

# THE OPTIVEN POINT

*Experience the Difference*

TOP Issue 001/2021



**INVESTORS WHISK  
MALILI PROJECT**  
January Sell-Out  
Signals Appetite

**PLANNING FOR  
SUCCESS IN 2021**  
A Perspective from  
the CEO

**GO GREEN  
NGATATAEK**  
Cleanup Changes  
Landscape

# WORD FROM THE CEO | PLANNING FOR SUCCESS IN 2021

A Blessed New Year to you this 2021! The thing about this time is that it passes so fast because just the other day we were busy enjoying our holidays with family and friends as we celebrated Christmas, and just like that, we are already staring at the second month of the year 2021.

At Optiven, we have engaged the greenlight and are already on our way towards empowering and transforming our society socially and economically. We are happy that one of our recent projects actually sold out this first month of 2021 against a backdrop of customers searching for value for their money. We are grateful to all our customers who chose to invest with us at Malili – Wisdom Gardens by Optiven is now sold out.

We are already celebrating our customers who embraced the 2021 campaign by investing and enjoying 21,000 shillings. The onset of the KwamuaJanuaryNa21k was to cushion our customers and enable them to invest in their dreams of home ownership and also get an extra 21,000 shillings to enable them be comfortable. We are grateful for the outcome and trust that the campaign is a blessing.

To meet our client expectations we continue to bring to life the different value additions on our projects in order to transform them fully into transformative investments for our customers. Through mutually sustainable partnerships, we have been able to see tangible work taking shape at Garden of Joy in Koma and AMANI RIDGE | The Place of Peace in Kiambu. Our customers have been gracious with their feedback in this regard, each of their sentiments encouraging us to go ahead and deliver on our promises. We thank you.

Indeed, the new normal now is for companies to understand how to operate with what they have amidst the current times of the Covid 19 pandemic. Through the Optiven Foundation, we have kickstarted our action points to realise the blossoming of the **GoGreenNaOptiven** campaign. This month we have had a partnership with the Kajiado County government and specifically the local administration at Ngatataek where we participated in a clean up exercise and grassroots tutelage on the need for a clean and green environment. We are looking to partner with like minded individuals, institutions, organizations and groups that are working to make the world a better place because of their input and involvement in sustainable living. For the Foundation, this is a key pillar that advises our activities and we believe this will impact our societies positively for posterity.

The outlook for the year remains positive and as the Optiven Family, we are keen to see to it that our customers and their lives are transformed for the better. We are happy to partner to see that the future remains bright by providing products and services suitable for settlement. Together with the team and associates at Optiven, we are confident to be of value. We are open to continue being of value to you and more importantly, to partner with you to see to it that all goes well. Moving forward, we are dusting off what happened in 2020, and rising up to the challenges and opportunities presenting themselves to us, this New Year, of 2021. Happy New Year!



# RENEWABLE ENERGY & THE GREEN AGENDA

## OPTIVEN'S #GoGreenNaOptiven Campaign pushes Resource Sustainability

At the center of the #GoGreenNaOptiven agenda, is the need for an understanding of why this campaign is necessary for our planet. This comes amidst a growing concern on the depletion of energy resources which will form the focus of our consideration in this article. Here, we put our sights on energy, and renewable energy at that. Renewable energy is energy derived from natural resources that replenish themselves over a period of time without depleting the Earth's resources. These resources also have the benefit of being abundant, available in some capacity nearly



everywhere, and they cause little, if any, environmental damage. Energy from the sun, wind, and thermal energy stored in the Earth's crust are examples. For comparison, fossil fuels such as oil, coal, and natural gas are not renewable, since their quantity is limited—once we have extracted them they will cease to be available for use as an economically viable energy source. While they are produced through natural processes, these processes are too slow to replenish these fuels as quickly as humans use

The big question then becomes is it even that important to warrant such attention? The quick answer is yes. This is because the use of renewable energy greatly reduces the negative impact on our environment. Electricity production is our number one source of greenhouse gases, more than all of our driving and flying combined, and clean energy also reduces harmful smog, toxic buildups in our air and water, and the impacts caused by coal mining and gas extraction. But replacing our fossil-fuel infrastructure will take time—and strong, consistent support from both stakeholders to build renewable energy generation and demand for clean energy from consumers and businesses.

As part of green effort, energy efficiency is a key step to reducing our impact on climate change and creating a sustainable energy future. Every time you flip on a light switch, use your computer, take a hot shower, or turn on your heater, you're using energy. The average home uses about 11,000 kWh per year, and a large portion of that energy is wasted. By using less energy without sacrificing comfort, you can save money while helping the planet.

