



KIRI EV ROADMAP TO SUSTAINABLE BUSINESS 2024





Report Prepared by ImpactDev Africa -Team

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Dec 2023

TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	02
2. PURPOSE OF THE ROADMAP	03
3. KIRI EV ROADMAP	04
A. GOALS	05
B. KPI HIGHLIGHTS	06
C. GOAL BY GOAL	07
D. SUGGESTED ADDITIONAL GOALS	16
4. CLIMATE FINANCE FOR E-MOBILITY	18
5. CURRENT & UPCOMING REGULATIONS	19
6. COMMUNICATE YOUR SUSTAINABILITY JOURNEY	22
7. ANNEX	24
8. THE AUTHORS	25

01. EXECUTIVE SUMMARY

As Kiri EV is embarking on its enhanced sustainability journey, ImpactDev Africa is facilitating the way with an SDG-based Roadmap. The Roadmap is a strategic step-to-step guide towards a sustainable business model with 9 key goals for 2024 in the areas of operations & management, CO2 emission reduction, environmental management and policies.

The Roadmap accelerates Kiri EVs strategic positioning to drive transformation and decarbonization of the transport sector, while strengthening internal processes to enable crucial monitoring on reporting on environmental and social impact.

Kiri EV Sustainable Goals 2024

1. Reduced energy consumption and costs.
2. Reduced Scope 1, 2 emissions from all operations, including manufacturing, transportation, and facilities.
3. Successful implementation of the Environmental Management System across all relevant departments.
4. Organising our own waste into what's useful and what is not.
5. Develop a comprehensive written policy for professional and non-discriminative internal and external hiring as well as for the workplace.
6. Enhanced Supply-Chain Sustainability through Employee Training Programmes.
7. Implement gender-disaggregated tracking in career development to ensure equal opportunities for advancement.
8. Establish a comprehensive system to track and address incidents of discrimination related to sex/ gender.
9. Actively engage in Policy Advocacy and have established collaborations.

