

# FINAL REPORT (2021-2025)



# Table of Contents

<b>Executive Summary</b> .....	4- 5
Project Fact Sheet .....	6-14
<b>1.0 Project objective, approach and results</b> .....	15
<b>1.1 Sustainable Clean Energy Access Fund (SCEF) for workers</b> .....	16
Results Achieved.....	17
Other reported benefits .....	18
Testimonial 1.....	19
<b>1.2 Advisory and Capacity Building</b> .....	20
Results achieved.....	21
Testimonial 2.....	22
Pictorials.....	23
<b>1.3 Advocacy and community engagement</b> .....	24
1.3.1 Advocacy .....	25
Results Achieved.....	26
1.3.2 Community Engagement.....	27
Results Achieved.....	28
Testimonial 3.....	29
<b>2.0 Use of funds</b> .....	29 - 31
<b>3.0 Technologies Adopted</b> .....	32
<b>4.0 Lessons Learnt</b> .....	33
<b>5.0 Challenges</b> .....	34
<b>6.0 Project Communications</b> .....	35
<b>7.0 Project exit strategy</b> .....	36

## Abbreviations

HH: Households

LPG: Liquefied Petroleum Gas

PWDs: Persons with Disabilities

KES: Kenyan Shillings

SCEF: Sustainable Clean Energy Fund

FPCS: Fairtrade Premium Committees

TOTs: Training of Trainers

CCAK: Clean Cooking Association of Kenya

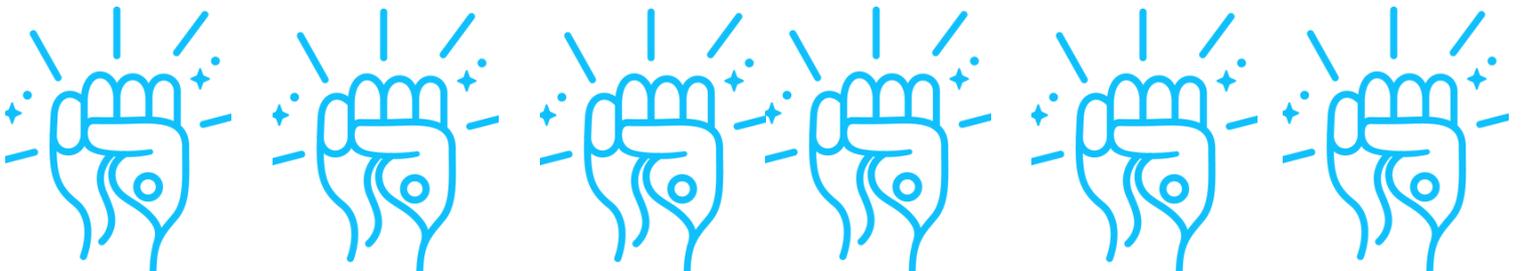
MCA: Member of County Assembly

POs: Producer Organizations

VAT: Value Added Tax

KEFRI: Kenya Forestry Research Institute

FOSA: Front Office Service Activity



## Executive Summary

The DONUTS KENYA roses project improved the socio-economic well-being of flower-farm workers and their households by accelerating access to clean, affordable household energy, strengthening producer-level governance systems, and catalysing community climate action.

### Reach and Adoption

- 6,331 workers sensitised on the socio-economic, health, and environmental benefits of clean energy.
- 3,810 workers (60% of target) adopted clean energy solutions through a zero-interest revolving fund.

### Access to Clean Energy Fund

- 67% (4,242) of workers report improved socio-economic well-being, savings and time were reinvested in education, skills, and side businesses.
- 66% (4,179) report improved household health from reduced exposure to indoor air pollution.
- 64% (4,052) reduced monthly spending on charcoal/kerosene by ~€6 per household.

### Advisory and Capacity Building

- A €160,000 sustainable clean energy fund was established across six farms with zero defaults via a check-off recovery mechanism; two in-farm LPG exchange/refill stations now serve workers.
- 145 worker trainers-of-trainers (ToTs) built internal capacity for sustained awareness and adoption.
- 5 farms boarded the MPS/HORTI footprint calculator, and 2 implemented climate change mitigation/adaptation plans.



## Community and advocacy engagement outcomes

- 27,000 seedlings planted across 33 schools ( $\geq 50\%$  survival), supported by county governments and technical partners.
- 74 ward climate committee members trained; 2 committees secured KES 18.5 million for climate-resilient water infrastructure.
- Joint advocacy contributed to zero-rated VAT on LPG and fiscal incentives on clean cooking and solar, improving affordability.



