

NAIROBI BUSINESS DECLARATION ON INCLUSION

Nairobi, Kenya, 2021

As businesses in wide-ranging sectors of the Kenyan economy we affirm our commitment to the values of diversity, inclusion and equality. While each of our individual companies serves its own corporate purpose, we share a fundamental commitment to the national values set out in Article 10 (2) of the Constitution, namely "human dignity, equity, social justice, inclusiveness, equality, human rights, non- discrimination and protection of the marginalized".

These values create an environment in which business can thrive: the Kenyan economy is strengthened when *all* employees, regardless of their cultural background, ethnicity, sexual orientation, gender identity, expression, disability, race or religion, are free from discrimination in their workplace and in society.

For our businesses, these principles are not empty statements in our policies; they are an agenda for success, born of our collective business judgment, shaped by experience, and grounded in hard evidence. The data show that businesses prosper in tolerant and inclusive societies, and that non-inclusive policies run counter to the interests of business and to Kenya's economic development as a nation (see Addendum).

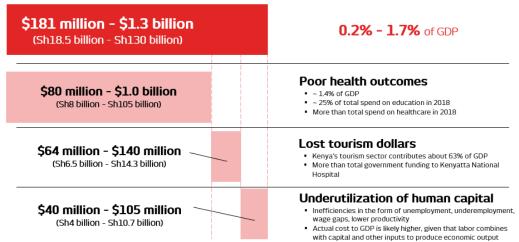
By endorsing this declaration, our companies commit to holding ourselves accountable to the above values and to promoting the advancement of these values within the business community and in our country.



In a recent Open For Business report looking at the Kenya market, the study found that:

Every year, LGBT+ discrimination costs Kenya:





 Discrimination costs the Kenyan economy Kes. 130B. Focusing on inclusion can reduce those costs and allow our economy to thrive.

An increased level of LGBT+ inclusion can benefit Kenya's...





Technology sector

LGBT+ inclusion can help create "innovation ecosystems" necessary for start-ups and hubs like SwahiliBox and LakeHub to thrive.



Open For Business City Ratings

Nairobi is rated a "D" on Open For Business City Ratings. More inclusion can boost the rating and innovation, talent, and quality of life.



Companies

Inclusive companies in Kenya benefit from stronger brands, can better attract and retain talent, and access new customer segments



- Businesses thrive in tolerant societies, and the continued tolerance of non-inclusive policies runs counter to the interests of our business and our economic development as a nation.
- When we ensure equal economic opportunities for all and have a greater focus on inclusion, our businesses will attract and retain talent and investors. Consequently, Kenya will attract more foreign direct investment thus improving our economy.
- Inclusion could see Kenya gain Kes. 14.3B per year in both business and leisure tourism; while also increasing productivity by 11B.

Kenya's entrepreneurship, creativity and innovation industries could highly benefit from progressive and inclusive attitudes.