



**EAN General Assembly**  
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## RESPONSIBLE RECRUITMENT


A Collaborative Approach to Ethical Recruitment, Bilateral Partnerships & Skills Exchange

Presented by:

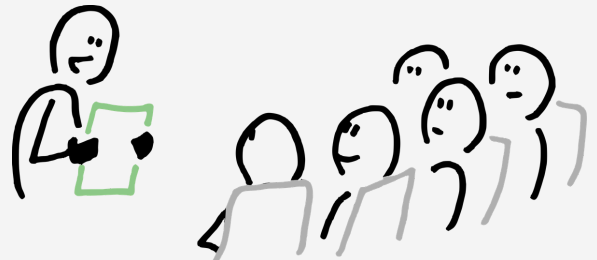
**MS. IRENE KARARI**

State Department for Diaspora Affairs, MFDA


# SDDA 10 POINT MANDATE




Champion the Protection of the rights and promotion of the welfare and interest of Kenyans overseas




Promote continuous dialogue with Kenyans abroad



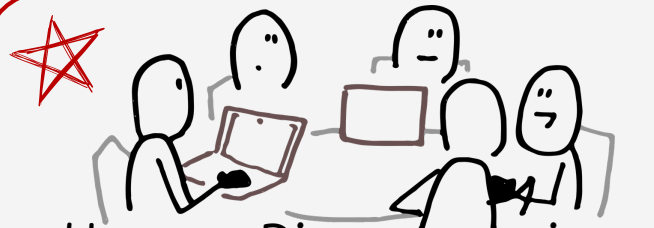
Support Kenyans in the diaspora in harnessing more opportunities for employment and enterprise development




In liaison with other stakeholders, promote the participation of Kenya's diaspora in democratic processes in the country



Develop an Incentive framework for Diaspora Remittances

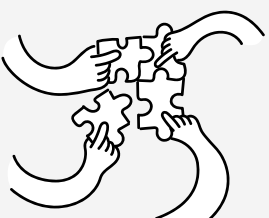


Harness Diaspora savings, facilitate Direct Diaspora Investments (DDI), Skills and Technology transfers

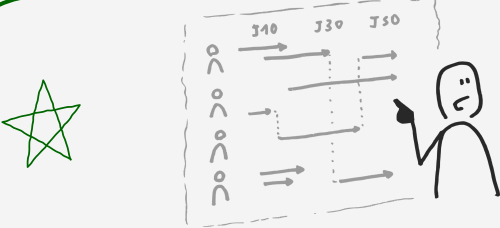


In liaison with the Ministry of Labour, lead in the negotiation of Bilateral Labour Agreements as part of the nation's Labour Mobility Policy and Global Labour Strategy


In Liaison with relevant stakeholders, support and aid diaspora investments by providing information on investment opportunities in Kenya



Mainstreaming the Kenyan Diaspora into the national development process



In conjunction with the Ministry of Labour, support the placement of Kenyans abroad



**Diaspora Placement Agency**



**Diaspora Investment Support Office**

# INTRODUCTION: SETTING THE STAGE



The State Department for Diaspora Affairs (**SDDA**), established in 2022 under President Ruto, protects Kenyan workers overseas and leads structured workforce placement.

Kenya comes as a **sovereign partner bringing solutions** and an invitation **to build something lasting**. Kenya's **Bottom-Up Economic Transformation Agenda (BETA)** prioritises job creation for Kenya's youth — the largest and fastest-growing demographic cohort in the country

## Our Shared Goals

This presentation outlines Kenya's strategic position, **workforce capacity**, and **concrete proposals** for a structured partnership.

- ▶ Quality eldercare
- ▶ Skilled, dedicated care workers
- ▶ Sustainable workforce solutions
- ▶ Worker rights protection



# EUROPE'S DEMOGRAPHIC CRISIS



## 6 Million

Additional care workers needed by 2030  
(European Commission)

## 4.6 Million

European work permits issued  
(Eurostat 2025)

## 30+

European countries facing acute LTC  
workforce shortages

### The Demographic Perfect Storm



#### Aging Population

Over-65 cohort growing faster than any other across EU states, requiring ever-greater care levels.



#### Shrinking Workforce

Falling birth rates reduce working-age Europeans available to enter the care workforce.



#### Accelerating Retirements

Existing care workers who entered decades ago are now themselves approaching care need age.