## Project Fact Sheet

<b>Project Implementation Period</b>	2021-2025
<b>Project Funding Source</b>	Aldi Suisse & Ministry of Foreign Affairs Finland
<b>Project Implementing Partner</b>	Fairtrade Africa
<b>Key Highlight Project Results</b>	<p><b>1. Improved socioeconomic well-being of flower farm workers and households</b></p> <p>67% of targeted workers (3,810 households) with improved socioeconomic conditions at household level resulting from reduced household energy expenditure, improved health, and reinvestment of savings and time into education, skills development, and income-generating activities such as poultry and small-scale farming.</p> <p><b>2. Accelerated and sustained transition to clean, affordable household energy.</b></p> <p>The adoption of climate-friendly household energy increased to 60% (3,810) of targeted workers, resulting in a 64% reduction in charcoal and kerosene expenditure (€6 per month) and significant time savings for 66% of workers, particularly women, who previously spent time on fuel collection and cooking.</p>



## Project Fact Sheet [Continuation]

### Key Highlight Project Results

#### 3. Improved household health and reduced exposure to indoor air pollution.

66% workers experienced improved household health outcomes, including fewer respiratory and eye-related illnesses, due to reduced smoke exposure from the adoption of clean cooking and lighting solutions.

#### 4. Strengthened institutional, community, and climate resilience systems.

All six flower producer organizations have strengthened environmental stewardship and governance through functional revolving clean energy fund (Euros. 160,000) managed by Fairtrade Premium Committees (zero loan defaults), carbon footprint mapping in five farms, implementation of climate adaptation plans in two farms, and community-level climate action led by 74 trained ward climate ambassadors, alongside advocacy contributing to improved national clean cooking affordability (zero-VAT LPG policy).



## Project Fact Sheet [Continuation]

<p><b>Project Target Beneficiaries</b></p>	<p>6 flower farms in Kenya (6,331 workers - Males 3607; Females 2724; Youths 872 and PWDs 15)</p> <ul style="list-style-type: none"> <li>• Aquila Flower (838 workers)</li> <li>• Sian Agriflora (1121 workers)</li> <li>• Simbi Roses (425 workers)</li> <li>• Penta Flowers (1228 workers)</li> <li>• Nini Ltd (1,459 workers)</li> <li>• Van Den Berg (1260 workers)</li> </ul>
<p><b>Project Goal and Objective</b></p>	<p><b>Project Goal</b></p> <p>To improve the socioeconomic well-being of flower farm workers and their households.</p> <p><b>Specific Objectives</b></p> <ol style="list-style-type: none"> <li>1. Workers and Producer Organisations adapt and mitigate the effects of climate change.</li> <li>2. Workers accelerate the adoption and utilisation of clean, sustainable energy solutions.</li> </ol>



## Project Fact Sheet [Continuation]

<p><b>Project Implementation Approach</b></p>	<p>A five-year project that focused on three main approaches (components):</p> <ul style="list-style-type: none"> <li>• Sustainable Clean Energy Access Fund for Workers.</li> <li>• Capacity Building of flower farm workers and management on clean energy and environmental best practices.</li> <li>• Advocacy and community engagement on clean energy and environmental conservation.</li> </ul>
<p><b>Project Main Achievements</b></p>	<p><b>1.1 SUSTAINABLE CLEAN ENERGY ACCESS FUND (SCEF) FOR WORKERS</b></p> <ul style="list-style-type: none"> <li>• A €160,000 Sustainable Clean Energy Fund (SCEF) established and operationalised across six flower farms, enabling 3,810 workers (1,587 women, 1,336 men, 876 youth, 11 PWDs) to adopt clean energy solutions through a zero-interest, revolving financing mechanism managed by Fairtrade Premium Committees.</li> <li>• 6,331 workers increased their awareness of the socioeconomic, environmental, and health benefits of clean energy, while six Fairtrade Premium Committees strengthened technical capacity in project management, financial management, and income diversification, ensuring effective governance and long-term sustainability of clean energy interventions.</li> </ul>



## Project Fact Sheet [Continuation]

### Project Main Achievements

#### 1.2 ADVISORY AND CAPACITY BUILDING

- 6,331 workers were sensitised on the socioeconomic, health, and environmental benefits of clean energy, supported by 145 trained Trainers of Trainers (82 men, 63 women, 62 youth, 7 PWDs) who enabled continued peer-to-peer awareness and adoption beyond the project lifecycle.
- Six Fairtrade Premium Committees strengthened capacity in project and financial management and income diversification, while 60 workers (34 women, 20 youth, 26 men, 3 PWDs) improved entrepreneurship skills, generating over €500 in monthly income, complemented by three commercial tree nurseries generating over €5,000 in seedling sales.
- Two (2) Climate mitigation and adaptation systems were strengthened, with five flower farms onboarded to the MPS/Horti Footprint Calculator (HFC v2) and two farms implementing Climate Change Adaptation and Mitigation Plans, improving environmental performance tracking and long-term climate resilience.



## Project Fact Sheet [Continuation]

### Project Main Achievements

### 1.3. ADVOCACY AND COMMUNITY ENGAGEMENT

- Environmental restoration and climate awareness were advanced through 27,000 seedlings planted, participation of 33 schools, and the training of 74 ward climate committee members as community climate ambassadors.
- Four ward climate committees enhanced capacity in climate finance proposal development, resulting in two committees securing KES 18.5 million (€122,362) for climate-resilient water infrastructure investments.
- Long-term collaboration with county governments and technical partners (CCAK, KEFRI, MPS) created an enabling environment for coordinated climate action and community-based environmental conservation.



