

2026



KICHOCHEO CHA NAZI

Issue 3
BlueBiz Program



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Message from the Executive Director – Mr. Noor Dahir

The BlueBiz Program, implemented by Action Life Kenya in partnership with TechnoServe, is a flagship initiative designed to empower youth, women, and persons with disabilities by equipping them with skills, resources, and market access within the coastal blue economy. The program fosters economic inclusion, innovation, and sustainable livelihoods through a structured, cohort-based approach.

Program Vision

BlueBiz envisions a thriving coastal economy where local entrepreneurs leverage natural resources, creativity, and innovation to drive economic growth, community resilience, and social empowerment.

Core Objectives

- **Skills Development:** Hands-on training in coconut value addition, agribusiness, craft making, extra virgin coconut oil production, and other blue economy ventures.
- **Enterprise Support:** Mentorship, business development guidance, and technical support to scale operations and manage enterprises sustainably.
- **Market Access:** Exposure to local, regional, and international markets through events, trade fairs, and digital platforms.
- **Inclusive Empowerment:** Active support for women, youth, and persons with disabilities to participate, innovate, and benefit from economic opportunities.

Key Achievements

- Over 1,000 youth trained across multiple cohorts, gaining practical and entrepreneurial skills.
- Successful market linkages at major platforms including the Lamu Cultural Festival, County Engagement Forums, and Market Activation Days.
- Inclusive success stories such as Ripples of Hope and other PWD-led groups achieving product launches and market entry.
- Economic impact demonstrated through increased household incomes, job creation, and strengthened local value chains.

Strategic Approach

BlueBiz operates at the intersection of skills, enterprise, and markets, ensuring participants can:

- Translate technical skills into sustainable income.
- Access and navigate competitive markets.
- Innovate products and business models for growth.
- Contribute to resilient and inclusive local economies.



Dr. Noor Dahir

Executive Director, Action Life Kenya

Message from the Development & Programs Manager – Mr. Mathenge Ndung'u

The BlueBiz Program, implemented by Action Life Kenya in partnership with TechnoServe, is a transformative initiative designed to empower youth, women, and persons with disabilities through skills development, enterprise support, and market access within the coastal blue economy.

Program Overview

BlueBiz aims to strengthen local entrepreneurship by providing participants with:

- Practical technical training in value addition, product innovation, and agribusiness skills.
- Digital literacy and marketing capabilities to access broader markets and enhance sales.
- Mentorship and business development support, including guidance on branding, financial management, and customer engagement.

Through a cohort-based approach, the program has reached hundreds of participants across multiple wards in Lamu County, enabling them to turn skills into sustainable livelihoods while contributing to local economic growth.

Key Achievements

- **Market Linkages:** Participants have gained direct access to local and regional markets, showcased at events such as the Lamu Cultural Festival, County Engagement Forums, and Market Activation Days.
- **Inclusive Empowerment:** Persons with disabilities and women entrepreneurs have been actively supported, with initiatives like the Ripples of Hope group achieving product launches and market entry.
- **Skill Development:** Over 1,000 youth have been trained in areas including coconut value addition, animal feed formulation, coconut craft making, and EVCO production.
- **Economic Impact:** Participants are generating income, enhancing household financial stability, and contributing to the growth of the blue economy.

Strategic Approach

BlueBiz operates at the intersection of training, enterprise support, and market facilitation, ensuring that participants are equipped not only with technical skills but also with the tools to navigate the market, scale operations, and achieve sustainable growth. The program emphasizes:

- **Resilience-building:** Preparing youth to withstand economic challenges and reducing susceptibility to negative social influences.
- **Community Development:** Strengthening local economies by adding value to natural resources and fostering inclusive growth.
- **Innovation:** Encouraging creative solutions in production, marketing, and enterprise management.

The BlueBiz Program will continue to expand its reach, nurture more youth and women entrepreneurs, and integrate innovative solutions that build resilient, sustainable coastal communities. Our commitment is to ensure that participants are not only skilled but are empowered to lead, innovate, and transform their communities, creating a thriving blue economy for generations to come.



