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# Partnerships for sustainable business development

Linking business development with corporate social responsibility



# SUSBIZ Kenya is a multi-stakeholder initiative for the promotion of sustainable business practices in Kenyan companies

## Purpose

SUSBIZ Kenya is a 2-year programme which facilitates collaboration on sustainable business development between a limited number of Danish companies and their Kenyan business partners.

The Danish-Kenyan partnerships will collaborate on implementing sustainable business practices in the Kenyan companies.

Based on strategic corporate social responsibility (CSR), the programme will demonstrate the link between improved social and environmental conditions and business performance within the Kenyan companies.

## Mutual benefits

The aim of the Danish-Kenyan business collaboration is to create win-win situations that benefit both partners.

The Kenyan companies are expected to benefit from an internationally recognised CSR standard positively affecting organisation of production, productivity, attrition rates, cost savings, new market opportunities etc.

The Danish companies are expected to benefit from improved global value chain management, improved stakeholder relations, etc.

## Activities

The programme encompasses four main activities:

- ▶ **Needs assessments:** An on-site needs assessment of each Kenyan company is carried out to determine the individual company's specific improvement potentials in terms of social and environmental issues and business performance.
- ▶ **Action plans:** On the basis of the needs assessments, individual action plans for the Kenyan companies are developed.
- ▶ **Implementation of action plans:** To support the Kenyan companies' implementation of action plans, they will participate in a series of workshops in Kenya involving relevant experts. The workshops will address those topics which the needs assessments reveal as being of high relevance across companies. The joint collaboration between the Danish and Kenyan companies is highly prioritised, and a joint workshop in Denmark and Kenya will take place as part of the programme. In addition, the companies will receive on-site training and assistance in order to accommodate their individual needs.
- ▶ **Workshops in Denmark:** The Danish companies will participate in a series of workshops which address challenges related to social and environmental issues in global value chains.

## Organisers

The programme is designed and run by:

- ▶ Danish Federation of SME's
- ▶ Danish Commerce and Companies Agency
- ▶ Federation of Kenya Employers

The three organisations manage and facilitate all activities.

In order to ensure a high degree of local embeddedness, a local coordinator is employed, and local consultants are involved throughout the course of the programme.

The programme includes a separate course aimed at FKE, which includes development of FKE's CSR services and training of their members.

The programme is supported by the Danish Ministry of Foreign Affairs under Danida's Innovative Partnerships for Development (IPD) programme.

*SUSBIZ Kenya is based on the same concept as SUSBIZ India, which ran from 2007 to 2009*  
[[www.susbizindia.org](http://www.susbizindia.org)]

Read more about  
SUSBIZ Kenya at:  
[www.susbizkenya.org](http://www.susbizkenya.org)