

SU

STAINABILITY:

Sharing Best Practices

Issue 4, December 2014



IPS





Editorial Note

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Reflecting on our progress in 2014, as an IPS group much has been accomplished; CSR activities have gradually scaled up and diversified, and companies are partnering with organizations beyond the group to enhance community impact.

As we maintain our long term commitment to contributing towards sustainable development, in the New Year, we need to evaluate our individual company CSR performance and the effectiveness of our efforts.

Consider, did we achieve all that we planned for in 2014? If so, what made it successful and how do we scale up? If not, what were the challenges? And how we do improve? Overall...have we been successful in making CSR an integral part of our businesses?

Workplace



AKDN Wellness Symposium

On November 13th – 14th, 2014, representatives from various AKDN agencies across East Africa and West Africa were brought together during the AKDN Workplace Wellness Regional Workshop held in Dar-es-salaam, Tanzania. The workshop provided an avenue to share best practices and lessons learnt as well as discuss challenges experienced in the implementation of these programmes.

Some of our very proactive Wellness Drivers from IPS companies did us proud, presenting on their experiences managing the wellness programmes at their workplaces. This is what they had to say:

“(The workshop) was a value adding venture and very motivating to us having a meeting with (other) like- minded individuals”.

Anne Kinyanjui (Farmers Choice Ltd., presented on ‘The Life of a Wellness Driver at the Workplace’)

“I really learnt a lot from other AKDN agencies...(.)it opens one’s mind by learning from others and knowing how to deal with challenges as they arise”.

Veronica (presented on ‘Life of Wellness at Allpack Industries Ltd.’)

Environment

Population growth rate continues to increase



Household consumption patterns and distribution channels change



Increase production of hazardous & non-hazardous waste continues to rise, requiring more collection, transport, disposal and treatment/ incineration.

Negative Impacts

- Contamination of soils, water bodies, air
- Epidemic diseases
- Competition and disruption of land

Recognising this daunting problem, what can we do to reduce our impact?

Reusing Our Waste



The Sondzka Festival, held at the Ngong Race course from the 18th -20th October, 2014, describes itself as a ‘create festival’ – inspiring creativity in technology, fashion, visual art, music, dance, beauty and much more. In all these areas, they promote recycling and reusing ordinary, locally available materials that often get thrown away.

Alltex EPZ Ltd., Frigoken Ltd. (FKL), Premier Food Industries Ltd. (PFIL) and Wire Products Ltd. (WPL) all participated by providing the festival with waste from their production.



Alltex gave lots of their fabric scraps, which the Sondzka team turned in to colorful triangular shaped flags, lined along the festival grounds. They show us how to give life to even the smallest scrap of fabric.



FKL provided broken wooden pallets, glass jars and metal cans, which were painted in vibrant colours and used in various ways- from the stage structure to storage containers around the grounds. The pallets were also turned in to benches, stools and holders for the music equipment.



PFIL has lots of waste plastic bottles. At the festival, they were painted and tied along the wooden poles - not only used as colourful decoration, but also used to strengthen the structure.



The wire waste from WPL was handy all over the festival. Some wire was utilized within art installations and sculptures themselves while others were used to hang up the various artworks. Part of the festival involved the audience creating their own art pieces and jewelry and the wire was used here as well.

Simple and Effective - The Tippy Tap!

Did you know....

According to the UNICEF, millions of children die before their 5th birthday as a result of preventable illnesses such as diarrheal diseases and acute respiratory infections like pneumonia. Yet, intriguingly, these deaths can be drastically reduced by the simple and inexpensive practice of hand washing with soap at critical times such as after using the toilet, before preparing and eating food.

The Tippy Tap - A creative innovation that makes hand washing fun!

A tippy tap is a hygienic hand-washing device, made out of locally available materials at a minimal cost, if any, used across the world.

There are different variations to making this tap, depending on materials available. The simple concept entails using of a jerry can, which is hung on a piece of wood that is placed across two vertical poles or pieces of wood. The jerry can is then strung onto a wooden plank attached on the ground, which is placed at an angle, so once stepped on pulls the jerry can down, releasing water.



This means that you do not need to touch any part of the tippy tap with your hands, making it very hygienic, and you control the water flow through the pedal, making it very water efficient. Considering the basic structure it enables the recycling of waste items, making it good for the



environment as well.

Farmers Choice already has a tippy tap in place at their permaculture site. Frigoken has also followed suit and made one on their factory premises.

