



ASJEBAGROUP
SUSTAINABILITY. FAIRNESS. OPPORTUNITIES.

THE ASJEBA VISION:

- DEPLOY THE SDG'S TO BECOME A FORCE FOR CHANGE:
- TRANSFORM LANDSCAPES
- TRANSFORM LIVES
- TRANSFORM LIVELIHOODS





ASJEBA VALUES

- EDUCATION
- PERSONAL DEVELOPMENT
- LEADERSHIP
- RESPONSIBILITY
- CONTINUITY
- LOCAL OWNERSHIP
- NEXTGEN
- GOOD RETURN ON INVESTMENT

ASJEBBA PRODUCTS

ORGANIC FOOD OIL

BIOFUEL

MORINGA-ENRICHED FOODS, BABYFOOD

BIOPLASTIC

COSMETICS

MEDICINE

NUTRACEUTICALS



An aerial photograph of a sustainable village layout. The village features numerous small, white, rectangular buildings arranged in a grid-like pattern, interspersed with green spaces and trees. Several large, white, spherical structures are visible, likely for water storage or solar energy collection. A semi-transparent circular overlay is positioned on the left side of the image, containing the title 'ECOLIVING' and a list of sustainable practices. The background shows a mix of green fields and brown, arid-looking land.

ECOLIVING

- SUSTAINABLE BUILDING
- WATER CATCHMENT
- WATER TREATMENT
- SANITATION
- SUSTAINABLE ROADS
- SOLAR AND WIND STORAGE

An aerial architectural rendering of a sustainable community. The scene features a central cluster of modern, low-rise buildings with flat roofs, interspersed with green spaces and trees. A winding river or canal flows through the community, with a large, bright sun reflecting off its surface on the left. In the background, there are large solar panel arrays and a forested area. The overall atmosphere is bright and modern, suggesting a high-tech, eco-friendly living environment.

Public Services

- SCHOOLS
- CLINICS
- COMMUNITY HALLS
- WIFI EVERYWHERE
- ALLOTMENTS
- SPORTS FACILITIES



ASJEBA GROWIN SILVICULTURE, HORTICULTURE SYSTEM

- CO 2 CAPTURE
- WATER CAPTURE
- INDEPENDENT OF IRRIGATION
- SOIL FERTILITY
- SOIL PROTECTION –NO TILL
- EROSION, DROUGHT PROTECTION
- ORGANIC CERTIFICATION
- IN-GROWERS AND OUT-GROWERS
- TREE AND SHRUB MIX
- NONTXIC VARIETIES
- VERY LARGE SCALE, 750 SK KM+
- REPLICABLE SAME CLIMATE ZONE

• *Foto farmers Weekly ZA*



ASJEBA PRODUCTION

- CLEANTECH PROCESSING
- WOMEN FRIENDLY WORKPLACE
- ZERO ENERGY WORKPLACE
- EQUAL OPPORTUNITY EMPLOYMENT
- ACCESSIBLE WORKPLACE
- REGIONAL STAFF
- REGIONAL DISTRIBUTION
- PRODUCTS DEVELOPED FOR LOCAL MARKETS
- SEPARATE PROCESSING SITES, SAME APPROACH

*Cleantech conference Kenya, foto
Renewable energy World.*

ASJEBA BUSINESS

- A FULL 90% OF INCOME STAYS IN REGION
- REINVESTMENT IN INFRASTRUCTURE
- REINVESTMENT IN NEW SITES
- REINVESTMENT IN R&D IN REGION
- VALUE ADDED STAYS IN COUNTRY
- ONLY 10% CHARGE FOR DISTRIBUTION
- LEASED LAND, IMPROVEMENTS FOR OWNER



225,000 PEOPLE PER SITE RAISED FROM POVERTY

- PER SITE 225,000 PEOPLE OUT OF POVERTY: 15,000 JOBS, 15,000 FAMILIES, 15 PERSONS INDIRECTLY PER JOB. LIVING WAGE. OUTGROWER PROGRAM SPREADS PROSPERITY
- PENSION SCHEME, EMPLOYER CONTRIBUTIONS
- AFFORDABLE HOUSING
- INCREASED EMPLOYABILITY THROUGH EMPLOYEE EDUCATION, WORK/STUDY PROGRAMME.
- LEVERAGING INVESTMENT AND GOVERNMENT SERVICES, DEVELOPING COMMUNITY PROGRAMMES