## Project Fact Sheet [Continuation]

### Project Challenges

- Huge workforce in specific flower farms - Penta Flowers, Nini Ltd, and Van Den Berg which slowed the SCEF repayment and adoption rate of the clean energy solutions.
- Adjustments in available funds by Aldi Suisse required revising the pace of SCEF rollout in one farm (Van Den Berg).
- Lack of seed capital/start-up capital for the trained women, youths and PWDs entrepreneurs to establish individual income diversification projects.
- Sustaining ToT-led cascades required additional support in motivation systems and monitoring tools.
- Changes in county leadership resulted in longer administrative processes, requiring extended engagement.
- Unpredicted weather patterns in Nakuru County affected seedling survival for trees planted in community plots and schools.
- National social and political events caused temporary movement restrictions impacting timelines.



## Project Fact Sheet [Continuation]

### Project Sustainability Outlook

- The project demonstrates strong prospects for sustainability beyond its lifecycle.

#### 1. Economical.

- Sustainable Clean Energy Fund (SCEF) has proven viable, with a functioning check-off recovery mechanism and zero default rate.
- The commercial tree nurseries provide an additional income stream for Fairtrade Premium Committees (FPCs).

#### 2. Institutional.

- The project has ensured capacitated FPCs through the provision of the project management training, financial management training and business skills strengthening.
- Clean energy awareness ToT models will sustain the long-term cascading of awareness on clean energy benefits across the flower farms and to the new workers.
- Improved collaboration with county governments and the Clean Cooking Association of Kenya will sustain future interventions on clean energy access and environmental conservation.



## Project Fact Sheet [Continuation]

### Project Sustainability Outlook

### 3. Environmental.

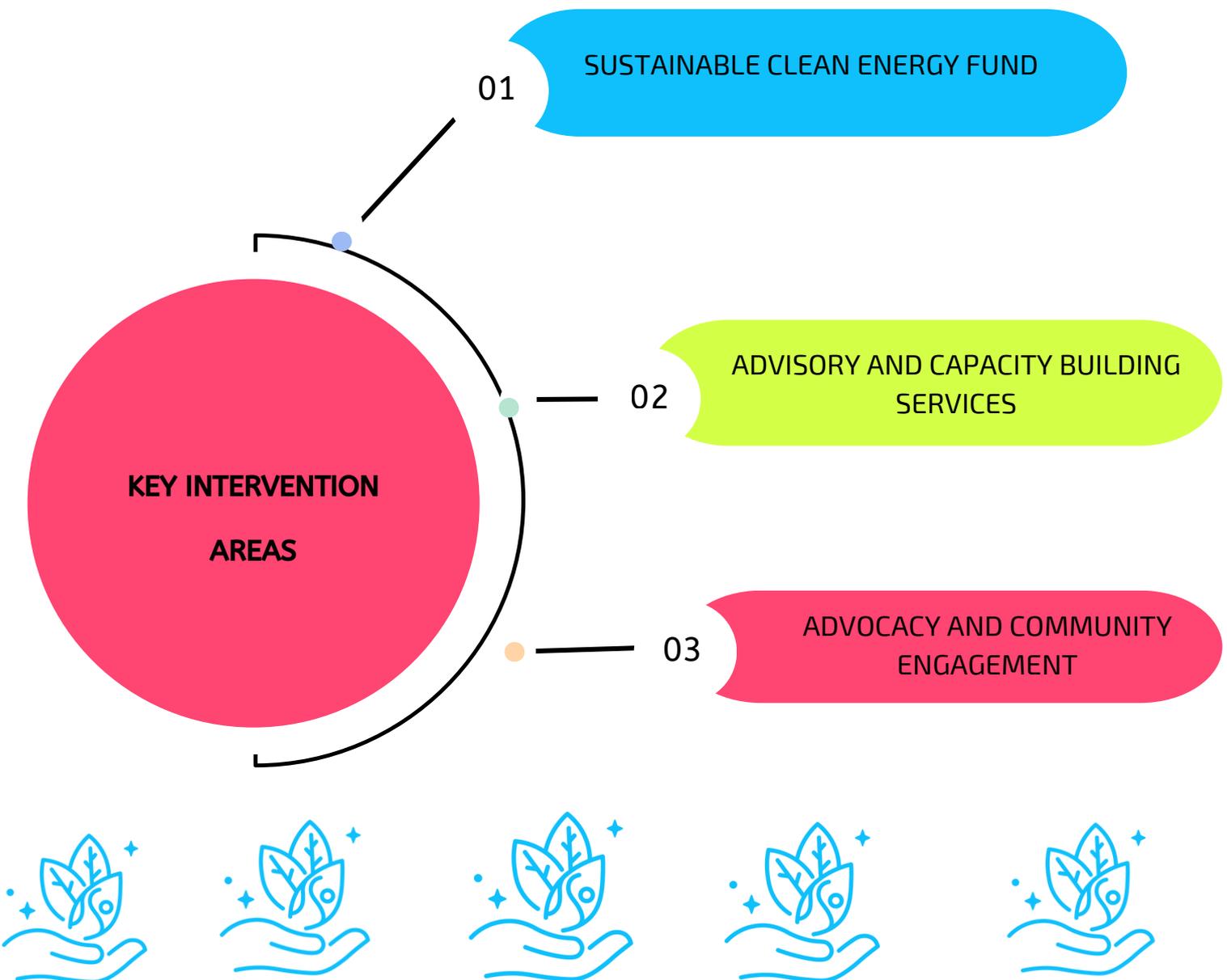
- The greening initiatives, tree nurseries, carbon footprint mapping, and clean energy adoption contribute directly to long-term climate resilience. Drought and climatic variability remain risks to survival rates and environmental gains. Building on the greening schools initiative while strengthening climate-resilient tree-growing models and expanding community involvement will be key to safeguarding results.



