

Copenhagen, 15th of December 2011

Dear participants in the SUSBIZ Kenya Programme,

We are now well into the first phases of the SUSBIZ Programme. The last couple of months have been full of activities, the final organisational issues have been settled and we believe it is time to provide you with an update on the status of the programme.

First of all we would like to welcome our new participating company from Mombasa, Travelers Beach Hotel. We are very happy to have a new participant from the tourism industry included in the programme!

INCEPTION MISSION IN KENYA

On the 1st of September we held the official launch of the programme at Panafric Hotel, Nairobi. The Danish Ambassador opened the launch with a presentation about Kenyan-Danish collaboration on private sector development in Kenya, Safaricom shared their experiences with CSR initiatives at employee level, and all participants presented their companies and challenges and ideas in relation to CSR. The SUSBIZ Team recapped on the programme and the way forward.

The following two weeks, part of the SUSBIZ Team visited all the Kenyan participants. We are very happy for the warm, committed and open welcome we received in all companies. During the visits we settled the final details for the participation of the individual companies and obtained a good foundation for the future work with the programme.

Finally, we settled the last organisational issues: Set-up of the local SUSBIZ office at FKE and agreements on detailed contractual issues, and employment of our SUSBIZ Programme Coordinator in Kenya, Ms. Joan Kithika. Joan is experienced in social and environmental auditing, comes from a position as Project Environmental Scientist at the consulting company GIBB Africa and holds an M.Sc. in Environmental Information Systems. We are very happy to have Joan on board the SUSBIZ Team and we are already benefitting greatly from her experience, expertise and pleasant nature. We encourage all participants not to hesitate to draw on the expertise of Joan during the programme. Joan will be away on leave starting from Christmas. During Joan's leave, FKE will dedicate a responsible person, but you are of course welcome to contact all of us from the team meanwhile.

NETWORK MEETING IN DENMARK

Back from Kenya, the first network meeting on the Danish side was held on the 27th of September. Associate Professor at Copenhagen Business School, Søren Jeppesen, and Cand.Merc.Int., Katrine Verting, gave a presentation on 'Growth Potentials and CSR in East Africa', the Danish participants introduced their companies, and Claus Søndergaard from BASF gave a presentation on BASF's work in general and in Africa in particular. Finally, the SUSBIZ Team updated on the status of the programme.

NEEDS ASSESSMENTS IN KENYA

From October 10th - 21st needs assessments were carried out in all companies. Again we were welcomed warmly, and we especially appreciate the openness and time that the Kenyan participants invested in the assessments. It gave a very good foundation for the action plans that we are currently working with.

1ST WORKSHOP ON INTERNATIONAL CSR TRENDS AND CSR MANAGEMENT

From November 8th - 10th the first workshop was held in Kenya. The theme for the workshop was International CSR Trends and CSR Management. Despite a rather tight programme we managed to get around various subjects such as international drivers of CSR, CSR in the Western media and market, the work with Codes of Conduct, CSR management and CSR management systems. We relied on presentations from the SUSBIZ Team, group work, discussions and presentations from the participants, dilemma games and presentations from local experts. We also watched the Danish documentary 'A killer Bargain' ('Når Tilbud Dræber' in Danish) in order to visualise key issues and how critical stakeholders have mobilised in Denmark and the West. The feedback from the workshop was very positive and we experienced a high degree of commitment. Especially group work and the discussion around 'A Killer Bargain' were highlighted, so we will try to incorporate more of these activities in the future.

LAUNCH OF THE SUSBIZ KENYA WEBSITE

Just before the workshop in Kenya we managed to launch the SUBIZ Kenya website at www.susbizkenya.org. We encourage you to take a look around the site where you can also download presentations and training materials from the workshops and network meetings, and update yourselves on the latest news.

ACTIVITIES IN THE NEAR FUTURE

Currently, we are working on the needs assessment reports and action plans and expect to have the first drafts ready before the next workshop in Kenya, which will be held on January 24th - 26th. During December and January we will finalise the detailed programme for the workshop and invite any external lecturers that we will utilise. The next network meeting for the Danish participants will be held at DFSME on March 5th from 10.00 - 15.00.

As a final remark, we would like to express our gratitude for the commitment and openness we have received from you all during these first hectic months since the official approval of the programme. We look forward to the fruitful collaboration with you in 2012 and wish you all a very merry Christmas and a happy New Year!

My best regards on behalf of the SUSBIZ Team,

Henning Høy Nygaard, Programme Director