



# CONCEPT NOTE

**WHERE?**

**THE GRAND ROYAL SWISS HOTEL, KISUMU**

**WHEN?**

**6<sup>TH</sup> & 7<sup>TH</sup> DECEMBER 2022**

**SUGAR INDUSTRY  
INNOVATION  
SYMPOSIUM**

**2022**

## **THEME**

**“HARNESSING INNOVATION AND TECHNOLOGY FOR A SUSTAINABLE  
SUGAR INDUSTRY AND IMPROVED LIVELIHOODS”**

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# CONTENTS

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05

**Event Overview**

07

**Thematic Areas**

15

**Innovation Categories**

17

**Sponsorship**



# THE SUGAR INDUSTRY INNOVATION SYMPOSIUM 2022

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The Sugar Industry has enormous potential in contributing to the national economy and the livelihoods of rural communities. In an endeavour to spur growth and open opportunities for upgrading of the sugar value chain. The Sugar Directorate shall host the inaugural Sugar Industry Innovation Symposium aimed at:

- Identifying Innovative solutions to the challenges faced by the sector
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The overarching theme for the Symposium is “**Harnessing Innovation and Technology for a Sustainable Sugar Industry and Improved Livelihoods**”.





# Our Theme

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Harnessing Innovation  
and Technology for  
a Sustainable Sugar  
Industry and Improved  
Livelihoods



The World Commission of Environment and Development (WCED) defines sustainable development as that which meets the needs of the present without compromising the possibility of future generations to meet their own needs. All major sustainability challenges can in principle, be tackled based on innovation-centric approaches as these are the key elements through which communities, organizations, regions and the country as a whole can implement effective programs. The country's sugar industry should aim at continually adapting to remain competitive in an environment of rising production costs, climate variability, biotic and abiotic stress and consumption patterns that can contribute to food insecurity. Innovation and Technology holds the key to enhancing competitiveness of the sugar industry and improved productivity, bringing the consumers better products that boost the overall standards of living for all stakeholders involved.

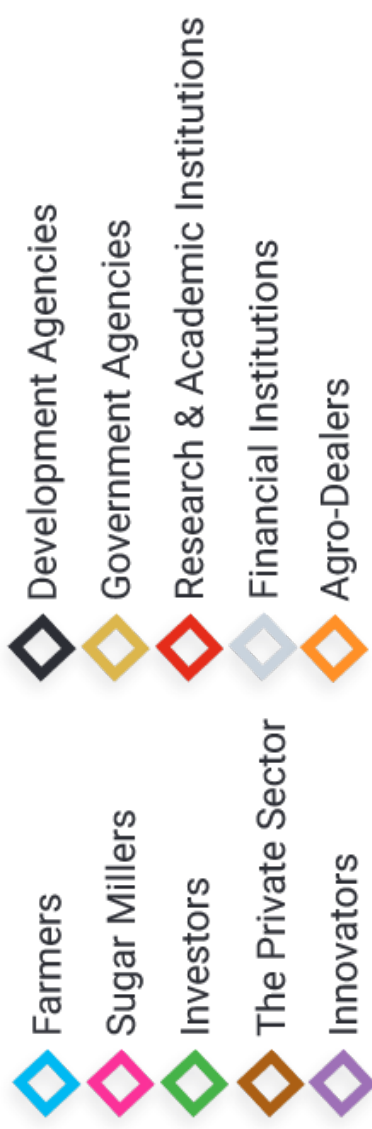


# Event Overview

The Sugar Directorate seeks to create an enabling environment for inclusive innovation to widely contribute to social and economic development. The event will provide an opportunity for participants to present and review innovations available along the Sugar Industry value chain, share knowledge and interact on topical issues outlined in select thematic areas.



The symposium draws the participation of multiple stakeholders including:



During the event, various groups will exhibit their innovations and products, and the event will also feature:

- Expert presenters drawn from various sectors
- Panel discussions
- Break Out sessions

# Thematic Areas



# The Sugar Industry – A Solution to the Energy Crisis



The world is at cross-roads with regard to fossil fuels. The sustainability of supply and prices have been put in question due to the highly fluctuating and unpredictable operating environment. The issues of environmental degradation due to the polluting effects of fossil fuels have contributed to climate change and the associated negative effects. Renewable bio-energy appears to be the way for posterity. The sugar sector is rich in raw material for renewable bio-energy.