## 1.0 Project objective, approach and results

The DONUTS Kenya Roses primary goal was to improve the socioeconomic well-being of over 6,331 flower farm workers and their households. The project aimed to achieve this impact through accelerated access to sustainable clean energy solutions for workers, strengthening the capacity of Fairtrade Premium Committees (FPCs) to deliver project interventions, and collaborating with duty bearers on climate change and environmental conservation initiatives with beneficiary farms and surrounding communities.

The project was implemented across three key intervention areas:



## INTERVENTION AREAS

### 1.1 Sustainable Clean Energy Access Fund (SCEF) for workers

The SCEF is a zero-interest clean energy fund for workers in Fairtrade flower farms, managed by FPCs in collaboration with farm management. Operating as a revolving fund, it disburses zero-interest loans to workers for the purchase of clean energy solutions, with repayments deducted from pay slips over time (up to 24 months). This enables workers to replace inefficient, polluting technologies such as three-stone stoves, metallic charcoal stoves, kerosene stoves, lamps, and candles with improved biomass cookstoves, ethanol stoves, LPG, and solar products.

Direct benefits include reduced household energy costs, decreased household air pollution and related health risks (such as respiratory and eye infections), and an improved overall quality of life.



## KEY RESULTS ACHIEVED

Successful establishment of SCEF across the 6 flower farms with a total circulation of €160,000.

3,810 workers adopted clean energy solutions through SCEF (Men 1,336, Women 1,587, Youths 876, PWD 11) – 60% of the target beneficiaries.

6,331 workers sensitized on socio-economic, environmental, and health benefits of clean energy.

### KEY RESULTS

Technical skills of 6 FPCs enhanced in project management, financial management, and income diversification.

Zero (0) defaults on zero interest loans repayments by workers under the SCEF.

Two (2) household LPG cylinder refilling and distribution stations operationalised at Aquila Flowers and Penta Flowers for access to LPG by workers.

More than 300 LPG cylinders refilled monthly.

64% (4052) of workers with reduced expenditure on charcoal / kerosene by 50% (approx. Euros. 6 on fuel per month) as a result of using improved and clean energy solutions.

66% (4179) of workers report on improved household health after adopting use of clean energy solutions (reduced smoke at home leading to fewer respiratory illnesses)

## OTHER REPORTED BENEFITS

66% (4179) of workers (particularly women) reports to have spent less time collecting firewood or cooking and reduced time spent in cooking.

67% (4242) of workers report improved socio - economic well-being from switching to clean energy. The money saved and time re-invested in skills development and income diversification projects for additional income e.g poultry and small-scale farming etc.



## Testimonial 1

Ms. Chebet of Aquila Flowers has paid for her driving course from savings after she started using one of the energies saving jiko.

"I acquired a biomass cookstove from the clean energy project which has saved me KES.1500 per month for the last 12 month. I have saved enough money and paid for my driving school course at Zane Driving School" – Olicia Chebet, Store Department, Aquila Flowers.

## Pictorials



Ms.Olicia Chebet attending her driving lessons at Zane Driving School.



Workers receiving Clean Energy Products financed through the Sustainable Clean Energy Fund (Left: Aquila Flowers; Right: Sian Agriflora) photos by Paul Ayalo.

## 1.2 Advisory and Capacity Building

This component enhanced the FPCs' capacity to manage SCEF and promote clean energy access and climate solutions on farms and in communities. Activities included training on project management, bookkeeping, financial literacy, and income diversification.

Climate change champions (Clean Energy ToTs) were trained to promote awareness and adoption of clean energy among workers. The project also supported income diversification initiatives, including commercial tree nurseries and household LPG cylinder distribution stations.

In support of the farm management to undertake climate-related interventions and in compliance with the expected ethical production requirements, the project supported 5 flower farms (Nini Ltd, Aquila Flowers, Simbi Roses, Penta Flowers and Sian Agriflora) to map their carbon footprint through the Hortifoot Print Calculator (HFCv2) in coordination with MPs, LetsGrow and Fairtrade International.

