



Buildher

WFiCC | 2022

Conference Theme:

**Self-Leadership, Networking and Championing
Inclusivity in the Construction Sector**

© **January, 2023**



Buildher
WFICC
Women Funds in Construction Conference

Jiongoze, Jenga Ushirikiano na
Usawa Kwenye Sekta ya Ujenzi

Buildher

Women Funds in Construction Conference

Buildher

About Us

Our Model

Buildher is Kenya's first and only technical training facility for construction artisans that exclusively trains women and actively promotes gender inclusivity in the sector. From recruitment through job placement, Buildher's approach addresses the interrelated socio-economic barriers keeping women from accessing vocational training opportunities in the first place and bridges soft-skill-gaps created by historic inequities to promote professional success and female-friendly workplace practices and policies.

Buildher's work prioritizes increase capacity for inclusive economic growth due to more productive and equitable skills sectors improving employability, employment opportunities and the earning potential of beneficiaries.

Buildher works to strengthen education to construction industry linkage using a gender lens and with attention to the quality, relevance, equity, and cost-effectiveness of vocational skill training. We focus on transitioning women from skills training to jobs.

www.buildher.org



WFiCC | 2022

CEO SPEECH excerpt

"Over the past 3 years we have been focused on giving vulnerable women access to high quality technical training, enabling women artisans to connect to skilled job opportunities in construction and manufacturing.

This TRAINING support allows women artisans to do 3 key things:

First it enables women artisans to bridge the skilled labour shortage Kenya is currently facing in construction and manufacturing;

Second, it also allows women to build financial stability and pathways out of poverty through access to high-value jobs;

AND LASTLY, Buildher's training allows women to grow a sustainable capacity to contribute and participate equally in key sectors of the economy. Giving women the tools and resources, they need to make safer, healthier and more impactful decisions about their lives and the lives of their children, their families and their communities.

WFiCC marks a new chapter for Buildher, our Alumni and our partners. We take a step together to move the conversation and our focus towards the future. Towards **ACKNOWLEDGEMENT** for the hundreds of women artisans stepping into the construction and manufacturing sector.

Towards **VISIBILITY** for the many Stories And Journeys, Challenges And Triumphs, surrounding women's fight for equal access to high value jobs. Towards **ACTION** to enable structural change, so that more and more women can focus less on fighting bias and limitations and instead have the support to focus their skill, energy and determination on growing value.

Our focus is also about building a community of artisans to share their experiences and resources to support and build each other."



“

It has taken Buildher three and a half years to get to this moment! Thank you for being here to join us as we launch this new chapter and this new focus ON WOMEN FUNDIS IN CONSTRUCTION!

”