Stanley Mathenge Ndung'u

Development and Programs Officer,
Action Life Kenya

TRANSFORMING THE COCONUT VALUE CHAIN: FARMERS ONBOARDED, FUTURES SECURED

Strategic Partnerships Driving Inclusive Growth

Kentaste Products Company, a leading stakeholder in Kenya's coconut value addition chain, has partnered with Action Life Kenya to conduct targeted farmer sensitization forums aimed at strengthening market access for smallholder coconut farmers. This collaboration marks a transformative shift in how farmers engage with markets—placing fairness, transparency, and sustainability at the center of the coconut economy.

Through these forums, farmers were sensitized and supported to register for direct raw coconut sales to Kentaste, a model that decisively eliminates exploitative middlemen. By creating a direct link between producers and processors, the initiative guarantees fair pricing, timely payments, and dignified participation for farmers who are the backbone of the value chain.

A Milestone for BlueBiz Farmers in Mavuno Pangani

Among the immediate beneficiaries are 12 dedicated BlueBiz members from Mavuno Pangani, who are now set to be officially onboarded as registered suppliers to Kentaste Products Company. For these farmers, the onboarding is more than a contractual engagement—it is a turning point that redefines their economic prospects and sense of inclusion.

This milestone delivers tangible and lasting benefits:

- A reliable and steady market farmers can plan around with confidence
- Improved household incomes that enhance food security and financial stability
- Recognition as formal actors within a structured and credible value chain
- Greater resilience against price shocks and economic uncertainty

By securing predictable demand and fair returns, farmers can now invest back into their farms, improve productivity, and plan for the future with renewed optimism.

Eliminating Middlemen, Restoring Dignity

For decades, middlemen have captured disproportionate value within agricultural supply chains, often leaving farmers underpaid and excluded from decision-making. The Kentaste–Action Life Kenya model directly addresses this imbalance by ensuring transparent pricing mechanisms and direct procurement.

This approach restores dignity to farming, strengthens trust between buyers and producers, and creates a replicable model for inclusive agribusiness across coastal Kenya and beyond.

BlueBiz: Building Resilient Livelihoods

Implemented with a strong focus on youth and community empowerment, the BlueBiz project continues to demonstrate how market-led solutions can drive sustainable development. By linking grassroots farmers to reliable buyers, BlueBiz is not only strengthening the coconut economy—it is transforming lives and revitalizing local economies.

The success in Mavuno Pangani highlights what is possible when development actors, private sector players, and communities work together toward shared goals.



FROM TRADITIONAL METHODS TO MODERN ENTERPRISE: LATA COCONUT OIL YOUTH GROUP'S BREAKTHROUGH



Youth Innovation Powering the Coconut Value Chain

The Lata Coconut Oil Youth Group has achieved a major milestone after emerging as a proud beneficiary of the Cohort 2 Bahara Boost Challenge Fund, made possible through the BlueBiz Program. This support marks a turning point for the group, positioning them as a growing youth-led enterprise within the coconut value chain.

The Challenge: Limited Production, Low Returns

For a long time, the group depended on traditional cooking methods to process coconut oil. While this approach reflected resilience and determination, it came with serious limitations. The process was labor-intensive, time-consuming, and often resulted in burnt oil, inconsistent quality, and low yields. These challenges restricted production capacity, reduced market competitiveness, and limited income potential for the young entrepreneurs.

The Turning Point: Investing in Modern Technology

Through the Bahara Boost Challenge Fund, the Lata Coconut Oil Youth Group acquired a modern oil-pressing machine, transforming their production process almost overnight. This strategic investment has revolutionized how the group operates, shifting them from survival-based production to a scalable and market-oriented enterprise.

