



Kenya Country Plan

Executive Summary

Published July 2023



Development issues

Economically thriving tea sector



Kenyan tea represents 8% of global production and 23% of its foreign exchange.¹ Declining tea prices negatively impact smallholder farmers with cash flow issues, who resort to selling their tea to hawkers offering cash up front. Over-production and value chain inefficiencies also undermine their ability to increase their income. Producers have expressed support for a tea-specific living wage, particularly for informal workers. A Rainforest Alliance study states that producers believe better prices are needed to enable payment of higher wages and investment in better systems and infrastructure for workers.² Mechanisation is a long-term cost reduction solution, however, recent unrest in Kenya highlights the importance of proactively addressing the social, economic and environmental impacts of mechanisation.



Equality for everyone in tea



In Kenya, 39% of women are survivors of gender-based violence.³ Cases of sexual exploitation, abuse, and harassment (SEAH) on tea estates have recently been reported in the media, highlighting a deep-rooted sector-wide problem. Women provide 60% of tea labour but only account for 20% of Kenya Tea Development Agency leadership.⁴ Barriers to their participation include confidence, perceived competition, maternity and childcare policies, gender biases, and unequal pay. Workers on smallholder farms, mainly migrants, are not given contracts and may face discrimination. The children of migrant tea workers may end up working, as they are unable to access education.

Environmentally sustainable tea production



Climate change threatens the optimal growing areas for tea. A rise in temperature and frequent hot spells damage tea plants, limiting yield. Tea pests thrive in higher temperatures and prompt the use of agrochemicals. Old tea cultivars in at-risk areas are less resilient to these changes. Conversely, fuelwood is the primary energy source for tea processing which leads to deforestation and greenhouse gas (GHG) emissions. Reducing tea's GHG emissions has attracted international attention. ETP is partnering with other stakeholders to document tea's carbon footprint and develop ways to reduce greenhouse gas emissions.

ETP's Strategic Plan in Kenya

Projects



ETP's focus in Kenya is scaling projects under equality and building resilience in environmental sustainability through co-designing, community action approaches, and partnerships with both private and public sector. Our projects aim to empower women living in poverty and exclusion, address SEAH, and secure political participation. An annex to this executive summary details ETP's response to recent reports of SEAH in Kenya.

Policy



ETP collaborated with the East African Tea Trade Association (EATTA) to collate feedback from sector stakeholders and recommend improvements to the Draft National Tea Policy. A revised policy will be submitted to the Government this year. In 2023, ETP will review policies and laws impacting the sector to identify gaps and guide ETP's policy activities. ETP will maintain engagement with EATTA and other stakeholders and share key learnings.

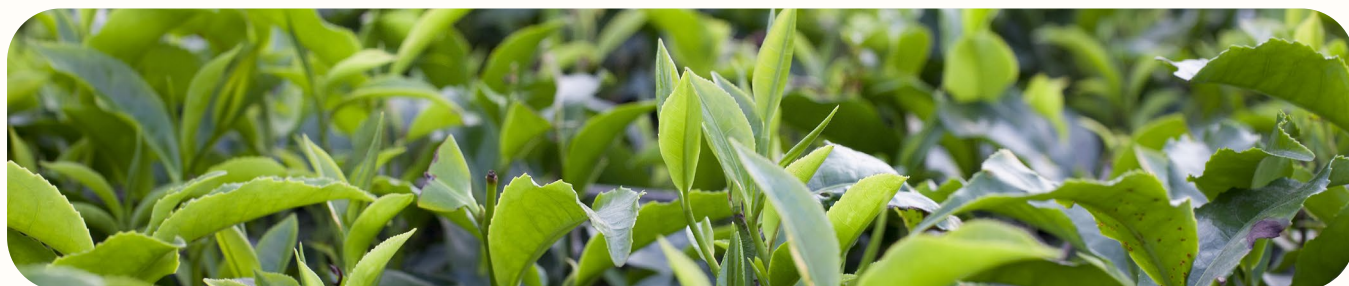
Private sector change



Tea plucking has traditionally been a labour-intensive job in Kenya. However, based on the emerging significance of mechanisation and the impacts on increasing unemployment, particularly among women, ETP will explore the topic of responsible mechanisation in Kenya and approaches that can be piloted to reduce its adverse impacts.

Resources required

Achieving ETP's Country Plan in Kenya over the next three years will require £2,077,000 which £1,596,000 is already secured. The additional funding required to implement proposed activities is £481,000. The total budget includes current and planned staff costs, programme activity costs, project communications, admin costs, roundtables, conferences, and local and international travel. For the first time, ETP staff costs are included in country budgets.



