

# **COMPANY PROFILE**

# **MO & MO GROUP OF COMPANIES**



**CREATING INDUSTRIES THAT ARE SOCIALLY AND  
ENVIROMENTALLY RESPONSIBLE.**

# Foreword

My journey began in 2016. After working for various advertising agencies and marketing companies in Tanzania for 12 years. I returned to Kenya. And it so happened that the three of us (with Rashid Omar and Mohamed Fadhil) met at a family function in Nairobi. At the time, we were all doing different things in order to support our families.

During the conversations we asked ourselves what we can do together with our combined experiences that can really make a difference and change our society. While searching for ideas, we came across a story on environmental degradation and were shocked by the extent of deforestation in Kenya. A 2016 report by Green Africa Foundation found that 5.6 million trees are felled for firewood every day. And that was a wake-up call. We had to do something about it.

The greatest threat to our planet is the belief that someone else will save it. If not us, who else? As an environmentally conscious group of companies; Sustainability is not an option for us, it is our core! It embodies the essence of who we are, what we do, why we strive to exist and the legacy we want to leave for the next generation, after all is said and done, jeopardizing the ability of future generations to do the same.

Play a part in making the Earth a good place to live. What you do today is important as it will improve or jeopardize tomorrow for others.



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## 1.1 MESSAGE FROM THE C.E.O



It is of paramount essence that contemporary organizations across all sectors embrace corporate citizenship mandate of fostering the pursuit of economic growth and development while promoting holistic environmental well-being.

Socio-Economic and Environmental sustainability should be at the heart of values espoused by companies today in their pursuit of global trading.

As a responsible organization, we believe that our long-term success cannot happen without the thought of the future in mind. Everything we produce across all our strategic business units are designed to promote earth friendliness.

With the global environmental challenges experienced today; companies should strive to create and maintain harmony between the drive for profits and the sustainability of nature to give future generations a chance of survival. There is no investment worthy of destroying our planet.

Earth-friendliness is the right thing to do. It's the smart thing to do. It's the only profitable thing to do.

We only have one planet. Let's protect it in our pursuit of living. Leave a legacy by creating your own eco-footprint.

A handwritten signature in blue ink, reading 'Mahamud Omari'.

**MAHAMUD OMARI**





## 1.2 ABOUT THE GROUP



### Institute of Sustainability Affairs Africa IMPLEMENTING THE FUTURE

MO GROUP OF COMPANIES started in 2017 with a company that makes environmentally friendly pencils. It was originally founded by Mahamud Omari and Mohamed Fadhil, whose dream was to get into the manufacturing industry. They wanted to create a foundation that would last for generations. The manufacturing had to be responsible and would not harm the environment but preserve it for future generations that will come.

The MO AND MO GROUP consists of 3 independent companies: MOMO Pencils, a green manufacturing company, BILLION TREES AFRICA, a commercial forest company and the INSTITUTE OF SUSTAINABILITY AFFAIRS AFRICA (ISAA) a think-and-do tank in the sustainability industry.

MOMO pencils are made from 100% recycled newspapers and solve the problem of removing waste in the form of disposed newspapers from our immediate surroundings. Using the universal standards of writing tools, we create a variety of fun and exciting eco pencils that are unique and provide the end user's with an alternative to wooden pencils. As a parent you want to leave a legacy for your children. The best legacy you can leave them with is education. Education is the key to success. And education starts with a pencil.

BILLION TREES AFRICA tries to fill the gap in demand for high quality seedlings and the requirements of large-scale tree planting. Our business model includes the government, funding partners, schools, farmers, youth groups, women's groups and forest communities as stakeholders and beneficiaries. We believe that our business approach and the integration of technological innovations provide environmental solutions as well as the fight against unemployment.

