



FLAMINGO
GROUP INTERNATIONAL



Inua Dada Programme

First Year Update



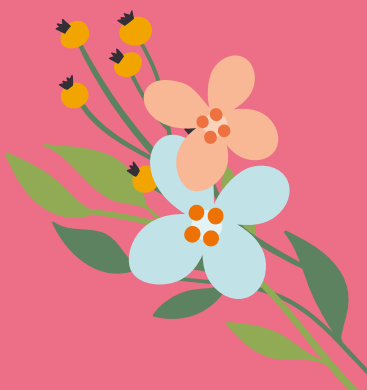


Background

The cut flower industry in Kenya offers important opportunities for women to earn a living as workers, farmers and producers. Yet women's skills are often undervalued, and they are often held back in low-status jobs.

Work in the horticulture supply chain is empowering for women but more needs to be done to help them progress. Policy and commercial strategies need to proactively support the more equitable participation of women, because this will not only promote a more inclusive society, but also improve women's lives and inevitably enhance the supply of product around the world.

Flamingo Horticulture and Co-op understand what a vital role women play in their businesses which is a key driver in why they set up the Inua Dada programme.



The Inua Dada programme

“Inua dada” means “Uplift Women” in Swahili. It is a ground-breaking, two-year diversity and inclusion programme developed by Flamingo Horticulture and Co-op. This project is ambitious and builds upon a successful collaboration between the two companies, with previous projects including a Graduate Nurse Programme at Naivasha Hospital, and a total school renovation project at Maua School, Naivasha.

The main objective of Inua dada is to economically empower and to increase the confidence and visibility of Flamingo Horticulture female workers both at the workplace and in the community. The programme is also supporting two main partner farms in their journey of developing diversity and inclusion.

Key collaborators involved in the project include Emerging Leaders, Partner Africa and the NGO Haki Mashinani.

This is our progress report as we are now half-way through the programme.



Nancy Nafula

Nancy feels she has learnt a lot from the tailoring course and is very grateful to Flamingo. The training has opened up opportunities for her to earn an extra income at home. She is currently renting a sewing machine to stitch clothes where she lives. In the future, she would like to buy her own sewing machine so she can earn more. Nancy is happy that the company hasn't forgotten its women.



The situation in 2021

We conducted a job analysis at Flamingo operations in the region which showed that 76% of management and technical roles were held by men while only 24% were held by women.

92% of the total female workforce of 1740 were general workers or operatives, undertaking tasks like planting, crop husbandry and maintenance, harvesting and general hygiene of the green houses.

8% of that number were in Managerial and Technical positions and they were responsible for labour management, administration and crop protection (ie scouting for pests and diseases, auditing processes, crop maintenance and checking the quality of bouquet making).

There were therefore great opportunities for women if their skills were enhanced.

Overall goal of the programme was to increase the number of women in the technical category by 3% by the end of 2022, and improve the socio-economic status of 92% female workers in the region. The project also sought to improve the leadership and socio-economic status of women in key out-grower farms.

Veronica Wanjiru Kamau

Veronica is currently a security guardette and is really enjoying doing a diploma in General Agriculture. The course has helped her understand a lot more about how the farm runs. She sees herself being able to apply the same skills back in her rural home in Kiambu where she does a lot of the farming herself. In the future, Veronica would like to do a degree course in Agronomy.



Programme objectives

We identified three key objectives, each supported by its own programme of work:

Objective 1

To build leadership, technical skills and knowledge of at least 3% of female employees.

Objective 2

To enhance the socio-economic and health status of female workers through improved personal financial literacy, diversified extra income generation and enhanced health interventions.

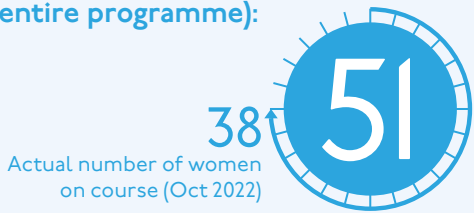
Objective 3

Enhancing the capacity of women leaders within two Flamingo Outgrower Partners through training in leadership skills.



Our progress so far

Target number of women on course (entire programme):



Objective 1

To build leadership, technical skills and knowledge of at least 3% of female employees.

