

SUSTAINABILITY:

Sharing Best Practices

Issue 3, June 2014



IPS





Editorial Note

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In 2014, IPS group of companies have scaled up their Sustainability (CSR) activities, targeting multiple key stakeholders including employees, environment, customers, suppliers, etc.

Commendably, employee volunteerism in both internal and external activities is also gaining momentum in addition to the collaboration between group companies. The activities are becoming more diverse and innovative in nature, encompassing themes such as health, education, environment and economic empowerment.

As we move forward, continue to develop Sustainability (CSR) practices towards a more strategic direction; providing time, expertise and services instead of simply making donations.

Workplace



Supporting Playtime

Recognising that parents play an integral role in the development of their children, the FKL crèche staff continue to organize parental sessions to impart Early Childhood Development (ECD) knowledge and skills to parents on a regular basis.

The focus this year was on the importance of playtime to a child’s development. The crèche staff, therefore, organized an interactive session for parents to learn to develop learning aids that are safe, durable, age-appropriate and engaging for the children. These were made by reusing easily accessible materials, such as old calendars, bottles, tops, unused fabrics, etc.



This effort demonstrates that recycling material that we often dispose could be beneficial in many ways, promoting sustainable living.



Handmade Learning Aids

Preparing Staff for Retirement

Wire Products Limited (WPL) has been in existence for almost 50 years with employees proceeding on retirement on a regular basis. Over time, it has become increasingly evident that once employees retire they often face difficulties in sustaining themselves and their families and they resort to seeking other employment opportunities or commencing small businesses with minimal success.

After inquiry, management established that employees were not well prepared for retirement, spending their retirement benefits within the initial few years of retiring. To address this issue, retirement planning initiatives for all employees past a certain age commenced. Initiatives to date have included:

- Personal Financial awareness seminars to train staff on managing their personal financial savings at all times, emphasising on managing retirement benefits.
- Supporting visits to former WPL employees who retired and have successfully established their own income generating projects.

- Sponsoring visits to the Kenya Agriculture Research Institute (KARI) during field days. This has enabled employees observe good agricultural practices (GAP) as well as identify farming inputs that would enhance returns on yield and breeds. WPL is now exploring the possibility of engaging partners to train employees on GAP and reinforce practices seen during the field days.



Employees of WPL visit KARI, Naivasha to learn best practices and interact with fellow farmers



Wellness Programme

As part of their Workplace Wellness programme, LIK and FKL have partnered with an organization to introduce employees to the use of an innovative product known as the 'Ruby Cup' - a cost-effective menstrual cup that can be used for several years, resulting in multiple economic and social benefits.

Multiple product sensitizations at the workplace have already taken place.

The Companies are currently exploring the interest amongst employees and will later look at the opportunity to support female students attending (low income) surrounding schools.

Environment

Tree Growing Initiatives

In 2014, tree growing activities were scaled across the region. Companies continue to plant trees at their premises or within the local community, ensuring that a point partner takes responsibility for their growing.



Wire Products Ltd. in collaboration with the City Council of Nairobi and Lions Club International participated in a tree planting at the Jomo Kenyatta International Airport. The event was attended by the Governor of Nairobi, Mr. Evans Kidero, and brightly branded WPL staff.



As part of its Agro-forestry programme, in 2014, Frigoken Ltd. distributed 150,000 tree seedlings to the outgrower community.

The employees of Leather Industries of Kenya have planted over 6,000 trees on the company premises within the past 5 months.

During its annual tree planting event, FKL staff and members of the local community, civil society and local government planted 2,500 tree seedlings at Ragati Dam and its environs.



Since the start of the year, Farmers' Choice Ltd. has planted over 6000 tree seedlings at its Uplands Farm, Limuru as well as within the neighbouring Gaithaiti Primary and Secondary Schools.

Allpack staff joined the students and teachers of Mlolongo Primary School and St. Augustine Mlolongo Secondary School to plant 2,130 trees within the school compound.

Promoting Commercial and Environmental Success

Allpack Ltd. continues to take a proactive stance towards achieving commercial excellence in addition to improving environmental performance. The company is ISO 14001 certified, which supports the integration of environmental management systems into the framework of the company's business strategies.

In 2014, the company invested in the replacement of the HFO boiler with a biomass boiler. The biomass boiler, used to generate steam that is used in the board making machine (i.e. the corrugators) and has a capacity of 4500 KG/HR.



The biomass boiler uses locally sourced briquettes. These are made from bagasse and saw dust, both of which are often left as waste in large

landfills at sugar and timber production sites, respectively. Apart from reducing accumulation of waste and reusing it as a form of renewable energy, the additional benefit to the project is the employment created for youth groups. These groups are responsible for collecting and drying the 'waste' used to produce the briquettes.

