

### Dear participants in the SUSBIZ Kenya Programme,

We hope you had a refreshing and good Christmas and New Years holiday. In the SUSBIZ Team we have indeed enjoyed the holiday, especially with your enthusiasm at the joint workshop in Mombasa fresh in our minds.

### Latest updates

Since the joint workshop in October/November the main focus from our side has been on in-house assistance. The SUSBIZ Team visited the Kenyan companies' right after the joint workshop, and followed up on implementation. After the in-house assistance in November, Joan has followed up in some of the Kenyan companies and some of you have also been in dialogue with Joan and the rest of the team and sent us pictures of your progress.



*Joint workshop in Mombasa*

We are happy to see that most of you are well into implementation, and some of you have even gone further. Many of you are now not only working with CSR at the compliance level, but also using it strategically in close connection to business development, product development, marketing and so forth. CSR should not only be an ethical issue, but also sustain your growth. Keep up the good work!

### IMPORTANT! CHANGE OF DATES

Due to election we have decided to postpone some of the activities. We are hoping for a peaceful and fruitful election process, but still we do not want to run the risk of election in March interfering with our activities in Kenya.



*In-house assistance at Cimbria*

Please note that **the in-house assistance planned for February-March 2013, has been postponed to April 1<sup>st</sup> – 8<sup>th</sup>**. We have already begun preparing the visits as we have different pending matters with the different Kenyan participants. We will get back to you in due time before the visits.

Please also note that **the finalisation workshop in Kenya planned for late April 2013 has been postponed to June 4<sup>th</sup> - 5<sup>th</sup>**. On June 4<sup>th</sup> we will also invite your CEOs. Many of the participants represent the middle management level and we believe it will be fruitful

also to have the top management updated on how increased CSR-performance can be utilised in enhancing business performance. Please notify your CEOs, so they are ready to participate in the

workshop on June 4<sup>th</sup>. On June 5<sup>th</sup> we will have the official finalisation of the SUSBIZ Programme. The updated time plan is at the SUSBIZ website.

#### Coming activities

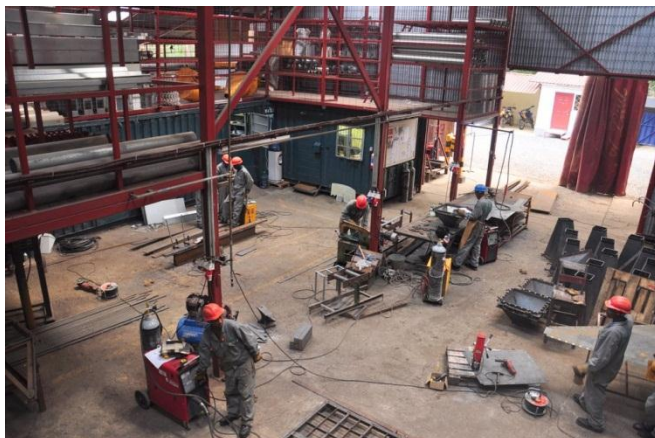
In addition to the finalisation workshop and in-house assistance already mentioned, the next activities include the workshop on 'Strategic Environmental Management & Energy Efficiency' which is being held at FKE this moment. This workshop is being conducted by Sophie Pedersen from the Danish Business Authority.

As usual we have invited relevant guest speakers to present some practical cases and specific local expert knowledge as a supplement to the input from the SUSBIZ Team. Guest speakers include Bureau Veritas, British American Tobacco, NEMA (National Environmental Management Authority) and the Karen Blixen Camp. So there should be some practical inspiration for everyone, in addition to the theoretical contributions from the SUSBIZ Team.

Just after the finalisation workshop in June, we will visit the Kenyan participants again in order to evaluate the results of the programme. Please make sure to update your documentation in terms of before/after photos and list of achievements including description of how your companies have benefitted – both with regard to CSR performance and business performance.



*In-house assistance at HighChem*



*In-house assistance at Cimbría*

#### For Danish participants

The next network meeting in Denmark will be held on May 21<sup>st</sup>, so please book your calendars for this. We will send you the programme when we get closer to the meeting, but already now we can say that there will be focus on sharing the achievements of the Kenyan companies, since quite a lot has happened here.

Please also note that you are most welcome to participate in workshops and in-house assistance at your SUSBIZ partners' company, if you are in Kenya during these activities. If you wish to participate then please notify us by

sending an email to Claus Aabling at [aabling@hvr.dk](mailto:aabling@hvr.dk). Should you have any other inquiries or comments to the coming activities, then please let us know.

My best regards on behalf of the SUSBIZ Team,

Henning Høy Nygaard, Programme Director  
[nygaard@hvr.dk](mailto:nygaard@hvr.dk)