



FKE EMPLOYER OF THE YEAR AWARDS 2025



Beyond the trophies: Why taking part in EYA is beneficial regardless of outcome

The Employer of the Year Awards (EYA) competition organised by the Federation of Kenya Employers (FKE) is more than the trophies winners earn. It packs benefits that go beyond the recognition.

The prestigious event honoured outstanding employers who have demonstrated a commitment to excellence in workplace practices and set the benchmark for standards in Kenya. More than that, though, all had the opportunity to pick best practices that can inspire and spur their organisations to greater heights.

Some organisations may be strong in certain aspects and top specific categories, but remain weak in others. Therein lies the opportunity to learn from their outstanding peers on how to excel in those specific areas.

FKE appreciates the significant role that employers play in national development and the society at large. Employers provide livelihoods and change lives through meaningful employment.

FKE has always insisted that one sure way for employers to play their role effectively is to have a friendly business environment where enterprises can grow and create more jobs. At the centre of any high performing enterprise are the employees who have passion and commitment to the organisations they work for.

EYA encourages employers to adopt global best practices and principles to create wealth and deliver lasting impact to society.

EYA is also a call to policymakers to foster a conducive business environment that unlocks the full potential of our enterprises.

And ultimately, EYA is about enhancing productivity, competitiveness, and decent employment for all Kenyans.

That is why the Employer of the Year Awards go beyond recognition.

As a leading employer-based membership organisation and the voice of employers, FKE is proud to hold this event that sets and recognises standards to inspire



A display of trophies during the Employer of the Year Awards 2025 ceremony held at Radisson Blu Hotel on November 7. FRANCIS NDERITU

excellence in workplaces, focusing on employment, industrial relations, and social policy. FKE advocates policies, laws and regulations that favour business growth and sustainability.

Over the years, the Federation has invested in building the capacity of employers to help them operate in a world that is undergoing profound transitions, and is proud to see more organisations embracing change and putting in place structures and practices that enhance productivity and performance.

EYA therefore provides a unique platform for recognising and honouring employers for outstanding initiatives that place people at the centre of business success.

This event reflects FKE's unwavering commitment to advancing fair labour practices and supporting members to move from being good to great employers.

Cigna Healthcare Kenya crowned Overall Winner under Workplace Environment Excellence



About Cigna Healthcare

Cigna Healthcare is a **global health service company** dedicated to helping people improve their health and vitality. With a heritage of **over 200 years**, we live by our promise of being *Together, All the Way* – delivering healthcare, clinical management, and wellness programmes to employers, individuals, and governments worldwide.

For more than **60 years across Africa and 19 years in the Middle East**, Cigna has served over **250,000 members** on the continent through partnerships with locally licensed insurers. We provide health insurance solutions for local companies and multinationals seeking harmonised coverage across Africa.



From Left: Angelina Gitau, Kevin Byrne, Maureen Osiche, Maxime Claessens, Doris Emali, Dennis Njogu, Benson Bolo and Esther Nambi.

Globally, Cigna operates in **30 countries**, employs **over 70,000 people**, and serves **more than 190 million customer relationships**.

Our Achievement

Overall Winner – Best Workplace Environment

We are honoured to be recognised by the **Federation of Kenya Employers (FKE)** at the **Employer of the Year Awards 2025** for fostering a culture where employees feel **valued, passionate, and empowered**.

This award, received by **Maxime Claessens (General Manager Africa)**, **Maureen Osiche (HR Manager Africa)**, and our dedicated team, reflects our shared commitment to building an **inclusive and high-performing workplace**.

Our Commitment

At Cigna, we believe **workforce wellbeing drives sustainable success**. We remain committed to helping employers across Kenya and beyond create **thriving, resilient teams**.

