



# Integration of Climate Smart Initiatives by Micro, Small and Medium Enterprises in Beef Value Chain in Kajiado County

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# Introduction

- Integration of climate smart oriented MSME actors in red meat value chain is essential for sustainable productivity and environmental integrity
- In Kajiado county and by extension in all ASAL counties, scanty information on status of integrating was available prior to this study
- Evidence obtained could inform policy in planning in not only planning the integration but also ensuring the red meat value chain is climate sensitive for sustainability
- The integration would promote adoption of climate smart TIMPs like use of mobile-based agro-weather advisories and sustainable slaughter waste management practices

# Study Objectives

## General

- To assess the status of integration of climate smart initiatives by micro, small and medium enterprises (MSMEs) in beef red meat value Chain in Kajiado County

## Specific

- To evaluate climate smart knowledge, attitudes and practices of beef value chain actors in Kajiado County
- To determine enablers of climate smart initiatives integration by micro, small and medium enterprises in beef red meat value chain in Kajiado County
- To analyze barriers of climate smart initiatives integration in beef red meat value chain in Kajiado County

# Materials and Methods

- Selected 4 sub-counties with abattoirs, live livestock markets and concentration of actors
- Ngong, Kajiado town, Isinya town, Bisil market and Namanga
- Correlational study using non-probability sampling techniques was done
- Survey interviews conducted using questionnaires to sample 459 respondents that included Key Informants, farmers, traders, processors and consumers