Both companies

made these handwashing stations out of their waste. FKL now plans to set up tippy taps at all their collection centres and adopted schools in addition to actively promoting the behaviour of handwashing.

For more info. on the Tippy Tap visit: <http://www.tippytap.org>. The website also has useful resource material including educational posters in Kiswahili: http://www.tippytap.org/wp-content/uploads/2011/03/TT-Poster_Swahili.pdf

Remember: October 15 is Global Hand Washing Day – what are your plans to contribute towards reducing child mortality?

Community

Supporting the Local Schools

Based on thorough and regular needs assessments, Allpack Industries Ltd. has been working closely with their 'adopted' schools: St. Augustine Mlolongo Secondary and Mlolongo Primary School.

Earlier in the year, Allpack and the school community planted 2,130 trees within the school compound and over 300 students participated in an eye screening camp.

In the second half of the year, Allpack's commitment to support these schools was demonstrated through the following activities.

In order to update and increase resources available to students and teachers, Allpack employees sourced books from Kenya School Equipment. The employees participated in the school's Prize Day and presented the books during the event.

When visiting the school in 2013, Allpack employees often found students sitting on the floor in the multipurpose hall. As a result, they gave the school 20 benches, which are mobile and can be used in various ways around the school.



Allpack's CSR committee presents the benches to the students

The advantages of engaging youth in sports are

tremendous and Allpack saw that the schools were making great efforts in this regard. In order to support this initiative, Allpack provided both the boy's and girl's sports teams with kits to be used for both internal and external tournaments and matches.



Sports teams wearing the sports kits provided by Allpack, standing alongside the school administration and Allpack CSR committee

Access to health care is a challenge for the community in the Mlolongo area. Allpack was able to target this gap through organizing a free medical checkup in partnership with Shalom Community Hospital from the area. Five hundred students were checked for various ailments and that required prompt treatment were given treatment on the same day.



Healthcare service providers from Shalom Community Hospital screening secondary schools students

TLLPPL Encourages Tree Growing in Schools

In October, TLL Printing and Packaging Ltd. partnered with their 'adopted' school Temeke Secondary School, Dar-es-Salaam, Tanzania to plant trees within the school compound. As a result of the activity, the school has now established a club known as 'Friends of the Environment'. Members of this club will be responsible for ensuring survival of these trees as well as continuing with future tree growing activities.



Anzuruni Malisawa, Marketing Executive at TLLPPL, discussing the importance of ensuring survival of these trees.

Sports Balls That Make a Difference

Leather Industries of Kenya (LIK) have developed a good working relationship with a social enterprise known as *Alive and Kicking* for over 8 years.

Alive and Kicking manufactures sports balls; helping children exercise their right to play.

To create employment for people of low income communities, the entire manufacturing process is labour intensive. The organisation has established workshops in Ghana, Kenya and Zambia that sustain themselves through the sales of sports balls as well as implementation of sports-based health awareness programmes.



Health awareness session facilitated prior to commencing a football match involving local youth

Initially, LIK was doing both the lamination of PVC, cloth and leather splits and also cutting the laminates into panels. As Alive and Kicking has grown in-house capacity, LIK mainly sells to them the quality leather splits and promotes their footballs to various organizations locally as well as purchases their footballs for the LIK football club and individually by staff for their families.

Like LIK, there is potential for the other IPS companies to purchase these footballs from Alive and Kicking for their own football clubs and for their 'adopted schools'. Apart from the company logo, the social enterprise can also place an educational message such as a health message for disease prevention on the football – a fun Information Education Communication (IEC) resource for awareness creation!



Baby Care Project

Frigoken has a crèche facility that provides a safe, healthy and caring environment that promotes the social, emotional, cognitive and physical development of the children of employees. In an effort to enhance its impact and promote the provision of Early Childhood Development (ECD) services beyond the workplace to the surrounding community, FKL recently collaborated with the Aga Khan Foundation (AKF) and Daraja in a project that aims to increase access and the quality of services offered for ECD in the Ruaraka area.

Through consultation with the FKL employees, 18 local baby care facilities were identified. The expected outcomes of the project are a) improved knowledge, attitudes and practices among caregivers, parents and health workers in support of children's physical cognitive and social development and b) improved quality and cost-effectiveness of contextually relevant childcare centres that are sustainable and replicable.



In order to achieve these outcomes, the following activities are in progress:

- Training caregivers and parents on 'Care For Child Development' (C4CD); an initiative undertaken by WHO/UNICEF that targets building relationships with children.
- Building a strong relationship between the

childcare centres and the Babadogo health care facility, where 20 of the Community Health Workers (CHWs) will focus on improving child health care both at the facility and at the childcare centres. The CHWs make monthly visits to each centre for growth monitoring and counseling.