With the new machine, the group can now:

- Produce significantly higher quantities of coconut oil
- Maintain consistent, high-quality output without burning
- Save valuable time and labor, improving operational efficiency
- Increase profitability and explore wider market opportunities

Impact Beyond the Machine

This transformation goes beyond improved equipment. It represents youth empowerment in action—proof that when young people are given the right tools, financing, and support, they can build viable businesses and contribute meaningfully to local economies. By strengthening their position in the coconut value chain, the Lata Coconut Oil Youth Group is creating jobs, enhancing skills, and inspiring other youth to view agribusiness as a viable and dignified livelihood.

FIELD VISITS STRENGTHENING IMPACT: WALKING THE BLUEBIZ JOURNEY TOGETHER

Under the leadership of Mathenge Ndung'u – Program & Development Manager at Action Life Kenya, and with the dedication of our committed team, we had the privilege of conducting field visits to Brogwe Self Help Group, Tushirikiane Self Help Group, and Ubunifu Self Help Group. These groups are proud beneficiaries of the BlueBiz Program – Cohort 2 and winners of the Bahari Boost Challenge Fund.

The visits formed part of Action Life Kenya's ongoing commitment to accompany community groups beyond funding—ensuring that innovation, accountability, and sustainability remain at the heart of the BlueBiz journey.



Witnessing Progress, Innovation, and Resilience

Our mission was to witness firsthand the progress these groups have made since receiving support, to engage with the innovative ideas they are nurturing, and to better understand the challenges they continue to navigate in their entrepreneurial journeys.

Across all three groups, one message stood out clearly: with the right support, community-driven enterprises can grow into viable and impactful businesses. From improved production processes to strengthened group governance and clearer business direction, the impact of the BlueBiz Program is steadily taking shape on the ground.

More Than Monitoring: Walking Alongside Our Groups

These visits were not mere check-ins or assessments. They were meaningful engagements designed to:

- Strengthen partnerships between Action Life Kenya and beneficiary groups
- Provide mentorship and technical guidance tailored to each group's needs
- Listen and learn from the lived experiences of community entrepreneurs
- Co-create solutions to challenges affecting business growth and sustainability

By maintaining close engagement with beneficiaries, we ensure that challenges are addressed early and opportunities for growth are fully leveraged.

INCLUSIVE VALUE ADDITION DRIVING A SUSTAINABLE BLUE ECONOMY IN LAMU

Empowering PWDs, Women, and Youth to Thrive

At Action Life Kenya, inclusion is not a slogan—it is a deliberate strategy. We are intentionally ensuring that Persons with Disabilities (PWDs), women, and youth are equipped with the tools, skills, and market linkages they need to thrive as active players in the blue economy.

This commitment has been further advanced through strengthened value addition linkages in coconut oil production, a key sector with immense potential for local enterprise development and economic resilience in Lamu.

Strategic Partnerships Unlocking Local Potential

Working alongside our strategic partner, the Agricultural Training and Development Centre (ATDC)—which recently acquired state-of-the-art industrial plant machinery under the BETA Program—we are creating new opportunities for local entrepreneurs to scale production, improve quality, and compete effectively in the edible oils market.

This collaboration is helping to:

- Reduce reliance on imported edible oils
- Strengthen local value addition and processing capacity
- Support the growth of competitive, community-driven enterprises
- Accelerate the transition to a self-reliant and sustainable blue economy

Ripples of Hope: Inclusion in Action

One powerful example of this impact is Ripples of Hope, a PWD-led group mentored by Madam Grace. Through targeted mentorship and continuous engagement, the group is now fine-tuning its business model and preparing to take a bold step forward.

With ongoing technical and business development support from Action Life Kenya, Ripples of Hope is getting ready to launch its own branded product —“Hope Coconut Oil.” The product will soon be repackaged and introduced to the market, marking a major milestone for the group and a strong statement on the power of inclusive enterprise.

For the members of Ripples of Hope, this journey represents more than a product launch—it signifies dignity, self-reliance, and recognition as capable entrepreneurs within the value chain.

Technology, Resilience, and Sustainable Livelihoods

This milestone clearly demonstrates how strategic partnerships, cutting-edge technology, and community resilience can come together to create decent livelihoods, stimulate local production, and reduce dependency on imports.