Learn more at www.cigna-me.com

Our Kenya Physical address:

One Africa Place, 12th Floor, Westlands along Waiyaki Way Nairobi, Kenya. | P.O. Box 331 - 00600

www.cigna-me.com





Honouring Best Employers



Federation of Kenya Employers (FKE) *Congratulates*
all the winners of the Employer of the Year Awards (EYA) 2025

Overall Winner: CPF Financial Services Limited
1st Runner Up: Coca Cola Beverages Africa- Kenya
2nd Runner Up: Kabarak University



The CPF Financial Services team celebrates their victory as the Overall Winner of the Employers of the Year Awards (EYA) 2025 at Radisson Blu Upper Hill, Nairobi



The Coca-Cola Beverages Africa – Kenya team proudly receives the 1st Runner-Up award.



The Kabarak University team is recognized as the 2nd Runner-Up at the EYA 2025

S/n	AWARD	WINNERS
1	Leadership & Governance	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	KABARAK UNIVERSITY ABSA KENYA KENYA ELECTRICITY GENERATING COMPANY (KENGEN)
2	Corporate Performance	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	KENPOLY MANUFACTURERS LIMITED WORLD WIDE FUND FOR NATURE-KENYA (WWF-KENYA) LIBERTY LIFE HERITAGE INSURANCE
3	Innovation & Productivity	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	SAMA SOURCE KENYA LIMITED JUBILEE HOLDINGS LIMITED MOMBASA PORT DT SACCO
4	Responsible Business Conduct	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	COCA COLA BEVERAGES AFRICA- KENYA OLD MUTUAL LIFE ASURANCE COMPANY LTD WILLIAM HOLDEN WILDLIFE FOUNDATION
5	Inclusivity &Diversity	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	CPF FINANCIAL SERVICES LIMITED VSO KENYA BOMU HOSPITAL
6	Workplace Environment	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	CIGNA INTERNATIONAL HEALTH SERVICES AIRFLO LIMITED AAR INSURANCE
7	Learning & Development	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	KENYA REINSURANCE CORPORATION (KENYA RE) STRATHMORE UNIVERSITY HACO INDUSTRIES KENYA LIMITED
8	HR Practices & Industrial Relations	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	ENGLISH PRESS LIMITED KENYA SEED COMPANY LTD TROPICAL HEAT LIMITED
9	Small and Medium Enterprises (SMEs)	
	OVERALL WINNER 1 st Runner UP 2 nd Runner UP	FRACHT KENYA LIMITED VSO KENYA DHL GLOBAL FORWARDING (K) LIMITED
10	Special Awards: First-Time Multi-Category LARGE CORPORATE	NATIONAL SOCIAL SECURITY FUND (NSSF)
11	Special Awards: First-Time Multi-Category SME	LASER INSURANCE BROKERS

FKE wishes to
Thank

all the Sponsors and Partners for the great support given to help us deliver a highly successful and memorable Employer of the Year Awards, 2025
Our Special appreciation goes to the following

SPONSORS



SPONSORS IN KIND



JOIN THE FEDERATION OF KENYA EMPLOYERS (FKE)

For over 65 years, the **Federation of Kenya Employers** as the premier employers' body, has represented and advanced members' interests in social, economic, employment and labour relations. Through policy advocacy, **FKE** promotes an enabling business environment to enhance enterprise competitive ness and productivity.

FKE membership is open to registered public and private entities of all sizes including corporates, business associations, parastatals, county governments, cooperatives, partnerships, faith based organizations, learning institutions, and non-governmental organizations.

BENEFITS OF BEING AN FKE MEMBER

- 1. **Expert advice and representation** in employment and labour relations matters (Collective Bargaining Agreements, dispute resolution, consultations on all work-related issues, opinions & advisories on emerging issues and employee separation)
- 2. Access to **Research information on economic indicators and labour issues** that facilitate business practice
- 3. Access to relevant **learning and skills development** programs.
- 4. **Organizational Development Services** (recruitment & selection, job evaluation, HR audits, strategic plans, development and review of HR manuals & policies) to enhance performance, productivity and efficiency.
- 5. **Representation** on key national, regional, and global bodies and forums to advance the employers' agenda.
- 6. **Benchmarking** and networking opportunities at national, regional and global level.
- 7. Access to FKE's Online services through the **eWaaajiri Members Service Portal**

JOIN THE TRUSTED VOICE OF EMPLOYERS

FKE encourages Employers who participated in the survey to acquire a customized report to help address the gaps that may be existing their in organization.

