

The private sector and Social protection in Kenya

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CAROLINE TETT, DIRECTOR RECIPIENTS ADVOCACY - GIVE DIRECTLY

Social protection is better understood through these **five components**



A human settlement depicting the timeliness of social protection policies and programs

8.9M Kenyans living under
\$2.15/day in 2022

The components contribute to poverty reduction

➔ An operational labor market

➔ Effective Social Insurance

➔ Strong social assistance programs

➔ micro and area-based schemes to protect communities

➔ Child Protection

Why should social protection matter to us in Kenya.....



Increased poverty reduces human capital, destabilizes markets and increases vulnerabilities

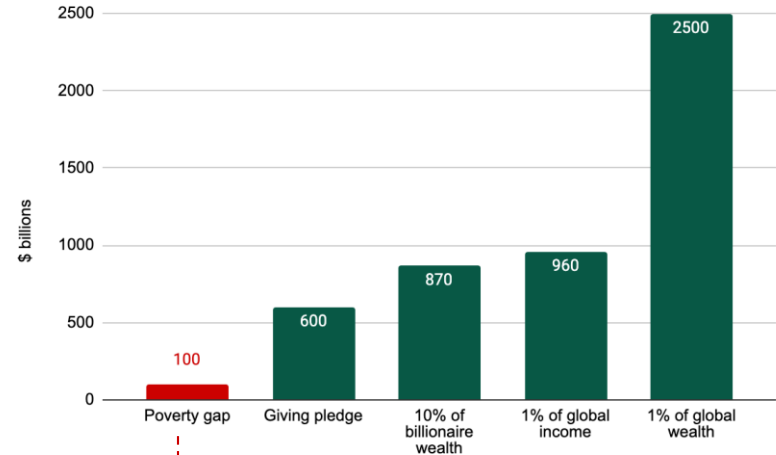


Modernization impacts household safety nets increases social mobility and migration that affects the workforce



Globalization introduces macroeconomic shocks that could deepen unemployment and poverty

Yet, we have more than enough resources to close the gap



0.10% of global GDP


0.27% of returns on global wealth

Government, communities, NGOs and Private sector all have a role to play.....

Focus on Private sector



Banks



Agriculture




Healthcare




Energy companies




Telecommunications



Cleantech



Enterprise investors



E-Commerce



Fintech



Venture capitalists

What can the private sector do?



- Creating jobs opportunities for youth
 - ◆ Internships
 - ◆ Jobs
 - ◆ Labour exchanges)
- Supporting the government in the development of labour policies

What can the private sector do?



- Microinsurance, life/disability insurance and old age annuities
- Contributing to social security programs that ease social protection of senior citizens
- Cushioning risks associated with unemployment, health, disability, maternity, life, old age or work injury,
- Insurance for small scale farmers and informal workers

What can the private sector do?



- Market stabilization through service provision and price rationalization
- Co-Create innovative social assistance programs with INGOs and NGOs and Governments
- Disaster relief and Refugee programming
 - ◆ Community restoration after manmade calamities
 - ◆ Service-focused social services like healthcare to disaster stricken communities
- Marketing of social assistance causes
- Affordable and accessible offshore financial transfers solutions
- User friendly technology solutions and innovations for social assistance programming
 - ◆ KYC for MoMo, bank accounts and account management protocols
 - ◆ Beneficiary verification solutions - biometrics, voice recognitions
 - ◆ Big Data integration and interoperability
 - ◆ Tech innovations (AI, Hazard forecasting,

What can the private sector do?



- Financial inclusion e.g for smallholder farmers, SMEs and Informal sector actors
 - ◆ Access to credit e.g recovery loans
 - ◆ Vocational training and Entrepreneurship development
 - ◆ Business and financial management trainings
 - ◆ Banking services for the poor and micro-financing solutions
 - ◆ Cost efficiency from post transfer investments and equity of access to CT through private sector solutions
- Locally integrated empowerment interventions such as Carbon trading, Plastic recycling, Human-wildlife integration

What can the private sector do?



- Support government policies on delivery of child focused social protection programs:
- ◆ School feeding programs
 - ◆ Cash transfers for special needs children
 - ◆ Scholarships and sponsorships

What is the ROI for private sector actors?

Clients for private sector products

Productive workforce with income

Senior citizens with livelihood insurance cushions

Cash transfer recipients activate markets

Labour and skills for private sector job market

Healthy and educated population is a ready workforce for the sector

Targeted skills development for youth is a direct skills input to private companies

Markets for private sector products

Entering previously neglected market opportunities and segments that make an economically viable investment case due to scope of the unexplored market or absence of competitors

Brand loyalty and reputation

Corporate social responsibility endears communities to a company

Youth trained by private sector will recognize and buy into the brand they are familiar with

Questions