

## Safe Hands Kenya members

### *Lynk and DTL launch innovative approach to protecting public spaces from COVID-19 using surface disinfectant and geo-data*

**24 April 2020, Nairobi:** Two members of Safe Hands Kenya (SHK), Lynk and Dandora Transformation League (DTL), have launched of an innovative pilot to provide cleaning services for the disinfection of public spaces in 18 gated streets (“courts”) in Dandora, Nairobi. A third member of SHK, **Orbit Chemicals**, is providing the surface disinfectant for this pilot, demonstrating the holistic approach to the supply chain that SHK is employing.

The threat of COVID-19 creates an immediate need for trained professionals to clean and disinfect essential businesses and locations. The pilot – starting in Dandora Phase 2 - with plans to expand across other areas as soon as possible – sees disinfection activities carried out daily over an initial two-week period, with the teams using knapsacks to spray surface disinfectant onto frequently-touched surfaces, such as sanitation stations, court gates, door handles, railings and public benches.

SHK leverages its members’ expertise in technology-enabled distribution to build geospatial demand and supply allocation maps to ensure the most at-risk communities can be prioritised, while its member organisations scale their activities to protect residents, employees, and customers in public spaces across the country. The insights stemming from the Dandora pilot will inform the approach taken for protecting public spaces (e.g. in grocery stores, markets, clinics, warehouses etc.) in the months ahead.

During the pilot, 6,700 litres of disinfectant is being sprayed in markets, matatu stands, roads and other public areas. Lynk’s professional cleaning team is in parallel training members of DTL in the most effective disinfection techniques, so that the activities can in future be run by the local community, for the local community. DTL will then disburse trained and equipped cleaners to SHK-identified locations in the area, helping both to contain the spread of COVID-19, while empowering youthful residents to be part of the solution in their community (around 70% of Dandora residents are under the age of 35).

**Charles Gachanga, the Chief Executive Officer of Dandora Transformation League**, commented: *“DTL has been helping residents in the Dandora area to create a cleaner and healthier environment since 2014. At this time of urgency, it’s really encouraging that we can benefit from Lynk’s expertise to do even more, while training our community members to be part of the solution. Together, we are here to protect our community by ensuring all shared spaces are kept clean and safe.”*

**Adam Grunewald, CEO & Co-Founder of Lynk**, explained: *“We’re thrilled to be championing an initiative that helps keep people safe, while also providing work opportunities, income, and new skills for informal sector workers. After the success of our pilot in Dandora, we look forward to rapidly scaling the program throughout Nairobi. Through our partnership with Safe Hands Kenya, and community organizations like DTL, we have rapid access to all of the participants and support needed to quickly identify the most at-risk areas, ramp up our disinfection response team with local participation, and to support communities for as long as it takes.”*

**Andrew Waititu, CEO of Safe Hands Kenya CEO**, and former CEO of GE Healthcare East Africa, added: *“This pilot hopes to test a unique approach to collaboration between community organizations and private companies in a bid to scale across all informal settlements in Kenya to provide essential products and services, like hand washing and public sanitation services, for free to all Kenyans as a first line of defence against COVID-19.”*

Members of Safe Hands Kenya have commenced manufacturing, distribution and marketing activities over the last month, which will rapidly scale over the coming weeks, including:

- Coalition members **Jumia, Unilever** and **Twiga Foods** ran a pilot in early April to test and refine the operating model within Nairobi and surroundings. They distributed 54,000 soap bars and enabled 200,000 people in low income, high population density areas to have “safe hands”. The pilot reached 17,000 unique Twiga customers as the distribution points.
- Additional interventions – including around the distribution of hand sanitiser and soap – are currently being rolled out in Dandora, reaching 142,000 people, via 81 retail outlets of SHK distribution partners in the area (**KOKO Networks, Sokowatch** and **Twiga Foods**). **Dandora Transformation League (DTL)** has also assisted in the installation of hand-washing stations in several residential courts, which will see 50,000 bars of soap from **Pwani Oil Products Ltd.** used. SHK is also advising residents on how to create DIY stations.
- A nationwide marketing campaign, branded *“Tiba Ni Sisi”* (“We are the cure” in Kiswahili), to motivate behaviour change and engage people about practical and immediate measures they can take to stay safe and slow the spread of the virus. The campaign has already drawn support from a range of celebrity influencers in Kenya, as well as Africa CDC.

**ENDS**

**Notes to editors:**

For more information, please visit [www.safehandskenya.com](http://www.safehandskenya.com) or contact:

- **Africa Practice** – [safehandskenya@aficappractice.com](mailto:safehandskenya@aficappractice.com) / +44 (0)7765 001 992
- **Lorna Irungu** – [Lorna@siwa.co.ke](mailto:Lorna@siwa.co.ke) / +254 (0)722 773 157

*Lynk is a leading technology platform in Nairobi that aims to solve problems faced by informal workers and the households and businesses seeking their services. It's digital platform connects informal workers with customers who require services such as plumbing, electrical work, wellness, and carpentry.*

*DTL is a community-based umbrella organisation bringing together over 200 youth groups from across Dandora Phases 1-5. Its goal is to create a cleaner, greener and safer Dandora, while generating jobs for its youth members. DTL has been the recipient of several international awards for its transformative work in Dandora, and has also received widespread local media coverage for its innovative and impactful interventions across Dandora.*

**About Safe Hands Kenya**

Safe Hands Kenya is a growing alliance whose members include:



Safe Hands Kenya is a coalition of private companies and community organisations that has joined together to provide essential products and services, like hand washing and public sanitation services, for free to all Kenyans as a first line of defence against COVID-19.

The alliance includes technology-based distribution companies, input suppliers, manufacturers, media houses and community organisations and has assembled a full-time project team that includes experts across supply chains, user experience and behavioural change. All members have pledged to uphold three key principles: 1) zero margin: this is for impact, not profit; 2) speed is critical: every day counts; and 3) last-mile saturation: we leave no-one behind.

By employing a data-heavy strategy, Safe Hands Kenya is able to prioritise the most at-risk communities, typically high-population density areas in larger towns. Safe Hands Kenya's actions up and down the supply chain will also spur economic activity and act as a stimulus for Kenyan families working within local manufacturing and supply chains. Longer-term, the initiative will also improve the overall state of hygiene practices, with parallel benefits for other sanitation-related diseases and deaths.