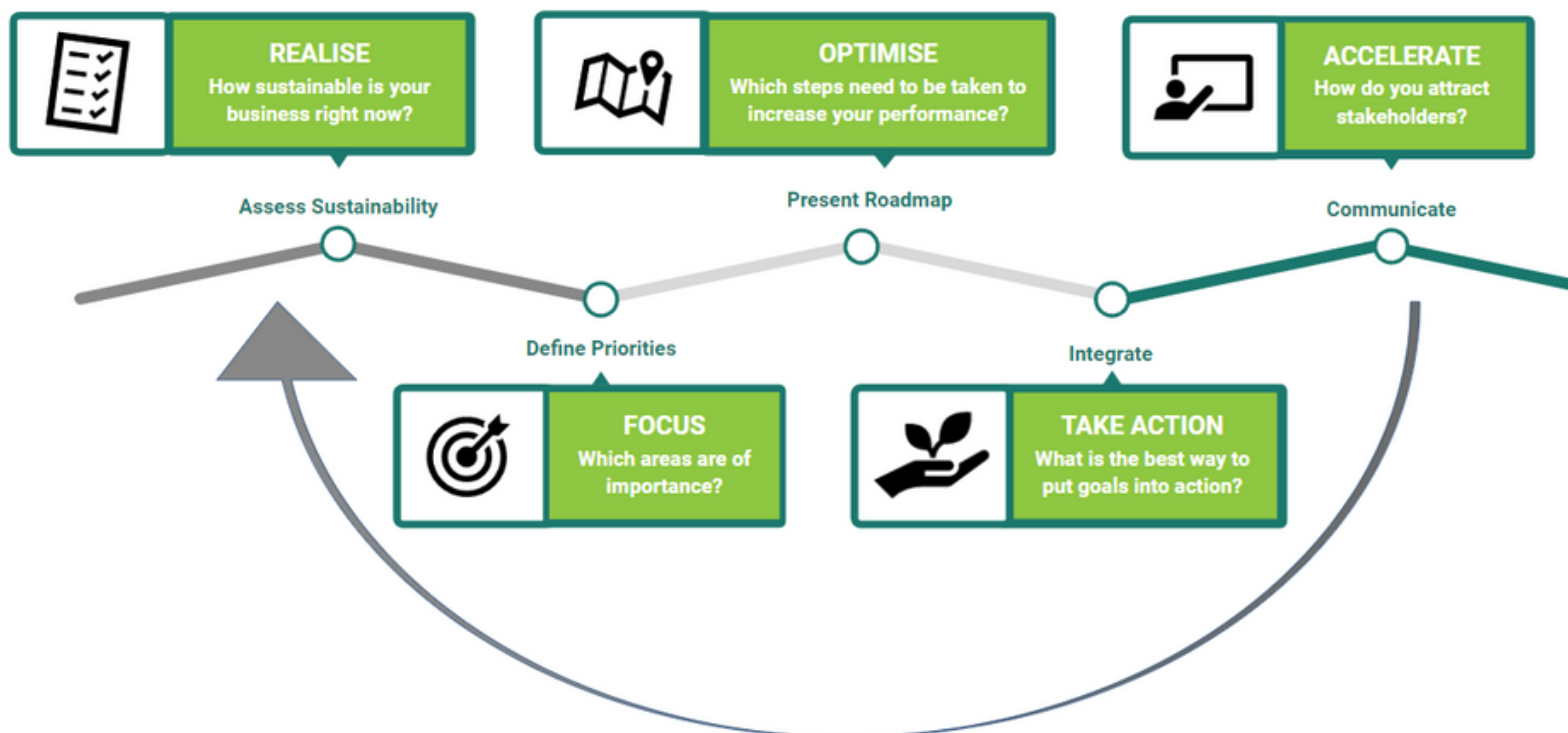
02. PURPOSE OF THE ROADMAP

Building a sustainable business is a multi-faceted process involving participation from executive management to all employees as well as adjustment of system infrastructure to match the desired goals. Kiri EV is embarking on this journey to become a more environmentally and socially responsible organisation and to accelerate its mission to decarbonise the transport sector in Kenya.

Kiri EV has engaged ImpactDev Africa to facilitate and formulate a strategic planning process on the path to sustainability. ImpactDev Africa's mandate to support Kiri EV in developing its Sustainability Roadmap by prioritising the key SDGs which align with the organisational short term and long term goals.

Match your targets with your actions: This Roadmap outlines the jointly developed sustainability goals & KPIs set by Kiri EV, as well as key steps and resources needed to achieve these goals in 2024.

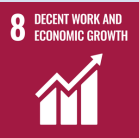
ImpactDev Africa's Approach



03. KIRI EV'S ROADMAP

With ImpactDev Africa's support, Kiri EV analysed the potentially relevant SDGs in a baseline assessment. Through a detailed assessment enhanced by the SDG Impact Assessment Tool on SDG 3, 5, 7, 8, 9, 11, 12, 13, 15 and 17, the following five SDGs were prioritised:

Prioritised SDG's under the Sustainability Roadmap

	• Create opportunities for women to access decent jobs • Reduce gender inequality in the e-mobility sector • Support women entrepreneurs within the e-mobility value chain
	• Provide decent jobs to youth and women • Provide technical skills to youth • Support sustainable economic growth
	• Promote inclusive and sustainable industrialization • Facilitate sustainable infrastructure development for developing countries • Enhance research and upgrade industrial technologies
	• Affordable and sustainable transport systems • Reduce the environmental impact of cities
	• Contribute to the reduction of GHG the cities • Build knowledge and capacity to meet climate change

Baseline SDG's



Goals for 2024

Kiri EV has set 9 goals to achieve in 2024 within the sectors of operations: Operations, Policies, HR, Tools & Data, Advocacy and Partnerships. The 9 goals are supporting the company in addressing critical sustainability issues, contributing to SDGs 5, 8, 9, 11 and 13.

	Goals for 2024	SDG	Sector	Topic
1	Reduced energy consumption and costs.		Operations	Energy consumption
2	Reduced Scope 1, 2 emissions from all operations, including manufacturing, transportation, and facilities.		Operations	CO2 emissions
3	Successful implementation of the Environmental Management System across all relevant departments.		Operations	Env. Management System
4	Organising our own waste into what's useful and what is not.	 	Operations	Waste management
5	Develop a comprehensive written policy for professional and non-discriminative internal and external hiring as well as for the workplace.		Policy	Non-Discrimination
6	Enhanced Supply-Chain Sustainability through Employee Training Programmes.		Operations	Supply-Chain
7	Implement gender-disaggregated tracking in career development to ensure equal opportunities for advancement.	 	HR / Career Development	Equal career opportunities
8	Establish a comprehensive system to track and address incidents of discrimination related to sex/ gender.	 	Tools & Data	Non-Discrimination
9	Actively engaged in Policy Advocacy and have established collaborations.		Advocacy	Policy and Regulations

KPI Highlights

The achievement of these 9 key KPIs will put Kiri EV in a strong position to report on substantial impact measures to reduce their CO2 footprint, manage waste better, build partnerships and work towards gender equality.

