

**Circular
Economy
Conference**
9th November
2023

**TRENDS AND
OPPORTUNITIES
IN KENYA, EAST AFRICA**
Venue: Emara Ole-Sereni, Nairobi



**SUSTAINABLE
INCLUSIVE
BUSINESS**
THE KNOWLEDGE CENTRE AFRICA



TheRockGroup



**Kenya
Plastics
Pact**

THE CIRCULAR ECONOMY

The linear economy is still embedded within many business models, associated with **loss**, **exploitation** of natural resources, and **waste** generation.

We need to transform into a **new economic model**. It requires an all-in approach and, above all, **commitment**.

Circularity, Sustainability, and Inclusion have become global concepts and initiatives to manifest a '**circular economy**'.

The continual transition to a circular economy would support in achieving the **Sustainable Development Goals (SDGs)** outlined by the United Nations.

Opportunities for a circular economy are on the rise in **Kenya**. However, there is a need for upscaling existing interventions to support the transition to a circular economy.

An innovation can only prove itself if all **stakeholders** in the **entire value chain** believe and **commit** to creating the time and chance to become a viable new solution.

It is imperative to increase **capacity building** and **awareness** around the circular economy business model.

Stimulate the dialogue among all relevant stakeholders including the private sector, public sector, government institutions, and NGOs.



BACKGROUND

Sustainable Inclusive Business (SIB-K) the knowledge centre under the **Kenya Private Sector Alliance (KEPSA)**, is hosting the **8th Annual Circular Economy Conference in Kenya** in partnership with **TheRockGroup (TRG)**

Aims

- Facilitate the inclusion of diverse stakeholders from around the world to evaluate the **impact of global policies on African markets**.
- Deliberate and highlight **good practices** on the concept of circular economy in East Africa and Southern Africa, as well as the integration of the **impact on people and the planet** into the business processes.
- Facilitate the sharing of **experience** from African entrepreneurs, global partnerships, NGOs, knowledge institutes, and governments.

Goals

- Provide insights on how to speed up the **transformation** to a Circular Economy (in Africa).
- Provide an **understanding** of the important components for a successful **roadmap** to a circular economy.
- Highlight **Africa's challenges, trends, and opportunities** to transition to a circular economy.
- **Practically translate** the principles of a circular economy (keep resources in the loop, phase out waste, only apply regenerative models, and use renewable energy) to various sectors, value chains, and our current challenges.



ACCELERATING CIRCULARITY.

THE TRANSFORMATIVE JOURNEY

The eighth annual
circular economy
conference in
Kenya

Objective

- To practically translate the principles of a circular economy by highlighting good practices and sharing expertise and experiences from African entrepreneurs towards speeding up the transition in Kenya and Africa.

How

- The conference will be co-created with industry leaders and experts to deliver engaging and informative topics and discussions
- Sustainable Inclusive Business Kenya will set the scene and identify trends and good practices to be spotlighted.

Scope

- One full day event to take place in Nairobi, Ole Sereni - Kenya.
- Comprise plenary sessions, panel discussions, creative space, B2B and B2G networking, circular-innovation expo, and interactive workshops.
- Bring together stakeholders from different sectors to discuss and explore opportunities for circular economy development in East Africa.



The overarching conference components will be:



PROGRAMME: PLENARY SESSION

07h30
-08h15

Arrival & Registration

08h15
-08h30

Kenyan & East African National
Anthems & Welcoming Music
Performance

Juliani
Performing Artist

08h30
-08h45

Introductions
Mentimeter Ice-Breaker

Johnson Mwakazi
Master of Ceremony

08h45
-09h00

Welcoming Remarks

Karin Boomsma - Director,
Sustainable Inclusive Business Kenya &
Kenya Plastics Pact (KPP)

09h00
-09h15

Art Statement

A showcase of sustainable use of used
materials

09h15
-10h15

Cross-Sectoral Visionary
Statements on Circular
Economy

1. Mr Mohamed Awer – CEO, WWF-Kenya
2. Dr. George Njenga - Founding Executive Dean of Strathmore Business School
3. Ms Shereen Shaheen – Head of Corporate and Public Affairs, Grand Middle East & Africa at TetraPak
4. Ms Clare Romanik - USAID's Lead Ocean Plastics and Urban Advisor
5. Dr Mamo B. Mamo – DG, NEMA
6. Ms Carol Kariuki – CEO, Kenya Private Sector Alliance (KEPSA)
7. H. E Henriette Geiger - European Union Ambassador to Kenya
8. PS Mary Muthoni HSC. - Principal Secretary State Department for Public Health & Professional Standards