Small changes can add up to big savings. So what can you do to save energy and make our planet greener and cleaner environmentally?

- Use energy efficient lighting.
- Turn down your water heater.
- Unplug your gadgets when not in use.
- Use the energy-savings settings on the appliances
- Replace the filters in your furnace and air conditioner



All of us can be a part of the change that we want to see. Join the #GoGreenNaOptiven Group on Facebook and share what you are doing to make our planet a better place.

#GoGreenNaOptiven #TransformingLives <https://youtu.be/Qdr6CrQPUU4>

# HAPPENING ACROSS OPTIVEN | January 2021



**ABOVE:** Machinery at work as value addition takes on a new level at AMANI RIDGE | The Place of Peace on 9<sup>th</sup> January 2021



**ABOVE:** Infrastructure upgrades ongoing on 16/1/2021 as Optiven fast-tracks the value additions at AMANI RIDGE | The Place of Peace, Kiambu



**ABOVE:** Water pipes arrive on stie to kickstart the installation of water along the mains at the Garden of Joy, Koma on 14/1/2021

# HAPPENING ACROSS OPTIVEN | January 2021



**ABOVE:** Optiven Group CEO (*center*) Mr. George Wachiuri, General Manager, Mary Wachuka (*right*) and Optiven Foundation Trustee and Chaplain, Bishop Phillips Katutu (*far left*) join the staff in a time of prayer at GMC Place Kitengela



**ABOVE: (Left)** Optiven Group General Manager, Mary Wachuka guides staff during the Optiven Limited Thanksgiving Service held on 8<sup>th</sup> January 2021 at GMC Place Kitengela. The worship team gets down to worship during the Thanksgiving Service.



**LEFT:** The team enjoyed time together with sumptuous meals and at the end of the day, created great memories too.

# HAPPENING ACROSS OPTIVEN | January 2021



**ABOVE:** The GreenArmy from Optiven Limited arrives at Ngatatoek, on 21<sup>st</sup> January 2021 in time to impact and transform society.



**ABOVE:** (Left) Optiven Foundation Chairman, Mr. George Wachiuri (*first right*) with officials of the local administration and members of the community at Ngataek during the cleanup and tree planting exercise on 21/1/2020



**LEFT:** The Optiven Foundation Team led by the Chairman Mr. George Wachiuri, and Trustee Mr. Charles Muraguri during donations to Ngatataek Boarding School on 21<sup>st</sup> January 2021

# REAL ESTATE : News and Information

## WISDOM GARDENS BY OPTIVEN | Lights Up Malili for Investors in Land

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Malili this 2021 got a touch of what Optiven has to offer. This was through the launch of Wisdom Gardens by Optiven, a project that is sure going to change the landscape in the area. Already a number of investors have grabbed the opportunity – some leveraging on the offer by Optiven Real Estate to reward investors with 21 thousand shillings. While many have wondered what is it about Malili that makes Wisdom Gardens viable as a real estate investment?

The location of the project makes it ideal for ready to settle investors in the Malili Area. The project is just 6km from Konza city gate B. However, for those looking to approach the project from Malili shopping center, the project is only 4.5Km. Better still the project is accessible Mombasa highway where the distance is only 4km.

Why is this the place to be? The property is virgin in all its ways so for the futuristic thinker, this is a property you can develop to your taste. The area is home to many infrastructural services including schools, shopping facilities, religious centres among others. With the growing interest in the adjacent areas, Malili fast turning into a preferred residential choice mainly due to its close proximity to Machakos town and Konza. Whether for immediate settlement or for future speculation, this property is a great buy for you and affordably at that.

We are happy that so far, the project is sold out and congratulate all our customers for making this great choice to invest with Optiven in 2021.

## WATER INSTALLATION SPEEDED | Garden of Joy to Enjoy Value Add

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The location of Koma in Machakos County may be a tad confusing in terms of available resources on the ground. It also helps to know that it is here where you will find land being sold with water on site.

At the Garden of Joy – Koma, the project continues to soak in value additions as it has this year been the project earmarked for installation of water. The hand was put on the plough to kickstart the process on the 15<sup>th</sup> January 2021 with the setting up of water pipes along the Main Paths.

Speaking online to Optiven Limited, Sally Mahiaini, a customer at the project noted that, “ the significant milestone of installing water pipes along the main paths to make water sufficient for the residents is a unique step by Optiven. This is very welcome news following the erection of a security gate, the installation of solar street lights among other advantageous value additions”. The Garden of Joy has also enjoyed a great uptake with a number of customers now doing their foundations for their dream homes.