By strengthening value addition at the community level, we are not only supporting businesses—we are laying the foundation for long-term economic transformation in Lamu County.





Monitoring Progress, Unlocking Impact: BlueBiz Cohort 2 Field Visit

Strengthening Enterprise Growth Through Continuous Support

As part of ongoing support under the BlueBiz Program, Action Life Kenya, together with the TechnoServe Team, conducted a field visit to Cohort 2 beneficiaries – Mavuno Integrated CBO and Ubunifu Self Help Group, proud winners of the Bahari Boost Challenge Fund.

The visit reaffirmed our shared commitment to walking alongside community enterprises beyond funding, ensuring that innovation is nurtured, challenges are addressed early, and impact is sustained.

Purpose of the Visit: Learning, Guidance, and Growth

The engagement focused on:

- Monitoring progress in the implementation of funded business models
- Offering technical and strategic guidance to beneficiary groups
- Identifying challenges and opportunities affecting growth and sustainability
- Strengthening accountability and partnership between implementers and beneficiaries



From Ideas to Investment: Visible Transformation on the Ground

We are proud to witness the tangible transformation taking place. Both Mavuno Integrated CBO and Ubunifu Self Help Group have successfully acquired modern machinery and equipment, a major milestone that positions them for scale and competitiveness.

The new investments are enabling the groups to:

- Scale up production capacity
- Improve efficiency and product quality
- Reduce operational costs
- Increase profitability and market reach

WALKING THE JOURNEY TOGETHER: BLUEBIZ COHORT 3 FOLLOW-UP VISITS



Strengthening Community Enterprises Through Continuous Engagement

As part of our continued commitment to empowering local entrepreneurs, the TechnoServe and Action Life Kenya teams conducted follow-up visits to Ripples of Hope and Kiongwe New Stars, two dynamic Cohort 3 groups of the BlueBiz Program. These visits reflect our shared belief that sustainable enterprise growth requires more than initial support—it demands consistent engagement, mentorship, and partnership.

Beyond Check-Ins: Supporting Growth and Innovation

The follow-up visits were designed to go beyond routine monitoring. They served as meaningful opportunities to:

- Track progress in the implementation of business ideas and innovations
- Provide tailored technical and business support based on each group's unique needs
- Identify emerging challenges and opportunities for scaling
- Reinforce accountability, confidence, and long-term vision among beneficiaries

By walking side by side with our beneficiary groups, we are strengthening their capacity to navigate obstacles, refine their models, and grow enterprises that are both viable and impactful.

Empowering Enterprises, Transforming Livelihoods

The journeys of Ripples of Hope and Kiongwe New Stars demonstrate the power of community-driven entrepreneurship. With the right guidance and consistent support, these groups are steadily building businesses that not only generate income but also contribute meaningfully to local development. Through the BlueBiz Program, these enterprises are unlocking opportunities for:

- Youth empowerment and skills development
- Job creation within coastal communities
- Inclusive participation in the blue economy value chain

Protecting Resources, Building the Future

Beyond enterprise development, the work of BlueBiz Cohort 3 groups aligns with a broader vision of sustainable use and protection of marine and coastal resources. By supporting responsible, locally rooted businesses, the program contributes to preserving Lamu's blue economy for future generations.



LEARNING, SUPPORTING, GROWING TOGETHER: BLUEBIZ COHORT 3 FOLLOW-UP VISITS



As part of our continued commitment to empowering youth and community enterprises under the BlueBiz Program, the TechnoServe and Action Life Kenya teams conducted follow-up visits to Cohort 3 participants – Amu Pamoja Youth Group and Twafiq Women Group.

These engagements reaffirm our shared dedication to ensuring that promising ideas are supported beyond training and funding, enabling enterprises to grow sustainably and deliver real impact at the community level.