Those who wish to get these reports can contact our officer: **Ms. Judy Kudwoli**

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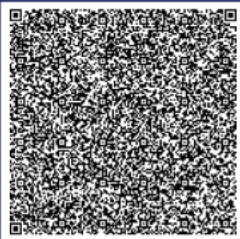
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SCAN
to contact us



Introducing VSO

VSO has been in Kenya from 1959, delivering high impact programmes in education, health, and resilient livelihoods in fulfilment of our vision for “A fair World for Everyone”.

Our People First Framework is demonstrated through volunteering for development, where we design and implement programmes with communities and volunteers to ensure lasting change. **We believe that**

Volunteers Spark Others to build better lives and a better world!

Currently, VSO is working in partnership with the Kenyan government, private sector, civil society organisations, and

communities in seven counties: Makueni, Kilifi, Mombasa, Nairobi, Kisumu, Marsabit and Turkana, replicating development programmes implemented in over 24 other countries where VSO has presence.



Receiving the award are from left to right, Meshack, Susan, Rose and Mathew, representing the VSO Kenya team.



Otonglo Green Entrepreneurs at work.

VSO recognised for transforming Kenya's MSME landscape through Green Entrepreneurship, Inclusivity and Diversity

When the Federation of Kenyan Employers (FKE) named VSO the First Runner-Up for Best MSME Support Organisation in November 2025, it marked more than an institutional achievement. It was a national acknowledgment of a model that has quietly reshaped the lives of thousands of young Kenyans, particularly those on the margins of the economy.

From informal waste collectors in Kenya's largest cities to youth-led green start-ups pioneering innovative recycling ideas, to sustainable agri value chains, VSO's approach to MSME development is positioning the organisation as one of the country's boldest champions of inclusive, sustainable enterprise.

Building MSMEs from the ground up
Unlike many enterprise programmes that focus only on training or financing, VSO applies a dual approach:

- **Strengthening systems** through policies, market linkages, community norms, and enabling environments.
- **Supporting enterprises directly** by sharing entrepreneurship skills and green competencies, as well as through mentorship, access to finance, markets, and business development services.

At the centre of this model is VSO's distinctive blended volunteering approach, which brings together community volunteers, expert national volunteers, and international volunteers to co-create solutions with entrepreneurs. It ensures that support is not only technically sound but rooted in social realities.

“We go beyond training. We strengthen the systems around MSMEs so they can grow sustainably,” says Evans Otieno, Programme Coordinator, Livelihoods and Youth Engagement, at VSO Kenya.

“When young people and women are equipped with the right skills, mentorship and networks, they build enterprises that transform entire local economies. Our blended volunteering model is what makes this possible.”

From waste to work: How circular economy is creating green jobs

One of the best examples of VSO's impact is the From Waste to Work (W2W) project, funded by the IKEA Foundation and implemented in Nairobi, Kisumu, and Mombasa.

The project targets young people surviving through informal waste picking, many of them living in unsafe, underserved communities where waste work is stigmatised and often dangerous. The initiative trains them in green entrepreneurship, connects them to markets and finances, strengthens local buy-back centres, and advocates for fairer waste management systems.

A recent independent evaluation (May–July 2025) revealed remarkable results:

- 3,637 green entrepreneurs engaged (1,591 women and 2,046 men).
- 98 percent of youth-led start-ups remained active after six months.
- 95 percent reported profit and turnover growth.
- Median waste-related income rose from Ksh10,000 to Ksh14,500 within five months.
- 40 community buy-back centres strengthened.
- 6,000+ tonnes of waste recovered and recycled.
- 73 percent adopted new saving habits and 96 percent gained new skills.