WFiCC | 2022 Agenda

8:00AM – 9:00AM	REGISTRATION + BREAKFAST + EXHIBITION LAUNCH
9:00AM – 9:10AM	OPENING OF CONFERENCE <i>Tatu Gatere: Buildher Co-Founder & CEO</i>
9:10AM – 9:20AM	CONFERENCE ADDRESS 1: <i>Arch. Juliet Kabere: National Construction Authority Manager, Training & Capacity Building</i>
9:20AM – 9:30AM	CONFERENCE ADDRESS 2: <i>H.E. Agnes Ayacko: First Lady, Migori County</i>
9:30AM – 9:40AM	CONFERENCE ADDRESS 3: <i>H.E. Dr. Dorothy Nyong’o: First Lady, Kisumu County</i>
9:40AM – 9:50AM	KEY NOTE ADDRESS: <i>H.E. James Njoroge: Deputy Governor, Nairobi County</i>
10:00AM – 10:30AM	CONNECTION AND EXCHANGE SESSION <ul style="list-style-type: none"> • <i>Sally Kahiu: Buildher Board Member; Head of Sustainability and Corporate Communications, Haco Industries Kenya Limited</i> • <i>Isaac Mbuku: Buildher Head of Training</i>
10:30AM – 11:45AM	LIVING PROOF OF CHANGE 01: PANEL DISCUSSION Q + A = 15 min <ul style="list-style-type: none"> • <i>Kimani Joseph: Buildher Board Member; Executive Director, Muungano Wa Wanavijiji/Shack Dwellers International Kena (SDI Kenya)</i>
11:45AM – 12:45PM	TEA BREAK + NCA REGISTRATION + EXHIBITION + PHOTO BOXES
12:45 PM – 2:00 PM	LIVING PROOF OF CHANGE 02: PANEL DISCUSSION + Q + A = 15 min <ul style="list-style-type: none"> • <i>Kawira Njogu: Buildher Head of Placement</i>
2:00PM – 3:00PM	LUNCH
3:15 PM – 4:15 PM	AWARDS CEREMONY <ul style="list-style-type: none"> • <i>James Mitchell, Co-Founder & Chair, Buildher Board</i> • <i>Robyn Emerson: Buildher Board Member and President of Women in Real Estate (WIRE) Kenya</i>
4:15 PM – 5:15 PM	LEADING YOUR FUTURE + VISIONING <ul style="list-style-type: none"> • <i>Joyce Muthoni: Buildher Lead Painting & Decorating Training Officer</i> • <i>Daniel Kavita: Buildher Lead Placement Officer</i> • <i>Taruri Gatere: Buildher Lead Mental Health Officer</i>
5:15 PM – 5:30 PM	WRAP-UP SESSION <ul style="list-style-type: none"> • <i>Tatu Gatere: Buildher Co-Founder & CEO</i>
5:30 PM – 5:40 PM	VOTE OF THANKS: <ul style="list-style-type: none"> • <i>Esther Wambui: Carpentry & Joinery Artisan Representative WiFiCC Planning Committee</i> • <i>Millicent Ouma: Painting & Decorating Artisan Representative WiFiCC Planning Committee</i>
6:00 PM	TEA + DEPARTURE



Introduction

Buildher is a social enterprise that empowers disadvantaged women through connecting accredited construction skills training to high value job opportunities in the construction, furniture/fabrication and manufacturing sector. Our goal is to train and empower over 4000, skilled and certified women construction artisans by 2030, in Nairobi region.

Buildher acknowledges that the Kenyan construction sector is relatively large and rapidly growing at a rate of 6.6% due to opportunities in residential, commercial, industrial and infrastructure construction sector (KNBS 2022 Economic Report), resulting to creation of employment opportunities for many. In addition, due to the demand for housing and infrastructure, the Kenya Vision 2030, and “Big 4” Agenda on housing, there is a very high demand for skilled artisans in Nairobi. According to Kenya’s National Construction Authority (NCA), a total of 2M skilled construction workers are needed to meet national goals related to the development of infrastructure and affordable housing and only had 138k (7%) as of 2015.

Despite this clear opportunity, women are significantly underrepresented in the construction sector. They only comprise 3% of construction artisans in Kenya and this is as a result of key barriers impeding their access to job opportunities and entrepreneurship in the sector. These barriers, which are highly interlinked and often drive each other, are grouped into individual, proximate and structural barriers with the major ones being:

- Social norms and perceptions that construction is labor- intensive hence favoring men
- Access to education for women is limited therefore, fewer women competitively participating in this industry
- Poor labor market conditions as most construction workplaces are not gender sensitive
- Limitation on time and mobility – unpaid work activities, example house chores
- High safety and security risks – particularly, sexual harassment
- Lack of proper healthcare and family planning
- Lack of strong peer and support network in the construction sector

To address these challenges, Buildher designed the **Women Fundis in Construction Conference (WFiCC, 2022)**, in partnership with GIZ-E4D, Google.org, Global Innovation Fund (GIF) and Vitol Foundation, to provide a platform for its women artisans, employers and supplier partners to be part of this change in championing for inclusivity in the construction sector.