Purposeful Engagement Beyond Monitoring

The visits were designed not only to monitor progress, but also to create a two-way learning space. Together with the groups, the teams:

- Reflected on lessons learned from the BlueBiz training modules
- Reviewed progress made in implementing business ideas
- Identified practical challenges on the ground
- Co-created solutions tailored to each group's context and growth stage

This participatory approach ensures that support remains relevant, responsive, and grounded in real experiences.

Building Confidence, Capacity, and Sustainability

Through these follow-up engagements, participants gained renewed confidence and clarity on their business journeys. The guidance provided helped strengthen their capacity to:

- Refine and improve business models
- Seize emerging opportunities within the blue economy
- Enhance sustainability and long-term viability of their enterprises

Both Amu Pamoja Youth Group and Twafiq Women Group continue to demonstrate the potential of community-driven entrepreneurship when backed by mentorship, partnership, and consistent support.



From Coconut Crafts to a Thriving Brand: Maria Linda's BlueBiz Journey

A Story of Resilience and Reinvention from Lamu Island

From the sandy streets of Lamu Island, meet Maria Linda—a mother of two and a determined entrepreneur participating in the BlueBiz Program, Cohort 3. For years, Maria earned her living by crafting coconut-based products such as bangles, hair clips, ash trays, and home décor pieces, mainly serving the tourism market. While creative and resourceful, her business was highly dependent on tourist seasons, making income unpredictable.

That changed when Maria joined the BlueBiz Program.

Discovering Value in the Familiar

Through the six BlueBiz training modules, Maria discovered the untapped potential of a product she had previously made only for personal use—Herbal Coconut Hair Oil. What began as a household remedy soon transformed into a promising business opportunity.

Today, Maria's branded herbal coconut hair oil is reaching customers as far as Malindi and Mombasa, with clients praising its ability to nourish hair and promote healthy growth. The product has become a vital cushion for her household income.

"When craft sales go down during the low season, my coconut hair oil keeps me going," Maria shares.



Harnessing Digital Tools for Growth

Equipped with digital marketing skills from the BlueBiz Program, Maria has embraced online platforms to grow her customer base. She now actively uses TikTok Live, WhatsApp Status, and Facebook to showcase and sell her products, allowing her business to reach far beyond Lamu Island. She has also upgraded her packaging—from basic plastic bottles to attractive, reusable branded containers—giving her product a professional, eco-friendly appeal that resonates with modern consumers.

Building Business Confidence and Financial Discipline

Beyond marketing, Maria has gained critical business management skills, including:

- Record keeping and financial tracking
- Managing profits and losses
- Customer communication and relationship building
- Saving and planning for the future

These skills have strengthened her enterprise and boosted her confidence as a businesswoman.

"Now I know how much I'm making, how to manage losses, and how to save for my children's future," she proudly explains.

Inspiring Communities Through Enterprise

Maria's journey is a powerful example of how the right skills, mentorship, and support can help small ideas grow into sustainable businesses. Through BlueBiz, she has diversified her income, reduced vulnerability to seasonal shocks, and built a brand that inspires other women and youth in her community. Her story reminds us that when local entrepreneurs are empowered, they not only transform their own lives—but also become catalysts for community resilience and inclusive growth. With the right support, small ideas can grow into thriving enterprises that change lives.



Building Skills, Adding Value: EVCO Technical Training in Lamu Island

As part of our continued support for BlueBiz Program participants, Action Life Kenya conducted a hands-on Technical Training Session on Lamu Island focusing on the Extra Virgin Coconut Oil (EVCO) making process. The session was expertly guided by our Technical Lead, Mr. Richard, whose practical approach ensured participants gained real, applicable skills. This training reflects our commitment to equipping local entrepreneurs with knowledge that goes beyond theory—enabling them to translate skills into viable, income-generating enterprise.

Hands-On Learning: The Sun-Drying EVCO Process

Participants were taken through the sun-drying method of producing Extra Virgin Coconut Oil, a natural, environmentally friendly, and cost-effective technique well suited to coastal communities. Through practical demonstrations, participants learned how this method:

- Preserves the purity, aroma, and richness of coconut oil
- Maintains high nutritional and medicinal value
- Aligns with sustainable and organic production standards
- Can be adopted at small and medium enterprise levels

The hands-on experience empowered participants with confidence to replicate the process independently and at scale.

