIC	SPEAKER
14:00 – 14:05	Introduction and objectives	Linda Munyao, Moderator and President of Environment Institute of Kenya
14:05 – 14:15	KEPSA Foundation Natural Resources Forum (NAREF) - the way ahead	Mary Mutemi, Natural Resources Forum (NAREF) Coordinator
14:15 – 14:25	Summary of the outcomes of the Private Sector webinar	Jan Vandenabeele, Senior Director Forestry, Editor-in-Chief Miti magazine, Better Globe Forestry
14:25 – 14:30	Introduction to thematic sessions	Dr. Kilalo, Senior Lecturer Entomology and Pest Management, University of Nairobi
14:30 – 15:30	Thematic sessions in break out rooms as below outlined  (Presentations on what is being done on the ground; discussions focusing on challenges, opportunities, policy issues, networking issues, visibility issues; recommendations on way forward)	

Theme	Description/ Topic	Speaker
Private sector engagement in landscape restoration through CSI/CSR	Why not CSR and CSI Role in terms of restoration	<b>Moderators</b>  George Oselu, Forest Manager, Kenya Tea Development Agency (KTDA)  Tommaso Iser Menini, Founder and CEO of African Agency for Arid Resources Limited (Agar Ltd) (5 min)
	Community engagement (projects done with communities)  Green Initiative Challenge  The role of SMEs in restoration: a case study of the Land Accelerator	<b>Speakers</b>  Tommaso Menini, Founder and CEO of African Agency for Arid Resources Limited (Agar Ltd) Agar Ltd (5 min)  Anthony Igecha, Managing Trustee, KenGen Foundation (5 min)  John Kariuki, BIDCO Africa Ltd (5 min)

		<p>Samuel Kabiru, Manager, The Land Accelerator, World Resource Institute, WRI Africa (5 min)</p>
<p>Discussions (15 min) Recommendations for a way forward (15 min)</p>		
<p>Direct private sector engagement in landscape restoration</p>	<p>Potential for indigenous pasture and fodder tree restoration in dryland ecosystems</p> <p>The Importance of Soil Microbiology and Processes of Natural Succession in Restoration Projects; With a Key Focus on Profitable Agroforestry</p> <p>Rehabilitation of mined landscapes</p> <p>Incentivizing land restoration through smallholder market linkage</p>	<p><b>Moderators</b></p> <p>Teddy Kinyanjui, Sustainability Director, Seedballs Kenya Seedballs</p> <p>Sven Verwiel, Managing Director, L.E.A.F Africa (5 min)</p> <hr/> <p><b>Speakers</b></p> <p>Murray Roberts, The Rehabilitation of Arid Environments (RAE) Trust (5 min)</p> <p>Sven Verwiel, Managing Director, Linking Environment Agribusiness and Forestry (L.E.A.F) Africa (5 min)</p> <p>Nick Okello, Base Titanium (5 min)</p> <p>Robert Kirui, director, Habex Agro Ltd. (5 min)</p>
<p>Discussions (15 min) Recommendations for a way forward (15 min)</p>		



<p>Plugging into climate action and associated opportunities</p>	<p>Shared Value Approach in restoration and climate change</p> <p>Effectiveness of Community Forest Associations and Water Resources Users' Associations in discharging their statutory functions: opportunities for land restoration</p> <p>Activities/innovations that farmers can work with to enable them to maintain/sustain the environment: Beekeeping</p>	<p><b>Moderators</b></p> <p>Michael Koech, Environment and Climate Change Manager, Safaricom Limited, Safaricom PLC</p> <p>Arnolda Shiundu, Head of Sustainability, Kenya Breweries Limited (5 min)</p> <hr/> <p><b>Speakers</b></p> <p>Michael Koech, Environment and Climate Change Manager, Safaricom Limited, Safaricom PLC (5 min)</p> <p>Arnolda Shiundu, Head of Sustainability, Kenya Breweries Limited (5 min)</p> <p>Patricia Mumbi, County Director of Environment and Research, Wangari Maathai Institution for Peace and Environment Kabete (5 min)</p> <p>Joseph Karuga, CEO Nyuki Hubs (5 min)</p> <p>Jennifer Merli, Vice President, Corporate Sustainability, Mastercard (5 min)</p>
<p>Discussions (15 min) Recommendations for a way forward (15 min)</p>		
<p>15:30 – 16:00</p>	<p>Presentations/summary from thematic sessions on key issue</p>	
<p>16:00 – 16:30</p>	<p>Panel of government officials' response to requests/challenges/ideas on the policy issues</p>	<p>Mr. Alfred Gichu - Ministry of Environment and Forestry</p> <p>Ms. Linda Langat - Agriculture and Food Authority</p> <p>Blaise Okinyi Akite, Ministry of Agriculture Livestock Fisheries and Cooperatives - State Department of Livestock</p>
<p>16:30 – 17:00</p>	<p>Closing Plenary: Main recommendations and way forward</p>	<p>Linda Munyao, Moderator and President of Environment Institute of Kenya</p>