As a result of using this biomass technology the company has and will continue to make significant savings. The expected saving from the change of fossil fuel to bio fuels on the boiler is expected to average 25% based on the prevailing fuel prices. The return on investment is expected in less than 2years.



All in all, Allpack's move to install a biomass boiler exemplifies the opportunity for a company to make a positive environmental impact through its core business operations while significantly reducing operating costs, promoting local entrepreneurship, contributing to the local economy as well as enhancing its social license to operate.

Recognition

Wire Products Limited emerged the proud winners of the "Best New Entrant" category during the 10th Energy Management Awards, 2014.



WPL Management team receive award

Leather Industries of Uganda (LIU) continues to be recognized as an environmentally friendly organisation within East African as highlighted in a feature article in the New Vision newspaper.



By setting such an example, LIU contributes towards creating an enabling environment that promotes and facilitates other players to follow in a similar suit in order to jointly address a dire problem.

Sustainable Growing

“WHILE THE PROBLEMS OF THE WORLD BECOME INCREASINGLY COMPLEX, THE SOLUTIONS REMAIN EMBARRASSINGLY SIMPLE”. Bill Mollison – Founder of the Permaculture movement.

Permaculture involves designing and creating self-sustaining productive landscapes that seek to minimize waste, human intervention and energy input. The approach incorporates a diversity of species with a reliance on interrelations between these species.

Permaculture can be used to enhance sustainable agriculture by using diverse plants and compost to grow healthy nutrient rich crops as well as sustain and preserve soils without using any chemicals and any degradation to our natural environment. This promotes a more secure ecosystem that does not have to rely on inputs to retain abundance.

In 2014, Farmer’s Choice Ltd. (FCL) embarked on a new project to introduce permaculture practices to the benefit of its stakeholders. Guided by a well experienced permaculture expert, FCL set up a demonstration site at Kahawa West and conducted relevant trainings.



The aim of the project is to, initially, provide staff with working knowledge on permaculture sustainable farming practices, which can be applied

to individual owned farms and disseminated to the local community. The employment of such practices not only promotes environmental sustainability but also presents potential for farmers to increase their yields.



Creative places to grow vegetables

It is anticipated that skills training and knowledge provision can be extended to the suppliers, particularly the contracted pig farmers, by integrating this component into their current extension trainings. The demonstration site can also later be used as a learning avenue for customers as well as the local community surrounding the processing units.



This project demonstrates the potential of introducing an innovative, cost effective intervention that can have multiplier benefits to various stakeholders and is implemented by integrating activities within existing structures.

Community

Eye Screening Camps

In collaboration with Lion Club International (LCI), Allpack Ltd. supported an eye screening camp for students of St. Augustine Mlolongo High School and Mlolongo Primary School, which are community run schools with students from low income families living in slum areas.

The eye screening was performed by doctors from Visio Sense Fronteres assisted by the teaching staff and the Allpack CSR committee.

Over 300 students from both schools were screened, of which 8% of them were recommended for the use of spectacles while 3 others received eye drops for eye infections.



Students patiently wait to get their eyes screened



Allpack staff assist with Visual Acuity testing

Similarly, PFIL and Allfruit partnered with LCI to support an eye screening camp at Tusunini Primary School, Makeuni County. The school was selected as many of the Yellow Passion Fruit out growers' children attend the school. Over 300 students were screened along with 7 teachers. 89 students received medication and 5 were referred for refraction.

The companies are currently following up with the hospital to ensure that the referrals are used and further treatment is received.

School Motivational Talks

A group of employees from FKL conducted interactive motivational sessions with the Grade 8 students of Baba Dogo Primary School. The purpose of these sessions was to encourage students to study hard for their upcoming exams and to provide inspiration towards achieving educational and future career success.



Facilitating staff to undertake such voluntary activities, during work hours, can enhance motivation, engagement and loyalty to the compa-

ny as well as fulfill their desire to 'give back' to the local community.



FKL Production Manager talks to the students

Business Skills Training for Fishermen



Uganda Fishnet Manufacturers (UFM) is the largest manufacturer of lake fishing nets in East Africa. It was originally established to meet the needs of fishermen on the shores of Lake Victoria who were largely dependent upon importers for their supply of fishing nets.

As one of the highest foreign exchange earners for Uganda, the fisheries sector employs more than 700,000 people who solely rely on fishing, an activity mainly undertaken at night. Most fishermen have problems in effectively and efficiently starting and managing other fish or non-fish related businesses. In addition, the prevalence of HIV and alcohol uptake levels is very high at these landing sites.

In an effort to address the above need, UFM organized training for fishermen at the Kiyindi landing site. The training aimed to provide skills in business management, with HIV/AIDS awareness being a cross cutting matter, in order to build the capacity of participants to identify, start or improve on existing businesses.