KPI Highlights			Leads to Goal
	1	Have energy consumption reduced by 20%.	Goal 1
	2	Increase the use of renewable energy sources to constitute 40% of total energy consumption.	Goal 1
	3	Reduction in KIRI EV's total greenhouse gas emissions by 10% over a 1 year compared to baseline year.	Goal 2
	4	10% reduction in emissions within the supply-chain.	Goal 2
	5	30% reduction in overall waste generation.	Goal 3
	6	15% increase in relevant skills among all employees through relevant trainings.	Goal 5
	7	3 key partnerships and collaborations formed with peers, NGOs, and stakeholders.	Goal 6
	8	Representation Rate: Increase the representation of women across all levels of the organization by at least 5% annually.	Goal 7
	9	Incident Reporting Rates: Achieve a 100% incident reporting rate for all gender-related discrimination incidents within one week of occurrence.	Goal 8
	10	Gain an investor - \$0.5-1 mio in investment sought.	Goal 9

Goal 1

Reduced energy consumption and costs.

13 CLIMATE ACTION



Steps to achieve goal

1	Preparation of energy audit: Install additional meters, put other monitoring tools in place.	
2	Conduct Energy Audit – Set a baseline for: Bike consumption (charged at the office). Office consumption. Other consumption.	
3	Set Targets to lower consumption.	
4	Implement measures to reduce consumption.	
5	Establish annual energy audits and report energy saved.	Annually

Resources required



Get expert to support the conduction of the first energy audit.



Budget to implement key measures.

KPI's



Energy Audit: All relevant energy consumers are identified, measured, and analyzed.



Identify 3 key measures to reduce the energy consumption and implement them.



-20%

Have energy consumption reduced by 20%.



40%

Increase the use of renewable energy sources to constitute 40% of total energy consumption.



Energy reduction targets are reflected in corporate guidelines and staff goals (with the goal of employees being aware and leading to reduction targets).

Goal 2

Reduced Scope 1, 2 emissions from all operations, including manufacturing, transportation, and facilities.

13 CLIMATE ACTION



Steps to achieve goal

1	Conduct an audit and regular reporting of total CO2 equivalent emissions from local operations, including manufacturing, transportation, and facilities and set a baseline.	
2	Establish CO2 reduction targets.	
3	Implement measures to reduce emissions.	
4	Estimate and regularly update the emissions savings achieved by customers using Kiri EV vehicles compared to conventional internal combustion engine vehicles.	Annually
5	Establish annual emissions reporting.	Annually

Resources required



Get expert support in the conduction of the first emission audit.



Budget to implement key measures.

KPI's



Reduction in KIRI EV's total greenhouse gas emissions by 10% over a 1 year compared to baseline year.



Identify 3 key measures to reduce the energy consumption and implement them.



10% reduction in emissions within the Supply-Chain.

Goal 3

Successful implementation of the Environmental Management System across all relevant departments.



Steps to achieve goal

1	Conduct a comprehensive audit to identify key areas for improvement.	
2	Implement the EMS with specific aspects relevant to Kiri EV across all relevant departments. Waste reduction strategies, such as recycling and responsible disposal. Implement water-saving technologies and practices. (toilet flushing, cleaning of bikes, equipment).	
3	Periodic audits of improved handling and efficiency.	Annually

Resources required

	EMS training for relevant staff.		Waste management specialists.
	Energy auditors.		Solar panels and batteries.

KPI's

	90% Reuse and repurpose waste from bike repair and assembly (or safely dispose).		Comply with EPR law: 80% waste segregation (separate bins), safe e-waste disposal or reuse.
	30% reduction in overall waste generation.		20% Decrease in water consumption rates.
	20% Reduction in overall energy consumption.		

Goal 4

Organising our own waste into what's useful and what is not

11 SUSTAINABLE CITIES AND COMMUNITIES



Steps to achieve goal

1	Establish an internal waste management system. Conduct a waste audit to understand types and quantities of waste generated. Introduce recycling and waste separation initiatives. Implement proper disposal methods for different types of waste.	MAR 3
2	Form partnerships with sustainable waste disposal providers. Research and identify waste disposal partners with sustainable practices. Establish contracts or agreements with selected partners.	MAY 5
3	Educate employees on proper waste disposal. Develop training materials on waste separation and disposal.	JUN 6

Resources required



Partnership with private third-party disposal company with certified responsible practices that can be documented.



Receive external expertise from waste management specialists.



Recycling bins and signage.



Contracts with waste responsible (certified & audited) disposal providers.



External audit.