1 NO
POVERTY



FOOD SECURITY, ON SITE AND OFF

- AGRICULTURAL KNOWLEDGE TRANSFER, SOIL IMPROVEMENT, LESSEN DEPENDENCE ON EXPENSIVE INPUTS, BROADEN TO OUTGROWERS,
- GROW, PROCESS MORINGA, HIGH NUTRIENT FOOD , OTHER FOODS FOR REGIONAL MARKETS,
- ALLOTMENTS FOR FOOD SECURITY AND LOCAL MARKET DEVELOPMENT,
- MAINTAIN COMMONS FOR GRAZING,
- MAINTAIN PASTORALISTS INCOME,
- PROVIDE NUTRITION INFORMATION,
- FACILITATE COUNTRY NUTRITION CAMPAIGNS.

2 ZERO HUNGER



HEALTHY PEOPLE HEALTHY COMPANY, COMMUNITY LIFE

- MODEL COMMUNITIES THAT FOSTER WELL BEING
- REMOVE HARMFUL CO2 BY GROWING FORESTS
- DEVELOP AFFORDABLE DAILY PRODUCTS FOR MOTHER AND CHILD HEALTH, FAMILY HEALTH
- PROVIDE CLEAN WATER AND SANITATION
- FACILITATE VACCINATION AND HEALTH INFO,
- SUPPORT PUBLIC HEALTH MESSAGES
- SUPPORT ONSITE CLINICS, ENTER PARTNERSHIPS AGAINST INFECTIOUS DISEASES
- SUPPORT WOMEN AND GIRLS TO ENTER UNDERSERVED HEALTH PROFESSIONS
- IMPROVE HEALTH, REDUCE INDOOR COOKING POLLUTION WITH NEW COOKERS

3 GOOD HEALTH AND WELL-BEING



THE NEXT GENERATION FOR ASJEBA

- LEVERAGE INVESTMENT FOR EDUCATION SERVICES BY GOVERNMENT
- WORK-STUDY CERTIFICATION PROGRAM FOR ALL ON SITE AND OUTGROWER PERSONNEL
- MANAGEMENT TRAINING PROGRAMME
- LEADERSHIP DEVELOPMENT PROGRAMMES, CHILD AND ADULT
- ENSURE SCHOOL BUILDINGS AND UTILITIES, TEACHER HOUSING
- PARTNERSHIPS FOR COMPUTERS AND BOOKS
- CHILD EDUCATION, SCHOLARSHIPS
- SPORTS FIELDS AND EQUIPMENT

4 QUALITY EDUCATION



GROWING FEMALE TALENT

- WOMEN AND GIRLS EQUAL ACCESS TO EDUCATION, LEADERSHIP AND MANAGEMENT PROGRAMS
- EQUAL OPPORTUNITY EMPLOYMENT
- GENDER EFFECT ANALYSIS OF EACH SITE AND PRODUCT
- SUPPORT WOMEN'S ENTREPRENEURSHIP IN THE MARKETPLACE
- POWERFUL GIRL PROGRAM
- WOMEN'S HEALTH PROGRAM AT ON SITE CLINICS
- ACCESS TO CHILD CARE

5 GENDER
EQUALITY



WATER IS WEALTH

- RUNNING WATER AND SANITATION ALL BUILDINGS AND REST AREAS, LESS ABSENCE THROUGH ILLNESS, INFORMED POPULATION
- GROWIN METHOD TO RAISE THE WATER TABLE, LESS COST OF IRRIGATION
- WATER CATCHMENT BASINS FOR RAIN WATER, DRINKING WATER SECURITY
- CONSERVATION FARMING , LESS RUNOFFS, REDUCED FLOOD AND DROUGHT, HIGHER PRODUCTIVITY
- LESS INPUTS, LESS CONTAMINATION, LESS COST
- ENVIRONMENTALLY FRIENDLY WATER TREATMENT, LESS COST OF ENERGY
- LEVERAGE BUYING POWER TO MAKE WATER FILTERS AFFORDABLE TO OUTGROWERS