INSTITUTE OF SUSTAINABILITY AFFAIRS AFRICA (ISAA) was founded to play a role in delivering solutions and advocacy in the sustainability industry in Africa. ISAA offers governments, business organizations and industries in Africa solutions for sustainability promoting environmentally conscious thinking to all who work in industries, company, organizations in delivering their mandates.

Together, this three companies form the MO GROUP OF COMPANIES and all are driven by the need to create a footprint that says "I was here".



## 1.3 MEET THE DIRECTORS



**MAHAMUD OMARI**  
FOUNDER & CHIEF EXECUTIVE OFFICER

Before getting into manufacturing of fast moving consumer goods, Mahamud Omari worked in advertising and marketing industries both in Kenya and Tanzania. He is passionate about Creativity, Innovation and Entrepreneurship.



**MOHAMMED FADHIL**  
CO-FOUNDER & CHIEF BRAND OFFICER

Mohammed Fadhil brings on board vast experience in large project management and marketing. He has worked in infrastructure projects in Kenya, Zanzibar, Uganda, Ethiopia, Egypt and Middle East.



**RASHID OMAR**  
DIRECTOR & CHIEF OPERATIONS OFFICER

Rashid Omar is a far-sighted individual with excellent business development skills and hands-on experience in directing the activities of all our projects. Equipped with zeal and passion for manufacturing that ultimately comes from a Supply and Trading career.





## 1.4 ABOUT MOMO PENCILS

The company is a privately owned establishment founded in 2017. On a local scale, MO & MO Group employs 50 Kenyans and has its main production facility located in the town of Athi River within Machakos County. In addition to local operations, the company is focused on building a robust regional and international distribution network that spreads across Africa and the globe.

The brand prides itself in being the major local producer of environment friendly pencils made from 100% recycled newspapers with a production capacity in excess of 3,000,000 black lead pencils a month. MOMO Pencils are certified by the Kenya Bureau of Standards (KEBS) SM#35909.

**SUCCESS STARTS  
WITH A  
PENCIL**





## FOUNDING HISTORY OF MOMO PENCILS

Why a pencil A pencil is the first writing tool that everyone encounters on the journey of life. Creativity is born from a pencil. A pencil is a simple yet powerful tool in the hands of a person who is endowed with the potential and insatiable drive to turn it into a reality.

The sad truth, however, is that in our search and demand for creative writing; we have gradually destroyed our planet through deforestation. World-wide, an average of 14 billion pencils are used, most of them made from wood as the primary raw material. This situation results in millions of trees being felled to meet this need.

As a basic principle, we at the MO&MO Group felt that an alternative solution was necessary; one that does not contribute to the depletion of natural resources. We decided to make a pencil from 100% recycled newspapers.

**“The ultimate test of a person's conscience can be his willingness to sacrifice something today for future generations, whose words of thanks he will not hear.”**





## PRODUCT RANGE AND BRAND QUALITY

MOMO Pencils are manufactured and tested rigorously to meet the expectation of the customer. Our categories of pencils are:

- Inspirational and trendy pencils for children
- Standard pencils for the mass market
- Custom made pencils for institutional branding
- Heritage pencils that reflect our culture
- Personalized and special pencils for all occasions



## BRAND QUALITY STANDARDS

Our quality assurance department ensures that the production performance meets world-class standards. From the beginning, MOMO Pencils was defined and certified by the Kenya Bureau of Standards (KEBS) as a quality mark for environmentally friendly writing products in the hand.

Our goal is to deliver the highest quality of premium products that exceed our consumers' expectations at affordable and competitive prices. This consistent implementation of the Brand Essentials confirms our commitment to maintaining brand quality. Our KEBS certification mark is SM # 35909.



**Kenya Bureau of  
Standards**  
Standards for Quality life



## THE PRINCIPLES OF GREEN MANUFACTURING

The world uses an estimated 14 billion pencils annually, with over 90% wood as the main raw material. Meeting this demand results in millions of trees being felled. This effect causes enormous negative effects on the environment through deforestation. At MOMO Pencils, we are committed to adopting a transformative green exercise agenda and business model to ensure sustainable green development for the future generation. We reduce, reuse and recycle old newspapers into beautiful, fun and high-quality pencils.