10h15
-10h30

Keynote Address

Hon. Soipan Tuya - CS, Ministry of
Environment, Climate Change and Forestry

10h30
-11h00

Health / Tea Break

Inside: Videos of Circular Economy
Trailblazers

10h30
-11h00

Press Conference

With Guest Speakers and the Media

PROGRAMME: THEMATIC DISCUSSIONS

11h00
-12h30

Key Discussion Themes Round 1:
Choose your Breakout Session

- A. Fundamentals of the Extended Producer Responsibility (EPR)
- B. Nature-Based Solutions to Climate Change & Green Finance
- C. Digital Access & Designing Innovations for Circularity

12h45
-14h00

Key Discussion Themes Round 2:
Choose your Breakout Session

- A. Business Coalition for Plastic Waste Reduction
- B. Regenerative Agriculture & Organic Circular Solutions

14h00
-15h00

Lunch Break

Light, healthy, energizing, plant-based meal.
The Circular Expo and Networking will be ongoing.

15h15
-16h30

Practical Business Masterclasses

- A. Sustainability, Collection, and Recycling of Multi-layered Packaging (Tetrapak)
- B. Embedding sustainability in business strategies (ESG & CSRD) - TheRockGroup

15h15
-16h30

Business-to-Business Matchmaking

Connect with other businesses and participants in a one-on-one set-up and elevate your networks beyond the conference. A room will be dedicated for networking.

REGISTER
circulareconomyafrica.org/programme/



The specific topics that will be highlighted during the Conference with innovations, inspiration, information and discussions are:



Fundamentals of the Extended Producer Responsibility (EPR)

Let's look beyond the plastic bags... and dive into the real needed targets and methodologies to eliminate unnecessary plastics, reduce the use of plastics, reuse and recycle strategies, and innovative solutions.

EPR is designed to rethink what we use, when, how, and the lifespan. You have to rethink and redesign to avoid the costs that come with pollution. When materials are considered useless after consumption – we create waste.

Extended producer responsibility should significantly contribute to change. How can this work? Who are the enablers? What is the role of the private sector? WWF-K will host the conversation by bringing the Innovation Challenge for the Design Guidelines for Recyclability.

If we create uniformity in the quality of (packaging) materials, the volumes will increase, and the recycling sector will improve.

Session Supported By:



USAID
FROM THE AMERICAN PEOPLE

PROSPER AFRICA
A U.S. TRADE AND INVESTMENT INITIATIVE



Session Moderator:

Mr Alex Kubasu - Programme Coordinator, Circular Economy Initiative at WWF-Kenya

Panelists:

- Dr Ayub Macharia – Director of Environmental Enforcement, NEMA
- Ms Shereen Shaheen – Head of Corporate and Public Affairs, Grand Middle East & Africa at Tetrapak
- Mr James Odongo - CIO, KEPRO
- Ms Joyce Gachugi - CEO, PAKPRO
- Miriam Bomett – KAM Deputy Head of Policy, Research and Advocacy
- Mr Ebenezer Amadi – Program Manager, Kenya Private Sector Alliance



Nature-Based Solutions to Climate Change & Green Finance

This discussion will bring together people with different backgrounds - from those who hold traditional knowledge to scientists, activists, businesses, and those who handle finances. We're all coming together with a common goal: to find Nature-Based Solutions (NBS) that can help us fight climate change and change how we interact and be in harmony with nature.