## ROAD INFRASTRUCTURE CONTINUES | Amani Ridge roads transformed

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The year 2021 begun with a great action plan for the residents of AMANI RIDGE | The Place of Peace. While it was a time review of developments and value additions at the Kiambu based project. Already, the engineers on the ground are way ahead of schedule with the transformation of the project that continues to change the landscape of Kiambu. It is here that residents are enjoying the benefits of GoGreenNaOptiven campaign.

The project has seen the installation of a solar heated fountain dubbed the Fountain of Peace, which is the first of its kind in the area. To put the customers at ease on matters water, Optiven Limited also erected a water tank at the project in addition to a state of the art gate and security walls surrounding the project.

With the updated transformation and the increased uptake, AMANI RIDGE | The Place of Peace is on it's way to transform the owners through improved lifestyles.

# OPTIVEN AWARDS #GoGreenNaOptiven CHAMPS

## Impact Across Counties Courtesy of Optiven Foundation & Partners

Saturday January the 9<sup>th</sup> of 2021 was indeed a special weekend for many. The Optiven Foundation took the time to put together an awarding ceremony online to celebrate the Go Green Champions for their input in different initiatives under the campaign. The campaign launched by Optiven in 2020 seeks to encourage investors in real estate to adapt sustainable initiatives in a bid to safeguard the environment. The impact and action on the issue of the environment stems from the Optiven Foundation's pillars among which is environmental protection.

According to George Wachiuri, Chairman of the Optiven Foundation, *'environmental degradation affects all of us and the real estate sector is in a great place to be of value to the country and world at large. Why do I say this? The way we live greatly affect the environment in which we live. Am happy to note that while there are many players in the sector, Optiven continues to paceset on matters real estate and now in terms of engaging stakeholders towards going green'*. His sentiment augur well with the track record of the go green initiative based on a look at the activities and action points taken since May 2019.

Among the remedies inculcated in the Optiven strategy to meet the need for going green, is the use of environmentally friendly building materials. As at December 2020, the company had already begun the installation of recycled fencing poles in order to conserve the environment. The development saw the use of the poles in erection of road signage on the projects, fencing of green areas where allocated, and aesthetic planning within the projects. Wachiuri notes that, *'over 7 billion trees are cut each year with a big percent of these going towards fencing. As Optiven, we are also champions of tree planting and are keen to stop deforestation as much as possible'*. Optiven has so far planted hundreds of trees in its projects as part of value addition to its customers and part of it's corporate social responsibility through the foundation. Other initiatives include the planting of trees in a majority of the projects, installation of solar street lighting, rolling out the adaptation of the Optiven Environment Charter as well as

championing for green initiatives to enhance sustainability of the environment among others. A visit to Victory Gardens by Optiven in Kitengela is testimony to the impact on waste management where investors that have settled at the project are installing and using bio-digesters on their properties. Together with champions across the world, Optiven is changing the tide where environmentally sustainability is concerned, and it is doing this, one step at a time

### WHAT IS HAPPENING WITH

#### #GoGreenNaOptiven

*The #GoGreenNaOptiven campaign Optiven is keen on enlarging the number of investors with land in their wealth portfolio. The unique campaign will benefit investors with a piece of land that has ready titles, value additions, and ready to build Environment, you can actualize your dream of property ownership.*

*Already Optiven Limited has through it's project management division accelerated the value additions on its premier projects. This year alone, the company has expanded it's transformative agenda on the projects by installing solar street lights, solar powered water features, biodegradable waste management technologies as well as greening of the different projects through using sustainable building methods, planting of trees and provision of greening common spaces in the projects.*



# GOGREEN CAMPAIGN | Optiven fasttracks UN Food Tree Agenda

Following the launch of the **GoGreenNaOptiven** campaign, the question for Green Ambassadors has been, what can I do to make our planet better? This is a great development seeing that the Optiven Foundation and its partners will be using the campaign to further stamp its desire to protect the environment through an award kitty that will single out those making the difference. Towards that end, the Optiven Foundation Chairman Mr. George Wachiuri on 17th January 2021 at the Garden of Joy, announced that the recognition of GoGreen initiatives will take a next level approach this year. According to Wachiuri, a team will take time to review the green initiatives done by individuals, institutions and other stakeholders who will showcase what they do in matters greening. He noted that, "this is urgent and requires all of us to participate in the Green Agenda. We at Optiven Foundation are in the process of putting together a forum where those interested in the Green Agenda can share their activities and learn from one another." The Optiven Foundation has set up a GoGreen Group on Facebook to this end and will be engaging with members to find out what is happening at the grassroot level, with plans to visit and authenticate the rolling out of green initiatives.



