



# TAITA TAVETA COUNTY

# GO Blue



**JUMUIYA**  
YA KAUNTI ZA PWANI  
Sea - Land of Opportunities. Shared Prosperity



**UN HABITAT**  
FOR A BETTER URBAN FUTURE

**UN**  
environment  
programme

**german**  
cooperation  
GIZ

**giz**

**EXPERTISE**  
FRANCE

**CAMÕES**  
COORDINACAO  
PORTUGUESA  
PORTUGAL

**IPAV**

**ITALIAN AGENCY**  
FOR DEVELOPMENT  
COOPERATION

#TEAMEUROPE



## Introduction:

The European Union (EU) is undertaking a joint initiative known as Go Blue across all six counties in the Coast Region of Kenya. The EU is working with implementing partners from four Member States agencies - Germany, Italy, Portugal and France, and UN Habitat and UNEP. The implementation is done in close cooperation with the Jumuiya ya Kaunti za Pwani (JKP) and the relevant government ministries at national level. The initiative is under the umbrella of the Blue Economy.

The focus is on coastal urban centres for inclusive, integrated, participatory, and sustainable economic growth, including conserving the coastal marine environment and promoting effective and integrated maritime governance. The initiative seeks to create employment with a special emphasis on youth and women.

## Implementing partners:

Germany, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ GmbH; Italy, through the Italian Agency for Development Cooperation (AICS); Portugal through the Camoes Institute; and France, through Expertise France (the French technical cooperation agency). Two UN agencies, UN Habitat and UNEP are partners through a delegated agreement.



**Germany** GIZ

### Support Areas

Skills  
Development,  
MSME support  
and Aquaculture

**Italy** (AICS)

### Support Areas

Small scale fisheries  
and cassava value  
chain development,  
Technical Assistance  
to JKP Secretariat

**Portugal** Camões

### Support Areas

Tourism and Cultural  
Heritage

**France**  
Expertise

**Support Area**  
Maritime  
security

**UN-Habitat and UNEP:**

### Support Areas

Innovative Land-  
Sea Planning and  
Management

**European Union Financing: EUR 24,750,000**

**Location: Mombasa, Kwale, Kilifi, Tana River, Lamu, and Taita Taveta Counties**

## Specific Objectives:

**Specific objective**

**1**

**Go Blue Growth:** To accelerate sustained, inclusive, and sustainable economic urban coastal growth to create jobs with a special focus on women and young people. Focus sectors are fisheries and aquaculture, cassava, and cultural heritage.

**Specific objective**

**2**

**Go Blue Land-Sea Planning:** To promote an integrated approach to land-sea planning and management in Kenya's coastal areas to ensure healthy environments. Focus is on strengthening the capacity of local communities, particularly women and youth, through targeted pilot initiatives.

**Specific objective**

**3**

**Go Blue Security:** To enhance maritime governance through integrated and effective maritime law enforcement hence contributing to the regional and global security and creating a favourable environment for economic development.

# GO BLUE IN TAITA TAVETA COUNTY

Taita Taveta County will benefit from all the components of the Go Blue initiative namely Go Blue Growth, Go Blue Cities and Environment and Go Blue Security.

## Initiatives by Germany (implemented by GIZ)

The **specific objective** of the GIZ engagement is to strengthen inclusive and sustainable blue economy value chains through skills development and matching, and value chain development. This will be achieved through providing labour market oriented and industry led, modularised Competency Based Education and Training (CBET) in selected blue economy value chains in all 6 coastal counties. These sectors include coastal tourism, maritime transport and logistic, vessel repair and maintenance, and maritime security. A crucial part is the collaboration with partner Vocational Training Centres (VTCs) to become Centres of Excellence and the engagement of the private sector. The component will be complemented by providing micro, small and medium enterprises (MSME) support through establishing innovation labs, offering Business Development Services to improve their competitiveness through upskilling and upscaling in the selected blue value chains. Transferable skills will be provided through work readiness skills, life skills, Health, Safety and Environment (HSE) and entrepreneurial skills training, integrated in the training context.