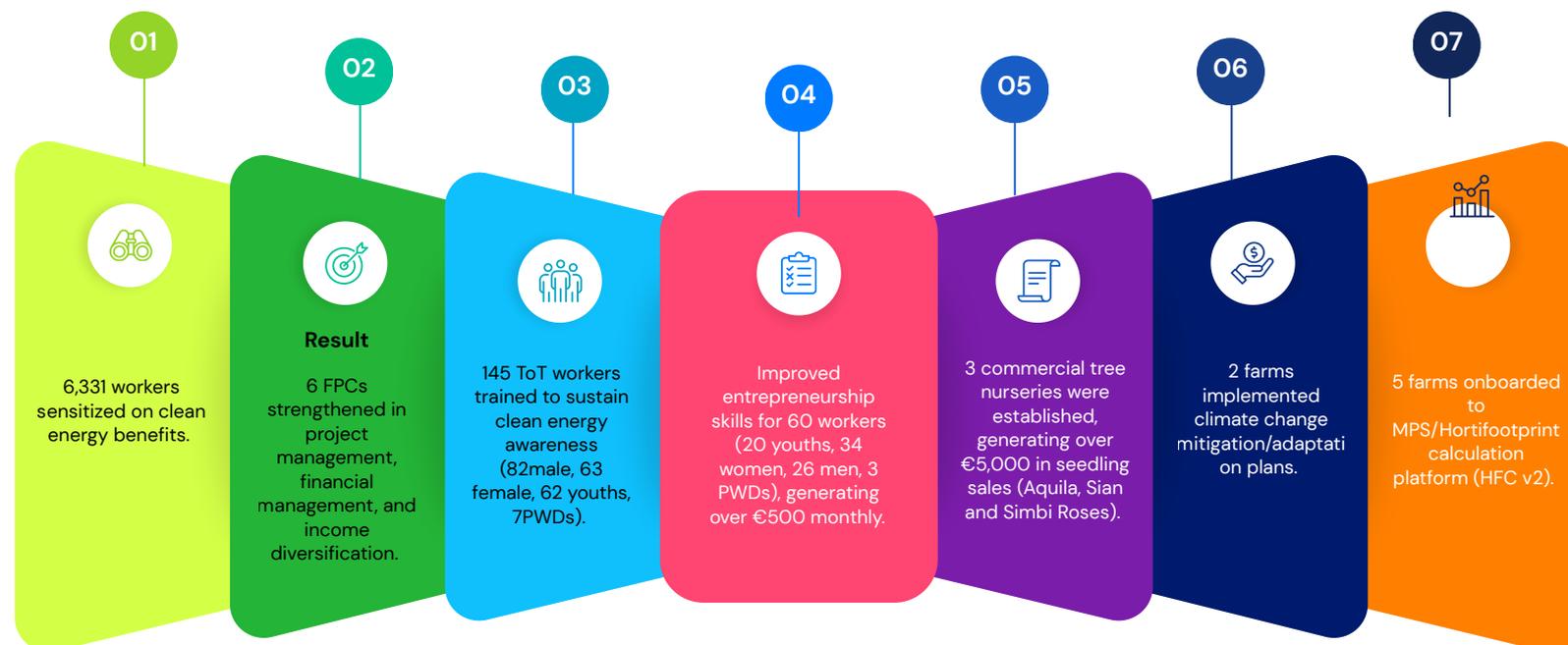
Similarly, the project also contributed to the development of farm-specific climate change adaptation and mitigation strategies for Aquila flowers and Sian Agriflora, as well as a generic guiding framework on Climate Change Adaptation and Mitigation strategies for the Fairtrade Flower producers.



## Key Results Achieved

Key results achieved:

- 6,331 workers sensitized on clean energy benefits.
- 6 FPCs strengthened in project management, financial management, and income diversification.
- 145 ToT workers trained to sustain clean energy awareness (82male, 63 female, 62 youths, 7PWDs).
- Improved entrepreneurship skills for 60 workers (20 youths, 34 women, 26 men, 3 PWDs), generating over €500 monthly.
- 3 commercial tree nurseries were established, generating over €5,000 in seedling sales (Aquila, Sian and Simbi Roses).
- 2 farms implemented climate change mitigation/adaptation plans.
- 5 farms onboarded to MPS/Hortifootprint calculation platform (HFC v2).



## Testimonial 2



Aquila Flower workers access quality and affordable LPG fuel for their households cooking needs through the farm-based LPG exchange outlet project. This has improved on their savings and enhanced the household health benefits.

*“When the project started in 2022, workers were more eager to adopt various clean energy solutions including the LPG; but access was expensive due to the increased taxes by the government. In 2023, Aquila FPC through the project established an in-farm LPG exchange outlet for workers. The number of LPG users within the farm has so far increased to 95 users per month, tremendously reducing cases of respiratory infections cases at the farm’s clinic.” –*

***Rose Wangari – Human Resource Manager, Aquila Flowers.***

## Pictorials



Simon Aebi of Fairtrade Max Havelaar Switzerland and Mary Wangui of Aquila Flowers during the official launch of the Aquila Bidii LPG exchange project at Aquila Flowers Naivasha, Kenya.