The impacts are not just economic; perceptions are shifting. As one young participant told evaluators, “*Sasa tunaona kazi ya taka kama kazi ya maana, si ya aibu.*”

Human stories behind the impact
James: From stigma to leadership in

the green economy

In Nairobi, 33-year-old James is known locally as Rooney. Waste pickers in his community were degraded, often called “*chokora*” – a term that shattered dignity and self-worth.

Today, James is the leader of a 156-member youth start-up group and sits on the committee of a local buy-back centre. After receiving VSO-supported enterprise package (enterprise training, business development services, seed grant, market linkages), his group now operates a profitable waste-sorting and recycling hub linked to major recycling companies such as TakaTaka Solutions and Mr Green.

James and his group in Kasarani are already running a fully constructed childcare centre supported by VSO, with funding from Randstad.

The centre plays a critical role in ensuring women waste workers do not bring children to dumpsites and enables them to redirect time from unpaid care work into income-generating activities within the waste value chain.

“Now, I have something to put on the table,” he says with pride. “Because of VSO, we learnt how to manage a buy-back centre that

makes profit and our women no longer sleep hungry.”

Why this matters for Kenya

VSO's MSME work goes beyond livelihoods. It responds to some of Kenya's most pressing national challenges:

- Youth unemployment
- Women's economic empowerment
- Urban waste management
- Climate change and circular economy transition.

With more than 600 MSMEs supported nationally, VSO is increasingly recognised as a leader in green and inclusive enterprise support.

The FKE award is therefore more than a trophy. It is an acknowledgment that Kenya's transition to a green economy is already happening, from the grassroots up led by young people who are turning waste into livelihoods, dignity, and community transformation.

As the circular economy grows, so too does the belief that enterprise can be both profitable and sustainable, and VSO is proving that with the right support, MSMEs can be at the heart of that transition.



Women waste pickers celebrating International Women's Day.

How VSO Kenya is redefining inclusivity and workforce excellence

In the development sector, the phrase “leave no one behind” is often used to describe our external mission – our promise to the communities we serve. But a true changemaker knows that this philosophy must first take root internally. If an organisation does not live its values within its own walls, it cannot effectively export them to the world.

Last week, the Federation of Kenya Employers (FKE) recognised this commitment, honouring VSO Kenya as the 1st Runner-Up in the Inclusivity and Diversity category at the 2025 Employer of the Year Awards. We were also recognised as the 1st Runner-Up in the SME category. While we celebrate the trophy, the true victory lies in the culture that earned it – a culture built on the belief that diversity is not just a metric, but the engine of innovation.

Inclusivity in action, not just theory

True diversity goes beyond headcounts. At VSO, we have moved past simply employing a workforce from a wide range of backgrounds. We are actively engaging them. Our recognition in the Inclusivity and Diversity category stems from a deliberate strategy to ensure equal access to opportunities for all, including persons with disabilities.

We realised early on that hiring is only the first step. Retention and belonging require inclusive structures. This is why we have institutionalised staff and volunteer training on social inclusion, gender equality, and safeguarding. We have gone a step further to develop and disseminate sign language materials and other inclusive communication resources. These aren't just tools; they are statements that at VSO, accessibility is a right, not a privilege. By dismantling barriers to participation, we ensure that every voice is heard, and every talent is utilised.

Fuelling the engine: Motivation and growth

A diverse workforce requires a motivating environment to thrive. The FKE awards assess the “workplace environment”, and our approach has been to create a “Culture of Care.” We understand that sentiments of burnout are real in the development sector. To counter this, we promote a positive culture through regular team meetings, staff welfare initiatives, and team-building activities that foster genuine connection.

Furthermore, we challenge the conventional wisdom that professional development is solely the responsibility of the employee. We have invested heavily in staff development through an online learning platform and sponsorship for high-level certifications, such as the Project Management Professional (PMP). Perhaps most unique is our use of “Communities of Practice.” These forums bring together staff with technical expertise across different countries, enabling a global learning exchange. This ensures that a VSO expert in Kenya is learning from peers in Asia or Europe, fostering a rich, cross-pollinated intellectual environment.