The WFiCC 2022 Conference: Participants

The conference held at **Safari Park Hotel**, on the **4th November 2022**, aimed to provide a platform for: women fundis to: Exchange of insights & perspectives; share ideas and opportunities to advance women artisan's careers; connect women artisans with their industry peers; raise the visibility of women fundis in the construction industry.

266

Women Artisans

This number comprised Buildher alumni fundis/artisans from 9 cohorts of training and all from the 10 informal settlements served by the Buildher program.

Government Agencies

Government agencies represented included the State Department of Housing and Urban Development, Office of the President, National Construction Authority, Nairobi County Government, among others.

13

Employer Partners

We had the honor of hosting 57 current and potential employers in the conference, from manufacturers to fabricators, contractors and larger property developers.

57

Partner CBOs & NGOs

Current CBO and NGO partners were represented at WFiCC 2022. We were also graced by NGOs in our pipeline for new partnerships

64

Media

Representation from media was pretty good. We had all the major media houses represented and attracted bloggers and social media influencers as well to WFiCC 2022

21

Keynote Speeches

TUJENGE USHIRIKIANO!

Arch Juliet Kabere, NCA's Training & Capacity Building Manager, in her opening speech, affirmed that the WFiCC 2022 conference was evidence of willingness and commitment of individuals, organizations, County and National government to push for the shift that is needed to ensure progressive gender inclusivity and socio economic development in the construction industry.

She mentioned that NCA's mission is to regulate, facilitate and build capacity in the construction industry through strategic interventions and partnerships for sustainable socio-economic development, a mission that was similar to the conference theme "tujenge ushirikiano", showing that NCA can not do it alone, they need the partnerships, they need the collaboration with like minded organizations, individuals and business to champion and push the agenda of inclusivity in the construction sector.

Image: Arch Juliet Kabere, NCA Training & Capacity Building Manager



Image: H.E. Alamitu Gayo, Marsabit County First Lady



COOPERATE FOR GREATER IMPACT!

H.E Alamitu Gayo spoke on behalf of the County First Ladies Association, encouraging the artisans not to view themselves inferior to the men, pointing out that in the past, women were the ones majorly involved in building homes and the community.

She noted two main concerns. One being access to effective working tools. *"If we can be able to assist these people once they graduate to get the right tools so that they can go out there and help themselves away from Buildher or TVET's done by the Government in the country, then it lifts them".*

The other concern was on graduates being empowered and guided on what resources they need to build their career after training. She challenged Buildher, NCA, Architectural Association of Kenya, Kenya Revenue Authority (KRA) and County Governments, to work together to action on this matter.

Her Excellency, finally encouraged the women to create a cooperative society (SACCO) noting that there is available funds for women from the Government. This would also help the women access loans from banks and the sacco itself.

EMPOWER WOMEN, ELIMINATE SOCIETAL CHALLENGES!

In his keynote speech, H.E. The Deputy Governor of Nairobi County stated that in the year 2021, research and markets indicated that the construction industry in the country would be on a constant growth at an annual rate of 6.1% . This, he said, would be great if the ladies can take the large share of. This is because with empowered ladies, and most families are headed by women, more families will be stable, more secure and therefore the population will experience less societal challenges.

With initiatives such as Buildher and with support from the county government, the Deputy Governor mentioned that they are hoping to see more women getting into the construction sector. He said that his government has made major strides in advancing gender equality across the divide with enactment of laws that see women get equal resources.

Image: Charles Hinga, CBS - PS, State Department of Housing and Urban Development



Image: H.E. The Deputy Governor of Nairobi County



PS State Department of Housing Reaffirms commitment to ensure Scaling of women in affordable housing

The WFiCC 2022 conference was graced by the presence of The Principal Secretary of the State Department of Housing and Urban Development. In his speech, the PS stated that the ministry had over 40,000 units for affordable housing in their pipeline. He said that their intention was to work with Buildher women to provide interior finishes and doors for the Affordable Housing Program.