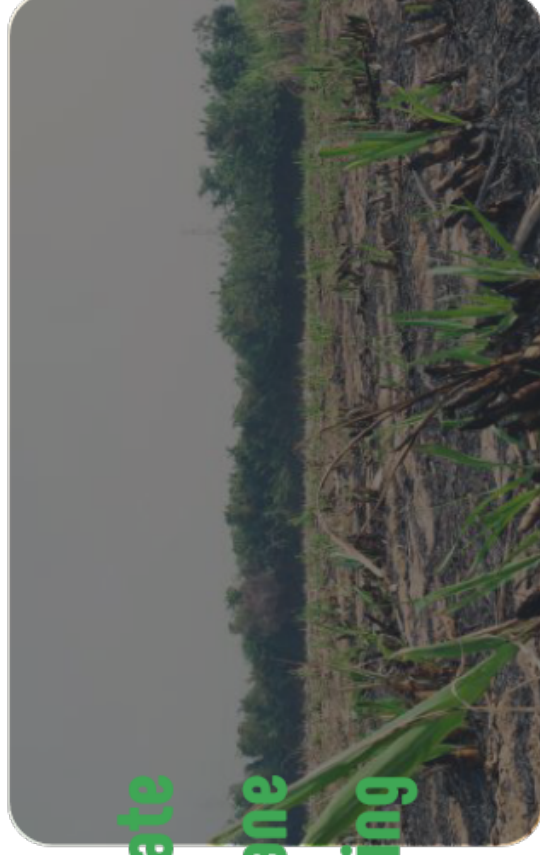


# The Role of the Sugar Sector in the Transformation of Food Systems



Food systems are the sum of actors and interactions along the food value chain- from input supply and produce of crops, to transportation, processing, retailing, wholesaling and preparation of foods to consumption and disposal. The value chain is fraught with diverse challenges from farm to table. How can the sugar sector be reorganized to create transparency along the value chain? What innovative tools can be deployed to bring clarity and mutual accountability in the value chain? Sugar and Health concerns?

# Fostering Climate Resilient Sugarcane Farming



Climate change is a reality. The negative impacts have led to changing weather patterns and intensity, declining soil conditions, emerging pests and diseases, among others. All these factors have an implication on sugarcane productivity and sector competitiveness. How can we innovatively design mitigation and adaptability strategies to safeguard the viability of the sugar sector?



## Accelerating data-driven strategies for boosting sugar industry transformation



Data-driven agriculture is a system of using big-data to supplement on-farm precision agriculture, using the right farm data, at the right time and in the right formats, to make better decisions. This is requisite for market-oriented agri-food chains. How can we leverage big-data for better decision making in the sugar sector?



# The Role of the Private Sector in Advancing Innovation, Communications and Technology for a Sustainable Sugar Industry and Improved Livelihoods



While the government is best suited to play a facilitative and regulatory role, the private sector undertakes the actual investment, deploying the factors of production to provide solutions, while creating employment and growing revenues. This is exemplified in the sugar industry where production is dominated by the private sector. There is a need to explore further, what role the private sector can play in enhancing innovation for the growth and sustainability of the sugar sector.



## Soil Health Management Practices in Enhancing Cane Crop Productivity



Sugarcane productivity has been declining over the years due to myriad factors ranging from poor nutrition to the choice of agricultural practices. With the decline in land available for agricultural expansion, the future lies in vertical expansion through increased yield. This calls for requisite technologies for enhanced soil health management for enhanced sugarcane productivity.

## Modern Concepts in Sugar Packaging



Packaging in the sugar industry will be majorly influenced by a shift in preference towards sustainable packaging solutions that guarantees environmental safety, product traceability, food safety and cost effectiveness.

Modern concepts in packaging provide opportunities to design packets that can support a sustainable future. The sugar industry innovation symposium presents an opportunity to extensively discuss these issues with the view of finding a solution.





## Harnessing and scaling digital technologies for enhanced productivity in the sugar value chain



How can the sugar sector leverage information, communications and technology, to upscale productivity along the sugar value chain? Can ICTs help in the adoption of agricultural solutions for farmers? Is there a pathway to increasing access to information related to the solutions, or increasing use of the solutions, and thus increasing the income generation potential for farmers? Where are the hurdles to adoption of ICTs, and what can innovatively be done to debottleneck the challenges?

# Innovation Categories



## INNOVATION CATEGORIES

The Sugar Innovation Award intends to showcase individuals, organizations, coalitions or initiatives that are taking inventive approaches to navigate a complex and changing external agronomic environment. We are looking for novel approaches that embrace change and are driven by the desire to make a lasting contribution to development.

