



# COMMUNICATION ON PROGRESS 2022 | 2023





COMMUNICATION  
ON PROGRESS  
2022 | 2023







“ The secret of change is to  
focus all of your energy,  
not on fighting the old, but  
building on the new.

Socrates



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Epsilon Publishers Limited is proud of our commitment in embodying the spirit of the United Nations Global Compact whose fundamental pillars are to their strategies and operations with universal principles on human rights, labour, environment and anti-corruption. To this end, Epsilon Publishers have signed the letter of commitment to the United Nations Global Compact, pledging to align our efforts to operate responsibly and to advance societal goals in tandem with the UN Sustainable Development Goals.

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## THE 10 PRINCIPLES

### Human Rights

#### PRINCIPLE 1

Businesses should support and respect the protection of internationally proclaimed human rights; and

#### PRINCIPLE 2

make sure that they are not complicit in human rights abuses.

### Labour

#### PRINCIPLE 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

#### PRINCIPLE 4

the elimination of all forms of forced and compulsory labour;

#### PRINCIPLE 5

the effective abolition of child labour; and

#### PRINCIPLE 6

the elimination of discrimination in respect of employment and occupation.

### Environment

#### PRINCIPLE 7

Businesses should support a precautionary approach to environment challenges;

#### PRINCIPLE 8

undertake initiative to promote greater environmental responsibility; and

#### PRINCIPLE 9

encourage the development and discussion of environmentally friendly technology.

### Anti-Corruption

#### PRINCIPLE 10

Businesses should work against corruption in all its forms, including extortion and bribery.



**keep hope alive**





## LETTER OF COMMITMENT

**E**ven the darkest of endings can herald new beginnings. Like many organisations, the future of work in a post COVID-19 world was a question that was on everyone's mind. It was no different for us at Epsilon Publishers. This is what inspired us to craft a three year strategy for the period 2022-2024 that would entrench our commitment to continue publishing work that drives positive social impact.

We remain cognisant of the fact that the future of work has shifted, and will continue to shift post-pandemic. Accordingly, our strategic plan is a response to how we intend to (re)position ourselves in response to the nascent changes that the pandemic has brought so as to deepen the value that we extend to our clients.

Furthermore, the pandemic has also created opportunities that did not hitherto exist, such as the explosion of data to make market-driven decisions. Harnessing these new opportunities will entrench our commitment to meet the demands of the ever-changing publishing landscape.

We further created a theme for each year. Our theme for 2022 was innovation. What was foremost on our minds was to find new ways of working so that we could accommodate the unprecedented changes that a post-Covid world has brought.

After working remotely for almost two and a half years, our first order of business as it were, was to transition from working from home to going back to a physical environment. In August of 2022, we finally moved to our new office. The joy of reuniting was a joy that cannot be sufficiently described.

In keeping with the theme of innovation, we also grew the team to grow our talent pool. This in turn would help us to realise the vision of our overall three year strategy to scale for impact. Our theme for 2023 is to scale our social impact. We have already begun putting in place activities that will help us accomplish this in the year to come. We are excited to roll out this three year strategic plan and with the support of our advisory board, we are confident of making it a success.

Our crowing, and humbling moment was receiving the MEA Markets African Excellence Awards Publisher of the year- Kenya 2022. It is our singular pleasure to share with you our milestones for this period, and our plans for what we strive to accomplish in the coming year.

Yours sincerely

**Mumbi Gichuhi**  
**Managing Director**  
**Epsilon Publishers Limited**

## **Who we are**

Epsilon Publishers is an award winning publishing house based in Nairobi, Kenya. At Epsilon, we understand that communication is more than just sharing information. Our purpose is to publish works that drive positive social impact.

## **Our commitment to the Sustainable Development Goals**

We are signatories to the United Nations Global Compact, which underscores our commitment to align our business strategy to labour, environment, anti-corruption and human rights. More important is that our core SDGs are SDG 4 and SDG 17.