The PS wanted the women to corporatize themselves because the government can not engage individuals, form saccos or parastatals. He said that Buildher had started a beautiful movement and it was the government's work to accelerate it and make it big.

He said that the State Department will support Buildher women to;

1. Access working spaces and tools and equipment by linking them up with TVET institutions within their locality
2. Access credit, facilitate them to get good credit scores
3. Negotiate with suppliers to get raw materials at affordable prices
4. Provide certification and accreditations through agencies like NITA and NCA

LET'S REPLICATE PROGRAMS THAT RAISE THE PROFILES OF WOMEN!

H.E Dorothy Nyong'o shared her experience on how she connected with Buildher at a personal level and cannot wait for Kisumu County to benefit from this training offered to girls and women by Buildher. She emphasized, *"I believe that this is the beginning of something major that is going to happen in Kenya through this project of Buildher. I think we will start a fire that cannot be stopped."*

H.E Emily Nyaribo, briefly shared celebrating the women for starting a path of creating wealth for themselves and creating something out of nothing. She encouraged the Government to encourage contractors to have at least one or two women supervisors.

H.E Agnes Ayacko, requested the Government to create accommodative measures in the TVETs and working spaces such as, women toilets, nursing rooms, that allow women to study and work effectively. She further requested that the 30% AGPO jobs to be real construction jobs that women can apply for as they also apply for the 70%.

Image: H.E Dorothy Nyong'o, Kisumu County First Lady



Image: Buildher CEO Tatu Gatere and Buildher Board Member, Wambui Munene



"if you could organize yourselves you would understand opportunity and understand that the difference in life between great and okay, is the ability to discern the difference between a moment and a big break!
~ Charles Hinga, EBS

H.E James Njoroge emphasized that the Government has not only enacted laws that support gender equality, but has also set funds for women businesses at the county levels. He stated, *"In the County of Nairobi, we want to operationalize a funding of 50 million shillings per ward and we want women to be in the fore front in getting access to these funds"*. He re-emphasized, H.E Alamitu Gayo plea to the women to form associations and groups that will enable them access funds and be supported in their initiatives.

Buildher Co-Founder & CEO Tatu Gatere acknowledged that Buildher can only do as much as a single institution but posed the question *"what would 300 women do?"* if they worked together. She encouraged the women to change and diversify the way they work, by learning how to work as individuals and groups in order to access better opportunities and level up in their careers. Tatu emphasized that Buildher believes in the women, and has done what it can to empower the women and link to them to employer partners to ensure that they have better lives including their children and community. She concluded by urging the ladies to make a choice with regards to the future they would want for themselves.

Panel Discussions

PANEL DISCUSSION 1 – LIVING PROOF OF CHANGE: BUILDHER ARTISANS

The [Artisan Session](#), led by Kimani Joseph, Buildher Board Member was a platform for artisans to share their personal and professional experiences in their careers and businesses. During the session, they discussed the various challenges they have faced from external parties and the strategies they have implemented to overcome setbacks. They also shared the valuable lessons they have learned that have contributed to their growth, as well as how they have added value to their employers and clients through their work.

One of the key challenges that the artisans addressed was the lack of recognition and support from external parties, including the government and the private sector. Despite this, they have applied various strategies to succeed, such as investing in their skills, forming networks and partnerships with other artisans, and utilizing technology to reach a wider audience.

The artisans also shared powerful lessons they have learned throughout their careers, such as the importance of persistence, determination, and hard work. They emphasized that success in the artisan industry requires a strong work ethic and a commitment to excellence.

Finally, the artisans shared thoughts on what they would have done differently if they were starting out today; they emphasized the importance of seeking out mentors and learning from experienced professionals in their field, as well as the benefits of investing in education and training to continuously improve their skills. Overall, **the Artisan Session** provided a valuable opportunity for artisans to share their experiences and insights with others, and to demonstrate the important role that artisans play in their communities and the economy

PANEL DISCUSSION 2 – LIVING PROOF OF CHANGE: WOMEN PROFESSIONALS IN THE INDUSTRY

The [Professional Session](#), led by Kawira Njogu, the Buildher Head of Placement, brought together a group of women who are affiliated with Buildher in various ways. During the session, the women shared their experiences and insights on starting and developing their careers.