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group attends to a fruit tree at an Optiven Project in 2020.

Talking of initiatives, the need to plant trees is almost always top on the agenda of environment enthusiasts the world over. For many, it is the outcome of the activity that determines whether they will engage or not. In the case of trees, the reality is that maintaining the dietary needs of 7.5 billion people is a balancing act between producing enough nutritious food, keeping the planet from being drained of its biodiversity and natural resources, and providing livelihoods. The answer lies in trees. How, you may ask? The food industry, of course, is a massive enterprise on every scale. Forty-three percent of land in many parts of the world is actually used for agriculture. Such land is also the result of some 26 percent of the world's greenhouse gas emissions. Closer home in Kenya and in tropical regions, such large-scale agriculture is a major cause of deforestation. The agricultural output is enormous but has very little diversity: Did you know for example that

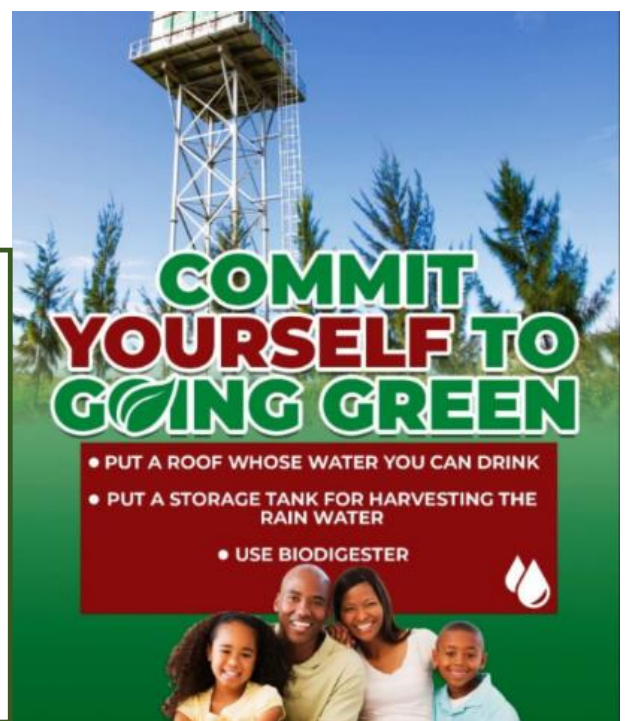
- a. **NUTRITION:** Over 40% of all calories consumed by the world comes from rice, wheat and maize? While food is increasingly calorie-rich, fruits and vegetables remain under-consumed in most of the world. Eating fruits and vegetables, as well as nuts and whole grains, can help prevent noncommunicable diseases such as cardiovascular disease, diabetes and cancer. That is why the celebration the UN dedication of year 2020 was very welcome to raise awareness about plant health and the impact of healthy plants and forests on food security, poverty, economic development. According to Wachiuri, 'for Optiven, we led the way to this observation by engaging in a call to action for our customers to utilize their plots to plant foods and trees. Through the initiative, it was a great opportunity to pass information to the younger generation, while enjoying the fruits of investment for our customers who are yet to start building their dreamhomes.' As we look back to 2020, the dedication to global plant health, we can only escalate efforts to improve food trees in our ecosystem for the future.

- b. **HEALTH:** Tree foods are higher in provision of vitamins to the society. In the seven rural areas located across seven different tropical countries, tree-sourced foods were key sources of vitamins A and C for residents, and such foods had nine times as much vitamin A and four times as much vitamin C as did other foods. The fruits, leaves, nuts and seeds of many of the world's roughly 60,000 tree species are edible and nutritious, but are eaten only locally. Many are unknown to the international market, and some species are not even domesticated. For example in Kenya and at the Shekina Project by Optiven, the cactus trees provide the nutrient filled prickly pear from which one can get good health benefits. What a number of Kenyans do not know is that prickly pear fruits are high in antioxidants, vitamins, and minerals. They are a healthful addition to a balanced diet and may help decrease blood sugar, reduce inflammation, and lower cholesterol.
- c. **ENVIRONMENT:** The potential environmental benefits from planting tropical trees on farms is immense. Increasing the number of trees on the planet is one important nature-based solution for sequestering atmospheric carbon, as trees are crucial for "soaking up" carbon dioxide released by human activity. A 2010 study found that while only 43 percent of global agricultural land had at least 10 percent tree cover, this already contributed more than 75 percent of carbon storage on these lands, indicating the climate potential of planting more trees on farms, a practice known as agroforestry. And the benefits for planting new agroforests are many. For example they can be incorporated into large-scale restoration initiatives, such as Africa's Great Green Wall, provide habitat for tree species and help conserve more diversity of animals, plants and microbes than do monoculture farms. This in turn can enhance ecosystem services such as by enriching the soil and improving water security.
- d. **FOOD SECURITY:** Diversification of incomes and contributing to food security. The planting of food trees comes with financial and livelihood benefits for small-scale farmers. These trees can diversify farmers' incomes and provide revenue (or just food) during non-harvest seasons for their other crops. For example tree species, including banana and papaya, can even produce fruit year-round. Optiven customers with projects in Garden of Joy can look forward to a great time of enjoyment in the future as the company has already kickstarted the engagement with the planting of orchards and fruit trees on the roads.