## **What SDG 4 means to us**

In our context, SDG 4, which provides for quality education, means working with our clients to ensure that their written work is communicated in a succinct manner, that can be easily consumed by the audiences for which it is intended.

## **What SDG 17 means to us**

SDG 17, which provides for partnerships in achieving the SDG goals, means for us working with organisations and institutions whose work drives wider societal impact.

## **Our services**

We provide editorial, translation, publishing and print services to help you to articulate your message succinctly to the audience for which your work is intended. In this, we are guided by our values which lie at the core of what we do: we act with integrity, we take responsibility for quality and we deliver excellence.

## **Our reach**

We have undertaken several publishing projects across several African countries. Outside of the continent, we have also undertaken work in the United Kingdom and the United States.

## **Governance**

We are proud of the fact that our advisory board is female led, and that the board has 60% women representation. We have endeavoured to maintain gender equality with our team, and equal opportunities are given to both male and female staff.

## **Our awards**

The MEA Markets African Excellence Awards  
Best Social Impact Publications Specialist 2021

The MEA Markets African Excellence Awards  
Publisher of the year- Kenya 2022

# Publishing for the Strategic Development Goals

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As signatories to the United Nations Global Compact, we commit to align our business strategy to the four pillars of labour, human rights, anti-corruption and environment. Furthermore, we are also signatories of the United Nations Sustainable Development Goals Publishers Compact. This amplifies our commitment towards working for a better future in the publishing industry through developing practices that are sustainable and acting as champions of the SDGs in publishing books and journals that inform, develop and inspire action.





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# Our strategy focuses on SDG 4

**S**DG 4 provides for inclusive and equitable quality education and promotes lifelong learning opportunities for all. In our context, opportunities that exist include:

- 1.** Establishing relationships with government entities, organisations, and authors to publish and broadcast content that communicates succinctly to their intended audiences.
- 2.** Creating opportunities such as graduate programmes, internships, work-study programmes that give the youth earlier access to the corporate environment.
- 3.** Providing employees with continuous opportunities to improve their skills for their current and future employment.
- 4.** Developing cost-effective education products and services that eliminate barriers to access and improve the quality of learning by leveraging information technology to improve the delivery of publications, and using data to measure our impact.





*Photo credit: [istockphoto.com/Ridofranz](https://www.istockphoto.com/Ridofranz)*

# Our strategy focuses on SDG 17

SDG 17 provides for revitalising the global partnership for sustainable development. Our being signatories to the United Nations Publishers Compact puts us at the heart of this. In our context this presents a variety of opportunities.

1. Actively promoting and acquiring content that advocates for themes represented by the SDGs, such as equality, sustainability, justice and safeguarding and strengthening the environment.
2. Annually reporting on progress towards achieving SDGs, sharing data and contribute to benchmarking activities, helping to share best practices and identify gaps that still need to be addressed.
3. Nominating a person who will promote SDG progress, acting as a point of contact and coordinating the SDG themes throughout the organisation.
4. Raising awareness and promoting the SDGs among staff to increase awareness of SDG-related policies and goals and encouraging projects that will help achieve the SDGs by 2030.
5. Raising awareness and promoting the SDGs among suppliers, to advocate for SDGs and to collaborate on areas that need innovative actions and solutions.
6. Becoming an advocate to customers and stakeholders by promoting and actively communicating about the SDG agenda through marketing, websites, promotions and projects.
7. Collaborating across cities, countries, and continents with other signatories and organisations to develop, localise and scale projects that will advance progress on the SDGs individually or through their Publishing Association.
8. Dedicating budget and other resources towards accelerating progress for SDG-dedicated projects and promoting SDG principles.
9. Taking action on at least one SDG goal, either as an individual publisher or through your national publishing association and sharing progress annually.





Photo credit: JuneJuly

# We're back!

**A**t the onset of the COVID-19 pandemic in March of 2020, the Kenyan Government issued a lock-down directive, a bold move in a bid to mitigate the rise of Covid cases in the country. All businesses, including ourselves, we had to shut down and implement a working from home system to ensure the continuity of our business. Twenty-eight months later, we have fully brought back operation into the office set-up and resumed full time operations from August 2022.