KPI's



Establishment of a partnership with a sustainable waste disposal provider.



100% of waste is collected and correctly segregated (office, repair and training centers).



80% reduction in the overall volume of non-hazardous waste.



60% of purchased chemicals and liquids are options less harmful (biodegradable, longer lasting, etc.).



Outlook to 2025: Contract with battery repurposing and recycling facility.

Goal 5

Develop a comprehensive written policy for professional and non-discriminative internal and external hiring as well as for the workplace.

5 GENDER EQUALITY



Steps to achieve goal

1	Establish a team responsible for policy development, consisting of HR, legal, and diversity and inclusion experts. Establish a clear and transparent process for internal job postings. Communicate the policy clearly in the employee handbook and other relevant documents.	APR 4
2	Offer training programs to enhance the skills of existing employees, aligning with advanced positions.	JUN 6
3	Conduct regular audits to ensure the policy remains compliant with evolving legal standards.	365 DAYS Annually
4	Actively recruitment and training for women. Establish a mentorship program for women inside/outside the organization (with partners).	JUL 7
5	Retain legal counsel to review the policy periodically and make necessary adjustments.	OCT 10

Resources required



Budget for workshops and seminars to reinforce the importance of inclusivity (explore online options).



Budget for legal consultations to ensure compliance.



Allocate resources for external consultants specializing in diversity and inclusion.



Identification of relevant trainings for current and future positions.



Training and Development Resources: Budget and subscribe to training programmes that enhance the skills required for advanced positions.

KPI's



Non-discriminatory hiring and training policy.



100% of employees complete training programmes related to the non-discrimination policy.



New employees to complete training within the first 3 months.



Employment report analyzing gender ratio per staff group, salary and training.



30 % of interns to be female.



15% increase in relevant skills among all employees through relevant trainings.



80% Retention rate of employees.

Goal 6

Enhanced Supply Chain Sustainability through Implementing Employee Training Programmes



Steps to achieve goal

1	Actively participate in industry forums and events focused on sustainable Supply-Chains to stay updated on the latest trends and opportunities.	 Annually
2	Develop a Supply-Chain Sustainability Curriculum that covers key aspects of Supply-Chain sustainability, including traceability, ethical sourcing, and environmental impact.	
3	Establish Partnerships: Identify and establish partnerships with industry peers and stakeholders involved in sustainable Supply-Chain practices.	

Resources required



Dedicated personnel with the time and commitment to implementing and managing these initiatives.



Financial resources allocated for training development and other associated costs.



Technology Infrastructure: to support virtual training sessions and collaborative activities.



Monitoring and Evaluation Tools: Systems for tracking and evaluating the effectiveness of training programmes and collaborative efforts.

KPI's



90% completion rate of employees who complete the Supply-Chain sustainability training within the set intervals.



3 key partnerships and collaborations formed with peers, NGOs, and stakeholders.



50% increase in the company's involvement in educational events, such as webinars and workshops, organized in collaboration with partners.

Goal 7

Implement gender-disaggregated tracking in career development to ensure equal opportunities for advancement.

8
DECENT WORK AND ECONOMIC GROWTH

5
GENDER EQUALITY

Steps to achieve goal

1	Integrate gender-disaggregated data into the talent management system.	APR 4 — JUN 6
2	Conduct an annual review of promotions to ensure gender balance, taking corrective actions if discrepancies are identified.	365 DAYS Annually

Resources required

Implement gender-disaggregated tracking in career development to ensure equal opportunities for advancement.



Monitoring and Evaluation Tools: KPIs reporting templates, and analysis tools.



Funding for training programmes, technology upgrades, and awareness campaigns.

KPI's



Representation Rate: Increase the representation of women across all levels of the organization by at least 5% annually.



Promotion Rate: Achieve a balance in the promotion rates between genders, with no more than a 2% difference in promotion rates.

Goal 8

Establish a comprehensive system to track and address incidents of discrimination related to sex/ gender.



Steps to achieve goal

1	Implement a secure and confidential reporting mechanism for gender-related discrimination incidents.	MAY 5 JUN 6
2	Assign a designated neutral and trained gender-equality representative.	APR 4
3	Conduct quarterly reviews of reported incidents, analyzing patterns and implementing corrective actions promptly.	Q1 Q2 Q3 Q4

Resources required

Establish a comprehensive system to track and address incidents of discrimination related to sex/ gender.



Monitoring and Evaluation
Tools: KPIs reporting
templates, and analysis tools.



Comprehensive training programmes for employees
and managers on recognizing, reporting, and
preventing gender-related discrimination.
(Workshops, online courses,awareness campaigns).