- Improving the environment and conditions of the childcare centres according to their needs. Caregivers have been trained on material development - a cost effective way of creating learning and playing materials for the children.



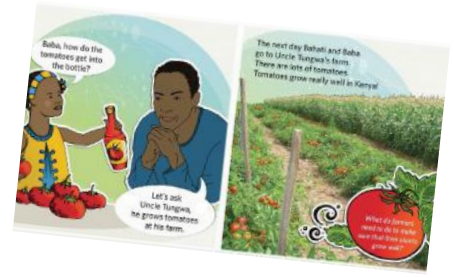
- A private childcare business model is being developed, to teach the caregivers how to remain affordable yet provide quality service and care.

After thorough needs assessments conducted by Daraja and FKL staff, so far FKL has supported the project by providing: mattresses, potties, solar lights, children's picture books and a water storage container to enhance the childcare centres.



The strength in this project lies in the leveraging of partners strengths, collaborating with local partners, such as the CHWs and NCCECE, and capacitating the caregivers which all ensure sustainability and long term impact.


Contributing towards Educational Resource Development



Premier Food Industries Ltd. (PFIL) partnered with Aga Khan Academy, Mombasa, to develop a book on how Tomato Ketchup is made for students aged 5 to 6 years.

The book is not just a story book; apart from reading skills, it aims to assist students develop their critical thinking as well as inquiry skills with an opportunity for Q&A throughout the book. The story highlights an animated character following the 'farm to fork' trail and incorporates photos of the PFIL processing unit as well as PFIL's tomato sauce products in the factory and on supermarket shelves.

The book was initially developed for teachers using the IB curriculum; however, trials are underway to potentially use the book in schools with other curriculums having a wider geographic reach.

 This is a creative example of how we can contribute to the development of educational material by using IPS project companies as case studies so that students can learn from real life everyday examples. This also complements our current activities of facilitating school visits to the companies.



Community Outreach in the West Nile

For successful community initiatives, strategic partnerships are often key. This was successfully demonstrated through a medical camp at Nyapea Hospital, West Nile, conducted by the West Nile Rural Electrification Company Ltd. (WENRECO), Kampala Pharmaceuticals Industries Ltd. (KPI), the local Health Service Providers and the Media.



The camp included: registering patients with the local health care facility, measuring blood pressure, HIV testing and counseling, medical consultations, sensitization on various health issues and dispensing of medical drugs.



KPI ensured that the required medications were available at no cost to the community.

Over 700 people attended the camp, with medical consultations running from 8am to 9pm. In fact the medical team graciously volunteered to

continue with screening and treatment the following day, at no cost, as the number of people was overwhelming for a one day camp.



The event was covered by the local media, namely Radio Paidha, Radio Pacis, Monitor Publication and New Vision. They were all very active in publicising the event a few days prior, which greatly assisted with community mobilization by creating widespread awareness, as well as acted as trustworthy source for the people.



Engaging local health care providers for this initiative has shown various benefits. The medical officers involved were well versed with the health issues that affect the community and are able to target them directly. Using the local hospital and registering the community members under it promotes long term care and effective referral and follow up.

Recognition

In 2014, the following companies won awards:

- Frigoken Ltd., Winner in 'Leadership in Sustainable Investment in Africa' at the Africa Investor Awards. The company was also shortlisted at the same forum for the 'Employer and Human Capital Investor of the Year'.
- Frigoken Ltd., was shortlisted for the CSR in Africa Award, from the EU Chamber of Commerce.
- TLL Printing and Packaging won the 'Best in Paper or Board category' as well as 'Transit' for their chick boxes during the Afristar Awards.



Leadership in Sustainable Investment in Africa

Frigoken Limited

www.africainvestor.com

WINNER 2014



Mr. Mohan Krishnaswami, Head of Printing & Packaging Sector IPS, collects an award for TLLPPL

Commencing 2015, IPS will award the best company from within the IPS EA group with the most active CSR programme. The award will recognize companies that have gone the extra mile beyond compliance to create value for its employees, local community, suppliers and other stakeholders.

Separate communication will be sent out in January 2015 to outline the selection criteria.



Feel free to provide us with any feedback on the Newsletter. Was the content beneficial? Do you have any suggestions for improvements and content for future issues?

Kindly send your comments to: nushin.ghassmi@ipskenya.com.