As champions of the United Nations Sustainability Development Goals, our challenge over the pandemic period was trying to ensure even as we focus on business continuity we were still able to offer decent and quality employment to all our staff. There was also a great need to ensure team maintained social connectivity and collaboration, key prerequisites to ensure creativity and innovation and encourage high levels of individuals and collective productivity.

During the working-from-home period we had to adapt our employee engagement programme to allow for continued collaboration among our staff and ensure the social and mental wellness of our employees. We introduced this system in the early months of the lockdown to ensure each member of staff remained effective and to ensure the collaboration spirit lived on. As we shift back to the office we will adapt and continue to implement this engagement strategy.

This new employee engagement system means each of our team members is empowered to determine for themselves how to get to and take full ownership of project outcomes. Every employee has to set clear, tangible project goals and milestones and share with the team. Through weekly meetings, everybody will then be kept abreast on project progression, share about progress roadblocks and receive support to ensure workloads are effectively managed. As a winning strategy, our team is now held accountable to achieve outcomes.

Our need to try and make the move back to an office set up as smooth and seamless as possible was also occasioned by the fact that we were all reporting back to our new office location. Maintaining some semblance of normalcy has made the shift easier.



We are proud to announce that we have taken a new step towards implementing our 2022 - 2024 strategic focus on entrenching ourselves in sustainable partnerships and building strong global cooperation. Part of our initial steps to make this possible has been finding a conducive and environmentally friendly space in line with our sustainability focus for our team to work from. Our new office space is a step towards inspiring creativity and possibility among our employees and management as we move into a new chapter of expansion and growth.

As publishers we are in a unique position to make a difference in assisting organisations document and clearly report on their activities and journey as they work towards achieving their own projects and journey towards the Sustainable Development Goals (SDGs). Other than providing a conducive workspace for our staff, this move was also necessitated by our need as publishers to have a workspace that clearly reflected the same organisational purpose, principles, and priorities as that of the partnerships we are seeking.

We recognise sustainability as a strategic priority. This shift allows us to leverage ourselves to compete better. The move is in line with our goals of putting sustainability measures in place to hold ourselves accountable while meeting our stakeholders' increasing expectations, to manage risks and capture business opportunities in line with the United Nations Publishers Compact guidelines.

## One with nature



As champions of the Sustainable Development Goals, we strive to ensure there is an increased awareness of the SDG related policies and goals and encouraging organisations and our staff to undertake projects that will help achieve the SDGs by 2030. Our ability to work in a sustainably preserved and maintained space encourages our environmental activities and to learn more about environment conservation efforts implemented by other organisations.

On 15<sup>th</sup> August 2022 we officially relocated to J1 Springette Office Park, Lower Kabete Road, Nairobi.

A pleasant work environment surrounded by nature: trees, flowers and all sorts of flying, crawling and tree climbing creatures. Nestled within nature, our new office space affords us the luxury of working surrounded by the chirping of birds, scampering of squirrels and occasional appearance of Columbus monkeys.

We are gratified by the positive response from every member of our team with their quick turnaround towards a more sustainable company. We expect the same response from all our stakeholders as we continue to champion and implement the sustainable development goals and policies in all our operations.





Photo credit: Esther Kioko

1. Sustainable preservation of trees and plants through the natural regenerative method. This method has been successfully employed by the United Nations Environment Programme (UNEP) in several African countries<sup>1</sup>. The process involves encouraging tree owners to selectively prune and thin tree foliage to encourage new growth. Most of the older trees within the office suite have been pruned completely and new shoots allowed to grow from the tree stumps.
2. Large windows allowing in natural light reducing our energy consumption and better air flow within the office. Further, the use of very subtle and energy conserving down-lighters within the office has significantly reduces our energy utility needs.
3. Nature walk paths and a clean, quiet stream flowing through the office suites affords us the true ambience of working in nature, and a cool and calming space our staff can nurture their creativeness and productivity.
4. Enhanced relationships among our staff occasioned by the move as the new space has made it possible for our staff to interact in unusual ways. Other than taking strolls along the nature trails, we also have teams learning nature photography. Such activities have made it possible for our team to learn more about each other and have developed friendships making it easy for them to work together in teams.