Strengthening Incomes and the Blue Economy

This technical training equips BlueBiz participants with the capacity to:

- Add value to locally available coconuts
- Improve product quality and consistency
- Access new and higher-value markets
- Increase household income and business sustainability

Beyond individual businesses, these skills contribute to the growth of the local blue economy, strengthening resilience and promoting inclusive economic development in Lamu.





Unlocking Creativity and Markets: Coconut Craft Training with Swabaha Youth Group

Building Skills for Sustainable Youth Livelihoods

As part of ongoing capacity-building under the BlueBiz Program, Action Life Kenya held an impactful technical training session with the Swabaha Youth Group, focused on coconut craft making. The session was designed to strengthen practical skills while aligning youth creativity with market demands within the blue economy.

Hands-On Craftsmanship and Quality Enhancement

The training provided participants with hands-on experience in coconut craft production, emphasizing:

- Product design and innovation to enhance uniqueness and appeal
- Quality improvement to ensure products meet market standards
- Creative craftsmanship that adds value to locally available coconut materials

By refining techniques and focusing on consistency and finish, participants are now better positioned to produce competitive coconut-based products for both local and external markets.

Digital Marketing for Market Expansion

Beyond production skills, the session placed strong emphasis on digital marketing as a tool for business growth. Participants learned how to:

- Leverage social media platforms to reach wider audiences
- Tell their brand stories and showcase products effectively
- Engage customers and boost sales through online visibility

These skills are enabling young entrepreneurs to move beyond traditional selling methods and tap into broader, more dynamic markets.

Nurturing Innovative Youth in the Blue Economy

Through such targeted technical trainings, the BlueBiz Program continues to nurture a new generation of innovative, business-minded youth. By combining craftsmanship, quality assurance, and digital skills, the program is empowering young people to build sustainable livelihoods while driving value addition within the blue economy.



Enhancing Agribusiness Through Knowledge & Innovation

As part of our ongoing commitment to empower participants under the BlueBiz Program, Action Life Kenya conducted an insightful technical session on animal feed formulation in Hindi, guided by our expert, Mr. Richard Mutuku.

HANDS-ON LEARNING FOR SUSTAINABLE AGRIBUSINESS

The hands-on training enabled participants to acquire practical skills in:

- Formulating high-quality and nutritious animal feeds
- Using locally available resources to reduce costs and enhance sustainability
- Preparing feeds that are market-ready and commercially viable

This knowledge equips participants to improve livestock productivity, strengthen household incomes, and contribute to community-level agribusiness growth.

DRIVING INNOVATION AND INCOME GENERATION

By combining technical expertise with practical application, the training fosters innovation in local agribusinesses, empowering entrepreneurs to create sustainable income streams while promoting responsible use of local resources.

Looking Ahead

Through continuous capacity-building, the BlueBiz Program ensures that community members are not only equipped with skills but also empowered to transform knowledge into resilient, income-generating enterprises, contributing to stronger local economies. Knowledge applied. Innovation realized. Sustainable livelihoods built.

EMPOWERING LOCAL ENTREPRENEURS THROUGH VALUE ADDITION



Transforming Raw Resources into Market-Ready Products

Adding value to locally available products remains a core pillar of the BlueBiz Program, and TechnoServe, in partnership with Action Life Kenya, continues to make this a reality.

Hands-On Technical Training in Soap Production

During a technical session in Witu, participants from the Gereji Empowerment Youth Group took part in an intensive, hands-on training on the CocoPure Coconut Bathing Soap production process. The session covered:

- Practical soap-making skills for producing high-quality coconut soap
- Branding and marketing strategies to enhance product visibility
- Leveraging digital platforms such as Facebook and TikTok Live to reach wider markets

The training was expertly led by Mr. Kim, who emphasized the importance of combining technical expertise with strategic marketing for business growth.