KPI's



Incident Reporting Rates: Achieve a 100% incident reporting rate for all gender-related discrimination incidents within one week of occurrence.

Goal 9

Actively engaged in Policy Advocacy and have established collaborations.

13 CLIMATE ACTION



Steps to achieve goal

1	Participate in EMAK calls on national policy and guidelines reviews.	
2	Build stronger partnership with KCIC and Strathmore aiming at increased financing opportunities.	

Resources required



Up-to-date information on market relevant developments, events and publications.



Stakeholder mapping.

KPI's



Increase the number of partnerships and collaborations with stakeholders on climate action.

- Partners with 2 universities/Technology Research Centres for R&D for solar charging points.
- Add 5 distributor partnerships.
- Add 3 financing partners for our clients.



Partnership agreement with university on R&D on bike development and refining product.



Gain an investor - \$0.5k-1mio in investment sought.

Key Steps to Increase Gender Equity



- Establish a team responsible for policy development, consisting of HR, legal, and diversity and inclusion experts.
- Allocate a specified portion of the budget towards gender inclusion initiatives.
- Include gender variable in the performance contracts of HR and management.
- Communicate gender inclusion commitment in published annual reports.
- Be transparent on the impact gained and challenges experienced on SDG 5.
- Actively recruitment and train women within the organisation.
- Establish a mentorship program for women inside/outside the organization (with partners).
- Develop gender lens onboarding training: All staff and new joiners should go through this mandatory e-learning.





SDG 7: Affordable and Clean energy

Current State

- Kiri EV is currently using renewable energy sources through connection to the main grid.
- Kiri EV customers are charging the bikes through renewable connections (assuming they are predominantly based in Nairobi).

Proposed Goals

- Conduct R&D and improve the bikes energy consumption e.g. develop battery technology by innovating solar auto charge systems on the bikes.
- For the charging infrastructure, focus on solar powered charging stations around the city to enhance recharge accessibility and reliability.

Resources required



Investment in R&D on the technology needed to store solar energy efficiently.



Investment in technology needed to convert solar energy to other high voltage use cases.



Identify investors (impact investors, green finance providers, commercial capital).

SDG 9: Industry Innovation and Infrastructure



Current State

- Kiri EV is importing 70% of parts from china and obtaining the remaining 30% locally.

Proposed Goals

- Reduce the % of imported parts to below 50% of the production.
- Promote sustainable industrialization by expanding & replicating the local production warehouse.
- Support domestic industrial development by building backward linkages of production (supporting local production of previous imported parts).

Resources required



Partnership with financiers (impact investors, green finance providers, commercial capital) to enhance access for funding technology development.

04. CLIMATE FINANCE FOR E-MOBILITY

Securing climate finance for electromobility is of utmost importance. The 2023 African Economic Outlook (AEO) report by the African Development Bank (AfDB), strongly advocates private-sector funding. It highlights the private sector's pivotal role in supporting Africa's climate and green growth efforts, particularly in light of the fiscal challenges faced by most African nations and the substantial resources required for these initiatives.

To bridge the climate financing gap in Africa by 2030, an annual injection of approximately \$213.4 billion from the private sector is necessary, complementing limited public resources.



Green Financing and Grants

KIRI EV can tap into local opportunities like the Kenya Climate Ventures under the Kenya Climate Innovation Center (KCIC), which offers early-stage financing to clean energy businesses.



Carbon Credits and Offset Mechanisms

KIRI EV's commitment to achieve carbon-neutral operations can translate into earning Certified Emission Reductions (CERs) under the Clean Development Mechanism (CDM). For each electric motorcycle replacing a petrol-powered equivalent, they could potentially generate CERs. These CERs can be sold in international carbon markets, creating an additional revenue stream while reinforcing their commitment to sustainability.

Furthermore, voluntary carbon markets (VCMs) offer a distinct and valuable prospect. VCMs can offer robust incentives for individuals and businesses to embrace electric mobility by connecting the acquisition of carbon offsets with the advancement of electric vehicles (EVs) and associated charging infrastructure.



Collaboration with International Organizations

An illustration of such collaboration could involve a partnership with UNDP's Low Emission Capacity Building Program. KIRI EV could become a beneficiary of technical assistance to enhance its sustainable practices. Additionally, the International Finance Corporation (IFC) of the World Bank has a track record of investing in E-Mobility ventures. Collaboration with the IFC can provide financial support and credibility to KIRI EV's mission.