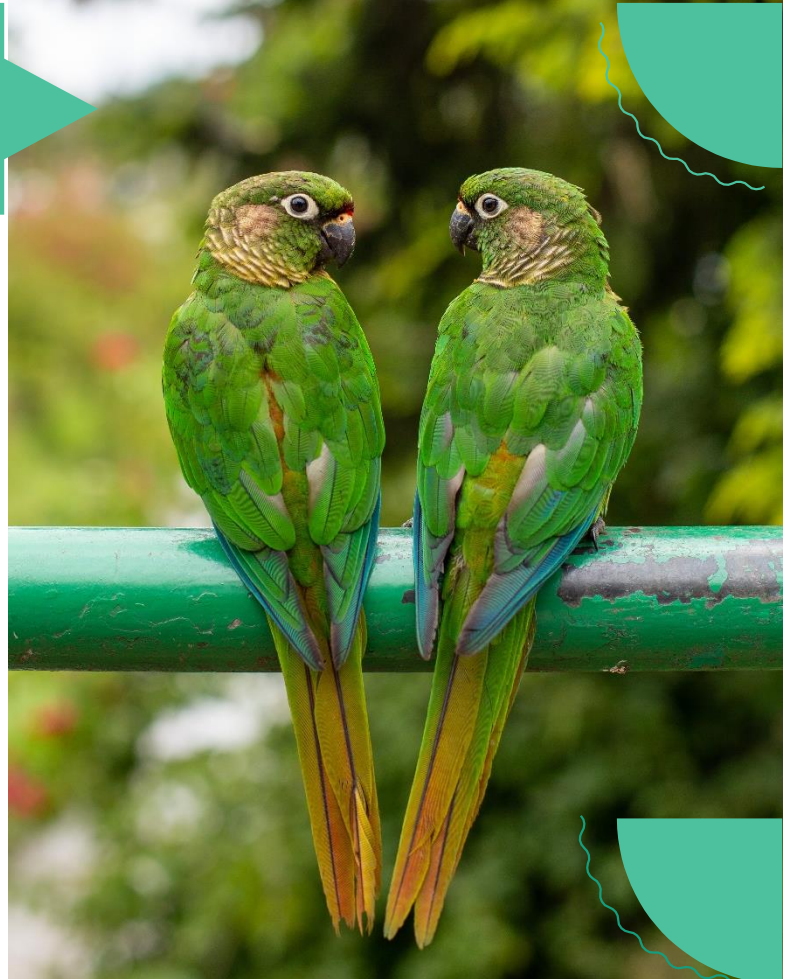
The indigenous tribes in Kenya have a deep understanding of how to live in harmony with the environment, thanks to their ancient wisdom. They face challenges today, but their old ways of managing land and protecting biodiversity still hold much value. When we combine this ancient wisdom with the scientific knowledge of modern conservationists, we have a strong force for making positive changes.

Green finance is the key that helps us fund projects that balance human progress with taking care of nature. When financiers and investors support NBS, they're helping to shift our way of thinking and building resilience against climate problems, all while respecting and uplifting traditional lifestyles. Together, we're starting a journey toward a new way of living where prosperity and the natural world are closely connected.

Session Supported By:



Foreign, Commonwealth
& Development Office



Session Moderator:

Dr. Elijah Munyi, Ph.D. - Assistant Professor, United States International University Africa

Panelists

- Innocent Kabenga - IUCN Regional Head, Land Systems/Country Representative, Kenya (presentation)
- Tom Lesarge - Samburu County Director of Environment, Natural Resources, Climate Change and Energy
- Joseph Lentunyoi - Laikipia Permaculture Training Centre
- Nelson Ole Kirrokor - Nkoilale Community Development Foundation
- Allan Kamau - Managing Director, Weber Shandwick East Africa



Digital Access & Designing Innovations for Circularity

How can digital technologies and innovations transform traditional linear business models and practices into circular economy principles?

Connecting all the dots, designing for the future, and providing local jobs.

Digitizing circularity improves resource efficiency and enables greater collaboration and innovation across industries. It can lead to significant environmental and economic benefits, promoting a more sustainable and resilient economy for the future.

Digital is a pathway and enabler, but it's in everything around us. On a personal level and business level. From individual access to solutions for societal and environmental challenges. One should not go without the other. Sustainability means future-proof, let's sketch that picture together.