## Pictorials



Income Diversification Projects by the Fairtrade Premium Committees (Top left -Aquila LPG exchange Outlet; Top right-Sian Agriflora Tree Nursery; Bottom photos – Simbi Roses beneficiaries' training on tree nursery establishment) photos by Paul Ayalo

## 1.3 Advocacy and community engagement

### 1.3.1 Advocacy

The aim of this workstream is to advocate an enabling environment for the acceleration of clean energy solutions and climate change mitigation solutions within flower farming communities. This was achieved through community level awareness on climate change, and advocating for enabling policies with relevant stakeholders. The project collaborated with the local county governments, the ministry of energy, the Clean Cooking Association of Kenya, among other private sector players. Some of the activities conducted jointly include hosting community awareness campaigns, hosting climate educational forums and advocacy workshops. The joint advocacy efforts on clean energy fiscal incentives yielded a VAT zero rate status on LPG fuel, solar lighting equipment and improved biomass cookstoves. Through the awareness sessions, the project managed to support the planting of over 15,000 seedlings, assorted and fruit tree seedlings within the community schools and the flower farms. These were also planted in designated government public forests during the World Environment Day 2023.

Furthermore, the project provided technical and advisory input while consolidating consumers' needs in the campaign for policy interventions on clean energy, where collaboratively with the Clean Cooking Association of Kenya, the reduction of VAT on LPG fuel from 8% to zero rate was achieved in financial year 2023/2024.



### 1.3.2 Community Engagement

This intervention focused on creating an enabling environment for clean energy uptake and climate mitigation. Activities included community awareness campaigns, advocacy sessions led by Clean Cooking Association of Kenya on fiscal incentives reduction on cooking solutions, climate finance training, and the launch of the Greening Schools Initiative in Nakuru and Murang'a counties.

Collaboration was established with county governments, KEFRI, CCAK, and Nyalore Impact. The collaboration efforts by various partners enabled successful delivery of the interventions within this component and also strengthened the need for future engagement between the flower farms and the county governments to sustain community climate change awareness interventions and environmental conservation efforts.

#### Pictorials



Community Climate Change Awareness and Tree Planting within Education Institutions in Nakuru County, Kenya. [Left – tree planting by children from Mosop ward school; Right – Fairtrade Africa's Stephen Jakaite being interviewed by the media during World Environmental Day] and far lower right – children being sensitised on environmental conservation in Aquila community. photos by Paul Ayalo.

## KEY RESULTS ACHIEVED

27,000 seedlings planted in 33 schools with over 50% survival rate.

74 ward climate committee members trained as community climate ambassadors (40 male, 34 female, 32 youths and 8 PWDS) – Hells Gate, Mugumoini, Maiella, and Mossop Ward Climate Change Committees.

33 learning institutions engaged in tree-growing initiatives.

## KEY RESULTS

Sustained collaboration with 5 key partners (County Government of Nakuru and Muranga, CCAK, KEFRI and MPS).

4 ward climate committees trained in climate finance proposal writing; 2 committees secured KES 18.5 million (€122,362) from the FLLoCA program for water infrastructure.

Advocacy on 2023 finance Act VAT reduction on LPG through Clean Cooking Association of Kenya and partners, the LPG price has dropped from KES 1500 by end of June to KES. 1000 as of July 2023, indicating a 40% price drop on LPG fuel.

### Testimonial 3

“The Kenyan Government is committed to growing 10 billion seedlings by 2032, and as part of the drive to meeting this goal, Kenya Forestry Research Institute is committed to supporting the Community Based Organizations in setting up viable tree nursery projects through the provision of technical and advisory support. We have supported the trainings and establishment of tree nurseries within the three flower farms – Aquila flowers, Sian Agriflora and Simbi Roses.

These initiatives will automatically support the end goal as Kenya of realizing the 15 billion trees grown to reduce on the carbon footprint for our country” - **Florence Cheronu, Research Scientist, KEFRI.**



## 2.0 Use of funds

Funding Source	Funding Amount (Euros)
<b>Aldi Suisse &amp; Ministry of Foreign Affairs Finland</b>	579,219.69

Project Components	Funding Amount	Specific Amount
<b>Sustainable Clean Energy Fund</b>	Eur. 174,122.50	<ul style="list-style-type: none"> <li>• Established Sustainable Clean Energy Fund in Aquila, Sian Agriflora, Penta, Simbi Roses, Van Den Berg and Nini Ltd.</li> <li>• Convened vendor demonstrations for the workers in the six flower farms.</li> <li>• Coordinated peer learning sessions amongst the 6 flower farms on the best project implementation approaches.</li> <li>• Conducted clean energy awareness amongst 6331 workers within the 6 flower farms.</li> </ul>