A: Technical Skills and Knowledge		
Proposed Intervention	Proposed duration	Training details
i) Long Term Courses		
1. Certificate in Agriculture courses	12 months	One year certificate course (part time)
2. Diploma in Agriculture courses	24 months	Two years Diploma course (part time)
3. Procurement courses practical	24 months	The course will enhance knowledge, skills and attitudes to enable them to perform procurement duties at all levels
4. Occupational Psychology	6 months	To equip Team with basic occupational psychology knowledge, skills, attitudes and experiences to understand fully the behaviour patterns of different workers for the purposes of intervening appropriately



Maximila Luvui

Maximila is a general worker at Flamingo and is studying to be a motor electrical engineer. Her family is very proud that she is a pioneer in what is a typically male-dominated field. She feels like one of the women profiled on “Mwanamke Bomba”, a popular TV news segment that profiles women breaking barriers in Kenya. She’s pleased that she has got good teachers and she feels like the course has really increased her confidence.

Our progress so far

Diploma in Agriculture – 10 women enrolled on a distance learning course with Kenya YMCA and are preparing for second round of practical sessions on farm.



Guidance and Counselling Course – 3 women enrolled and are holding virtual sessions once a week.



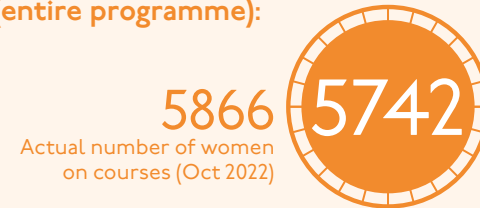
B: Women Leaders Development Programme

Proposed Intervention	Proposed duration	Training details
5. Women in Leadership Programme	1 Week	The Women in Leadership Programme is designed to address the needs of women in leadership to enable them to succeed as individuals, team leaders, and organisational visionaries
6. Personal Branding		Focus on public speaking and presentation and communication
7. Mentorship and Coaching Programme	2 Weeks	Target Women Leaders who will in turn mentor and coach junior staff and young girls for leadership positions



Our progress so far

Target number of women on courses
(entire programme):



Objective 2

To enhance the socio-economic and health status of female workers through improved personal financial literacy, diversified extra income generation and enhanced health interventions.

We have carried out various training schemes:

- ◆ Personal Financial Literacy Classes
- ◆ Micro-enterprises start-up and management
- ◆ Life-skills training
- ◆ Women's health improvement



Financial Literacy Training – 36 women have been trained so far. These ladies will become “trainers of trainers”.



5 women are completing the Motor Vehicles Electrical Course (via AIC Technical Training Institute).

The Plumbing and Masonry courses are being undertaken by 10 women.

Karen Nekesa

Karen works in the harvesting team but has always had a yearning to pursue a technical/ engineering course but hasn't had the opportunity because of a lack of funds. She's very grateful that the Inua Dada programme has enabled her to study. She feels confident about her future now and, given a chance, would definitely like to be a full-time mechanic.



Our progress so far



Carpentry and Joinery – 10 women are enrolled and undertaking the course.

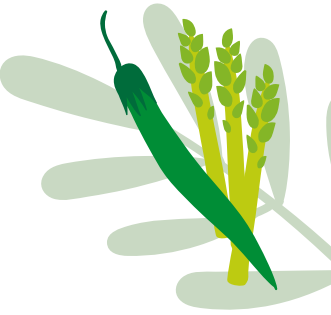
Tailoring and dress-making course – 15 women participating in the training.



Welding and Fabrication – 5 women participating. Classes held every Saturday.



Our progress so far



Poultry-keeping course – 63 women trained. We are constructing a chicken house at the moment.



Women's health improvement; on average, 2111 female workers in the region received sanitary pads every month between May and September '22, including 179 girls from Maua Primary School.

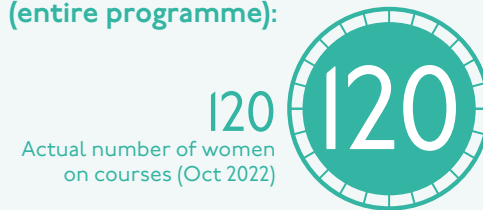


Women wellness: Talks on health, breast cancer screening and gender-based violence were delivered to 4444 employees by nurses from Nairobi Women's Hospital. 430 women given cervical cancer screening in October '22.



Our progress so far

Target number of women on course
(entire programme):



Objective 3

Enhancing the capacity of women leaders within the Flamingo Outgrower Partners through training in leadership skills.

Emerging Leaders have started training women working at our partner farms, Bigot Fleurs and Penta Flowers.

They aim to provide training to outgrower farm workers across 2 farms to:

- ♦ Unlock their potential
- ♦ Empower them to set up income generating activities or social projects to benefit others and complement their work schedules
- ♦ Create on farm 'leadership hubs' of 7–8 women for peer support and to share key principles
- ♦ Create a ripple effect and reach another 600 people – these may be women, men / family members

88% of the women involved have started income generating projects and have started saving money.