ETP's current programme in Kenya

Empowering Tea Communities

Impact area	Approach	Outcome
<input checked="" type="radio"/> Economics	<input checked="" type="radio"/> Project	<input type="radio"/> Living wage
<input checked="" type="radio"/> Equality	<input type="radio"/> Private sector change	<input type="radio"/> Living income
<input type="radio"/> Environment	<input checked="" type="radio"/> Policy	<input checked="" type="radio"/> Good livelihoods
		<input checked="" type="radio"/> Equal opportunities
		<input type="radio"/> Net zero tea
		<input type="radio"/> Empowered, safe communities
		<input type="radio"/> Climate resilient agriculture
		<input type="radio"/> Zero deforestation

Location

Counties of Murang'a, Meru and Nakuru

Planned reach

1,350 workers and farmers (direct)

Project overview

Working with ActionAid, this project supports smallholder farmers and their informal (uncontracted) workers to understand and access their rights to a positive working environment, freedom from violence, and essential services.

Aims, objectives, and activities

This project aims to enable an environment for upholding, protecting, and respecting human rights for farmers and workers in tea communities in Kenya and support women as they work to claim their right to freedom from violence. Additionally, the project will raise awareness for improved access to essential public services for tea farmers, small holder and informal workers, and their families. Finally, the project will improve the livelihoods of smallholder farmers and informal workers.

Our Tea, Our Voice

Impact area	Approach	Outcome
<input type="radio"/> Economics	<input checked="" type="radio"/> Project	<input type="radio"/> Living wage
<input checked="" type="radio"/> Equality	<input type="radio"/> Private sector change	<input type="radio"/> Living income
<input type="radio"/> Environment	<input checked="" type="radio"/> Policy	<input type="radio"/> Good livelihoods
		<input checked="" type="radio"/> Equal opportunities
		<input type="radio"/> Net zero tea
		<input checked="" type="radio"/> Empowered, safe communities
		<input type="radio"/> Climate resilient agriculture
		<input type="radio"/> Zero deforestation

Location

East and West of Rift Valley

Planned reach

3,000 smallholder farmers (direct)

Project overview

This multi-country project co-funded by GIZ will promote transformative leadership by ensuring that local women and Women's Rights Organisations lead the design process as they identify the change pathways that will be most meaningful within their contexts.

Aims, objectives, and activities

The project aims to enhance the capacity of women (including young women, informal workers, and migrants) so that they are confident in their ability to hold leadership positions. The project will also mainstream the leadership role and capabilities of women to be valued in all spheres of their lives by all community members. Finally, the project aims to normalise the inclusion of women leaders in decision making

Additional current programme

- Healthy Diets for Tea Communities (ending June 2023).

Global Low Carbon Tea

Impact area

- Economics
- Equality
- Environment

Approach

- Project
- Private sector change
- Policy

Outcome

- Living wage
- Living income
- Good livelihoods
- Equal opportunities
- Empowered, safe communities
- Net zero tea
- Climate resilient agriculture
- Zero deforestation

Location

Counties of Murang'a, Meru and Nakuru

Planned reach

50,000 farmers (direct)

Project overview

The project aims to strengthen Kenya's tea value chain to support rural livelihoods and contribute to climate action while supporting Kenya's Nationally Determined Contributions, the National Climate Change Action Plan, and the Climate Smart Agriculture Strategy.

Aims, objectives, and activities

The project will assess Kenya's tea value chain and research the adoption of low-carbon, climate resilient practices and technologies. It will also strengthen the capacity for implementation of a low-carbon, climate resilient tea value chain in Kenya. Finally, the project will deliver policy recommendations and a roadmap towards a low-carbon, climate resilient tea value chain, with an emphasis on incentives for farmers and companies.

ETP's planned programme in Kenya

Promoting Survivor-Centred Response Mechanisms in Kenya

Impact area

- Economics
- Equality
- Environment

Approach

- Project
- Private sector change
- Policy

Outcome

- Living wage
- Living income
- Good livelihoods
- Equal opportunities
- Empowered, safe communities
- Net zero tea
- Climate resilient agriculture
- Zero deforestation

Location

To be confirmed

Expected reach

To be confirmed

Project overview

This project will empower workers to report incidences of harassment and violence and enhance women's economic agency and leadership to reduce their vulnerabilities.

Aims, objectives, and activities

The project will promote Progressive Policies and Practices, including reviewing and adapting human resources policies and practices, the creation of worker committees, and establishing or improving gender-sensitive grievance mechanisms. The project will also build skills and knowledge by providing diversity, equity and inclusion seminars, training for tea estate management teams, training for management on complaints handling and resolution, and training for workers on rights. Finally, the project will provide skills training for female workers.

- [1] "Overview." n.d. Tea.agricultureauthority.go.ke. Accessed May 5, 2023. <https://tea.agricultureauthority.go.ke/index.php/sectors/overview>.
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- [3] *Review of Kenya Demographic and Health Survey 2022 Key Indicators Report*. 2023. Nairobi, Kenya, and Rockville, Maryland, USA: KNBS and ICF. <https://dhsprogram.com/pubs/pdf/PR143/PR143.pdf>.
- [4] Makone, Samson M., Naphis M. Bitange, Nathan O. Soire, and Eveline A. Odero. 2017. "A Comparative Study of Gender Roles in Tea Sector in Embu and Murang'a Counties, Kenya: A Case Study of Smallholder Tea Farmers." *IRA-International Journal of Management & Social Sciences* (ISSN 2455-2267) 6 (1):109. <https://doi.org/10.21013/jmss.v6.n1.p15>.





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