Training Sessions

Over 300 fishermen attended the training. The major areas covered included the legal framework of fishing in Uganda, personal talents/skills, business opportunity identification & selection, basic business planning skills, enterprise management, customer service delivery and HIV prevention & awareness.



Local external facilitators lead the trainings

UFM's initiative exemplifies the concept of shared value and a potential for environmental and socio-economic impact. As a result of the training, fishermen gained skills to: improve their business practices hence increasing income generation as well as improve their health and wellbeing. Their change in fishing practices can also address the dwindling fish stock in Lake Victoria.

By targeting customers through such CSR activities, the company has an opportunity to enhance product awareness brand visibility, Company image and is able to gain valuable customer feedback.

Interventions that Aim to Enhance Livelihoods

As suppliers of Farmers Choice Ltd. (FCL), Sealed Air hosted an event to demonstrate innovative projects that are low resource intensive and can support low income communities earn a livelihood.

CSR champions from FCL, FKL, PFIL and LIK attended the event, which took place at Maji Mazuri – a school/home for children and young adults that are mentally and physically challenged.

Multiple stations were set up for participants to see the different projects; these included:

- **‘SOAP FOR HOPE’ PROJECT** – involved the repurposing of used soap bars from hotels into soap that the school could use in-house as well as sell to the local community to generate income. This initiative also reduces waste in landfills and pollution of water ways.



Simple process to repurpose soap



- **ROCKER PUMP** – a pump that uses locally available material and involves a simple rocking motion. Currently the team is exploring the potential of repurposing plastic packaging industrial waste to develop planks for the rock-

er pump. The pump is presently being used at FCL’s permaculture demonstration site. If further trials indicate that production of this pump is successful and cost effective, it may present potential use by small scale farmers.



- **A PEANUT SHELLER** – a locally made inexpensive technology that can replace hours of manual tedious labour spent in shelling peanuts by hand. It can also be adjusted to shell other crops like coffee. It will also assist the home to generate further income by selling shelled, roasted peanuts.



It was an eye opening experience that exemplifies:

- The use of company core expertise in community outreach. Amongst its products, Sealed Air produces packaging material as well as cleaning hygiene products, hence the focus on the rocker pump and the repurposing of old soaps, respectively.
- The opportunity of repurposing waste into something useful.
- Assisting communities by providing them with technologies that enable them to become more independent and self sustaining.

Supporting Health Initiatives in the Local Community

Since the year 2002, Tsavo Power Company (TPC) in partnership with the Aga Khan Health Services, Kenya (AKHS) under their Community Health Department (CHD) and the Ministry of Public Health (MoPH) conduct regular Health Action Days (HAD) activities. As of 2014, the current partnership has now changed from AKHS, to Aga Khan University (AKU).

The purpose of these Health Action Day activities is to reach out to the poorest communities in very remote areas of the coastal regional, where healthcare facilities are not readily available to them with the hope that they will be able to improve their health and wellbeing. Annually, TPC supports 4 activities spread out quarterly.



Community members wait their turn for screening

The MoPH is the advisory partner on site selection, as they are familiar with the areas further away from the current medical facilities with very needy population. They also provide the health workers and nurses from local health facilities to support the HAD activities. The Ministry has set indicators for the Health Action Days, which include Antenatal care, Immunizations, Vitamin A administration and Family planning, and statistics obtained during the activities are sent to the Government to assist in their future planning.

Since inception of HADs, over 80,000 people have attended the clinics to date. The total amount of funds contributed towards these activities is over Kshs. 11million.



Communities participate in health talks

Another notable community outreach project undertaken by TPC is the Bilharzia Screening Campaign in schools, which is held annually during the second term of the school calendar. This is also a partnership with AKHS (K) now under AKU and MoPH.

From the previous years' statistics, on average 98% of the total screened students are infected; treatment and preventative measures are therefore given to all students. This campaign runs for 10 days and is carried out in about 20 schools (2 schools per day) targeting 10,000 students.

TPC continues to undertake projects that enhance the quality of lives of the local communi-



TPC built a toilet block for Tsakorolov Primary School

A Collective Approach to Community Outreach

Kampala Pharmaceutical Industries Ltd. (KPI) has been supporting a local children's home, Nkokonjeru, for the past few years. This year round, KPI engaged other AKDN agencies to collaboratively address the home's needs.

Jubilee Insurance Co., NTV and Aga Khan Education Services presented commodity donations.



Medical staff from Aga Khan University-MC and KPI organized and undertook health outreaches.



KPI staff also conducted health sensitizations and provided medicines and Neem trees – a mosquito repellent species. All organizations, including students from the Aga Khan Schools, as well as children from the home planted trees within onsite.



The event was later covered by NTV/Monitor providing positive exposure for all involved.



Like KPI, when conducting outreach activities consider whether or not other partners can be included in a manner that fosters the leveraging on the partners' expertise so as to add further value to the activity as a whole.



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