



KENCTAD 20th Conference & Youth Summit | 2024

Theme: ESG In Trade & Development

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Presented By

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Introduction & Background

The 20th Kenya Entrepreneurs' Conference on Trade and Development (KENCTAD) will explore the crucial intersection of Environmental, Social, and Governance (ESG) factors with trade and development. This theme is timely and relevant as businesses, governments, and consumers increasingly recognize the importance of sustainable and responsible practices in driving economic growth and social progress.



Theme Rationale:

ESG considerations are no longer peripheral to trade and development; they are central to long-term success. Integrating ESG principles into trade policies and business operations can lead to:

- **Enhanced Competitiveness:** Businesses that adopt ESG practices often enjoy improved brand reputation, increased investor confidence, and better access to global markets.
- **Risk Mitigation:** ESG integration helps identify and manage risks related to environmental damage, social unrest, and governance failures, leading to more resilient businesses and economies.
- **Sustainable Development:** By prioritising environmental sustainability, social equity, and good governance, trade can contribute to the achievement of the United Nations Sustainable Development Goals (**SDGs**).
- **Innovation and Value Creation:** ESG-focused businesses are often at the forefront of innovation, developing new products, services, and technologies that address social and environmental challenges while driving economic growth.



Conference Objectives:

1. **Raise Awareness:** Highlight the importance of ESG in trade and development for Kenyan businesses and stakeholders.
2. **Knowledge Sharing:** Facilitate dialogue and exchange of best practices on ESG integration in trade policies, business strategies, and supply chains.

3. **Capacity Building:** Provide practical tools and resources to help businesses implement ESG standards and measure their impact.
4. **Networking and Collaboration:** Foster partnerships between businesses, government agencies, civil society organisations, and investors to drive collective action on ESG in trade and development.

Conference & Youth Summit Structure:

Day 1. [Conference]

- **Keynote Addresses:** Inspirational talks from global thought leaders on ESG, trade, and development.
- **Panel Discussions:** Interactive discussions featuring experts from diverse sectors sharing insights and experiences on ESG integration.
- **Workshops and Training Sessions:** Practical sessions to equip participants with the tools and knowledge to implement ESG practices.
- **Case Studies:** Real-world examples of successful ESG integration in Kenyan businesses and trade initiatives.
- **Roundtable Discussions:** In-depth conversations on specific ESG challenges and opportunities in the Kenyan context.
- **Networking Events:** Opportunities for participants to connect, share ideas, and build partnerships.
- **Exhibition:** Showcase of innovative products, services, and technologies that promote ESG in trade and development.

Target Audience:

- Business leaders and entrepreneurs
- Government officials and policymakers
- Investors and financial institutions
- Civil society organisations and NGOs
- Academics and researchers
- Students and young professionals

Expected Outcomes:

- Increased awareness and understanding of ESG among Kenyan stakeholders.
- Development of a roadmap for integrating ESG into Kenya's trade policies and practices.
- Establishment of partnerships and collaborations to promote ESG in trade and development.
- Increased investment in sustainable and responsible businesses in Kenya.
- Enhanced competitiveness and resilience of Kenyan businesses in the global marketplace.

Day 2. [Youth Summit]

Held in conjunction with the 20th KENCTAD Conference, will empower young people to become active participants and leaders in sustainable trade and development. By focusing on capacity building and practical skills development, the summit will inspire the next generation of entrepreneurs, innovators, and change-makers.

Key Focus Areas:

- 1. ESG Fundamentals for Young Entrepreneurs:**
 - Understanding the core principles of environmental, social, and governance (ESG) factors.
 - Integrating ESG into business models and strategies.
 - Measuring and reporting ESG performance.
- 2. Green and Inclusive Trade Opportunities:**
 - Identifying emerging opportunities in sustainable and inclusive trade sectors.
 - Developing business ideas that address social and environmental challenges.
 - Accessing resources and support for launching and scaling green businesses.
- 3. Digital Skills for the Future of Trade:**
 - Training on e-commerce, digital marketing, and data analytics for trade.

- Exploring the potential of blockchain and other technologies for transparent and sustainable supply chains.
- Building capacity for digital entrepreneurship and innovation.

4. Leadership and Advocacy for Sustainable Trade:

- Developing leadership skills and confidence to advocate for change.
- Networking with policymakers, business leaders, and other stakeholders.
- Creating platforms for youth voices to be heard in trade and development discussions.

Target Audience:

- Young entrepreneurs and aspiring business leaders (ages 18-35)
- Students and graduates with an interest in trade, sustainability, and social impact
- Youth leaders and activists working on environmental and social issues
- Young professionals in relevant sectors (e.g., agriculture, technology, finance)

Desired Outcomes:

- Increased awareness and understanding of ESG among young people in Kenya.
- Enhanced capacity for young entrepreneurs to integrate ESG into their businesses.
- Development of a network of young leaders committed to sustainable trade and development.
- Increased youth participation in trade policy discussions and decision-making.
- A pipeline of innovative and impactful youth-led businesses contributing to Kenya's sustainable development goals.

By investing in the next generation, the KENCTAD Youth Summit aims to create a ripple effect of positive change, driving sustainable trade and development for a brighter future in Kenya.



Partnerships Invitation.

KENCTAD invites organisations, businesses, and individuals who share a passion for sustainable trade and development to partner with us for the 20th KENCTAD Conference and Youth Summit. By collaborating, we can amplify the impact of this landmark event, empower the next generation of leaders, and foster a brighter, more equitable future for Kenya.

We welcome sponsorships, in-kind contributions, expertise sharing, and any other forms of support that align with our shared vision of ESG-driven trade and development. Together, let's build a legacy of responsible business practices and create lasting value for all stakeholders.



Get in touch

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