Another example that can be beneficial to KIRI EV in terms of financing is UNEP's Electric Mobility Programme operational at the national, regional and global levels. Notably, at the national level, this program has been instrumental in promoting electric mobility adoption in over 50 low and middle-income countries. This initiative encompasses various projects, including the impactful SOLUTIONS+ project, overseen by the Urban Electric Mobility Initiative (UEMI). The program has garnered substantial financial support from multiple sources. Noteworthy contributors include the Global Environmental Facility (GEF), the European Union, the German Climate Initiative, the Climate and Clean Air Coalition, the FIA Foundation, alongside several foundations and bilateral donors. Their collective contributions have exceeded USD 70 million, underlining the program's significant financial backing.

Africa faces a pressing need for sustainable development, economic growth, and climate action. To realize these goals, substantial investments are imperative. Approximately \$2.6 trillion to \$2.8 trillion is required by 2030 to uphold Africa's climate commitments, as stated in the aggregated Nationally Determined Contributions (NDCs). Furthermore, the United Nations estimates an annual need of \$1.3 trillion to achieve the Sustainable Development Goals (SDGs) in Africa.

The emergence of electromobility is a promising avenue for sustainable growth. While still in its early stages in many low- and middle-income countries, it offers opportunities to revamp polluting transportation systems, contributing to cleaner air and enhanced energy efficiency.

05. CURRENT & UPCOMING REGULATIONS

The Fifth Assessment Report (AR5), published by the Intergovernmental Panel on Climate Change (IPCC), underscores the substantial role of the transportation sector in contributing to climate change. Approximately 23% of all carbon dioxide emissions stem from transportation activities. This percentage is anticipated to climb to over 30% of total greenhouse gas emissions in the coming years. Projections also indicate that the global vehicle fleet will double by 2050, with over 90% of this expansion concentrated in low and middle-income nations.

This premise sets the scene for the critical need for robust policies and frameworks. Emerging nations like South Africa, Kenya, Rwanda, Egypt, Vietnam, and Malaysia have made significant progress in establishing a conducive ecosystem to encourage the adoption and production of electric vehicles (EVs). This has been accomplished through the formulation of policies, the implementation of well-suited regulatory frameworks, and the creation of investment-ready structures.

A variety of policies and legislative measures have been established, with additional initiatives currently underway at both the national and county levels in Kenya, all focused on enhancing energy efficiency. These ongoing reforms are purposefully designed to bolster the sustainability of the national economy while concurrently curbing greenhouse gas (GHG) emissions.

The Finance Act of 2023 has introduced a zero-rating policy for the supply of electric buses, motorcycles, bicycles, solar equipment, and lithium-ion batteries. This strategic shift is impeccably aligned with the government's eco-friendly directives and its resolute commitment to addressing climate change. Moreover, this progressive change is poised to yield multiple benefits, including a potential decrease in transportation costs and a reduced dependency on fossil fuels. Consequently, electric mobility emerges as a pivotal strategy, not only contributing to Kenya's Nationally Determined Contribution (NDC) but also featuring prominently within the National Climate Change Action Plan (NCCAP) for the period 2018-2022.

The Kenyan State Department of Transport (SDoT), in collaboration with GIZ and various development partners, is actively promoting the expansion of electric mobility (e-mobility) in the country. Through this cooperative effort, the Advancing Transport Climate Strategies Project (TraCS) has convened diverse stakeholders from both the public and private sectors. These collaborative consultations primarily aim to pinpoint the obstacles currently impeding the adoption of electric mobility in Kenya.

Overview of Policies and Strategies on Energy Efficiency in Kenya

Category	National framework	Year	Duration	Overview
High-level policy and strategic documents	The constitution of Kenya	2010	-	The Constitution is the supreme law of the Republic and binds all persons and all State organs at both levels of government. It states that Kenya shall ensure sustainable exploitation, utilization, management and conservation of the environment and natural resources.
	Kenya Vision 2030 (issued by the Government of Kenya)	2008	-2030	Kenya Vision 2030 is the country's overarching development blueprint covering the period 2008 to 2030. It aims to transform Kenya into a newly industrializing "middle-income country providing a high-quality life to all its citizens by the year 2030."
	Big Four Agenda	2017	2018-22	The Ministry of Energy has identified strategic initiatives for the Big Four Agenda. The initiatives focus on the realization of improved energy access, energy efficiency and conservation.
Climate change-related regulations and strategies	Climate Change Act	2016	Ammendment 2023	This document is the national legislation that sets a response framework to climate change and provides mechanisms and measures to achieve low-carbon and climate resilient development. Regarding energy efficiency, it requires the adoption of a National Climate Change Action Plan. The Action Plan shall aim to enhance energy conservation and efficiency and the use of renewable energy among end-users, industrial, commercial, transport and domestic users and put in place measures for climate change mitigation.