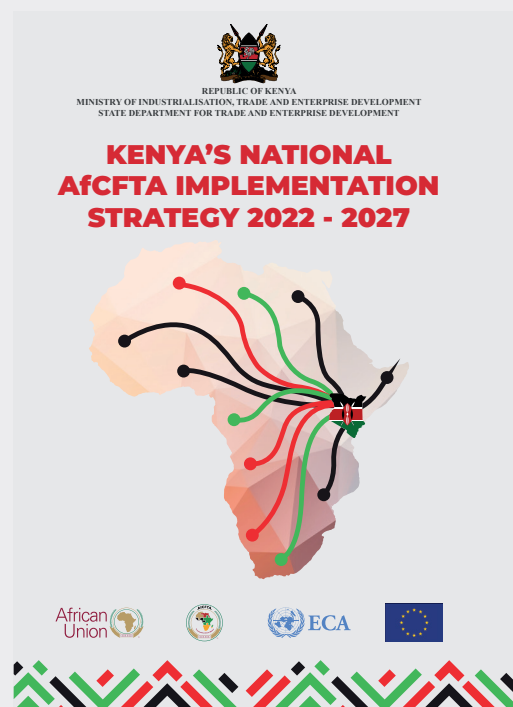
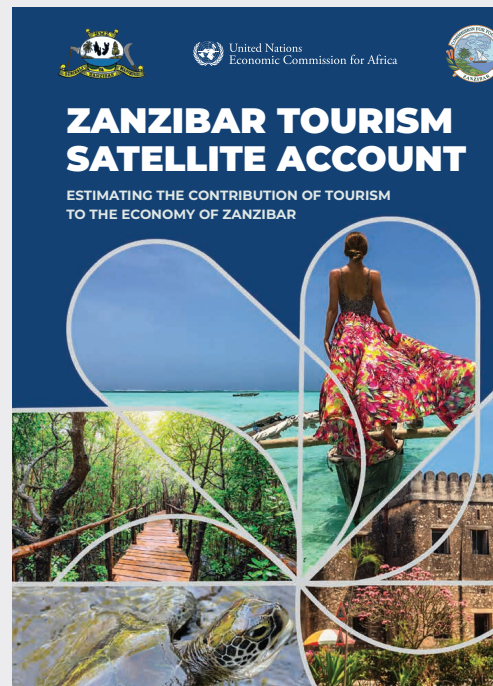
<sup>1</sup> Surprising Benefits of an Age-Old Land Regeneration Technique, 27th March 2019 <https://www.unep.org/news-and-stories/story/surprising-benefits-age-old-land-regeneration-technique>



# Championing the SDGs

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*In show of our commitment and support of the SDG Publishers Compact, we continue to actively promote and acquire content that advocates for the themes represented by the SDGs and in line with the SDG Publishers Compact policy of advocating for equality, sustainability, justice and safeguarding and strengthening the environment.*



# Zanzibar Tourism Satellite Account

The Zanzibar Tourism Satellite Accounts (TSAs) report was launched by His Excellency Hemed Suleiman Abdalla, Second Vice President of the Revolutionary Government of Zanzibar, on the 6th of May 2022 in Zanzibar.

The report provides an internationally recognised and standardised method of assessing the scale of tourism-related production and its links across different sectors. The main objective of this project was to establish the direct economic contribution of tourism to Zanzibar's economy. The specific goals were to estimate tourism demand and tourism



Photo credit: GeoPixMedia

supply, assess value added by tourism activities to the economy of Zanzibar, establish the level of employment generated by tourism activities, measure the gross fixed capital formation by the sector, and measure the collective consumption of tourism services by the Government.