Driving Local Enterprise and Income Generation

Through this initiative, young entrepreneurs are learning to transform raw coconut resources into market-ready products, equipping them to:

- Create employment opportunities within their communities
- Increase household and community incomes
- Build sustainable, competitive local enterprises
-

By empowering youth with both technical and digital marketing skills, the BlueBiz Program strengthens the capacity of local entrepreneurs to thrive, innovate, and contribute to a resilient and sustainable local economy.



YOUTH EMPOWERMENT AND P/CVE THROUGH BLUEBIZ AND ARTS IN LAMU



Tackling Youth Unemployment and Vulnerability

One of the most pressing challenges facing young people today is unemployment—a crisis that affects mental health, limits opportunities, and leaves youth vulnerable to recruitment into violent extremism. Through transformative programs like the BlueBiz Program by Action Life Kenya in partnership with TechnoServe, hope is being restored. Over 1,000 youths have already been equipped with practical and innovative skills, uplifting them economically and socially.

Arts & Sports Sharing and Exchange Activity

Recently, our Executive Director, Dr. Noor Dahir, participated in an inspiring Arts & Sports Sharing and Exchange Activity organized by YADEN Kenya. The forum provided a safe, creative platform for youth to engage in dialogue on issues affecting them in Lamu.

At the event, BlueBiz Cohort 2 trainees in Craft Making and Coconut Oil Production showcased their outstanding products—demonstrating empowerment, creativity, and resilience in action.

This activity forms part of the inSolidarity Project under the National Integrated P/CVE Initiative (NiPi), supported by the Embassy of the Kingdom of the Netherlands across 25 counties. Through this initiative, we are creating spaces where young people can thrive, innovate, and lead change, contributing to a safer and more empowered Lamu.



Interactive and Innovative Approaches

The forum embraced an illustrative and interactive approach, allowing youth to use:

- Art and performance
- Storytelling
- Enterprise demonstrations

These methods helped raise awareness on Preventing and Countering Violent Extremism (P/CVE) while promoting innovative solutions within the blue economy.



Strengthening Economic Empowerment Through Synergy: BlueBiz x County Engagement Forum (CEF) CAPs

SHOWCASING YOUTH INNOVATION AND ENTERPRISE



BlueBiz Program Cohort 2 & 3 participants proudly showcased and sold their innovative coconut-based products—ranging from creative coconut crafts to high-quality coconut oil. This event is part of our commitment to opening market linkages and building sustainable economic pathways for young entrepreneurs.

County Engagement Forum Exchange Program

The showcase took place during the County Engagement Forum (CEF) Exchange Program Visit, bringing together stakeholders from Kilifi, Tana River, and Lamu Counties. The platform allowed counties to reflect on achievements and milestones realized through the County Action Plans (CAPs), particularly under the Economic Pillar, which prioritizes inclusive economic empowerment as a strategy to prevent radicalization and violent extremism.

Synergy Between Skills Development and Market Access

The collaboration between the BlueBiz Program and CEF CAP Implementation demonstrates how skills development, enterprise support, and market access work hand-in-hand to create opportunities for young people. By equipping youth with practical entrepreneurship skills and linking them directly to markets, BlueBiz is not only enhancing livelihoods but also strengthening economic structures that underpin resilience against violent extremism.

Economic Freedom, Confidence, and Purpose

Through this initiative, youth from Lamu are gaining more than income—they are gaining economic freedom, confidence, and a sense of purpose. These gains form the foundation for:

- Sustainable peace
- Social inclusion
- A stronger, resilient local economy



Together, BlueBiz and the County Engagement Forum are fostering a generation of empowered youth contributing to safer, economically vibrant, and resilient coastal communities. By linking skills, enterprise, and markets, we are enabling young people to thrive and lead the change they want to see in their communities.



BLUEBIZ COHORT 3 SUCCESS AT LAMU CULTURAL FESTIVAL



SHOWCASING YOUTH INNOVATION AND ENTERPRISE

As the 3-day Lamu Cultural Festival comes to a close, our BlueBiz Cohort 3 participants, focusing on the Coconut Value Chain, proudly demonstrated the power of youth innovation and enterprise.