## 2.0 Use of funds (Continuation)

Project Components	Funding Amount	Specific Amount
<b>Advisory and Capacity Building</b>	Eur. 94,837.49	<ul style="list-style-type: none"> <li>• Developed Clean Energy Training Manual for flower producers.</li> <li>• Trained 145 ToTs on clean energy benefits linked to socio-economic, health and environmental benefits to workers.</li> <li>• Developed climate change adaptation and mitigation strategy for Aquila flowers and Sian Agriflora.</li> <li>• Conducted carbon footprint mapping for the five flower producers using MPS Horti footprint Calculator.</li> <li>• Established income diversification projects for the 3 FPCs for Aquila, Sian and Simbi Roses (Commercial tree nurseries).</li> <li>• Trained 6 FPCs committees on financial management, project management and income diversification establishment and management.</li> </ul>



## 2.0 Use of funds (Continuation)

Project Components	Funding Amount	Specific Amount
<b>Advocacy and Community Engagement</b>	Eur. 63,042.87	<ul style="list-style-type: none"> <li>• Facilitated community climate change awareness campaigns across 4 wards – Maiella, Hells Gate, Mugumoini and Mossop Wards.</li> <li>• Established ward climate committees and support to technical training on climate change and environmental conservation to the committee.</li> <li>• Supported technical sector stakeholder workshops on advocacy dialogues (Clean Cooking Week).</li> <li>• Purchased and planted 27,000 seedlings planted in 33 schools with over 50% survival rate.</li> <li>• Trained 74 ward climate committee members as community climate ambassadors (40male, 34 female, 32 youths and 8PWDS) – Hells Gate, Mugumoini, Maiella, and Mossop Ward Climate Change Committees.</li> </ul>



## 2.0 Use of funds (Continuation)

Project Components	Funding Amount	Specific Amount
<b>Coordination [Admin &amp; MEL]</b>	Eur. 247,216.84	<ul style="list-style-type: none"> <li>• Conducted project feasibility and baseline studies.</li> <li>• Facilitated quarterly and biannual monitoring field visits.</li> <li>• Convened project annual review workshops.</li> <li>• Conducted project outcome harvesting and impact documentation through visual testimonials.</li> <li>• Conducted project annual audits across the 6 flower farms.</li> </ul>



### 3.0 Technologies Adopted

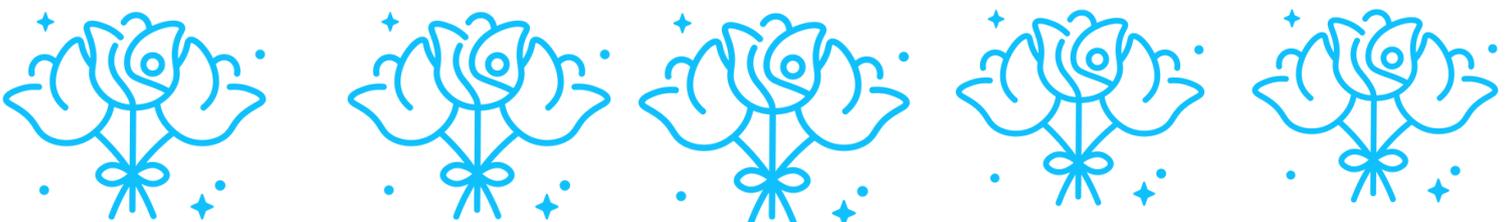
Beneficiaries	Male	Female	Youths (Males)	Youth (Females)	PWD Male	PWD (Women)	Total
Improved charcoal/ Wood Cook stoves	611	823	299	309	5	1	2048
Solar Lamps	238	146	47	23	1	-	455
Ethanol Cook Stoves (Koko etc)	33	26	9	19	-	-	87
Electric Pressure Cooker/Electronics/Pressure Cookers	30	120	10	23	1	-	184
Liquefied Petroleum Gas (LPG)	392	393	68	65	1	1	920
Other Clean Energy Technologies	32	79	3	1	-	1	116
<b>Total</b>	<b>1336</b>	<b>1587</b>	<b>436</b>	<b>440</b>	<b>8</b>	<b>3</b>	<b>3810</b>



## 4.0 Lessons Learned

The project has learned exemplary lessons during its entire implementation. These include:

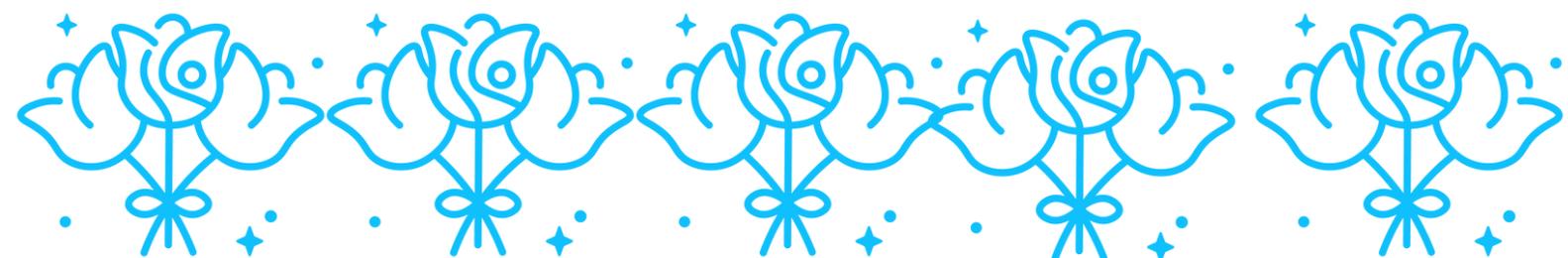
- Empowering the workers (Fairtrade Premium Committee) to manage the projects on behalf of workers creates a sustained, skilled leadership. The FPCs from the four flower farms can properly keep the project records, report in a timely manner and as well had the workers' confidence in delivering the Sustainable Clean Energy Fund.
- The project deployed the use of the Training of Trainers model to support clean energy awareness at the farm level. This has been key in effectively cascading learnings among the flower workers during the departmental meetings, thereby accelerating uptake of clean energy. The project has so far had 1615 workers adopting clean energy.
- Workers undertook peer-to-peer learning during the project implementation period; lessons and best practices learnt have been implemented within individual farms. This model of learning is effective in passing on the best sustainable practices amongst the producer organisations. Aquila 'Flowers' visit to Penta Flowers in 2022 yielded an exemplary establishment of an LPG exchange outlet for the workers.
- Engaging communities on awareness initiatives is a key intervention which worked effectively in ensuring the acceptance of change towards environmental conservation and lean energy access. The project worked with the ward climate committees, who are the grassroots community climate change ambassadors, to spearhead climate change awareness campaigns, tree growing and clean energy awareness.
- The approach of the SCEF adopted for the clean energy fund, allowing beneficiaries to make small payments for a single purchase of an energy option, is drawing interest from surrounding community members. The approach is seen as realistic and affordable, also due to negotiated prices with suppliers. This has created a growing need for capacity building of community members on the use of clean energy as member/community groups (also known as "vikundi" or "chama").



## 5.0 Challenges Experienced

Notable challenges have been identified in the implementation period, and remedial action taken appropriately to avert negative impacts to the progress of the project progress:

- National social and political events caused temporary movement restrictions impacting timelines.
- Changes in county leadership resulted in longer administrative processes, requiring extended engagement.
- High loan workloads among workers influenced their eligibility for SCEF loans.
- Macro-economic conditions affected disposable income and timing of SCEF uptake by workers.



## 6.0 Project Communications

The communication strategy focused on enhancing the project's visibility among key local partners in Kenya and engaging them with various communication tools and channels. It also included raising awareness about the project internally withing FTA and with external stakeholders through social media ad traditional media (radio, TV, print and online). Our main social media channels were LinkedIn, Facebook, X, and Instagram.

To mark World Environment Day 2023, FTA in collaboration with the County Government of Nakuru and Clean Cooking Association of Kenya through the DONUTS programme created awareness on climate change, environmental conservation, and clean energy access in Mosop and Maiela communities in Nakuru County, Kenya reaching out to over 15,000 community members.

The week-long awareness campaign which was celebrated on June 5th 2023 also involved tree planting in schools and a road show. A total of 8,000 assorted tree seedlings and 500 fruit tree seedlings were planted in 20 schools across the county. The event was used to enhance visibility for the project through the development of Information, Education Communication (IEC) materials like T-shirts and pull-up banners.

A factsheet on the project was also developed with copies printed and shared with key partners and distributed to local implementing partners and other external stakeholders through social media. An impact video on "Promoting Sustainable and Clean Energy among Flower Workers" was also developed.



## 7.0 Project Exit Strategy

As an exit strategy, the project beyond 2026 seeks to have achieved a full targeted beneficiary outreach, and sustained recovery of the clean energy fund back into the FPC kitty. The sustained revolving nature of the clean energy fund can be continuously accessed, and utilised by the workers for access to clean energy and clean energy business loans – even after the formal end of the project.

It is planned to sustain the collaboration with the county government and the ward climate committee champions to enhance community perception change on the use of clean energy. This will sustain demand for the clean energy as well as a positive shift towards environmental conservation in the communities, thereby sustaining support to the clean energy entrepreneurs to sell their clean energy within their communities and beyond, and as well as the Fairtrade Premium Committee income diversification projects on tree nursery. This can sustain the sale of various fruit trees and assorted tree seedlings to the communities.

Looking into the carbon emissions reduction support needs at the flower farms, it is planned to develop a Climate Change Adaptation and Mitigation strategy for the flower farms which will encompass the proposed carbon emission reduction initiatives for implementation at farm level, some of which are ongoing interventions at the farms. The project seeks to further collaborate with the partners into building a carbon credit project for the flower sector. This will sustain the best environmental practices within these flower farms beyond the project cycle.