One of the main themes of the session was motivation - what inspired the women to start their careers and businesses. They discussed the factors that pushed them to pursue their passions, such as a desire for independence and financial stability, or a sense of purpose and fulfilment. The women also shared the highs and lows they have experienced throughout their careers, and how these experiences have shaped who they are today. They discussed the challenges they faced, such as self-doubt, lack of access to finance, and workplace discrimination, as well as the successes and accomplishments that they are proud of.

Finally, the women offered advice to younger artisans about career and business development. They emphasized the importance of persistence and hard work, as well as the value of seeking out mentors and resources to support their growth and development. They also encouraged younger artisans to be proactive and strategic in their career planning, and to strive for continuous learning and improvement.

The Professional Session provided a valuable opportunity for the women to share their experiences and insights with others, and to offer guidance and support to those just starting out in their careers. The session was a testament to the power of women in the workforce, and a celebration of the contributions that women are making in their communities and beyond.

Moments from WFiCC | 2022



Images from top to bottom

Panel discussions on living proof of change and moments from the audience

Moments from WFiCC | 2022



Images From top to bottom

1. Award winners ; Axis Real Estate, Unity Homes, BuildX Studio, Nabongo Funeral Service
2. Buildher CEO, Tatu Gatere with Nairobi Deputy Governor, James Njoroge
3. Ongoing conference registration
4. Buildher Artisans panel in the Living Proof of Change Gallery
5. Moments from the conference
6. Buildher Artisan Millicent Ouma giving the conference vote of thanks
7. First Ladies Migori, Marsbit and Kisumu; Agnes Ochilo, Alamitu Gayo, Dorothy Nyong'o with Buildher CEO; Tatu Gatere
8. Professional Panel discussion on Living proof of change

Moments from WFiCC | 2022



Images from top to bottom

1. Buildher Co-Founder; James Mitchell with Buildher Head of Placement; Kawira Njogu and Buildher Impact Officer Shadrack Biwott
2. Buildher Board Member, Robyn Emerson announcing the award winners;
3. National Construction Authority registering women artisan for Artisan Accreditation;
4. Bosch Kenya exhibiting their power tool products to women artisans;
5. Buildher artisan Esther Waithera giving the second Vote of Thanks;



Images at bottom

6. Winner, Most Valuable Bingwa | Ambassador Award; Sector Category: V. Gikonyo Gitonga, CEO, Axis Real Estate;
7. Winner, Employer Achievement Award; Artisan Category: Vivian Lazaro, Carpentry & Joinery Artisan, Cohort 01 Graduate, 2019.

Key Points to note from WFiCC 2022

The WFiCC project and conference has already made a lot of headway, the true results and benefits of which will be seen in the years to come. Buildher would like to share some of these key points and declarations with you.

Highlight 1 **Access to tools and equipments**

Ministry of Housing and Urban Development pledged to link up Buildher women with Government TVET institutions within their locality to access free working spaces, tools and equipments.

Highlight 2 **Access to Credit**

Ministry of Housing and Urban Development pledged to facilitate easy access of credit for Buildher women and help in building their credit scores

Highlight 3 **Artisan Accreditation**

National Construction Authority and National Industrial Training Association pledged to spearhead accreditation of Buildher artisans to help push the agenda of inclusivity in the construction industry

Highlight 4 **Access to Subsidies**

The government, through the affordable housing project, pledged to negotiate with suppliers on behalf of Buildher, to access raw materials at affordable prices

WFiCC 2022 Awards

Nothing distinguished our work and brought recognition to Buildher and our team more than honors from the WFiCC 2022 Awards. The Women Fundis voted to award their peers, and companies large and small, in full esteem for their achievements in championing the Buildher Mission.