Innovators May Compete Under the categories below:



Soil Nutrition



Value Addition



Climate Change  
Adaptation  
& Mitigation  
Technologies



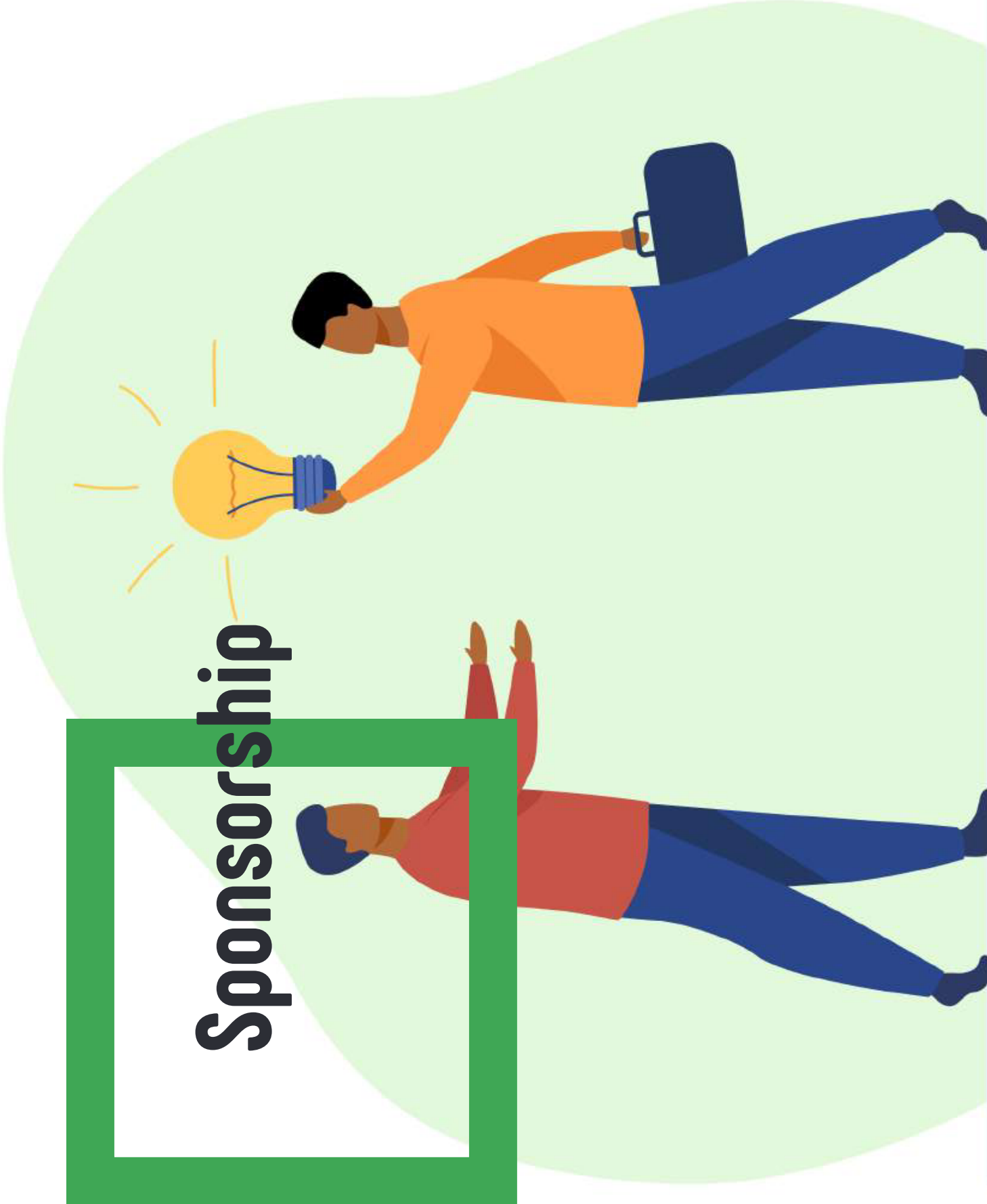
Packaging  
and Branding  
Technologies



Cost Reduction  
Technologies  
in Sugarcane  
Farming



# Sponsorship





## PLATINUM SPONSOR

KES. 1,000,000

- Premium branding on the event website and at the symposium
- Keynote Timeslot on Day 1 of the event
- 16 M<sup>2</sup> Stand Space in the Exhibition Pavilion
- Recognition of the sponsor on all Symposium publications
- 2 Panel Slots for the Q&A Sessions with Speakers During the Event
- Access to photographs and video of the event
- Premium Branding on the Symposium Report
- Logo inclusion in footer of all attendee emails



## GOLD SPONSOR

KES. 750,000

- Branding on the forum website and at the event
- Main branding on Symposium Report
- Timeslot on Day 1 of the event
- 4 Metre<sup>2</sup> Stand Space in the Exhibition Pavilion
- 1 Panel Slot for the Q&A Sessions with Speakers During the Event
- Access to photographs and video of the event



## SILVER SPONSOR

**KES. 500,000**

- Branding on the forum website and at the event
- 4 Metre<sup>2</sup> Stand Space in the Exhibition Pavilion
- 1 Panel Slot for the Q&A Sessions with Speakers During the Event
- Access to photographs and video of the event





## COCKTAIL SPONSOR

KES. 850,000

- Branding on the forum website and at the event
- Branding at the Cocktail Session
- Keynote Timeslot at the Cocktail event
- Sponsorship of one of the awards including award presentation on stage
- Access to photographs and video of the event



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