The bigger picture

Why does this internal excellence matter to the average Kenyan? Because a supported, diverse, and skilled staff delivers better results for the community. Our internal “learning and development initiatives” directly translate to the quality of our external work.

When our staff feels supported through professional growth opportunities like acting-up roles and secondments, they are better equipped to champion volunteerism for development. They are more resilient in driving our climate justice initiatives and more empathetic in co-creating sustainable solutions for youth empowerment.

Ultimately, this FKE award is a contract of trust. It validates that VSO is not just doing good work “out there”, but doing the right work “in here”. We are proud to be an employer that doesn't just preach equality, but practices it every single day.

By **Ms. Catherine Mwangi**, Country Representative, VSO Kenya



We were honoured with the Overall 1st Runner-Up (Silver) Employer of the Year Award and the Gold Award in Responsible Business Conduct at the Federation of Kenya Employers (FKE) 2025 Employer of the Year Awards. This recognition is a powerful affirmation of our commitment to fostering a purpose-led, inclusive, and sustainable workplace culture — while upholding ethical practices, community engagement, and environmental stewardship. It also speaks directly to our mission of being the leading and most admired company on the continent.

We celebrate this achievement with gratitude and a renewed commitment to creating a thriving, safe and inclusive workplace for all.





FKE EMPLOYER OF THE YEAR AWARDS 2025



Lessons organisations gain for participating in awards contest

Only a specific number of the participants in the Federation of Kenya Employers' (FKE's) Employer of the Year Award (EYA) take home trophies. These are the winners of the different categories. However, all participants – whether winners or not – take valuable lessons from the competition.

For example, to help organisations deepen their EYA learnings, FKE has organised two targeted training forums.

The first, scheduled for November 19-21 in Nairobi, will focus on Conflict Management and Workplace Inclusivity. The training features leading experts from South Africa and the USA, along with practical insights from EYA winners.

The second forum, set for November 26-27 in Machakos, will guide HR professionals on transitioning from operational roles to strategic HR in an evolving world of work being rapidly shaped by technology and artificial

intelligence (AI).

Further, participating members are encouraged to request a personalised EYA feedback report that offers detailed insights and tailored recommendations across all eight assessment categories.

The Employer of the Year Awards (EYA) celebrate organisations that set the benchmark in leadership, people management, and sustainable business excellence. The awards highlight employers who demonstrate transformative leadership and strong governance systems that empower teams, inspire accountability, and support the implementation of impactful workplace practices.

EYA also recognises organisations with a sharp focus on performance and results. High-performing employers demonstrate financial stability, strategic clarity, and a culture of continuous improvement. Their commitment to innovation and productivity ensures that every process and interaction adds value to the business and strengthens overall outcomes.

Responsible business conduct is another pillar of excellence. Progressive employers embrace ethical practices, comply with industry regulations, and contribute to social, economic, and environmental sustainability. Inclusiveness and diversity are equally essential. Outstanding employers foster non-discriminatory workplaces where all employees feel represented, respected, and engaged at all levels.

A strong workplace environment is central to employee commitment. Thus, EYA also celebrates organisations that make their people feel valued, motivated, and aligned with business goals. This is reinforced by robust learning and development strategies that equip staff for future leadership and long-term organisational success. High-quality HR practices and sound industrial relations ensure that the right people are placed in the right roles, rewarded fairly, and



Federation of Kenya Employers (FKE) National President Dr Gilda Odera during the 2025 Employer of the Year Awards ceremony at Radisson Blu Hotel on November 7. FRANCIS NDERITU

supported to grow.

The Employer of the Year Awards whose tagline is *Honouring Best Employers*, is FKE's prestigious flagship event that aims to showcase and reward employers' best practices and innovations in the areas of Corporate Performance, People Management and Industrial Relations practices among employers in Kenya. The goal is to raise and sustain productivity, enterprise performance and responsibility.