The report will guide the Government and Zanzibar's tourism sector stakeholders develop and market the tourism sector and its economy effectively while building upon its strengths and also identify new opportunities to better market Zanzibar's tourism market.

# Kenya National AfCFTA Implementation Strategy

Kenya's Ministry of Industrialisation, Trade and Enterprise Development, in collaboration with the United Nations Economic Commission for Africa (ECA) and through the financial support of the European Union on 4th of August 2022 launched the Kenya National AfCFTA Implementation Strategy in Nairobi. The event was graced by the Cabinet Secretary for Industrialization, Trade and Enterprise Development, Honorable Betty Maina.

The National Strategy will leverage deeper integration within the framework of the African Continental Free



Photo credit: Patrick Waswani

Trade Area (AfCFTA) to facilitate an expansion of Kenya's rate and investment in Africa, support structural transformation and foster economic growth and sustainable development.

The AfCFTA strategy aims to boost opportunities for industrial diversification, investment and job creation and also deepen relations with other countries in the African Continent and beyond.





*Photo credit: JuneJuly*

*Photo credit: istockphoto.com/lurii\_ivanov*

# SDG Publishers Compact

1. Committing to the SDGs: Stating sustainability policies and targets on our website, including adherence to this Compact; incorporating SDGs and their targets as appropriate.
2. Actively promoting and acquiring content that advocates for themes represented by the SDGs, such as equality, sustainability, justice and safeguarding and strengthening the environment.
3. Annually reporting on progress towards achieving SDGs, sharing data and contribute to benchmarking activities, helping to share best practices and identify gaps that still need to be addressed.
4. Nominating a person who will promote SDG progress, acting as a point of contact and coordinating the SDG themes throughout the organisation.
5. Raising awareness and promoting the SDGs among staff to increase awareness of SDG-related policies and goals and encouraging projects that will help achieve the SDGs by 2030.
6. Raising awareness and promoting the SDGs among suppliers, advocating for SDGs and collaborating on areas that need innovative actions and solutions.
7. Becoming an advocate to customers and stakeholders by promoting and actively communicating about the SDG agenda through marketing, websites, promotions and projects.
8. Collaborating across cities, countries, and continents with other signatories and organisations to develop, localise and scale projects that will advance progress on the SDGs individually or through their Publishing Association.
9. Dedicating budget and other resources towards accelerating progress for SDG-dedicated projects and promoting SDG principles.
10. Taking action on at least one SDG goal, either as an individual publisher or through your national publishing association and sharing progress annually.

*Source: SDG Publishers Compact, 2020*





*Photo credit: JuneJuly*

*Standing left to right: Lamusia Anzaya (Advisory board member) and Philip Gichuhi (Director)  
Seated left to right: Gacoki Kipruto (Advisory board member), Helen Kithinji (board chair), and Mumbi Gichuhi (Managing Director)  
Not present in photo: Angie Ireri (Board Secretary)*

## Board Oversight Training

**A**s we gear ourselves for a more robust business future and our prospects to scale our operations in 2023, we believe a more responsible and ethical corporate governance is a prerequisite to our future success. It is also our belief that it starts with ensuring the composition of our board, its effectiveness, and our ability as an organisation to translate time critical business acumen garnered from the boards' inference is critical for our future in the publishing industry. In lieu of this, in November 2021, we organised an oversight training for our board members and top level

management to understand more on corporate governance and the importance it plays in the running of a successful business.

Our guest speaker for this governance and oversight training was Mrs. Mercy Wanjau, who by the time of this exercise was Director Legal Services, Communications Authority of Kenya. She gave a profound talk on the importance of putting frameworks in place to help us attain our objectives as a publishing company and also establishing rules, practices and processes of balancing the many interests of our stakeholders.

