



**WABA/UNICEF Stockholm Symposium
Contemporary solutions to an age-old
challenge: Breastfeeding and work
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Kenya Private Sector Alliance (KEPSA)

KEPSA is the apex body of business community in Kenya. KEPSA's membership comprises Business Membership Organizations (BMOs) and corporate organizations. It has a combined direct and indirect membership of more than 100,000 corporates across all sectors of the economy.

KEPSA NATIONAL BUSINESS AGENDA IS CONSTRUCTED INTO FIVE BROAD THEMATIC AREAS;

- 1. Improving Governance and the Business Regulatory Environment**
- 2. Upgrading Security**
- 3. Infrastructure Development**
- 4. Enhancing Trade and Investment and**
- 5. Promoting Human Capital Development and Partnership**

Kenya Private Sector Foundation

As part of KEPSA long term sustainability strategy recommended in the business strategy, KEPSA embarked on a process leading to development of a KEPSA foundation.

The focus and mandate of the foundation is to offer KEPSAs sustainability of funds, engage in social programmes and activities that focus on Corporate Social Investment. The BBPC programme is part of the social development programmes

Better Business Practice for Children (BBPC) PROGRAMME

UNICEF and KEPSA facilitated a breakfast meeting in Year 2010 to sensitize members on BBPC.

A total of 155 members, who included CEOs and Chairmen of KEPSA's biggest Business Management Organizations(BMOs) attended this breakfast. 21 organizations signed to commit to BBPC. A project concept and plan was developed and submitted to KEPSA Board for validation. KEPSA BMOs like General motors, Safaricom, Federation of Kenya Employers and Federation of Women Entrepreneurs Associations (FEWA) committed to the BBPC programme. There was total goodwill of the

Monitoring of best practices and Implementation of Core Elements

A questionnaire/tool for monitoring Companies committed to the BBPC was developed, and verified by project team. It was tested on 8 companies that had signed to adhere to BBPC. Thereafter it was administered to 27 KEPSA members, to date over 200 members have signed to BBPC

*Using the questionnaire, the team visited safaricom and Red Roses, where they got a chance to document examples of good practice. The tool enabled the team to document three Case studies that had demonstrated good practice of BBPC at the workplace
This good practice was to be modelled in plantations.*

TEA PLANTATIONS in Kenya.

- Kenya is the largest Tea exporter in the world. Tea is second most consumed beverage from water globally, It contributes to 20% of Kenyas GDP and 35% of total Agricultural Export Revenue.
- One of the Kenya's tea plantations has over 12,500 permanent workers and 4,000 casual workers, over 50,000 living in company's villages, these plantations therefore provide poor protection policies, poor housing and sanitation, resulting to increased

Working mothers in Plantations

- A lot of workers in the plantations work on casual basis with periodical unpaid breaks, such families then experience poor pay and consequently their homestead suffer from malnutrition despite mothers knowing that breastfeeding is for nutrition and immunity of their children.

Its therefore very crucial for these mothers to form networks to provide their economical/social/emotional support.

Expanding the Scope of Maternity/paternity Support -Employer side

1. strengthening and promoting labour standards and Living wages, discouraging involuntary overtime; 2. develop guidelines and a workplace code that promote; Maternity/Paternity support; Lobby business owners to provide basic minimum facilities for breastfeeding or milk expression; provide increased health care and subsidized food to reduce hunger and malnutrition in the plantation; Provide Flexi time for breastfeeding mothers

Workplace compliance

- Workplace should provide a safe and clean facility in which working mothers express and store breast milk; Improve knowledge of working mothers about basic healthcare and the importance of exclusive six months breastfeeding for babies ; Provide affordable breast pumps in the workplace; encourage provision of functional daycare centres at the plantations; Companies to support mothers networks and extend business linkages; Award and celebrate champions of the cause

EMPOWERING MOTHERS IN THE PLANTATIONS

- Facilitate formation of mothers networks and build their capacity to participate in the economic empowerment programmes
- Encourage partnerships with organizations that build mothers social support and platforms that build women's confidence.
- Employers to allow mothers to participate in the value chains, and provide business linkages so that they can have their own IGAs to complement family incomes
- Provide skills trainings as part of their Corporate Social Investment

I thank you