We have taken a traditionally unconverted resource and newspaper, and value added to turn it into an environmentally friendly high quality writing product while at the same time advocating for the awareness of a green social life.

We supply the market with these high-quality eco-friendly pencils, which meet customer needs for high quality writing while eliminating the demand for wood as the main raw material source in manufacturing.

Our pencils can be used for multiple purposes: simple creative writing, school branding, promotional branding and marketing, special occasions and events, personal branding, gifts and giveaways, cultural experiences and heritage and so on.





# PRODUCT RANGE



INSPIRATIONAL  
ECO PENCILS



KIDS TRENDING  
ECO PENCILS



SENTIMENTAL  
ECO PENCILS



LOCATIONS  
ECO PENCILS



WILDLIFE  
ECO PENCILS



NATURE  
ECO PENCILS



ALL PRICES ARE EXCLUSIVE OF V.A.T



CUSTOMIZATION  
ECO PENCILS



KENYAN FLAG  
ECO PENCILS



BIRDS  
ECO PENCILS



AFRO PRINTS  
ECO PENCILS



DID YOU KNOW THAT,  
3.6 MILLION KIDS DO NOT HAVE  
ACCESS TO QUALITY EDUCATION?



## OUR SOCIAL CAMPAIGN

# HOPE FOR LITERACY



Although Kenya is a middle-income country with a robust economy, millions of children live in poverty. In 2017, UNICEF Kenya, together with the Kenya Bureau of Statistics, carried out a study on child poverty in Kenya, which found that 45 percent of children under the age of 18 are affected by poverty. The study also suggests that poverty makes many Kenyan children lack access to quality education and support for self-development, which makes them vulnerable to various social ills.

With its campaign THE HOPE FOR LITERACY, MOMO Pencils supports the literacy of 1,000,000 school children in 5,000 schools from poor families through donations from partners. Children from these families need support to improve their reading and writing skills to compete with their peers from wealthy families.

The parents of these children are unable to provide the necessary writing materials such as books and pencils at all times.

Literacy is paramount to ending poverty in all its forms everywhere. Promoting literacy among children is therefore crucial in preventing the intergenerational cycle of poverty. The ability to read and learn is key to unlocking potential skills in children. Unfortunately, education is also an expensive endeavor that the majority of families cannot afford. This challenge promotes systemic inequality between children from poor backgrounds versus their peers from wealthy families. It limits their ability to competitively access equal opportunities for decent work and economic growth in the future.



# 1.5 ABOUT BILLION TREES AFRICA

BILLION TREES AFRICA is a commercial forestry company specializing in large scale planting, management of nurseries sale of seedlings, afforestation, restoration and forest management services.

In our business approach, we integrate innovation and technology and incorporate community ownership in our projects. Our model starts from the seed to the forest.

Kenya needs to attain a 10% forest cover by 2022 in order to reach the threshold required to mitigate climate change in the country. This means that as a country we have to plant 1.8 billion trees in the gazette forest areas of approximately 3,975,655.839 hectares. This will take Kenya from the current 7.2% to 10% forest cover.

It is against this background that Billion Trees Africa Ltd has committed itself to embark on implementing the “Billion Trees Project”. Billion Trees Africa works in partnership with other organizations to achieve these goals.