## *The six pillars to achieving sustainable corporate governance*

### **1. Upholding the rule of law**

As a publishing company we have a duty, not only to our stakeholders but also the publishing industry, to provide clearly written and easily accessible laws and rules of conduct to our stakeholders. Effectively created laws and policies create certainty and when put into action have the potential to lessen the likelihood of a financial loss, risks occurrence, wastage of resources and mitigate corruption cases.

### **2. Moral integrity**

As a game of resilience and long-term success, all our operations have to consistently be guided by a strong set of values and ethical guidelines. In the long-run this will be good for our reputation, and in building trust with our stakeholders.

### **3. Transparency**

A big part of building sustainable publishing business involves having transparent rules and policies offering guidance to our top management and propels our organisations alignment with every one of our stakeholders' interests. This requires a great deal of disclosure on matters involving the business financial performance and possible risks from our activities towards our stakeholders. An effective transparent policy must be clearly executed in a timely and accurate manner.

### **4. Stakeholder engagement**

A good corporate governance will be a test to our ability to balance the different interests of our many stakeholders such as our employees, suppliers, the government, financiers, and the community. Successful participation of all our business investors has the potential to promote our long-term financial viability, opportunities for more business and resilient talent, as well as determine our business returns.

### **5. Responsibility and accountability**

Although we employ a board on an advisory level, part of their function is to offer unbiased judgment over the activities and performance of our top management and the overall effect these activities have on our business. In the case of our management team, good corporate governance requires them to take responsibilities of management activities of the company, and always act in its best interest and that of our stakeholders. This involves explaining the purpose of the company activities and the results of its conduct to the board and investors. It also includes timely, accurate and clear communication on issues of importance to our investors and being answerable for the overall assessment of our business capacity, potential, and performance.

### **6. Effectiveness and efficiency**

Sound corporate governance also takes into consideration on whether the results we continue to achieve meet the objectives of our strategic plan. The training revealed how simple practices such as making best possible use of available resources, managing performance and carrying out regular interval audits of our processes can all improve our performance not only as publishers, but as a thought leader in the publishing industry.





Photo courtesy: United Nations Global Compact Kenya

# Compliance Training by Global Compact Network Kenya

**A**s management sets policies and procedures for its organisation it is important they set up a robust anti-corruption programme. Setting up an anti-corruption strategy is in line with the requirements of the Bribery Act 2016. This Act ensures that organisations signatory to the United Nations Global Compact or not, enforce anti-bribery and anti-corrupt strategies within existing and future policies and procedures in line with the law.

This was the main theme of the anti-corruption compliance workshop organised by the Global Compact Network Kenya on the 26th August 2022 at the Golden Tulip Hotel in Westlands, Nairobi. The training, moderated by Anthony Ngige, Founder and CEO of Stealth Advisors, sought to ensure SMEs met the minimum anti-corruption compliance requirements.

*Each member of our staff is mandated to attend this annual anti-corruption training at least once in two years.*

Guided by the United Nations Global Compact guidelines and the United Nations Publishers Compact, we as publishers are cognizant of the need to ensure our staff and management alike remain abreast with new changes and additions to the anti-corruption law through continuous training. Therefore, each member of our staff is mandated to attend this annual anti-corruption training at least once in two years.

The need for putting up anti-corruption practices and enforcing them within and throughout the organisation was emphasized in the training. Although the ways of handling anti-corruption compliance within organisations may vary depending on the size and scale of a business, the nature of the business, and the inherent risks of bribery and corruption in its operations, a simple enough, typical framework can be put in place.

According to Mr. Ngige, anti-corruption compliance is a continuous learning process. As new and improved bribery and corruption policies are adapted, organisation must familiarize themselves anew and adjust where appropriate. Additionally, we were urged to monitor and audit our processes and evaluate practices that work to check on any residual risks.

Four key areas on how to ensure our anti-corruption and risks strategy works were discussed during the seminar.