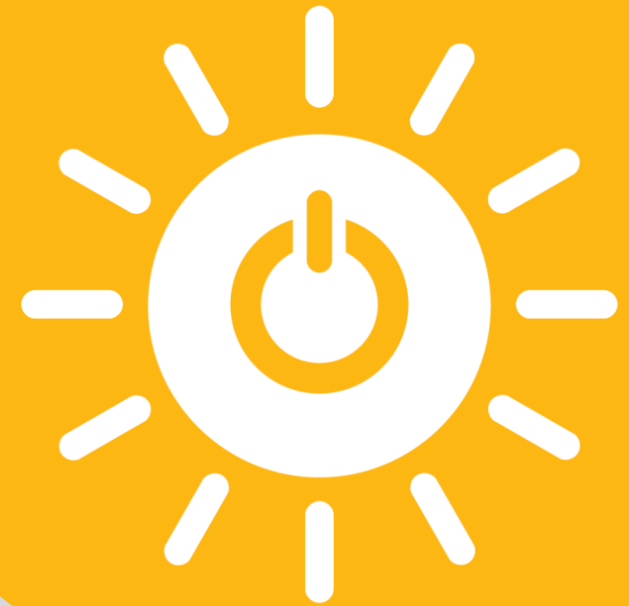
6 CLEAN WATER AND SANITATION



ENERGY CROPS THAT ENABLE FOOD CROPS AND REGENERATE DEGRADED LAND

- LARGE SCALE PRODUCTION OF SUSTAINABLE AFFORDABLE FUEL
- FINANCING OUTGROWER ALTERNATIVE ENERGY
- BUILDINGS, HOMES, WITH SOLAR AND WIND ON SITE AND IN PRODUCTION FACILITIES
- RELIABLE GRID ON SITE
- TEST AND MANUFACTURE ALTERNATIVE COOKERS
- REDUCE DEPENDENCE ON IMPORTED FUEL, WASTE OF DISPLACEMENT ENERGY

7 AFFORDABLE AND CLEAN ENERGY



SPREADING PROSPERITY, SITE FOR SITE

- DECENT FORMAL WORK, GROWS ECONOMY WITH NO HARM TO THE ENVIRONMENT
- DECENT WORK FOR OUTGROWERS SPREADS PROSPERITY
- SPINOFF JOBS AND ENTERPRISES SERVING WORKING POPULATION OF 15,000
- INVESTING IN PERMANENT INFRASTRUCTURE FOR ECONOMIC GROWTH
- INFRASTRUCTURE STAYS IN PLACE AFTER LEASE ENDS

**8 DECENT WORK AND
ECONOMIC GROWTH**



SKIPPING AHEAD TO THE 21ST CENTURY

- INVESTMENT IN FULL PHYSICAL AND DIGITAL INFRASTRUCTURE FOR UNDERSERVED POPULATIONS
- STATE OF THE ART TECHNOLOGY AND INFRASTRUCTURE: WIFI, TELECOM, SECURITY, IOT.
- INVESTMENT IN PRODUCT INNOVATION AND DEVELOPMENT
- INDUSTRIAL PROCESSING FOOD AND FUEL, CAPTURING ADDED VALUE, KEEPING VALUE IN DEVELOPING REGIONS

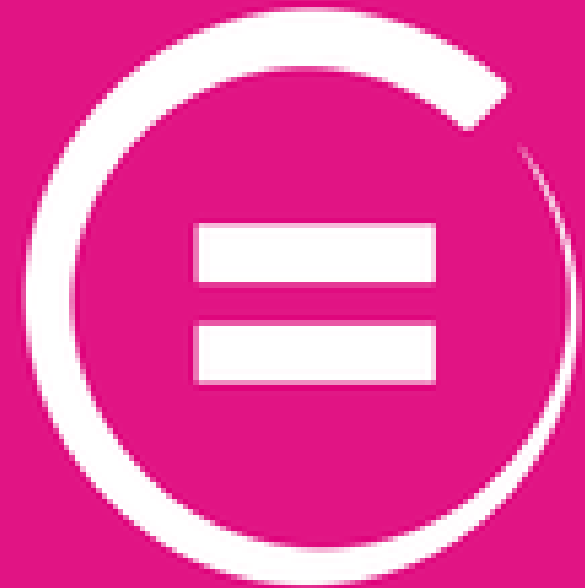
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