- With the festival attracting over 20,000 visitors, our entrepreneurs had a golden opportunity to exhibit, network, and sell their unique products, including:
- Handcrafted coconut crafts
- Organic coconut bar soap
- Premium coconut oil



Beyond Visibility: Market Activation and Linkages

The festival offered more than just visibility; it facilitated real market activation, allowing participants to:

- Receive meaningful customer feedback
- Establish direct business-to-business linkages
- Explore opportunities for scaling their youth-led enterprises

This hands-on exposure is a core strength of the BlueBiz Program, ensuring participants have access to vibrant marketing platforms where their skills, creativity, and products can thrive.



Empowering Youth in the Blue Economy

The success of our participants at the Lamu Cultural Festival highlights the impact of the partnership between Action Life Kenya and TechnoServe. By combining skills development, market access, and enterprise support, we empower young people to build sustainable businesses and contribute to the growth of the blue economy.

Youth innovation. Market access. Community transformation.

BLUEBIZ MARKET ACTIVATION DAY: EMPOWERING YOUTH ENTREPRENEURS IN WITU AND MPEKETONI

Turning Training into Real Market Impact

Our BlueBiz Cohort 3 participants in Witu and Mpeketoni recently took their innovation from training to the real marketplace through the Market Activation Day — a platform designed to provide firsthand market exposure and direct access to customers.



Showcasing Creativity and Value Addition

Talented youth entrepreneurs proudly displayed their locally made coconut-based products, including:

- Pure coconut oil
- Handcrafted coconut art pieces
- Organic coconut beauty soap

Each product tells a story of creativity, sustainability, and empowerment, highlighting the potential of local resources.



Strengthening Skills and the Blue Economy

Through the activation, participants gained practical experience in:

- Marketing and customer interaction
- Pricing strategies and brand development
- Translating technical skills into income-generating ventures

This initiative not only supports youth entrepreneurship but also strengthens the local blue economy by adding value to natural coastal resources.

Celebrating Resilience and Enterprise

We celebrate the resilience, innovation, and business spirit of these young entrepreneurs. Their achievements demonstrate that with the right skills, mentorship, and support, Lamu's youth can drive sustainable economic transformation.

A special appreciation goes to Action Life Kenya, in partnership with TechnoServe, for supporting this life-changing journey under the #BlueBiz Program. Together, we are nurturing a generation of eco-smart entrepreneurs who are building a better future for coastal communities.

Innovation in action. Skills to income. Resilient coastal economies.

Celebrating International Day of Persons with Disabilities 2025

THEME: FOSTERING DISABILITY-INCLUSIVE SOCIETIES FOR ADVANCING SOCIAL PROGRESS



Today marks a powerful moment of purpose and possibility as Cohort 3 BlueBiz participants, notably "Ripples of Hope" from the Hindi group, proudly stepped into the spotlight through market activation, product showcasing, and meaningful networking opportunities. Their journey embodies resilience, creativity, and courage, reflecting how inclusive opportunities can transform lives and foster sustainable progress.

Commitment to Inclusive Entrepreneurship

We extend heartfelt appreciation to Action Life Kenya, in partnership with TechnoServe, for their steadfast commitment to empowering entrepreneurs with disabilities under the BlueBiz Program. This partnership nurtures ecosystems where:

- Talent thrives
- Innovation flourishes
- No one is left behind
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Recognition and Support from County Leadership

The event was graced by H.E. Issa Abdallah Timamy, Governor of Lamu County, whose presence reaffirmed the county's commitment to inclusive economic empowerment. His engagement with participants and appreciation of their showcased innovations symbolizes a shared belief: when persons with disabilities are given the right tools, support, and platforms, they don't just participate—they lead, inspire, and transform communities.



Empowerment in action. Inclusion in motion. Hope in every ripple.



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BlueBiz Program

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