**1.** Avoid and prohibit entirely any activity that would give rise to risky behavior. Once a policy has been set up to counter any corruption or bribery risk, ensure the policy and procedures are followed to the letter. Any changes to the process should be done with the consent of the top management and documented.

**2.** When a risk is unavoidable or their probability are high we can always transfer the responsibility or liability of the risk to another. The Kenyan law allow us to insure our employees against accidents and injuries. The company can also be insured under the Employer Liability cover. The idea is to transfer the risk to a more party more qualified to handle such risks.

**3.** If and when we choose to retain the bribery and corruption risks, then we should ensure to put in place plans on how to handle the matter. We were advised to monitor the situation or put in place a plan of action that we will use to handle the situation.

**4.** Lastly we were advised to consider putting up control measures for if and when bribery and corruption situations do occur. We are proud to announce that one of our initial initiatives that we implemented was to have in place our company code of conduct that cuts across all our operations. This code of conduct is inducted to all new employees and we have a dedicated team that see to its enforcement.

The need for a collective action was highly championed during the anti-corruption compliance workshop. The collective action champions for organisations with anti-corruption policies and programs in place to band together and form a more formidable force for the fight against corruption. This will afford members of the collective action a transparent business field that is highly sustainable and profitable. As champions of SDG 17 which provides for strong global partnerships and cooperation, we want to entrench ourselves in more sustainable partnerships. We believe in starting the process of sustainability with ourselves; our operations and even in the work our teams are involved in. To this effect, our move to the new environmentally friendly office suites is to put us in a good frame of mind to walk the talk of sustainable development goals and to advance the SDG agenda among ourselves and our stakeholders.



# Growth of our team

In line with our 2023 strategic goal of scaling for impact and more business as envisioned in our 2022-2024 Strategic Plan, we are excited to announce new team members joining our company. This growth in our team has been necessitated in readiness for the next phase of the implementation of our strategic plan, namely scaling for impact.



**Winnie Arwa,**  
**Head of Operations**

Winnie's background is in communication and public relations with an extensive experience in inter-personal and organisational communication needs. She also possesses exceptional planning and organisational skills which she has honed over eight years working as an administrator.

As our Head of Operations, Winnie's tasked with the responsibility of executing and reporting on effective operational processes and standards across all our functions: creating and implementing policies to help achieve our strategic goals, and coordinating business operations to fulfil our employee and client expectations, and manage relationships with suppliers, clients and other stakeholders. Winnie will also oversee compliance of all operations such as data management, business licenses, and compliance and safety standards.



**Dominic Otimi,**  
**Editor**

Dominic comes with over four years' experience as an English and Kiswahili editor and translator for a wide range of critical, technical and time sensitive academic and non-academic publications.

He is passionate about creating social impact and takes it as his personal responsibility to use language, and his literary works, to champion for positive and sustainable conversations around recurring social issues.

Dominic brings wealth of knowledge and skills which will inform and guide our editorial department in our journey to create our own publications and provide better editorial and translation services to other publishers. His first task with us is to translate our own publications into Kiswahili.

Labour





**Aali Hasham,  
Data Analyst**

Aali is a tech savvy Geographic Information System (GIS) Professional with over eight years of local and international experience spanning over various industries and sectors. He received his GIS training in Calgary, Canada.

His skills and competencies have enabled him to think out of the box and enabled him to transition into any organisation in turn making them utilise GIS to make better data driven solutions.

Utilising his skills and talents have enabled him to open up new possibilities in the data and analytics field. Aali continues to pursue his career in GIS with diligence and hard work and states that “Nothing is impossible unless you have the drive and the will to succeed.”



Photo credit: JuneJuly

**Esther Kioko,  
Executive Assistant**

Esther Kioko is an experienced office administrator, with excellent communication and information technology skills that give critical support to the Managing Director’s office. Esther has more than five years’ progressive experience in administration and office operations.

She plays a pivotal role in ensuring the smooth running of the filing system of all company records, reviewing and approving supply requisitions, handling both written and oral correspondence to and within the office.