A BALANCED WORKFORCE IS A STRONGER WORKFORCE

- HANDICAPPED ACCESS AND EQUAL OPPORTUNITY
- FINANCIAL EDUCATION ACROSS GENDER AND SOCIAL STATUS
- ASSISTANCE WITH FORMS AND APPLICATIONS
- EQUAL ACCESS TO HEALTH CARE, WORK
- FACILITIES FOR WORKING MOTHERS

10 REDUCED INEQUALITIES



ATTRACTING TALENT BACK TO THE COUNTRYSIDE

- ASJEBBA BUILDS MODERN SETTLEMENTS. FOR EVERY 1000 HA, HOMES FOR 200 EMPLOYEE FAMILIES
- PLANNED TOWN, VILLAGES WITH GREEN SPACES, GATHERING PLACES, CULTURAL SPACES, SERVICE INFRASTRUCTURE, PLAY AREAS
- AFFORDABLE AND FULLY SUSTAINABLE HOUSING AND ENERGY
- USE OF MODERN AND SUSTAINABLE BUILDING MATERIALS,
- SAFETY AND SECURITY FEATURES – PUBLIC LIGHTING, TRAFFIC AND MOBILITY, NEIGHBOUR ALERT
- MARKETPLACE FACILITIES, SHOPS

11 SUSTAINABLE CITIES AND COMMUNITIES



GOOD FOR THE MARKETS, GOOD
FOR HEALTH AND THE
ENVIRONMENT.

- REDUCE FOSSIL FUEL CONSUMPTION WITH BIOFUEL
- ADAPT VEHICLES TO BIOFUEL
- WASTEWATER PROCESSING, NO POLLUTION OF LAKES AND STREAMS
- SUSTAINABLY PRODUCED ORGANIC FEEDSTOCK AND PRODUCTS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



A BETTER CLIMATE INCREASES OUR PRODUCTIVITY

- BY ITS SHEER SCALE, ASJEB A EXPECTS TO CHANGE THE CLIMATE ON ITS SITES AND IN THE SURROUNDING AREA IN WHICH IT OPERATES: MORE RAIN, LESS DROUGHT, MORE CROPS.
- THE ASJEB A PROOF OF CONCEPT RAISED THE WATER TABLE AND FOSTERED GROWTH OF DENSE WOOD, ABSORBING CO₂.
- ASJEB A EXPECTS TO BE ABLE TO TRADE IN CO₂ CREDITS
- GROWIN GROWING SYSTEM TO BE USED ON ALL SITES, IMPROVING CLIMATE ACROSS CONTINENTS

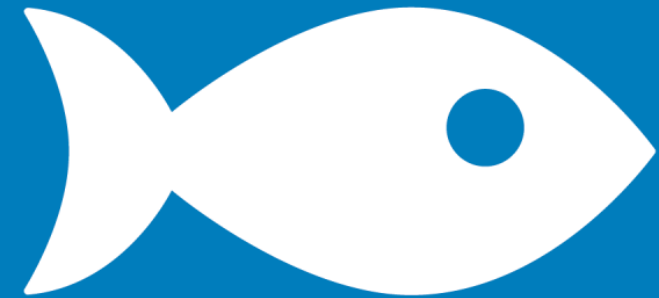
13 CLIMATE ACTION



LIFE BELOW WATER FOR GOOD BUSINESS

- NON- POLLUTING PRODUCTION MEANS NO HARMFUL RUNOFF AND SEEPAGE THAT FINDS ITS WAY THROUGH WATERWAYS TO THE SEA.
- PRODUCING BIOPLASTICS AND COSMETICS THAT ARE NOT HARMFUL TO LIFE IN WATER
- WASTEWATER TREATMENT AND WASTE TREATMENT SAVES LIFE IN THE SEA
- USING OIL PLANT WASTE TO RAISE WORMS FOR FISH FARMING ON SITE, SPARING LIFE BELOW WATER

