Aid for Trade and Talking Trash

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EXPORT IMPACT for good
ACHIEVING SUSTAINABLE, INCLUSIVE DEVELOPMENT
BY INTEGRATING BUSINESSES INTO THE GLOBAL ECONOMY

What makes ITC unique

A clear focus on helping SMEs internationalise

The joint mandate of the UN and the WTO

100% Aid for Trade

Universal membership and neutrality

Working with the private sector to support private sector development

Depth of experience operating coherently at government, trade and investment support institution (TSI) and SME level to grow trade

Adaptability and nimbleness
Environmental Mainstreaming at ITC
Increasing resource efficiency in Kenyan tea sector

**Goal:** Strengthen the competitiveness and resource efficiency of SMEs in the tea sector (2013-16)

**Main challenge:** High dependency on firewood for drying of tea leaves and inefficient resource management
Sustainability Map

Sustainability Standards: Decision making tool on voluntary standards
Reduction in energy use

• Kenyan government made energy audits a legal requirement for the tea sector in 2014
• 50% of the 25,000 smallholders trained have opted to buy energy saving stoves
• Energy costs for firewood and electricity, cut from 48% of total factory expenditures to 30% due to efficiency gains and reduction in firewood consumption
Reduction in material waste

• Makomboki Tea Factory switched from fire wood to briquettes from biomass (i.e. shells from macadamia nuts) → 20,000 cubic meters of wood saved per year – equivalent of 40,000 to 60,000 trees
Improved wastewater management
Improved organic material waste management
THANK YOU

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