# WHY TRADITIONAL SOLUTIONS ARE NO LONGER ENOUGH



## DOMESTIC TRAINING PIPELINES

Pace of training cannot match demand. Care education is multi-year — expanding intake now cannot solve 2027 staffing crisis.



## INTRA-EU LABOUR MOBILITY

Free movement has not closed the gap. Eastern European states — once exporters — now compete to retain their workforce.



## UNREGULATED RECRUITMENT

Delivers short-term numbers but carries systemic risks: worker exploitation, high turnover, reputational damage, brain drain.



## The Responsible Alternative

The solution is not simply 'more workers' — it is the **right workers, recruited the right way**, through structured government-to-government partnerships that protect workers, satisfy employers, and sustain health systems in both origin and destination countries.





## Establishment

The Diaspora Placement Agency (DPA) was established under Executive Order No. 2 of 2023 and Executive Order No. 1 of 2025, operating as a state corporation under the State Department for Diaspora Affairs.



## Rationale

Kenya has a highly skilled and youthful workforce, yet local employment opportunities remain limited. Many global markets face growing demand for skilled labour. DPA bridges this gap by connecting Kenyan talent with verified international opportunities.



## Addressing Challenges

Some Kenyans seek jobs abroad through informal or unregulated channels, leading to exploitation. DPA ensures ethical recruitment, safe labour mobility and compliance with international labour standards, addressing shortcomings of private recruitment agencies.

## FUNCTIONS

- ▶ Facilitate international diaspora placement
- ▶ Develop brand identity and reputation of Kenyan talent
- ▶ Implement the Global Labour Market Strategy (GLMS) in liaison with relevant stakeholders
- ▶ Promote transfer of skills and technology from Kenyan diaspora
- ▶ Promote access to international employment opportunities for Kenyans;
- ▶ Liaise with relevant stakeholders in the implementation of Bilateral and Multilateral Labour Mobility Agreements and MoU's



## KAZI MAJUU PORTAL

National Digital Labour Mobility Platform

Connects verified, credentialed Kenyan professionals with authenticated international employers.

# KENYA HAS THE WORKERS EUROPE NEEDS



## 190,000+

Registered Health Workers

## 20,000+

Middle-Level Health Graduates

Annually (KMTC alone)

## 7,000-10,000

Nurses Graduated Every Year

### Skills That Transfer Directly to European LTC Settings

- ▶ **English-language proficiency** — primary professional language, reducing integration barriers
- ▶ **Multilingual capacity** — average Kenyan professional communicates in 3 languages
- ▶ **Language Institutes** — Alliance Française, Goethe-Institut for TELC and ÖSD along with other reputable language schools.
- ▶ **Curricula aligned with international standards** — including European competency frameworks
- ▶ **Broad clinical experience** — infectious and non-communicable disease contexts, strong diagnostic reasoning
- ▶ **Cultural values aligned with European care ethics** — respect for elders, dignity in care, person-centred approach
- ▶ **Fast integration timeline** — can begin contributing within months with credentialing pathways



# KENYA AS A RESPONSIBLE RECRUITMENT PARTNER



## 70+

Universities &  
Constituent Colleges

## 200+

Technical & Vocational  
Institutions

## 87

Kenya Medical Training  
College Campuses

This is not a single pipeline. It is a **national infrastructure for healthcare talent development**, producing professionals across every health cadre: nursing, medicine, clinical officers, pharmacy, laboratory sciences, rehabilitation, and public health.

### Strategic Position

Kenya stands as one of Africa's largest producers of healthcare professionals.

Ready and institutionally equipped for structured, government-to-government partnerships with European care sector employers.



Kenya advocates for **WHO-aligned ethical recruitment practices**, transparent processes, and structured bilateral arrangements.

# ADDRESSING GRADUATE UNDEREMPLOYMENT



## The Structural Gap

Kenya produces significantly more healthcare graduates annually than the domestic health system can absorb or retain in gainful employment. The result: a substantial and growing pool of qualified nurses, clinical officers, and allied health professionals who are **formally trained, registered, and ready to work** — but remain underemployed or unemployed.



## Structured Deployment as a Solution

Responsible international deployment of this surplus workforce:

- ▶ Provides **dignified employment** for graduates who would otherwise remain unemployed
- ▶ Generates **remittance flows** that support families and communities
- ▶ Develops **professional skills and international experience**
- ▶ Reduces fiscal pressure on government to create domestic positions



## Key Insight



Kenya's primary challenge is **NOT an absolute shortage of health workers** — it is the **systemic underutilisation** of its trained workforce due to constrained domestic absorption capacity.