**The success of our tree planting projects is based on the fact that the activities are part of a comprehensive community-based sustainable development strategy that providing environmental solutions and tackling unemployment.**





## THE BIGGER STORY

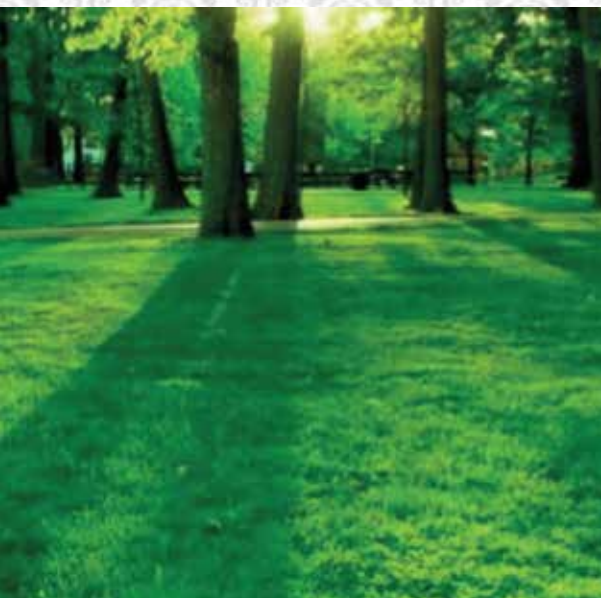


## MISSION

To revolutionize sustainable reforestation and management by mobilizing the next generation of change agents through mentorship, employment and technical support.

## VISION

To plant and grow 1 billion trees across Africa through global community of enviromental change agents.



## VALUES

We believe in continous innovation, integrity, enviromental responsibility, transformation and accountability.



## THE FIVE STAGES OF OUR PROJECT IMPLEMENTATION

STAGE 1



### Plant seeds in Nursery.

We have established tree nurseries growing seedlings of a variety of species. We also outsource private land for nursery extensions throughout the country.

STAGE 2

### Engage funding partners.

The key objective of our partnerships with DFI's is the positive impact on SDGs which is massive.



STAGE 3



### National Forests Authorities and farmers.

We have established tree nurseries growing seedlings of a variety of species. We also outsource private land for nursery extensions throughout the country.

STAGE 4



### Large scale tree planting.

Afforestation presents the best value-for money in terms of greenhouse gas offset and capture. Sustainable forestry is the most market-oriented avenue to achieve higher levels of afforestation.

STAGE 5

### Youth and Women Groups.

Our activities contribute to social factors by providing employment opportunities in rural areas making local communities more resilient.



### BILLION TREES PROJECT BENEFITS

- Reduction of deforestation thus improving the country's ability to tackle social, political, environmental and economic issues ranging from global warming to food security.

- Preservation of the earth's ecosystem by absorbing the greenhouse gases that cause global warming. The cutting down of trees causes billions of tons of carbon dioxide (a greenhouse gas) to be released into the air. About 20 percent of the world's greenhouse gas emissions are a result of deforestation.

- Prevention of soil erosion and improvement of land fertility.

- Management of water regulation during floods and water conservation during droughts.

- Restoration of natural habitat for a variety of plants and animals threatened by extinction.

- Improvement of soil productivity and fertility.

- Mobilization of an opportunity for local communities to combat poverty by empowering themselves economically through ecological resto-



## OUR SUSTAINABILITY PILLARS

### **SDG 5 - Gender equality.**

We engage women groups as a key part of all our projects at community level.

### **SDG 8 - Decent Work and Economic Growth.**

We engage the youth, farmers and women by providing them with employment as well as other opportunities for income diversifications.

### **SDG 9 - Industry, innovation and infrastructure.**

We apply innovative technological solutions and incorporate community ownership in ecological afforestation, reforestation and management.

### **SDG 12 - Responsible Consumption and Production.**

Our activities are conducted as part of an overall community based sustainable development strategy to ensure success.

### **SDG 13 - Climate action.**

By revolutionizing large scale tree planting, we tackle widespread drought, desertification and extinction of animal populations.

### **SDG 15 - Life on land.**

By incorporating farmers and communities in sustainable commercial forestry, we achieve success through co-ownership of the community sustainable development strategy.



## Partnerships

Through our partnerships we deliver long-term impacts in terms of poverty alleviation, food security, economic growth, climate action and biodiversity protection through empowering local communities.