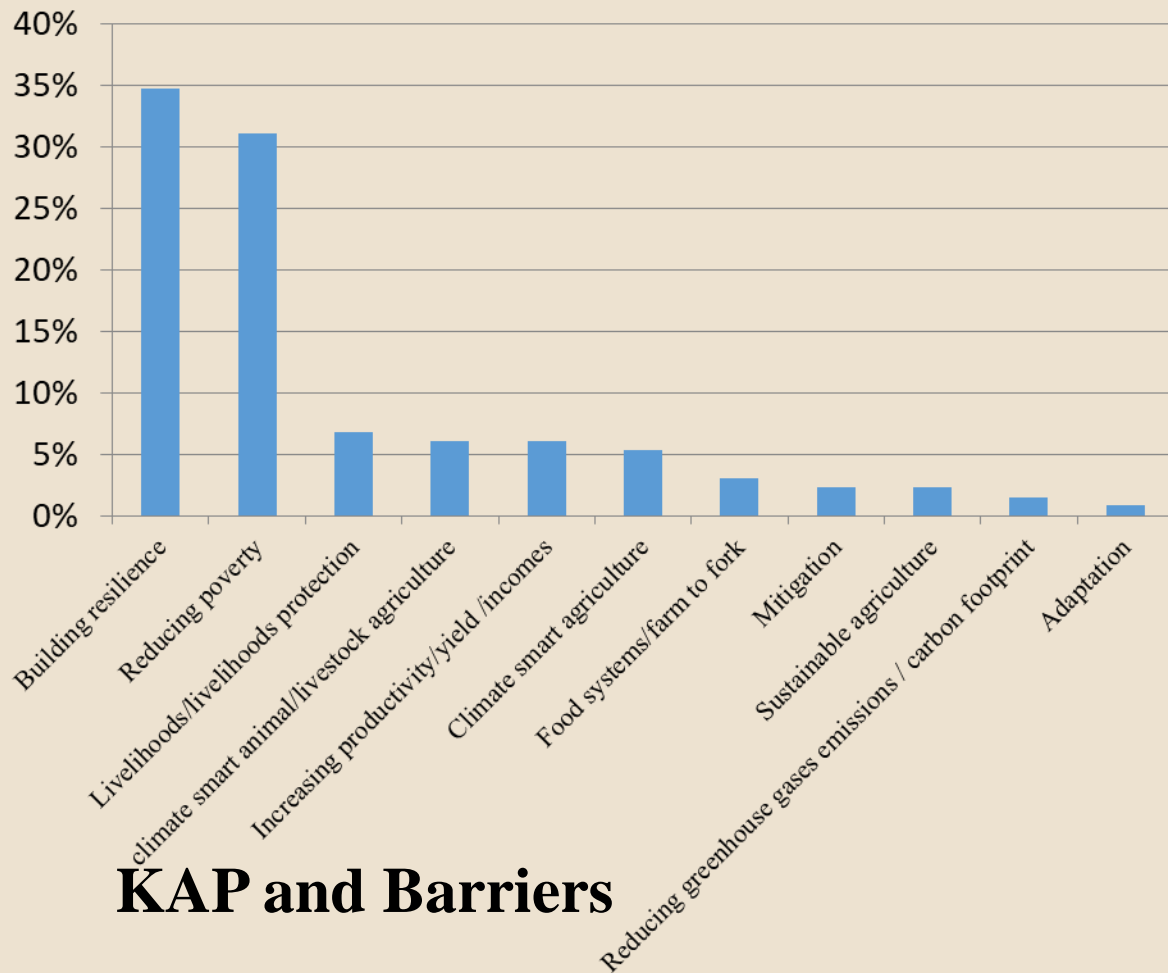


Map showing study site

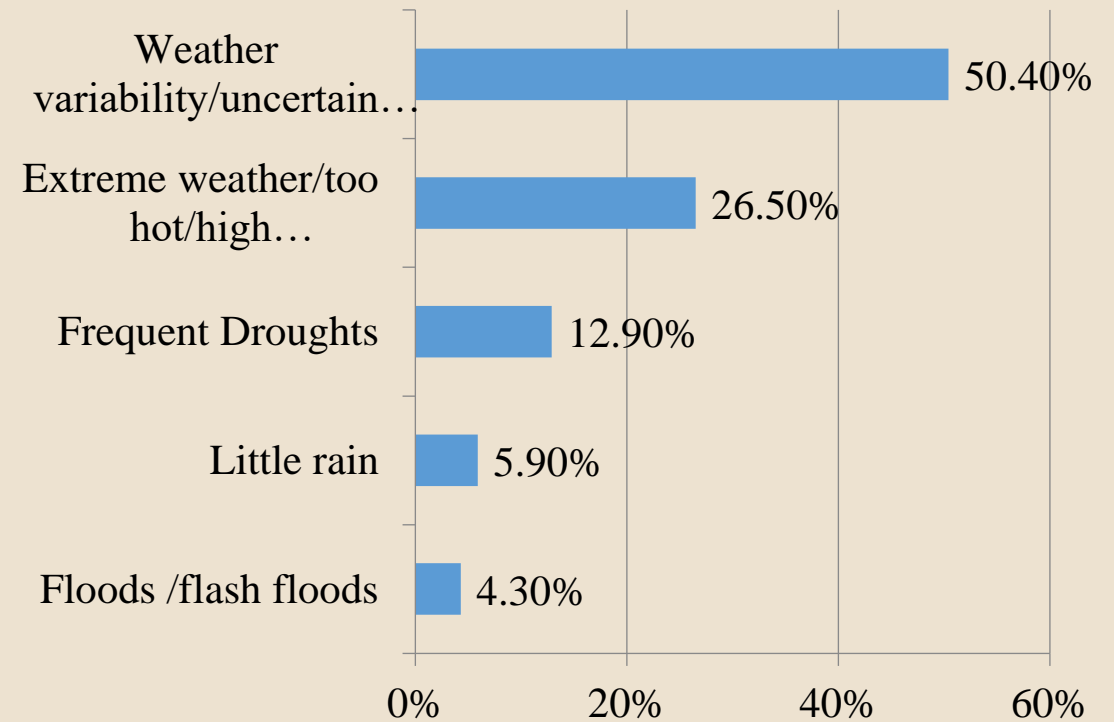
## Materials and Methods cont---

- A sample size of 459 was considered
- Context and thematic analysis used for qualitative data analysis while quantitative data was analyzed for descriptive statistics and presented in tabulations, frequencies, charts and graphs
- Statistical inferences were made from using the 95% confidence interval ( $P=0.05$ )