**Brain Circulation, not brain drain:** Well-structured health-worker mobility lets Kenyan professionals gain skills abroad and return to strengthen Kenya's health system through service, mentorship, and capacity building.

# PROOF OF CONCEPT: THE MODEL IS ALREADY WORKING



## European Partnerships

### Kenya-Germany (Sept 2024)

Comprehensive Migration and Partnership Agreement — legal framework for labour mobility, vocational training equivalency, and structured employment pathways.

### Kenya-Austria (Sep 2024)

Signed a Memorandum of Understanding (MoU) on Cooperation with Kenya in the Field of Mobility and Migration, aimed at establishing regular migration pathways, expanding employment opportunities, and facilitating mutually beneficial exchange of skilled labour.

### Kenya-United Kingdom

Kenyan nurses deployed across the NHS through regulated channels operational for several years.

### Kenya-Ireland

Advanced labour mobility discussions with focus on healthcare workers, pathway formalisation progressing.

## Global Partnerships (Proof of Scale)

► **Canada** - SDDA has signed a Letter of Intent with Canadian diaspora-owned Athari Global to train Kenyans in care and disability support services and link them with employment opportunities in Canada under the Muuguzi Majuu program.

► **USA** - Muuguzi Majuu Minnesota Programme: nurses into H-1B pipeline, supported by Nairobi NCLEX testing centre

► **The Global Aging Network (GAN):** SDDA partnered with GAN member LeadingAge Minnesota in 2024 for senior care workforce recruitment and attended the GAN Conference in 2025.



# SUCCESS STORIES



01

## ATHARI GLOBAL WORKFORCE SOLUTION (AGWS)



02

## GERMANY JOB FAIR



# THE OPPORTUNITIES: TAILORED FOR THE CONTINENT



## Europe's Care Workforce Reality

Europe's aging population and long-term care sector already heavily dependent on migrant workers, and a working-age population that is contracting faster than its care needs are growing. It is the most immediately primed corridor for Kenya.

## Language Integration

- ▶ **Italian Cultural Institute of Nairobi:** The Institute already offers government-endorsed grants for Italian language and culture courses
- ▶ **Kenya's Language Education base:** French, Spanish, German are widely taught in universities and high schools, along with Arabic.
- ▶ **Language Examination:**

Language	Certification	Administered By	Levels Available
English	IELTS	British Council Nairobi & authorized bands	1-9
French	DELF / DALF	French Embassy & Alliance Française	A1, A2, B1, B2, C1, C2
German	Goethe-Zertifikat	Goethe-Institut Nairobi	A1 to C2
Spanish	DELE	Regional centers / online proctoring	A1 to C2
Japanese	JLPT	Japanese Embassy	N5, N4, N3, N2, N1
Chinese	HSK	Confucius Institute at universities	1-6

- ▶ **Twinning Arrangements:** Kenya proposes formal institutional twinning between Kenyan training colleges and European language providers, embedding language certification within care sector curricula before departure.

## European Stakeholder Engagement Architecture

- ▶ **Government-to-Government (G2G):** BLAs & MOUs with European states that establish legally binding deployment corridors and worker protection
- ▶ **Government-to-Business (G2B):** Direct engagement with European Chambers of Commerce and sector-specific employer associations.
- ▶ **Licensed Staffing Agency Partnerships:** Kenya accredits compliant, ethical European staffing and recruitment partners within the Kazi Majuu ecosystem.
- ▶ **Multilateral & Sectoral Platforms:** Active participation in the ILO Fair Recruitment Initiative, the Global Forum on Migration and Development, and OECD labour mobility frameworks



# FOUR PILLARS OF COOPERATION



## 01

### BILATERAL AGREEMENTS & STRATEGIC PARTNERSHIPS

Formalised G2G agreements creating legal, transparent, enforceable pathways for Kenyan care workers.



## 02

### JOINT TRAINING & CURRICULA

Co-development of geriatric care curricula meeting European standards.



## 03

### ETHICAL RECRUITMENT GOVERNANCE

WHO-aligned ethical recruitment standards and transparent fee structures,



## 04

### SKILLS & CREDENTIAL RECOGNITION

Mapping Kenyan qualifications against European credentialing frameworks.



The proposal: **adapt and deploy them for the European care sector**, with EAN as the institutional bridge.



# ASANTENI!

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(EAN) KENYA PRESENTATION - RESPONSIBLE RECRUITMENT

PRE-DEPARTURE HANDBOOK FOR ITALY