Overview of Policies and Strategies on Energy Efficiency in Kenya

Category	National framework	Year	Duration	Overview
Climate change-related regulations and strategies	National Climate Change Action Plan (NCCAP)	2018	2022	The Five-year Plan aims to guide Kenya's climate change actions. It identifies six priority mitigation sectors; the energy sector is one of them. These sectors are expected to reduce their GHG emissions, so that Kenya can meet its Nationally Determined Contribution goal of reducing its GHG emissions by 30 per cent by 2030, from the business-as-usual level.
	Sessional Paper No. 4 on Energy (Issued by the Ministry of Energy and Petroleum)	2004	2023	The Session Paper provided a policy framework upon which cost-effective, affordable and adequate quality energy services should be made available to the domestic economy on a sustainable basis. One of the objectives was to promote energy efficiency and conservation through encouraging the private sector's participation in energy conservation and efficiency.
Energy-related regulations and strategies	The Energy Act (issued by Parliament)	2019	-	The 2019 Energy Act created the Energy and Petroleum Regulatory Authority to replace the Energy Regulatory Commission. It aims to coordinate the development and implementation of national energy efficiency and conservation programmes among many others.
	Energy Management standards	2018	-	The Kenya Bureau of Standards is developing energy management standards to cover energy management systems, energy auditing and energy efficiency performance measurement & verifications.

06. COMMUNICATE YOUR SUSTAINABILITY JOURNEY

Do good and talk about it. Upon setting your roadmap and putting it into action, the last recommended step is to bring the sustainability strategy to life, engaging your employees, customers and investors in your impact journey. The following chart suggests actions points useful to communicate your priority, actions, output and consequent impact.

Steps	The highlights
Communicate your Sustainability Journey	• Announce your commitments and that you have a roadmap to achieve them. • Tell the world why is important for you, the sector and the planet. • Talk about SDGs and why they are important to you ◦ Pitchdeck ◦ Presentations ◦ Speeches ◦ Website ◦ Annual Report
Communicating on SDG performance	• Why the SDG has been identified as relevant and how (for example, describe the process for defining SDG priorities and any stakeholder engagement used). • The significant impacts, whether positive or negative, related to the relevant SDG. • The goals for the relevant SDG and progress made in achieving them; • The strategies and practices to manage impacts related to the SDGs and achieve goals through integration across the business (for example, a description of policies, systems and processes such as due diligence).

Outstanding communications and performance against your SDG’s goals are intrinsically linked to business success. Access to communications experts who have deep knowledge of social and environmental issues is recommended to ensure that there is purposeful communication and storytelling of your achievements and progress without the risk of greenwashing.

Consider Becoming B Corp Certified



This Roadmap has outlined the starting point of building a sustainable business model which will accrue multiple benefits to the company and minimise governance, financial and reputational risks. The tools and resources employed now towards sustainable frameworks will minimise future investment ensuring ease of collection of information, population of the data, publication of results, stakeholder management as well as impact measurement. Having included sustainability in all the business objectives, next steps would involve joining the international community of other businesses promoting sustainability practices within their organisations. The B Corp movement unites organisations from all industries under the sustainability umbrella. Joining this movement offers verification to external stakeholders of Kiri EV's commitment to social and environmental performance , transparency, and accountability. In addition, the B Corp stamp attracts and retains a workforce with similar goals and ambitions. Further, the B Corp certification assures prospective funders of Kiri EV's commitment to SDG and ESG goals. Finally, this certification from a third party builds credibility and protects the organisation mission over the course of time.



Annex A Free Take-Away

Mission & Vision

Current mission

Our mission is to challenge the status quo of the motor industry across the African continent; One segment at a time. We aim to prove that electric vehicles can and will play a big role in the future of transportation across Kenya and the continent.

Craft Mission statement capturing

- 01 Guidelines of business operations
- 02 What the company aims to do
- 03 Unique selling point/ differentiator
- 04 Global footprint
- 05 The business contribution to the industry

Proposed Mission

Our mission is to lead the two-wheeler transport sector in adopting e-mobility solutions which reduce GHG in the environment and create decent jobs for women and youth across Sub-Saharan Africa. These two-wheelers will contribute to cleaner cities, improve air quality and increase the average earnings of commercial riders.