# Results and Discussions

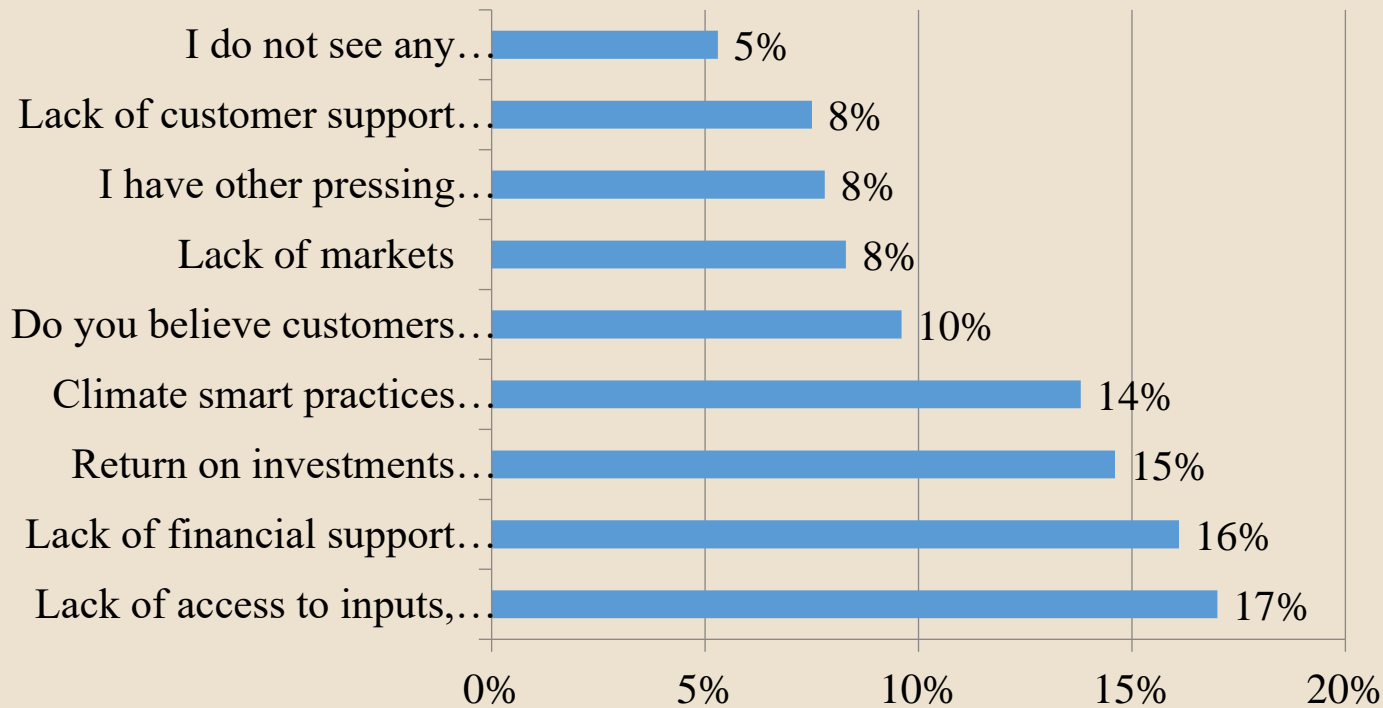


**KAP and Barriers**



**Understanding of Climate change among the Value Chain Actors**

# Results and Discussions

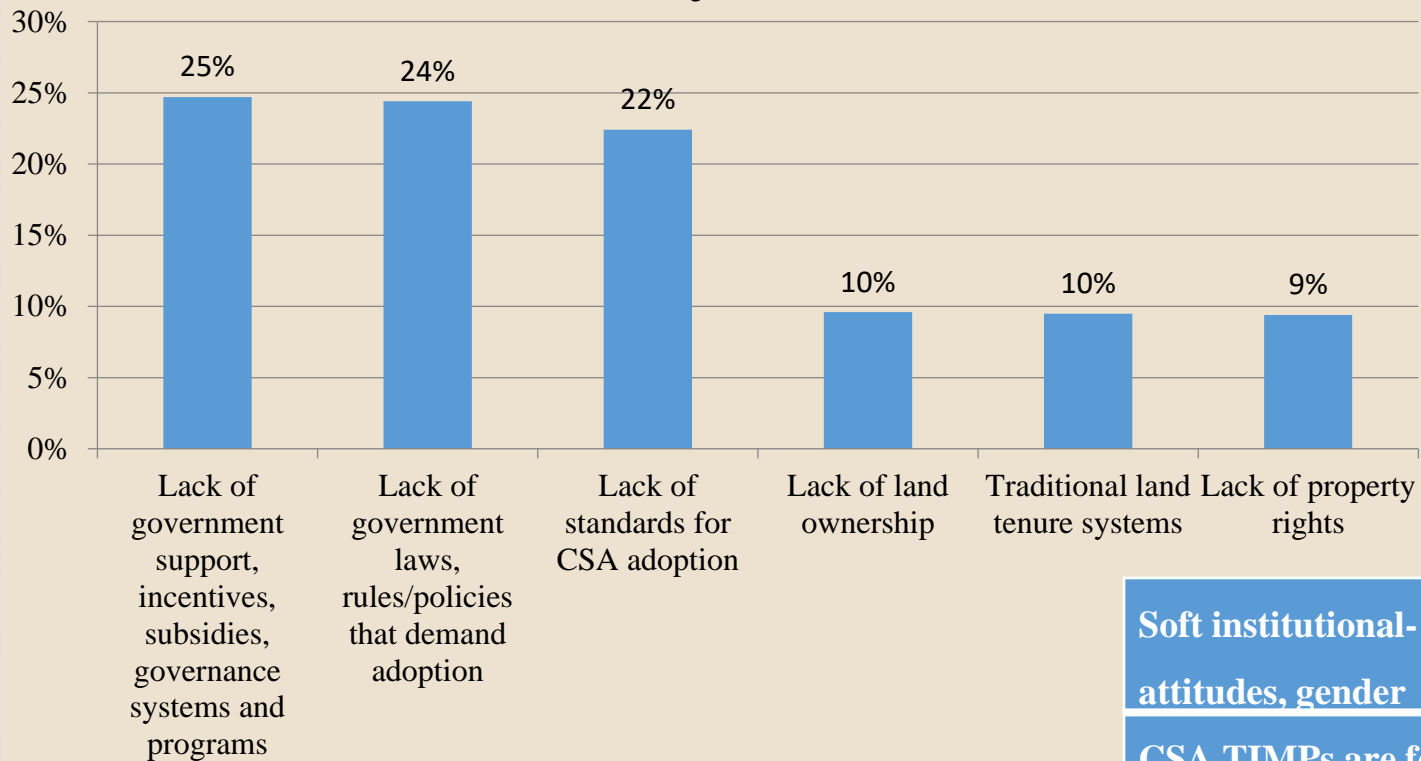


## Market and Financial Barriers

Knowledge Infrastructure	Percent
Lack of awareness/Information on climate smart livestock	28%
Lack of extension/advisory services	28%
Lack of education, training, empowerment, communication	27%
Confusing Climate smart Livestock with corporate social responsibility (CSR) and other sustainability initiatives.	18%
<b>Total</b>	<b>100%</b>

