



BLOOM BUZZ & BUSINESS

Boosting beekeeping
and sunflower
farming in Kenya



HAND IN HAND
SWEDEN

Honey and sunflowers are extremely valuable individually – and absolutely magical together!

Bloom, buzz & business is an innovative project combining sunflower farming and honey production in which we help small-scale agricultural entrepreneurs create more stable livelihoods while at the same time enhancing biodiversity. **The aim of the project is to make the small farmers' businesses more sustainable, profitable and resilient.**



Expected results

- ✓ Better opportunities to make a living by starting/strengthening
2280 micro-enterprises
2964 jobs started/strengthened
- ✓ **40%** rise in income for the entrepreneurs
- ✓ **Nine** network organisations to drive business development and support the entrepreneurs
- ✓ Stronger links to markets for supplies and sales
- ✓ **40%** of the entrepreneurs having access to loans
- ✓ Inclusion of women in decisions affecting the home and the local community.

Target group

People living in rural poverty in the regions of Kitui, Kiambu and Baringo, Kenya (80% of them women)

4830 people are undergoing training in beekeeping or sunflower farming

1200 of these are undergoing training in both beekeeping and sunflower farming

Project period

August 2023 – December 2025



MAJOR CHALLENGES FOR KENYA'S POOR

Despite Kenya's positive economic growth in recent years, 80% of the population still live below or close to the poverty line. There are great social divides and unemployment is high, particularly among women and young people.

Agriculture is the backbone of the Kenyan economy, with three in every four Kenyans engaged in farming land or keeping livestock. The country's population is young. Over 70% of the country's inhabitants are below the age of 30 and many move from the countryside to the large cities in search of work and a livelihood. The slums in the cities are growing.

Climate change has led to prolonged drought and irregular precipitation, which makes it difficult for farmers to make a living. Many Kenyan farmers mainly grow maize, a crop that is extremely prone to diseases and pests. Drought is a real challenge in both Kitui and Kiambu.

The war in Ukraine has led to a drastic reduction in the inflow of raw materials, which has resulted in much higher prices and uncertain access to staple foods such as flour, edible oil and maize.

According to the World Food Program (WFP), there is uncertainty surrounding future grain imports, which could mean food shortages for millions of Kenyans.

Potential for successful entrepreneurship

There is a long tradition of beekeeping in Kenya and honey is much in demand. Only 40% of the honey consumed in Kenya today is produced in the country. Empowering the growers with up-to-date knowledge, stronger value chains and modern methods enables them to take part in the profitable honey industry.

Sunflowers serve as an important complement to other crops. They are resistant to pests and only require limited amounts of water. But, above all, they attract bees, which gather both pollen and nectar from the sunflowers, creating sweet, high-quality honey. The sunflowers in turn need pollinators to produce potent seeds. There is also a tremendous need to increase local and domestic production of sunflower oil in order to secure the food supply and mitigate rising prices.

The fact that the project focuses on collaboration in local business networks strengthens the farmers' bargaining position in the market. They can therefore enter into agreements with purchasers for larger and more profitable volumes.

Honey production and sunflower farming are resource-efficient and strengthen both ecological and economic sustainability:

- ✓ Both beekeeping and sunflower farming require relatively small amounts of water
- ✓ Both types of cultivation promote pollination and strengthen biodiversity
- ✓ They help farmers to diversify and thereby strengthen their livelihoods
- ✓ Locally produced honey and sunflower oil are profitable, in-demand products
- ✓ Residual products from the protein-rich sunflowers become an important foodstuff for chickens and livestock



SUSTAINABILITY OF THE PROJECT – BOTH FOR PEOPLE AND THE ENVIRONMENT

Bloom, buzz & business addresses sustainability from a holistic perspective which endeavours to achieve economic, environmental and social sustainability.

The project conforms to the Hand in Hand training model, but with additional emphasis on **technical knowledge** in honey and sunflower production. Ensuring high productivity and quality through the use of sustainable, resilient methods. Greater expertise with regard to value chains and **stronger market connections** enable the

entrepreneurs to secure incomes and scale up businesses. For that reason, the project has also focused to a greater extent on businesses' **access to capital**. The participants will have the opportunity to develop the honey and sunflower businesses by linking to micro-finance institutions, banks or the Hand in Hand incubation fund.



The focus is on the following Sustainable Development Goals



By starting up sustainable micro-enterprises, creating new jobs and increasing incomes, the project helps reduce poverty for the participants themselves, for their families and for future generations.



Beekeeping is traditionally an occupation for men. The project enables and encourages women to get involved in profitable beekeeping. All project participants are trained under conditions of gender equality. A component focusing on rights training is also included in order to strengthen the role of women in beekeeping enterprises.



The project strengthens the micro-enterprises' productivity and profitability, which creates more jobs that contribute to sustainable growth in the local economy.



The participants gain greater knowledge of how to make use of climate-smart methods in their enterprises in order to strengthen resilience to the effects of climate change and drive long-term sustainable enterprise.




The participants are trained in environmentally sustainable methods for beekeeping and sunflower farming. The two activities are mutually reinforcing. Insects and bees benefit from sunflower cultivation.

Scaling and long-term sustainability

Bloom, buzz and business is a development of two previous pilot projects focusing on entrepreneurship and beekeeping and entrepreneurship in sunflower farming.

We're now taking what we've learned and we're scaling up our ambition by combining entrepreneurship within these two mutually reinforcing value chains.

In order to ensure the long-term sustainability of the project, the work is continuously evaluated and analysed according to the Hand in Hand framework. Adjustments can be made during the project period and lessons learned are identified after the completion of the project.

A large, stylized sunflower graphic with a white circular center and yellow petals. The text is centered within the white circle.

As a donor, you'll receive regular documentation on the progress of the project, along with a final report. You'll also receive photos and reports from some of the project participants.



BLOOM, BUZZ & BUSINESS IS THE SUSTAINABLE FIGHT AGAINST POVERTY AT ITS BEST

Join us and help

small-scale entrepreneurs

to bloom in Kenya!

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