KENYA SEED COMPANY LTD.
Top Quality Seed



Celebrating Excellence in People, Performance & Purpose



Why This FKE Award Matters

1st Runners-Up –
HR Practices & Industrial Relations Category
FEDERATION OF KENYA EMPLOYERS AWARDS
2025
A Historic Win for Kenya Seed Company



Kenya Seed Company is proud to announce its recognition as the **1st Runner UP in the Human Resource Practices & Industrial Relations Category** at the **2025 Federation of Kenya Employers (FKE) Awards**.



This national recognition is a major milestone that affirms the Company's continued commitment to nurturing a productive, empowered, and future-ready workforce.



Why This FKE Award Matters

Since its establishment in 1956, Kenya Seed Company has grown into a regional seed industry leader, producing and marketing high-quality certified seeds across Kenya and the wider East African region. From its founding objective of promoting improved pasture seed, the Company now boasts over 60 crop varieties, including maize, wheat, sunflower, pasture, sorghum, and finger millet, horticultural, and indigenous vegetable seeds.

As Management and Staff, we wish to extend our deepest appreciation to the Board of Directors, whose leadership has been instrumental in achieving this. The Board has consistently championed policies and programmes that empower employees, support innovation, and elevate HR practices. Their guidance has enabled us to align our people strategy with the Company's long-term goals, ensuring that the workforce remains motivated, competitive and future-ready.

This win also belongs to the wider network of partners who make Kenya Seed strong. We celebrate this milestone alongside the Government of Kenya, farmers, regulators, seed growers, distributors, agro-dealers, and research and industry partners. Each plays a vital role in strengthening the seed value chain. Their collaboration has helped us build a workplace and a business that is responsive, resilient, and connected to the needs of the communities we serve.

Kenya Seed Company's award signifies national recognition of a company where:

- People are valued as the heart of the business
- Staff engagement drives operational excellence
- Labour relations are anchored in dialogue, integrity, and fairness
- HR strategy is aligned with the Company's seed-to-market value chain

The FKE recognition affirms that these reforms and initiatives are transforming the Company positively.

Message from the Managing Director

"Kenya Seed Company is deeply honoured by this national recognition. This milestone belongs to every member of the Kenya Seed family. This award confirms that our investments in people, processes, and workplace culture are yielding results. We remain committed to building a workplace where excellence thrives, teamwork flourishes and every employee has a pathway to growth."

Looking Ahead: Growing with Purpose

Kenya Seed Company will continue to champion:

- Modern HR practices that empower staff through public participation
- Innovative research and development
- Efficient production and seed technologies
- Customer-focused service delivery
- Sustainable seed production for the region

As we move forward, our promise is clear:
To continue building an employer brand defined by quality, growth, integrity and people empowerment – just as we build the seeds that secure Kenya's food future.



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CPF Group clinches Employer of the Year title at the 2025 FKE Awards

The CPF Group has been named Employer of the Year 2025 at the Federation of Kenya Employers (FKE) Employer of the Year Awards, a prestigious national recognition that celebrates organisations that excel in people management, productivity, and workplace culture.

CPF emerged top among 85 participating organisations, following a rigorous and highly competitive evaluation process that assessed excellence in leadership, human resource management, corporate performance, and corporate social responsibility.

In addition to the overall win, CPF also clinched two major category awards: The Diversity and Inclusion Award and the SMEs Award, affirming its steadfast commitment to building a workplace anchored on equity, inclusion, and employee empowerment.

“This recognition is a testament to our continued investment in our people, and to our belief that an engaged and inspired workforce is the foundation of organisational success. We are proud of every CPF employee whose passion, teamwork, and dedication made this possible,” said the Group Managing Director/ CEO, Dr Hosea Kili, MBS.

At the heart of CPF’s strategy lies a clear people-first philosophy to build an inspired

and highly engaged workforce that drives strategic focus and effective delivery of people-centred programmes and initiatives. Through this approach, CPF continues to foster a dynamic and inclusive culture that promotes diversity, agility, and organisational effectiveness.

