



THE MARKET

Over the last four decades, the United Nations (UN) work to eradicate poverty, empower the vulnerable and promote sustainable livelihoods, has made a significant contribution to the development of Kenya. Its activities have expanded employment opportunities, promoted human rights and good governance, and helped the country to improve its health and education sectors, as well as its agricultural and economic performance.

Each of the 25 United Nations agencies in Kenya operates under a different mandate. Two of these - the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme UN-HABITAT - have their global headquarters in Kenya at the United Nations Office at Nairobi (UNON). Notwithstanding their worldwide focus, both programmes place great emphasis on working for the benefit of their host country.

Of the other United Nations entities with offices and programmes in the country, specialised initiatives range from reducing poverty and fighting hunger to promoting good governance and human rights, especially for women and children. The United Nations has also helped in the fight to combat communicable diseases and HIV/AIDS, conserve and protect the environment and manage natural and man-made disasters.

ACHIEVEMENTS

In its fifty-year partnership with the country, the United Nations has been one of independent Kenya's most important development partners, supporting the Government and its people in their aspirations. The United Nations Development Assistance Framework (UNDAF) - the management tool used by the UN country team to guide programmes - has increased synergies and enabled the organisation to provide a unified and dynamic approach to assisting in Kenya's development goals.

Throughout the years of Kenya's independent development, the UN in Kenya has demonstrated its comparative advantage, neutrality and impartiality. It has enjoyed a unique position in advising the Government on national policy reforms, including the development of sustainable and equitable policies that protect the poor, and in serving as a catalyst for the promotion of new concepts and ideas.

There have been lessons learned

too: One is the need for continuous dialogue to facilitate policy changes and introduce new ideas. Another is that UN development assistance has the greatest impact when it is community-based.

While many challenges lie ahead - including meeting the Millennium Development Goals - the UN is a willing and enthusiastic partner.

HISTORY

The United Nations came into existence on 24 October 1945 at the end of World War II. It was created to promote world peace and cooperation in solving the world's problems, and to encourage respect for human rights. Membership of the organisation is open to any country willing to abide by its rules and further its aims. Today the UN has 192 members in almost every country in the world. Kenya became a member on 16 December 1963, four days after achieving independence.

Though the popular perception of the United Nations is that of an organisation primarily mandated to advance international peace and security, its development mandate is no less instrumental. In developing countries, the UN promotes and coordinates economic and social development.

In September 2000, United Nations Member States adopted the Millennium Declaration, in which they agreed on a range of development targets to be achieved by the year 2015. Eight achievable development objectives, collectively known as the Millennium Development Goals -

which include halving extreme poverty, ensuring universal primary education and halting the spread of HIV/AIDS - guide the development agenda of the United Nations in Kenya.

PRODUCT

With 25 United Nations agencies and a total of 75 semi-autonomous UN offices working together in Kenya as a country team, responding to the development needs of the country is a coordinated effort. Under a system called the United Nations Development Assistance Framework (UNDAF), heads of individual UN agencies meet on a monthly basis to coordinate activities throughout the system.

The UNDAF articulates the United Nation's vision for Kenya and assists the UN in working collectively to support Kenya's development priorities in harmony with the Government's development agenda. This synergy produces an impact greater than the sum of each agency's individual effects.

RECENT DEVELOPMENTS

Kenya was one of the first countries to formulate and implement the UNDAF as a new United Nations development tool in late 1997. The UNDAF, now a common United Nations approach to development assistance, was created to provide a more integrated approach to development assistance. Under UNDAF's common approach, United Nations agencies tackle development





challenges which, since September 2000, have been crystallised in the Millennium Development Goals.

The UNDAF 2004-2008 reflects Kenya's development priorities in four key areas of cooperation: Promoting good governance and human rights, reducing the incidence and social and economic impact of HIV/AIDS, malaria and TB, strengthening national and local systems for emergency preparedness, prevention, response and mitigation and promoting sustainable livelihoods and environmental protection.

As well as its contribution to Kenya's development goals, the United Nations presence in the country brings significant economic benefits: It contributes over 350 million US dollars to the Kenyan economy annually, which currently represents more foreign exchange earnings than the country receives from its coffee exports.

A study by UNDP shows that in the late 1990s the United Nations provided the only steady source of foreign exchange at a time marked by poor governance and falling commodity prices. The United Nations contribution was equivalent

to three percent of the country's GNP.

The UN is an important part of the local economy, attracting other international organisations to Kenya - diplomatic missions, NGOs and consultancy firms. The total UN wage bill for national and international staff, which has a ripple effect on the national economy, is in excess of 150 million US dollars annually. The UN in Kenya also provides considerable opportunities to local businesses with over 20 million US dollars in procurements going into the economy in 2003.

In 2003 the United Nations hosted 1,544 meetings in Kenya, bringing in a total of 28,720 participants to the country. The UN office in Nairobi is increasingly seen as the venue of choice for major regional and international conferences. The November 2004 Security Council visit was closely followed by the Nairobi Summit on a Mine-free World, when 600 delegates from over 140 national governments and international organisations gathered for the first Review Conference of the Mine Ban Treaty of 1997, which addressed the devastation caused by anti-personnel landmines. The benefits that accrue to

the hotel, travel and related tourism sectors from these United Nations conference services are considerable.

The presence of United Nations agencies in Kenya not only makes the United Nations an important partner in Kenya's development, but also makes Kenya an important country to the United Nations in the Eastern African region, Africa and the world.

PROMOTION

As an international humanitarian organisation, the United Nations requires little promotion. While it has a website for easy access to information about the organisation, advertising in the traditional sense is not required to ensure this brand is recognised.

BRAND VALUES

The website of the United Nations declares: "It's your world". Based on principles that include peace, respect, fairness, dignity and assistance. The United Nations embodies values far beyond its "branding". The organisation is firmly based in human rights and peace among all nations.



THINGS YOU DIDN'T KNOW ABOUT THE UNITED NATIONS

- United Nations Member States are bound together by the principles of the UN Charter, an international treaty that spells out their rights and duties as members of the world community
- The role of the United Nations is to maintain international peace and security, develop friendly relations among nations and promote social progress, better living standards and human rights
- Currently there are 25 United Nations agencies operating in Kenya, comprising a total of 75 semi-autonomous United Nations offices employing some 3,000 local and international staff