Edward Shiundu

Most Valuable Mentor, Employer category
Founder, Nabongo Funeral Services

Johnpaul Muwanika

Most Supportive Supervisor, Employer category
Structural Engineer, Buildx Studio

Unity Homes

Most Supportive Industry Player, Employer category

Ark Construction

Most Supportive Industry Player, Employer category

V. Gikonyo Gitonga

Most Valuable Buildher Bingwa, Sector category
CEO, Axis Real Estate

Rhoda Juma

Most Valuable Buildher Bingwar, Artisan category
Cohort 05 | 2021 Graduate

Vivian Lazaro

Employer Achievement Award, Artisan category
Cohort 01 | 2019 Graduate

Fauzia Hassan

Most Valuable Mentor, Artisan category
Cohort 03 | 2020 Graduate

Mary Wanjiku

Most Inspiring Entrepreneur, Artisan category
Cohort 02 | 2019 Graduate

Carolyn Jones

Most Enterprising Artisan, Artisan category
Cohort 04 | 2021 Graduate

WFiCC 2022

Media Engagement

Post-conference interviews allowed Buildher to advocate for women in male dominated sectors with specific focus in construction trades; to publicize the Buildher brand; to increase access to potential partners including GOVT, and employers as well as increase visibility for the Buildher shop, our flagship sustainability arm. Buildher's focus was to raise awareness on the plights, successes and impactful stories of women in construction and to provide audiences with research and data into key barriers impeding women's access to job opportunities and entrepreneurship in the construction sector. We have shared links to interviews and articles on this page.



01. WFiCC 2022 Media Highlights

The star news paper: <https://www.the-star.co.ke/in-pictures/2022-11-04-photos-buildher-celebrates-women-in-construction-industry/>

Citizen TV 04/11/2022 The inaugural Women Conference: <https://youtu.be/s0-AL72r8cw>

Kenya News Agency News Paper: <https://www.kenyanews.go.ke/over-300-women-commissioned-in-the-construction-industry/>



Buildher CEO Tatu Gatere and Painting & Decorating Buildher artisan; Millicent Ouma, Cohort 06 at NTV Kenya



02. Media Tour

KTN News 18/012023: Business Today show: <https://youtu.be/ILVSFAfhSzU>

NTV 6/12/2022: Our World show:

<https://youtu.be/ODYLteHm3lw>

KBC: https://youtu.be/Gw7MHDb1_rg

K24 29/11/2023: Money and Finance show:

https://youtu.be/xk6Vd_jMP9Q

TV47 24/11/2022: Morning Cafe:

<https://youtu.be/BGm-pSeVFec>

KU TV 22/11/2022:

<https://youtu.be/b3oy9BldXrQ>

WFiCC 2022

Media Impact

The post-conference media tour connected Buildher to Kenya's largest and most popular media houses. KTN News TV had the largest viewership of 535,000, making our morning shows some of the top-watched shows post-WFiCC 2022. NTV was close behind with viewers with 442,000. K24 had a viewership of 296,000, while KBC had 271,000 viewers. This tour provided Buildher the opportunity to reach a vast and diverse audience and raise the profile of both Buildher and women Fundi's in Construction Nationally. The main target audience included construction companies looking to access and increase the number women artisans employed, Government bodies seeking to connect with vulnerable citizens and women artisans in construction, and non-profits looking to learn from Buildher's model to advocate for gender equality.



Images from left to right

1- Head of Placement; Kawira Njogu at K24 TV; 2-Head of Impact; 3-Daniel Midega at KU TV; 4-Head of Community Development; Esther Waikuru at KBC TV; 5-Head of Placement; Kawira Njogu and Head of Training; Isaac Mbuku at TV 47; 6-Buildher feature on the Daily Nation News paper;



THANK YOU



Baba Dogo - Nairobi



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