The benefits of planting food trees cannot be understated and with embracing of such we are sure that the future will be great – for our food security, for our future generations and key of all, for our Green Agenda that is at the center of Optiven GoGreenNaOptiven Campaign.

The **GoGreenNaOptiven** Campaign seeks to not only change the way we live, but add value to the environment in which we live. With the current state of the environment, each action is needed to make the world a better place. We can not do it alone, and this is why we invite you, to join hands with us, and make it a reality as we all **GoGreen!**

To become a part of the GoGreenNaOptiven campaign, join the group today on <https://www.facebook.com/groups/gogreenaoptiven>



# OPTIVEN FOUNDATION CHANGES ENVIRONMENT|

## Successful Cleanup Lights Up Ngatataek

The place of what action is taken by individuals in making the environment sustainable is the responsibility of all humanity. This was the rallying call by Optiven Foundation as it made a comeback to Ngatataek in Kajiado County. The team which has been rallying it's GoGreenNaOptiven campaign took the opportunity to reemphasize the message of green living and personal responsibility to the community. The team who have engaged the locals previously in a unique clean up of the town center in the heart of Kajiado, continued in it's stride by sharing the message of greening. Led by the Chairman of the Optiven Foundation. Mr. George Wachiuri, the team partnered with the local administration and Ngatataek Community in the cleanup of the market as well as greening initiatives.

<https://www.youtube.com/watch?v=CKMx8c-7Npo&feature=youtu.be>

Speaking in Ngatataek, Wachiuri said, *'the future depends entirely on what we do to our environment today. As Optiven embraces the GoGreen Agenda, we realise we cannot do it alone without the engagement of the communities in our ecosystem'*. His sentiments were echoed by the area leaders who continued to pledge their support to increase greening of the town as well as sustaining clean up initiatives in the Ngatataek area.

<https://www.optiven.co.ke/newsblogs/going-green-is-the-new-normal/>

Optiven Foundation has in the past provided support to the community in terms of awareness creation on the need to care for the environment as well as adaptation of waste management strategies that will build up greening of the town. The initiative continues to be a great success for its inclusivity as it traverses the age and gender divide to include men and women, young and old as well as both boys and girls respectively.

Through Optiven Foundation, a number of trees have been planted at the nearby Ngatataek Primary school where the pupils have been enlightened of the need for environmental sustainability and other initiatives. This according to Wachiuri is a major step towards realizing the agenda for improving the environment and meeting the objective of the setting up of the GoGreen Agenda.

The community has also benefitted from Optiven's Soaring Eagles Scholarship Programme SESP after granting needy but deserving students with fully paid scholarships. This is a key pillar under the Optiven Foundation to ensure that none of the students who deserve to get an education. To become a part of the GoGreenNaOptiven campaign, join the group on <https://www.facebook.com/groups/gogreenaoptiven>



# YOU ARE NOW HOME!



**Amani Ridge**  
Kiambu



Why is **AMANI RIDGE | The Place of Peace**, the perfect home for your family?

Welcome to *luxury, serenity and tranquility* all in one place.

This *award-winning* project is nestled just a few kilometers from the Nairobi CBD and within reach of high end schools as well as other amenities.

## WHAT'S MORE?

*Abnormally wide cabro paved roads | Solar street lighting | Stone wall perimeter fence*

For more information call us today on **0702 831083**, email us on **admin@optiven.co.ke**, feedback on our app, visit our offices at Loita Street, ABSA Towers, 14th Floor or visit our website [www.optiven.co.ke](http://www.optiven.co.ke)