## THE BENEFICIARIES



**“My tree nursery is a major source of income that is currently providing for my family. This has improved our lives. Thanks to Billion Trees Projects.”**

**PETER KIVUVA**  
Farmer,  
Mwingi, Kitui County

**“Billion Trees Africa provides jobs for the youth and women groups in our village. This has reduced the level of poverty in the community”**

**JONAH OSOGO**  
Village Elder,  
Homa Bay



**“The money from working in Billion Trees Projects has given me opportunities for income diversification in the village. I now own a shop which enables the people to purchase essential items.”**

**CHACHA KENNEDY**  
Chamari, Kilifi County





**INSTITUTE OF SUSTAINABILITY  
AFFAIRS AFRICA**



## 1.6 ABOUT INSTITUTE OF SUSTAINABILITY AFFAIRS AFRICA (ISAA)

When most companies think about increasing sustainability or stepping up their sustainability activities, they probably only think of the green aspect of sustainability in order to reduce their carbon footprint, reduce waste and improve the environment.

However, a brief survey by the Institute of Sustainability Affairs Africa (ISAA) shows that sustainability means much more than just being green. The term implies corporate responsibility not only for the planet but also for the company's employees by protecting the health and safety of workers, as well as for profitability by ensuring a viable business for many years to come.

Our mission is to improve global governance through research, dialogue and advice. We provide demand-driven, bespoke services for sustainable development and help governments, international organizations, corporations and non-profit organizations develop strategies to address sustainability challenges.

The Institute of Sustainability Affairs Africa (ISAA) is an independent think and public policy consultancy for climate, environment and development to accelerate solutions for a stable climate, sustainable resource management and fair economy in Africa.

ISAA implements the best practices for developing and managing sustainability efforts of organizations related to sustainability in five areas with the result of what they are doing well and how they want to get even better.



## BACKGROUND

Our work inspires better decisions and triggers meaningful actions to help people and the planet flourish. We shed light on what can be achieved when governments, corporations, nonprofits and communities come together.

Our around 250 employees perform high-quality interdisciplinary research, strategic policy analysis and advice, and business advice. We promote political dialogue and provide training for public institutions and companies in Africa to build capacities for transformative change. Our work covers the following areas: Climate, Energy, Resources, Green Economy, Sustainable Business, Green Finance, Peace and Security, International Cooperation and Urban Transformation.

Partnerships are the key to our work at ISAA. By forging alliances with individuals and organizations, we help strengthen global governance, promoting transformative change, sustainable resource management and resilience.

## DEFINING & DRIVING SUSTAINABILITY

The definitions of sustainability follow the triple bottom line approach of people, planet and profit. While these components can also be worded slightly differently depending on the organization (e.g., a world in which business can continue and add value to customers and shareholders).

Sustainability is much more than just being green. The concept of sustainable growth fulfills the needs of the present without endangering the world that we leave to the future.

Building a sustainable business means protecting the workforce, giving back to the community, creating a world in which the business can continue, and creating value for customers and shareholders.

Although the environment is part of sustainability, the Institute of Sustainability Affairs Africa (ISAA) recognizes that it takes more than just being green to keep a sustainable business going.











## DEFINING THE CIRCULAR ECONOMY

In a circular economy, products are designed, manufactured and used in such a way that waste is reduced and the regeneration of natural systems is facilitated.

It's a lot more than just recycling. It is based on a combination of strategies and innovative business models that close material loops and focus on optimizing resource flows, reducing the need for new resources and reducing a range of environmental impacts, including greenhouse gas emissions.



## SUSTAINABLE BUSINESS MODEL

### FUNDING TIPS

- Endowments
- Corporate
- Foundations
- Government
- Individuals
- Members

### OUTPUTS

- Research
- Events
- Networking
- Media
- campaigning

### OUTCOMES

- Long or short term Policy influence



## DEVELOPING SUSTAINABILITY GOALS

Every organization needs its own mix of short-term and long-term goals for environmental sustainability, ranging from annual goals to broad 10-year visions.

