



29  
NOV,  
2023

# PROGRAM

BUILDING 

SUSTAINABLE

COMMUNITIES 



TIME	AGENDA	WHO
<b>0700 - 0800</b> <b>Registration &amp; Morning Tea &amp; Coffee</b>		
0755 - 0810	National Anthem Prayer Entertainment Video	<b>Conference MC, Edna Thiong'o</b>
0811 - 0822	Welcome & Opening	<b>MSRA Chairperson, John (JP) Murunga</b>
<b>SESSION 1 (Chair: Jonathan Karanja, MD Frontier Consulting)</b>		
0825 - 0845	Keynote Address	<b>Karen K. Basiye</b> Director Sustainable Business, social Impact, and the Foundations. <b>Safaricom PLC</b>
0845 - 0855	Keynote Address Q&A	<b>Session 1 Chair: Jonathan Karanja, MD Frontier Consulting</b>
0900 - 0915	Case Study	<b>Nyambura Mambo</b> HOD Market Research & Customer Insights. <b>Safaricom PLC</b>
0918 - 0933	Case Study	<b>Salome Njomo</b> Consumer Planning and Market Effectiveness Manager. <b>Diageo</b>
0936 - 0951	White Paper 1	"Decoding Sustainability by GenZ", an AI powered Insights Triangulation. <b>Dharmendra Jain</b> , Founder and CEO. <b>ACTNABLE AI</b>
0954 - 1009	Session Presentations Q&A	<b>Session 1 Chair: Jonathan Karanja, MD Frontier Consulting</b>
<b>1010 - 1024</b> <b>Networking</b> <b>Tea / Coffee break</b>		
1025 - 1030	Website Launch - MSRA	<b>Session 1 Chair: Jonathan Karanja, MD Frontier Consulting</b>
<b>SESSION 2 (Chair: Mary Kawira, Associate Account Director - KANTAR)</b>		
1032 - 1047	Research Paper 1	Environmental Sustainability Research for Community Development. <b>S. Kanyiri, Ipsos Ltd</b>
1050 - 1105	Research Paper 2	Empowering Marginalized Communities Through Research. <b>L. Migide, Infotrak Research</b>
1108 - 1123	Research Paper 3	Feasibility of Market Research on Dynamic Analysis of Carbon-Trading in Africa. <b>J. Keya &amp; L. Wakutu, PARS Research</b>
1126 - 1141	Session Presentations Q&A	<b>Session 2 Chair: Mary Kawira, Associate Account Director - KANTAR</b>

TIME	AGENDA	WHO
<b>1142 - 1159 Networking Break</b>		
<b>SESSION 3 (Chair: Mary Kawira, Associate Account Director - KANTAR)</b>		
1200 - 1205	ESOMAR Video	
1206 - 1221	White Paper 2	Sustainability Transformation. <b>Patrick Wetindi</b> , Account Manager Insights. <b>KANTAR</b>
1224 - 1239	Research Paper 4	Priming Private Sector Investment in Climate Adaptation Innovations in East Africa. <b>P. Njiru, GeoPoll &amp; S. Mithika, Weber Shandwick</b>
1242 - 1257	Research Paper 5	What it would take to build a Sustainable Base of Pyramid Community. <b>R. Ombaka, Frontier Consulting</b>
1300 - 1315	Session Presentations Q&A	<b>Session 3 Chair: Mary Kawira, Associate Account Director - KANTAR</b>
<b>1316 - 1359 Networking Lunch Break</b>		
<b>SESSION 4 (Chair: Josephine Njungi, Director, Strategy &amp; Planning - Research Plus Africa)</b>		
1400 - 1445	Expert Panel	<p><b>Session Moderator</b></p> <ul style="list-style-type: none"> <li>· Daniel Oseman - Managing Director, East Africa and Chief Growth Officer, West, East &amp; Central Africa. <b>KANTAR</b></li> </ul> <p><b>Session Panelists:</b></p> <ul style="list-style-type: none"> <li>· Ninette K. Mwarania - Manager, Policy &amp; Research.</li> </ul> <p><b>Competition Authority of Kenya</b></p> <ul style="list-style-type: none"> <li>· Timothy Abuya, Ph.D - Associate I. <b>Population Council</b></li> <li>· Tilahun Amede, Ph.D - Principal Scientist and Director of Climate, Sustainable productivity, and Resilience. <b>AGRA</b></li> <li>· Dr William Murithi, FHEA. CMBE - <b>Strathmore Enterprise Development Centre</b> and iBiz at <b>Strathmore University</b></li> <li>· Amith Sheopershad - Business Development Manager, Sub-Saharan Africa. <b>Cint</b></li> </ul>
1445 - 1500	Panel Q&A	<b>Session Moderator: Daniel Oseman - Managing Director, East Africa and Chief Growth Officer, West, East &amp; Central Africa. KANTAR</b>
1505 - 1520	White Paper 3	<b>Wahid Manaye</b> , Executive Director & Founder. <b>SART Ethiopia</b>
1523 - 1538	Research Paper 6	What is the role of employees in corporate greening/ESG strategies implementation. <b>G. Abuoro, Ipsos Ltd</b>
1541 - 1556	White Paper 4	Ethical Data Utilization <b>Kelvin Masika CIPM</b> , Lead Privacy Program Manager. <b>TIFA Research</b>
1559 - 1614	Session Presentations Q&A	<b>Session 4 Chair: Josephine Njungi, Director, Strategy &amp; Planning - Research Plus Africa</b>

TIME	AGENDA	WHO
1615 - 1630 Networking Break, Tallying of the Vote/ Entertainment		
Dancers		
1630 - 1700	Awards Vote Of Thanks & Conference Close	Conference MC, Edna Thiong'o MSA Vice-Chairperson, Emily Were MSRA Chairperson, John (JP) Murunga
<p style="text-align: center;">1700 Networking Tea / Coffee</p>		

# Thank you for coming!

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