She upholds integrity and is self-driven; she enjoys exploring new places and is open to trying out new experiences.





Photo credit: [istockphoto.com/ Minerva Studio](https://www.istockphoto.com/MinervaStudio)

# Looking ahead

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*We continue to put our focus on SDG 17 which provides we entrench ourselves in more strong global partnerships and cooperation and continue to work with institutions and organisations and assist them to communicate the role that they play in advancing the SDG agenda.*



# 2023

## Scaling for Impact

Under the SDG Publishers Compact by the UN and International Publishers Compact we as publishers have the mandate to strive to create publications that educate, promote and inspire action. With our new team we aspire to create our own content and build a reading platform with the aim of informing, impacting and influencing our audience towards building resilience and working towards achieving the SDGs.

We aim to accelerate our strategic partnerships and collaborate across borders: cities, countries and continents with other SDG Publishers Compact and the SDG signatories, and other institutions and organisations to develop, localise and scale projects that will advance progress on the SDGs through their publications. We have three key activities slotted for the next financial year 2023, that will push us towards creating sustainable partnership.

## Translating our website to Kiswahili

As a lingua franca in the East, Central, Southern Africa and the Middle East, Kiswahili is recognised by UNESCO as among the 10 most widely spoken language in the world and one of the most widely used languages of the African family<sup>1</sup>. Further to this popularity, UNESCO in its strive to champion multilinguism, adopted a resolution identifying Kiswahili as a language that can enhance cultural diversity, create awareness and foster dialogue among societies language that can be used to promote cultural cohesiveness.

As champions of the Sustainable Development Goals, and in our capacity as publishers convening different voices for the betterment of our societies

<sup>1</sup> <https://www.unesco.org/en/days/kiswahili-language#:~:text=It%20is%20among%20the%2010,major%20universities%20and%20colleges%20globally.>

and the world, it becomes integral to adopt the use of the Kiswahili language. As a sustainable publishing company we are also mandated to provide innovative solutions that promotes responsible consumption and production of publications, and to offers our partners and other publishers inventive and original ways of communicating with their audiences as promoted by SDG 12 and SDG 17 respectively.

To this effect, part of our key objectives as we scale for impact in 2023 will be to ensure we offer Kiswahili translation of our website, our publications and the sustainable development materials we share on our social media pages.



## Joining the B-Corps community

**O**ur goal to become a certified B Corporation is a prerequisite to us in achieving our 2022-2024 Strategic plan as it informs our commitment to improve our business performance. B Lab Africa sets high standards on a business's social and environmental performance and in being transparent and accountable in all its undertaking.

B Lab Africa's is a non-profit organisation whose mission is to redefine the way businesses in Africa define business success. Its mandate is to have business include their impact on people and the planet as a definition of their achievements.

To ensure their members value their stakeholders as much as profits, B Lab Africa has created a network of standards and tools they use to measure and certify the level of positive impact organisations have on their stakeholders and that can be used to scale the business and make adjustments to their policies.

In 2023 as we scale for impact, we are taking steps towards a responsible and sustainable business to be able to remain accountable to all our stakeholders.



Photo credit: [istockphoto.com/PeopleImages](https://www.istockphoto.com/PeopleImages)

## The “Plant Your Age” Initiative

**T**his is a greening initiative by Green Africa Foundation, an organisation founded by Dr. Isaac Kalua in 2000, whose main focus is to implement practical hands-on community driven projects aimed at conserving the environment. We aim to join other Kenyans, institutions and organisations in planting and growing symbolic trees commensurate to our ages.

By participating in the “Plant Your Age” campaign this allows us to take action in building our resilience as a team and that of our continent to future climate related hazards and natural disasters as championed by SDG 13.

In a small way, it is also our way of making contribution to the good of our health and wellbeing promoted by planting and nurturing fruit trees and indigenous trees with medicinal values. The initiative also makes it possible for us to make a contribution to the restoration of degraded land and soil and to protect and prevent the extinction of indigenous tree species.







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