Overall, the goal is to reduce their ecological footprint by reducing greenhouse gases, volatile organic compounds, water consumption, energy consumption and waste in landfills.

There are some sustainability metrics organizations want to increase, such as: Recycling and community donations.

This could take the form of increasing donations to charities and employee benefits, as well as increasing donations in kind to local businesses and schools. increase their handprint or have a positive impact on the environment and community.





## THE GREEN ECONOMY



According to the resolutions of the United Nations Conference on Sustainable Development in Rio de Janeiro, the focus was on economic concepts that can reconcile growth and environmental protection and ultimately lead to a green economy.

The aim is for companies worldwide to benefit from the opportunities in the growing markets for sustainable products and services. Before the transformation to a green economy can succeed, however, this concept must become a political and economic model.

For this purpose, concrete fields of action, goals and implementation strategies must be defined. In addition, we develop new instruments, design tailor-made packages of measures and support their implementation.

The realization of a green economy poses challenges for all parts of society. Industrial economies can play a leading role in promoting this global ecological modernization of the economy. ISAA advises governments, international organizations, companies and non-profit organizations on the development of suitable policies, uses our extensive knowledge of economic and political discourses on the economy and also advises on embedding these concepts in the broad framework of sustainable development.

On the way in Africa towards a green economy, the ISAA supports various implementing organizations with comprehensive analyzes and measures for capacity building.



Finding better ways to quantify the ROI a company is getting on its sustainability efforts remains a common challenge. This is only because the different ways in which the return is perceived cannot easily be calculated. It can be relatively easy to quantify the amount of water saved, kilowatt hours of energy, and tons of non-landfill waste, but there are myriad qualitative ways that sustainability can increase customer satisfaction, employee morale, and attractiveness to potential employees and customers.

Discovering better ways to quantify the ROI of sustainability can help make it clear to the C-suite and senior management that sustainability and corporate social responsibility are sound business practices.





The path to sustainability maturity seems clear when companies evolve on their path to sustainability. The implementation and reporting of sustainable practices will move from actions based solely on organizational isomorphism, because everyone else is doing it, to actions that are motivated by corporate values and only therefore make people and the planet right.

The Institute of Sustainability Affairs Africa (ISAA) is encouraging more companies to follow this path and looks forward to the advances that will be made in sustainability in the years to come.

**What strategies typically used in sustainability e.g., innovative partnerships, enviromental and ethical guidelines can be used to improve health and safety in the workplace?**



