



**UNITED NATIONS GLOBAL COMPACT  
COMMUNICATION ON ENGAGEMENT (COE)**

**Period: 2020 - 2022**

**Ufadhili Trust**

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27<sup>th</sup> January, 2023.

H.E. António Guterres  
Secretary-  
General, United  
Nations,,  
New York, NY 10017  
USA

**RE: Commitment Letter from Ufadhili Trust**

Ufadhili Trust wishes to declare its continuous support to the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. In this Communication on Engagement, we describe our daily operations, which integrate these Global Compact principles into our strategy and culture.

Ufadhili Trust is committed to The United Nations' Global Compact agenda, to regular Communication on Engagement (COE) reporting.

We also pledge to take part in the activities of the UN Global Compact, reviewing and providing commentary to participating companies on their Communications on Progress, amongst other actions, where possible.

**Yours Sincerely,**

**Maina Wambugu,**

**Head, Programmes  
Ufadhili Trust.**

## 1.0. INTRODUCTION

Ufadhili Trust is East Africa’s leading proponent of responsible, and ethical practices business practices in the region. The organization works with businesses, governments and citizens to advance responsible business practices in the region. It has conducted several interventions in the area of social responsibility/sustainability including training, research, conferences, provision technical support, information dissemination, development of CSR/sustainability tools and benchmarks.

## 2.0. OUR THEMATIC FOCUS

Ufadhili Trust work is based around four thematic areas namely:

- Responsible Businesses,
- Responsible Governments,
- Responsible Organizations and
- Responsible Citizenship.

## 3.0. OUR STAINABILITY WORK (2020 – 2022)

### 3.1. Supporting the Kenya’s floriculture sector to be more sustainable.

Ufadhili Trust, has continued to work with stakeholders within the floriculture sector in Kenya with a view to enhancing its sustainability. During the reporting period, Ufadhili Trust has worked with flower companies, civil society/NGO partners, the industry’s lead organization; the Kenya Flower Council (KFC) and other stakeholders to address the sustainability/social performance challenges facing the industry.

From 2021, up to date, Ufadhili Trust has worked with the [Kenya Flower Council \(KFC\)](#), [Women Win](#) and other Civil Society/Women Rights Organizations, to promote women’s economic empowerment and resilience within the sector. This engagement involves working with flower companies in Kenya to address the sustainability challenges they face.

Please access the link below to watch a short video about Ufadhili’s work with Women Win and its partners.

- [Win-Win Strategies on LinkedIn: Collaborate for Impact](#)



Further, Ufadhili Trust worked with [True Price/Impact Institute](#) to undertake social impact assessments in flower compabies in Kenya aimed at addressing the sustainability gaps that exist. Ufadhili Trust has also supported a number of flower farms in creating awareness amongst its workers on the prevention of Gender Based Violence (GVB)/harassment within their establishments.

### **3.2.Documentation of the resilience stories by Kenyan horticultural companies, and support to its workers during the Covid-19 pandemic period.**

Ufadhili Trust in partnership with Hivos, through its *Women@Work Campaign*, documented the resilience stories from Kenyan horticultural companies, on what they were doing to remain resilient/sustainable during the Covid-19 pandemic period. The goal was to motivate other businesses to find innovative and sustainable solutions in tackling the negative effects of the pandemic.

Further, Ufadhili Trust and the *Women@Work Campaign* partners, supported thousands of workers within the sector with food packages/mobile money transfers as a relief measure due to disruption of incomes/livelihoods as a result of the pandemic.

Articles and videos about the initiatives can be accessed from the links below:

- <https://hivos.org/resilience-during-covid-19-pandemic/>
- <https://hivos.org/soldering-on-despite-setbacks-in-the-kenyan-flower-industry-due-covid-19/>
- <https://hivos.org/75000-euros-aid-worth-to-cushion-flower-workers-from-covid-19-effects/>
- <https://www.the-star.co.ke/business/kenya/2020-08-06-flower-farms-receive-sh7-billion-tax-refund/>
- <https://www.youtube.com/@ufadhilitrust4660>



Resilience during the Covid 19 pandemic - Tambuzi...



Resilience during the Covid- 19 pandemic - Red Lands...



Resilience during the Covid 19 pandemic period -...

### 3.3. Promoting/enhancing sustainability reporting in Kenya/East Africa region.



*Image Credit: FiRe Award.*

As one of the appointed lead auditors, Ufadhili Trust has continued to support the sustainability; environmental and social reporting component for the Annual Financial Reporting Award, popularly known as the [FiRe Award](#); The Award seeks to promote financial reporting excellence, sound corporate governance practices and social/environmental reporting. The annual award is organized by the Institute of Certified Public Accountants of Kenya (ICPAK), Kenya's Capital Markets Authority (CMA), Nairobi Securities Exchange (NSE) and the Public Sector Accounting Standards Board (PSASB), Kenya. Ufadhili Trust has offered this support for over 15 years.