The FKE Employer of the Year Awards, held annually, recognise organisations that prioritise employee welfare and have implemented policies and systems which promote competitiveness, productivity, and industrial harmony.

CPF’s threefold victory reflects the Group’s ongoing culture transformation journey, which champions teamwork, innovation, and a people-first mind-set, creating an environment where people, purpose, and performance thrive in harmony.

“Every department, every initiative, and every act of teamwork contributed to this milestone. This win belongs to all of us, a reminder that when we prioritise people, excellence follows,” said Lucy Mandago, Group Head of Human Resource.

As CPF celebrates this remarkable achievement, it remains committed to enhancing employee well-being, promoting inclusivity, and driving innovation, solidifying its position as Kenya’s best employer and a model for organisational excellence.

“This recognition is a testament to our continued investment in our people, and to our belief that an engaged and inspired workforce is the foundation of organisational success. We are proud of every CPF employee whose passion, teamwork, and dedication made this possible,

GROUP MANAGING DIRECTOR/ CEO, DR HOSEA KILI, MBS.

About CPF Group

The CPF Group is a regional conglomerate that offers a comprehensive range of services in Retirement Benefits Schemes Administration, Trust Fund Services, Archival Services, Wealth Management, Training, and Management Consulting.

As an administrator, CPF Financial Services manages a diverse portfolio of both private and public pension schemes, including the Public Service Superannuation Fund (PSSF), the Local Authorities Pensions Trust (LAPTRUST), the County Pension Fund, the CPF Individual Pension Plan, the Shariah-compliant Salih Scheme, and the Water Sector (Umbrella) Pension Fund (WASPF), among others. The pension funds under administration currently have a combined net value of Ksh318 billion and serve more than 500,000 members.

Through its subsidiary companies, Laser Infrastructure and Technology Solutions (LITES), Laser Property Services, Laser Insurance Brokers (LIB), CPF Asset Managers, Rukisha and CPF Capital and Advisory, the CPF Group offers a wide range of services in ICT and infrastructure solutions, property services, insurance brokerage, wealth management, smart money solutions, and expert financial advisory services, respectively.

Derived from uncompromised commitment to fulfilling lives, the CPF Group prioritises new models and approaches in engineering turnkey solutions for clients across the region.

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Staff from CPF Financial Services rejoice on stage after the organisation was named Overall Winner in the Employer of the Year Awards 2025 ceremony on November 7, 2025. FRANCIS NDERITU

Awards are about moving employers to make teams perform at their peak

By Evans Ongwae

The Employer of the Year Awards (EYA), organised by the Federation of Kenya Employers (FKE), recognises member organisations that have demonstrated various aspects of excellence. The gala event shines a spotlight on employers and how, with their policies and practices, they impact employees.

All organisations desire to attract, motivate, and retain the most suitable employees and try their best to match them to the relevant jobs. That forms the foundation for success because the good work environment an employer provides must also have the right people in the right places, to function optimally.

Thus, the quality of human resources and their management is critical to the success of any entity.

Organisations are keen to enhance morale and increase productivity. They want to limit staff turnover, especially if they have invested heavily in training. Which organisations would want to quickly lose employees it has trained over time?

Some organisations are gifted with abundant top talents. The challenge is how to make such employees more productive by maximising on their unique skills. It is upon employers to identify these talents and allocate them duties or responsibilities that will bring the best out of them.

In football language, for instance, a player may be deployed



SHUTTERSTOCK

as a defender, whereas he or she can perform exceptionally well as a striker. It is up to the coach or manager to identify where that player would be most effective for the benefit of the entire team.

Sharpening employee effectiveness has an indirect but important effect on profit or revenues.

Leaders may be quite inspiring. But they must recognise that they can only be as effective as their teams. Therefore, putting the right

people in the right jobs matters strongly. It is a key ingredient of successful human resources management and, ultimately, organisational performance.

Yet it is not an easy challenge to pick winners. It is an even harder to help exceptional talent develop and progress for the benefit of the organisation. Ultimately though, an employee assigned the right job and compensated well will be happy.