# 1.7 OUR VALUES





## 1.8 MEET OUR TEAM



**ANDREW OKALLO**  
Senior Marketing Executive



**DANIEL ALANDO**  
Business Relationship  
Manager



**ESTHER OTIENO**  
Brand Officer



**ANWAR AHMED**  
Factory Manager

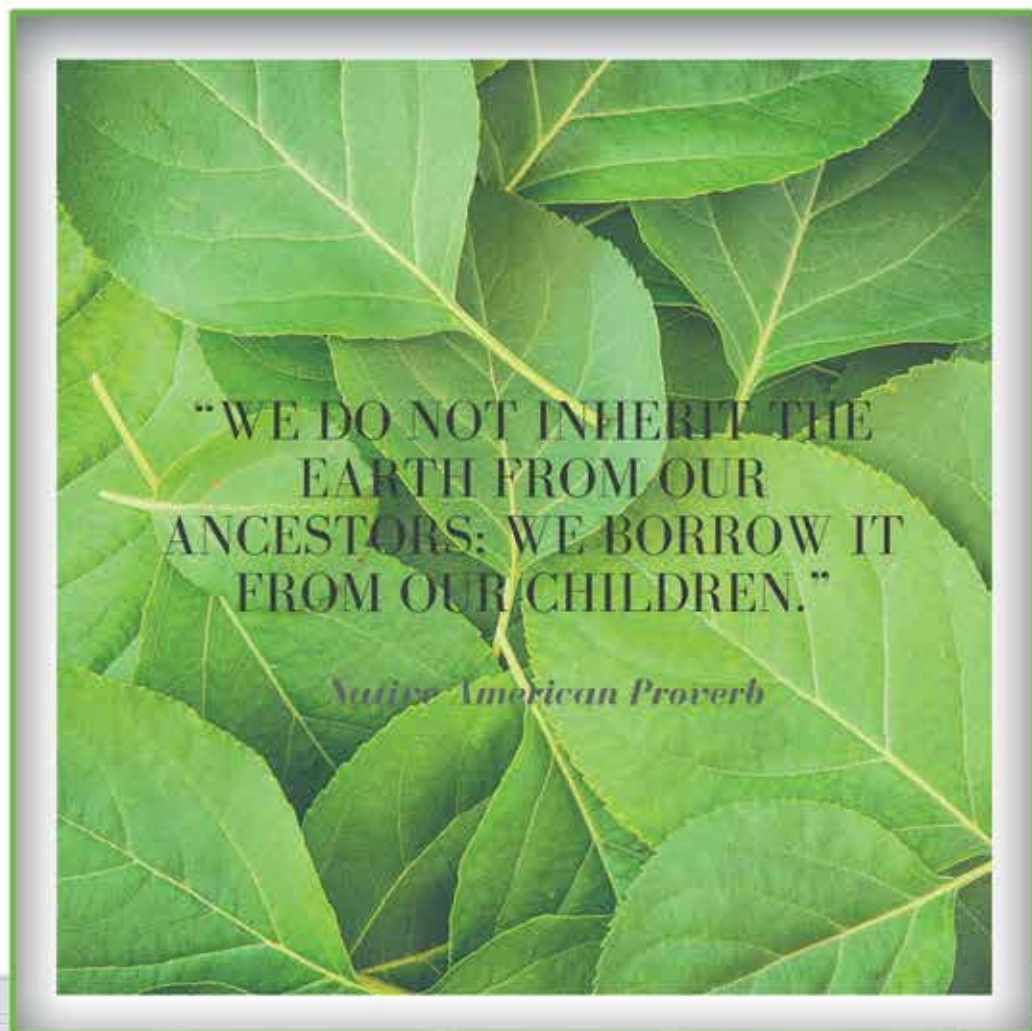


**NOEL OMUKUBI**  
Communications  
Manager




**MARGARET MUYANGA**  
Public Relations Manager



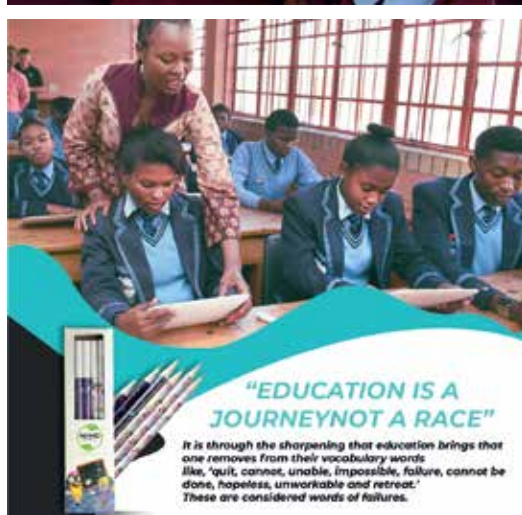






**“ EMPOWER, TRANSFORM  
SUSTAIN ”**





**Head Office: Ramco Court,  
Apartment D12,  
Mombasa Road,  
Nairobi.**

**TEL: + 254 797 340 387  
+ 010 797 340 387**

**info@mogroupke.com  
www.mogroupke.com**