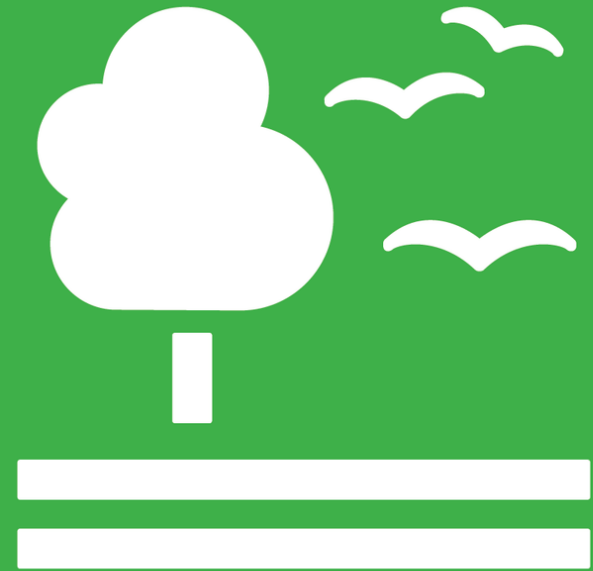
14 LIFE BELOW WATER



REDUCING IMPACT ON FAUNA OF LARGE- SCALE PLANTING

- WILDLIFE CORRIDORS THROUGH PLANTATIONS, TALL GRASSES PLANTED, WATERING HOLES BUILT.
- BIODIVERSE PLANTING, 3 TREE VARIETIES, 1 SHRUB, INTERCROPPING WITH FOOD CROPS, IMPROVING LIFE IN THE CANOPY
- STAGGERED PLANTING AND STAGGERED TIMBER HARVESTING AT END OF PRODUCTIVE LIFE OF TREES
- APIARIES –BEEKEEPING AND HONEY PRODUCTION,
- PEST CONTROL USING NATURAL ENEMIES
- ORGANIC CERTIFICATION

15 LIFE
ON LAND



GOOD FOR BUSINESS

- SIGNED OF OECD ANTI CORRUPTION DECLARATION
- BUILDING AN INCLUSIVE COMMUNITY, CONDUCIVE TO PEACE
- ENGAGING WITH GOVERNMENT ON ENABLING CONDITIONS FOR INVESTMENT INCLUDING PEACE AND JUSTICE

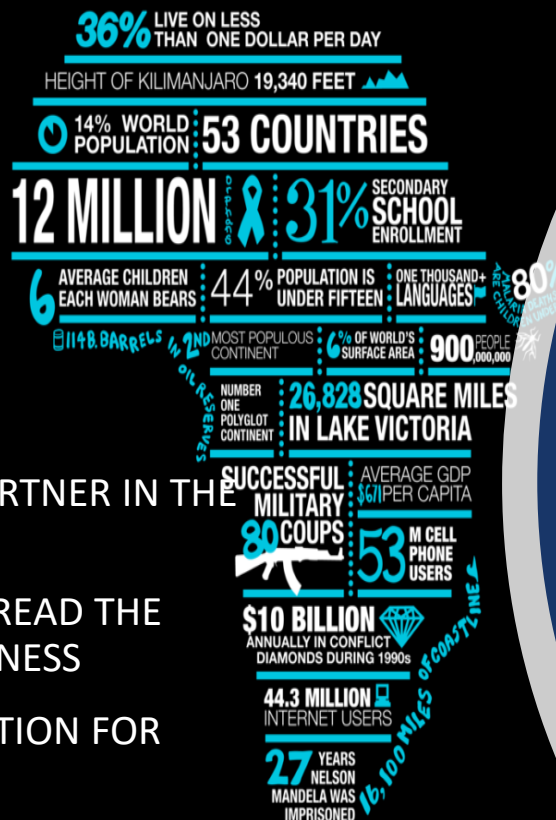
16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS





BETTER TOGETHER

- ASJEB A HOPES TO BECOME BUSINESS PARTNER IN THE GERMAN MARSHALL PLAN FOR AFRICA
- ASJEB A JOINS THE ARK OF THE G9 TO SPREAD THE MESSAGE THAT SDG'S ARE GOOD FOR BUSINESS
- ASJEB A HAS SIGNED THE OECD DECLARATION FOR MULTINATIONALS
- ASJEB A IS PARTNERING WITH OTHER COMPANIES TO ACHIEVE ITS GOALS



17 PARTNERSHIPS FOR THE GOALS







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JOIN US

- Site: www.Asjeba.com
- FOUNDER: HSKO BAAS
- Email: hisko.baas@Asjeba.com
- BOARD MEMBER: DALE ANNE BOURJAILY
- Email: daleanne@naturalcapitalventures.com
- GLOBAL FUNDRAISER: Arthur Adams
- Email: arthur.adams@asjeba.com