With regards to value chain development, GIZ will focus on aquaculture value chains in Taita Taveta. Key elements for developing the aquaculture sector are, lowering the cost of production, improving technical, business, and entrepreneurial skills of fish farmers and addressing county and regional specific bottlenecks along the value chain, ranging from inputs to access to market.

## Initiatives by Italy (AICS)



Italy, through AICS, is supporting Go Blue initiatives by providing technical assistance to the JKP Secretariat. County residents will have enhanced opportunities of participation in governance processes affecting the region. AICS support is structured as below:

***Outcome 1: Enhanced capacity of JKP Secretariat to deliver its mandate including formulation of integrated strategies and economic blueprints for sustainable and inclusive growth of the Coastal region.*** AICS will enable JKP Secretariat to provide an overall coordination of the Go Blue initiatives and

promote exchange of experiences, knowledge-sharing, learning among the counties and lead future growth and performance of small-scale fisheries (SSF).

## Initiatives by Portugal through Camoes Institute

The specific objective of the component Tourism and Cultural Heritage is to contribute to advance inclusive employment in both sectors.

Camões - Portuguese Cooperation support will contribute to foster governance of tourism and heritage among the stakeholders. Private sector, business entrepreneurs and young unemployed vulnerable population will be the target beneficiaries of this component.



The expected outcomes include a JKP blueprint to support tourism and cultural heritage value chains development; grants up to €41,933 (Approx. KES 5.5 million) for jobs creation and innovation in both sectors, aiming for at least 100 new long-term direct jobs; and the inception of the Ubuntu Leaders Academy, a skills and social training, mentorship and small business development programme to prepare up to 150 unemployed young men and women to become social leaders and entrepreneurs.

Portuguese Cooperation will be working together with IPAV - Instituto Padre António Vieira and the Portuguese line Ministries.

### Initiatives by France through Expertise France

The support by France is spread across the six counties and will assist Kenya in securing its maritime domain to further develop its blue economy. This will include assistance in the development and implementation of Kenya's maritime strategy. In addition, the project will strengthen the capacity of the Kenya Coast Guard Service and other national and regional agencies involved in maritime security, by fostering a culture of information exchange, cooperation and collaboration.

The Go Blue maritime security project will also assist Kenya with developing strong legal instruments and regulatory frameworks to address maritime threats and implement maritime law enforcement in the country. Overall, facilitating bilateral cooperation with neighbouring countries and enhancing regional cooperation in the area of maritime security is one of the key components of the maritime security project.

The project will be implemented in partnership with GoK, JKP and the United Nations Office on Drugs and Crime (UNODC).

### Initiatives by UN-Habitat and UNEP

Support by UN-Habitat and UNEP is spread across the six counties to develop and mainstream the conservation and sustainable use of coastal urban and marine environments. The project's aim is to highlight the importance of integrated land-sea planning and management in Kenya's coastal areas to ensure healthy and productive marine ecosystems and resources as a prerequisite for a sustainable, climate-resilient and inclusive blue economy in Kenya. Specific attention is given to strengthening the role of women and youth in the blue economy.

In Taita Taveta, a **solid waste audit** will be undertaken, leading to the development of a **solid waste management strategy** for one town in a participatory manner. Successes and achievements will be documented that demonstrate efficient waste management and the "4R" (rethink, reduce, reuse, recycle) principles. The project will also **upgrade two solid waste recycling and collection facilities** and facilitate the **employment of 100 women and youth in recycling, collection and separation** of solid waste.

WITH SUPPORT FROM:

# #TEAMEUROPE

**For more information, please contact:**

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The logo for 'GO Blue' features the word 'GO' in a large, bold, blue font with a stylized wave graphic behind the 'O'. Below it, the word 'Blue' is written in a smaller, light blue font.