Penta Flowers

Midline assessment



Partner Africa was commissioned by Co-op and Flamingo to assess the progress and learnings of the programme.

The assessment was conducted in November 2022 and so far the programme has:

- ♦ Trained 29 women in training on personal branding.
- ♦ Trained 26 women in leadership skills.
- ♦ Trained 50 women in male-dominated fields (i.e. drivers, mechanics, plumbers, carpenters, welders and fabricators, and masons).
- ♦ Trained 268 women in financial literacy skills.
- ♦ Reached an additional 218 women through the roll-out of financial literacy training.
- ♦ Trained 3,291 people in health matters, which included around 1,500 men in Q2.
- ♦ Distributed 2,106 sanitary towels per month both to female workers and to a local primary school.
- ♦ Benefitted 194 students with providing sanitary towels.

The key learnings of the midline assessment are:

- ♦ All the KPIs measured during the midline are on track to achieve the target by the end of the programme.
- ♦ The overall feedback from the programme beneficiaries is extremely positive and all the respondents are extremely or very likely to recommend the programme to a friend.
- ♦ The project reaches a large number of 'indirect' beneficiaries as many of the project beneficiaries pass on the skills and knowledge they learnt to other adult family members, children, members of their communities, and/or male colleagues.
- ♦ Interventions to meet Objective I were not yet rolled out at the time of the midline, so progress and learnings against this KPI could not be measured.
- ♦ Beneficiaries have expressed interest in learning more about stress management, HIV, and diabetes, so it could be worth exploring whether these topics could be addressed in the next phase.
- ♦ Beneficiaries from the training promoting entrepreneurship said it would be useful to receive a small amount of start-up capital or a loan to help them begin their business or additional income-generating activities.

Midline assessment

The key results of the midline assessment are:

Financial-related interventions

- The programme increased the confidence of women to start or expand on existing income sources primarily through learning about how to save, budget, and determine what resources are needed to start a business or alternate income stream.
- The programme has slightly improved (32%) and very much improved (68%) the respondents' financial management knowledge and skills – resulting in a beneficiary being “able to budget for my money, plan for my household's needs and prevent unnecessary debt.”
- The programme changed 98% of the respondents' saving habits – with 38% of the respondents starting saving, 29% saving slightly more, and 31% saving much more. This has helped women afford basic necessities for their families without stress, pay off debts, pay school fees, support family members, and has decreased conflict about money within families.
- The programme has slightly improved (38%) and very much improved (60%) beneficiaries' livelihood security, resulting in a beneficiary being “able to feed my family well, pay for the bills, and I have been able to clear almost all my debts now.”

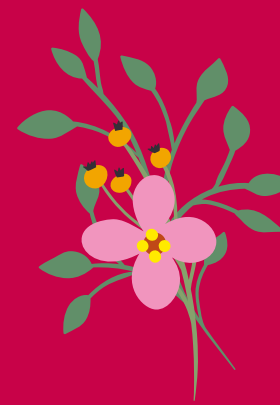
Health-related interventions

- The health training impacted the livelihood of 83% of the respondents as they apply the learnings from the courses to their lives, including self-checks for breast cancer, scheduling regular check-ups, and improving their diets and levels of exercise as key takeaways.
- The programme improved all the respondents' access to menstrual health products, which increased their confidence to undertake daily tasks.
- The provision of sanitary towels relieves the financial burden and stress on families.