That happy employee will stick with the organisation for many

years, serve the customer better, and recommend the organisation's services or products to others.

Employees are the lifeblood of any organisation's success. Besides having the right skills, they must also have a superb attitude towards work. For example, if an organisation wants to implement some lessons from the Employer of the Year Awards, will employees be willing to adapt to new approaches to work?

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WWF-Kenya: Organisational excellence driving impact for people and nature

When the World Wide Fund for Nature-Kenya (WWF-Kenya) was named 1st Runner-Up in the Corporate Performance category at the 2025 Employer of the Year Awards, it was more than an award. It was a recognition of how we support our staff to drive transformational impact for people and nature.

At the heart of this achievement lies our values that promote a culture of integrity, respect, courage, collaboration, accountability, value for money, powered by robust systems, processes, and a passionate team.

Our organisational excellence is not just about financial performance but also supporting and mobilising our key staffing asset to drive conservation at scale and bringing stakeholders together to tackle the triple planetary crisis of nature loss, pollution, and climate change.

Guided by our Integrated Strategic Plan 2020-2030, WWF-Kenya works across coastal Kenya, the Rift Lakes region, and Southern and Northern Kenya, through six strategic goals: Thriving Wildlife, Functioning Habitats, People Benefitting, Footprint Greened, Improved Governance, and Organisational Excellence.

Communities at the heart of conservation
Our approach is rooted in the need to respect the role of communities and their rights to access these resources. We work hand in hand with communities to ensure they are not only protected but also thrive



Joel Muinde, WWF-Kenya Communications Manager (centre) and Raphael Kiiti, the People and Culture Officer (right) receive the 1st Runner-Up Award in the Corporate Performance category on behalf of the organisation, at the 2025 Employer of the Year Awards.

through conservation. By prioritising community voices and needs, we create a balance between community well-being, healthy ecosystems, and sustainable development.

Since 2020, more than half a million community members have benefited from these efforts – accessing solar-powered boreholes for clean water, building nature-based enterprises, receiving land lease payments for wildlife corridors, and improving livelihoods through cold chain facilities for fisher communities.

Communities have also driven innovations in plastic value chains in Mombasa, adopted clean cooking technologies, and installed solar

deterrent fences that safeguard learners and farmlands from human-wildlife conflict.

Impact that speaks volumes

Wildlife conservation: We work with communities and partners to secure and ensure thriving wildlife populations, including endangered species such as African lions, elephants, black rhinos, hirola, sable antelope, and marine turtles. Populations of black rhinos have hit 1,059 and WWF-Kenya has contributed to the development of the six out of seven five-year rhino recovery and action plans that have supported the Kenya Wildlife Service in rhino conservation work since the



Mangrove restoration work in Lamu.

1980s when the populations were teetering on the brink.

Functioning habitats: To ensure wildlife thrives, we focus on restoring forests, freshwater ecosystems, rangelands, and marine habitats. Since 2020, we have restored 183,980 hectares, with a target of 500,000 hectares by 2030. We have worked with partners to introduce the integrated conservation model that puts livelihoods at the centre of landscape restoration, a model that has been effective in fully restoring the Kaptagat landscape and is now being replicated in the Mau Forest Complex, Mt Elgon Forests, and Eastern Mt Kenya.

Climate action: In FY25 alone, our initiatives abated over 60,000 tonnes of carbon, while clean energy technologies reached 700+ households, reducing reliance on forests.

Improved governance: We support the development and implementation of policies and legal frameworks that embed sustainability and inclusive governance systems. In 2025, we supported the development

and adoption of at least 15 resource governance policies with many progressing to implementation stages.

As WWF-Kenya marks 10 years as a National Office under the WWF Network next year, this recognition underscores a decade of transformation – from a regional programme at independence to a Country Office, and since 2016, to a fully autonomous National Office with a local Board and leadership team. This journey has been defined by courage, collaboration, respect, and integrity.

Looking ahead, we invite partners to join us in building a future where people live in harmony with nature while supporting sustainable development.