# Results and Discussions

## Institutional and Policy Barriers

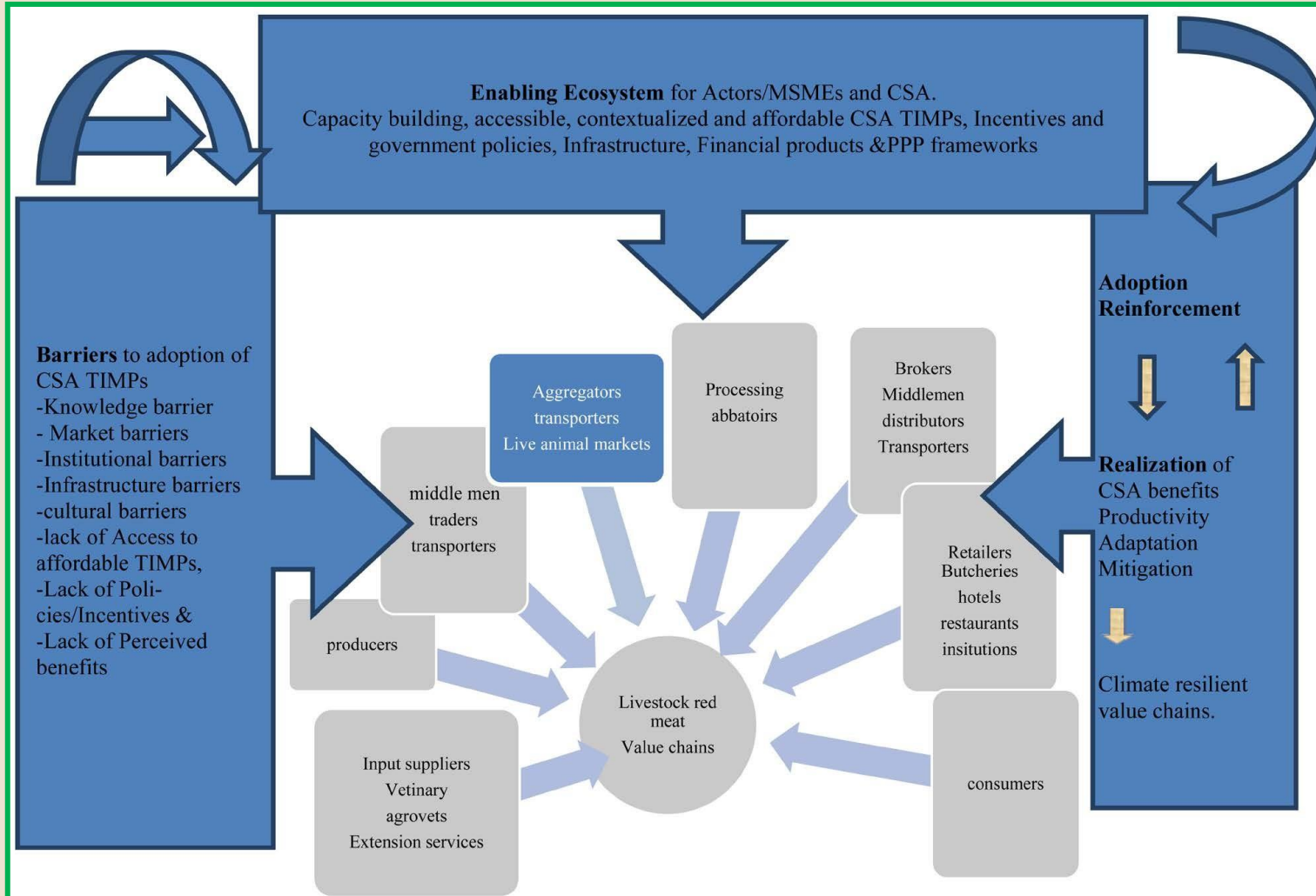


## Soft Institutional Related Barriers

Soft institutional- social cultural dimension, customs, values, attitudes, gender	N	Percent
CSA TIMPs are for commercial, large farms and businesses	173	44%
Traditional customs/norms or religious beliefs discourage CSA TIMPS	98	25%
I do not trust or believe CSA Practices are good.	82	21%
Because I am male or female	39	10%
<b>Total</b>	<b>392</b>	<b>100%</b>



# The BEAR Model



**B-** Barriers to adoption

**E** – Enabling environment/change conditions to integrate MSMEs who can scale and accelerate CSA adoption

**A-** adoption reinforcement through innovation diffusion among actors

**R-** realization of benefits and reinforcement for adoption

# Conclusion and Recommendations

- There was low integration of climate smart initiatives by actors
- The beef red meat was informal and fragmented
- There is opportunity to integrate climate smart initiatives by actors through training and awareness platforms by county Governments for sustainability

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