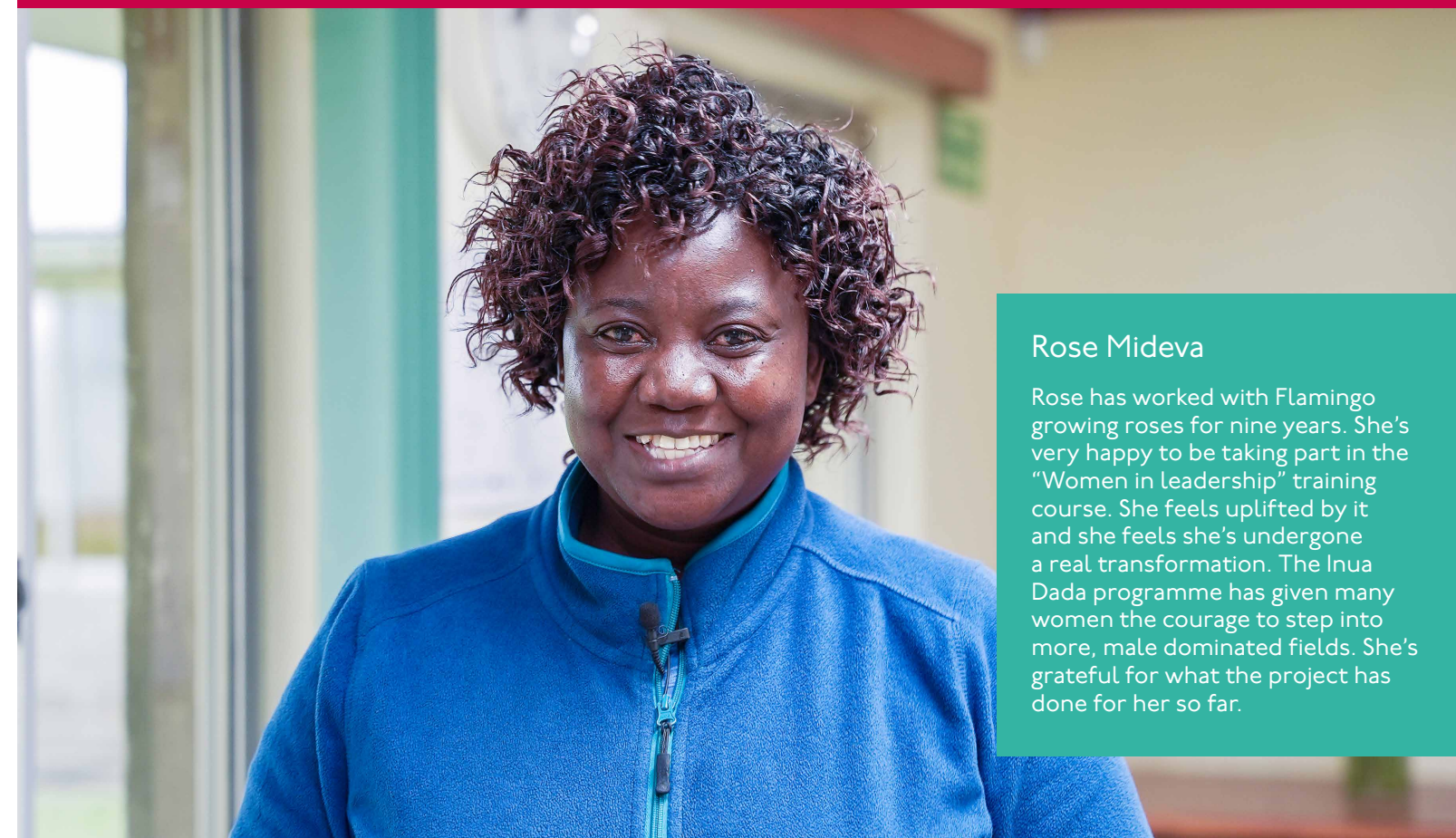
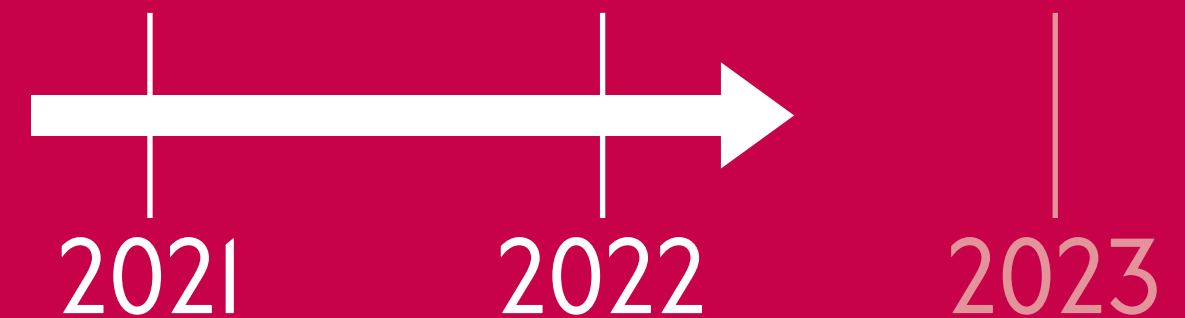
Partner
Africa

Next steps



We have completed the first year of the programme and are now starting the second year.

We are planning to expand the programme beyond Naivasha and to move into other areas of Kenya.



Rose Mideva

Rose has worked with Flamingo growing roses for nine years. She's very happy to be taking part in the “Women in leadership” training course. She feels uplifted by it and she feels she's undergone a real transformation. The Inua Dada programme has given many women the courage to step into more, male dominated fields. She's grateful for what the project has done for her so far.

