

Kenya National Landscape Restoration Conference

Entrepreneurship and Business Approaches in Restoration

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Entrepreneurship and Business Approaches in Restoration

Objectives:

- 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.
- 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).
- 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.
- Enhancing visibility for private sector actors engaging in restoration



Recommendations

- Government to review legislations making it hard for the private sector to meaningfully engage in restoration
- Government and the private sector should deliberately collaborate on restoration
- Private sector actors should start by doing a Cost benefit analysis of the restoration initiatives they would like to undertake as well as do an environmental audit
- Government and technical partners to give technical support to private sector especially on carbon issues
- County governments through CIDPs can allocate a budget for landscape restoration
- County governments can also work on their policies for land use and ownership such that private individuals can easily manage to get land in
- Private sector actors should align themselves with relevant policies
- Come up with innovative ideas for landscape restoration mostly from the landowners
- Private sector should aim at creating profitable enterprises



Recommendations continued...

- Using free online platforms such Work Place for networking: create more platforms like this to encourage, share and borrow success stories towards restoration
- Document all private sector stories including the journey of restoration to share and make it saleable
- Leverage on the high unemployment rate of youth
- Community involvement: Creating a social impact and working with farmers/local communities
- Create one domicile entity for all bodies interested in investing in restoration
- Private sector should market their products/activities for visibility



Action plan

- World Agroforestry and all the stakeholders involved in the planning of the conference session will continue to liaise with KEPSA for the creation of an engagement platform to allow for technical support especially from Government, NGOs, International organizations and all other partners
- All the recommendations, challenges and action plans suggested in the conference session as well as the webinar will all be addressed in the platform