Craft Vision statement capturing

- 01 State the long-run aspiration
- 02 Corporate strategies for realising the vision
- 03 How the business would look like in the future

Proposed vision

Our vision is to establish an affordable, accessible and energy efficient e-mobility alternative which reduces the transport sectors' GHG contribution. We aspire to replace 50% of two-wheeler bikes in Kenya from using fossil fuels to renewable sources.

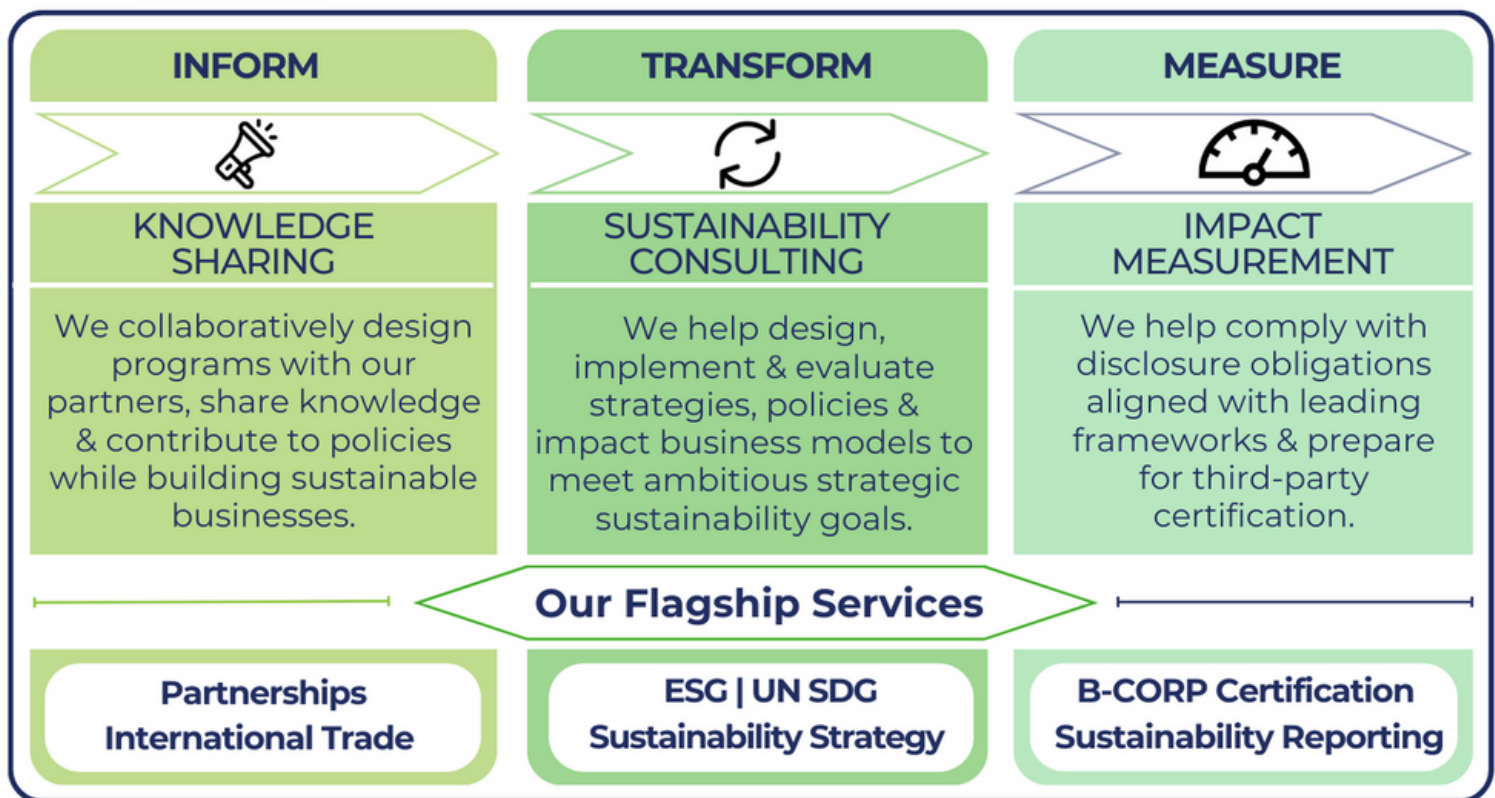
The Authors



Your Sustainability & Growth Partner

ImpactDev is a purpose-driven firm accelerating sustainable development in Africa. We enable organizations to achieve their sustainability goals and effectively amplify their impact for maximum business efficiencies. We partner with sustainability players with leading-edge evaluation and benchmarking tools for impact management services.

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