Session Supported By:



Session Moderator:

Dr Ehud Gachugu, Project Director, Ajira Digital

Panelists

- Debbie Thys - Business Development Manager, Close the Gap
- Beatrice Gichohi – Country Lead, Challenge Fund for Youth Employment (CFYE)
- Winnie Karanu – Philanthropist Lead, Sub-Saharan Africa at Microsoft Kenya
- Ken Mwenda – Managing Director, eMobilis



Regenerative Agriculture, Textile & Organic Circular Solutions

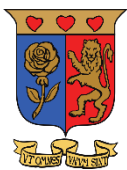
"Regenerative Agriculture, Textiles & Organic Circular Solutions" - all these themes are interconnected. Our well-being depends on how we grow food, what we eat and consume, and how we create value for both people and the environment within the system.

How we produce, distribute, and conceptualize food leads to linear and wasteful activities, contributing massively to greenhouse gas emissions.

By improving production methods, agricultural waste can be transformed into additional food, animal feed, fertilizer, textiles, paper, and even alternatives for leather and, ultimately, energy production.

If we reconsider our food systems, redesign production, and efficiently use all resources, we can significantly reduce unnecessary waste.

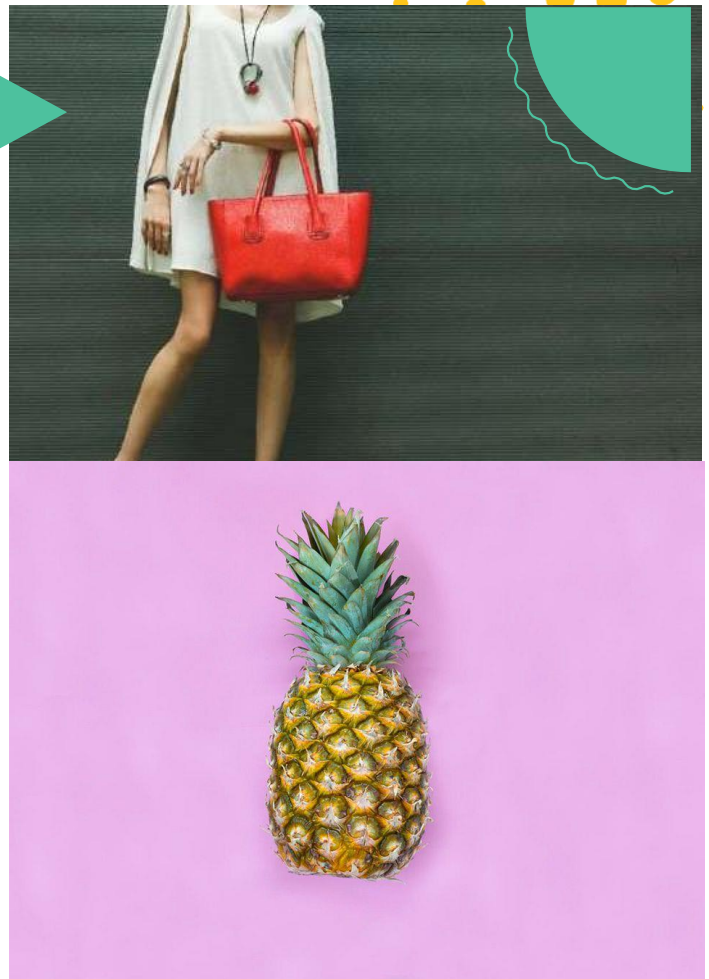
Session Supported By:



Strathmore
UNIVERSITY
BUSINESS SCHOOL



USAID
FROM THE AMERICAN PEOPLE



Session Moderator:

Elisha Watuti – Program Manager, KSBDC - Strathmore Business School

Panelists

- Caesar Asiyu- Chief Development Officer, Victory Farms
- Ludovica D'Andria - Ziada Solutions
- Laura Stanford – Founder & CEO, Loop Pet Food
- Daniel Paffenholz – CEO, Takataka solutions
- Tim Egan - Director of Research Development at RegenOrganics
- James Boy-Moss – Founder, Mananasi Fibre
- Lisa Kibutu – Founder, Regenerative Fashion (ReFACE)
- Belinda Smetana – Founder, Eco-Fashion Week

Presenting the innovation challenge: "Lets be Clear"

Promising changemaking businesses and their actions!



The PLASTICS track

Business Coalition for Plastic Waste Reduction: UN Global Plastics Treaty Enforcement Mechanisms and Industry Commitment to Treaty Goals

In this crucial pre-negotiation discussion, we will have a refreshing conversation amongst private sector representatives, the government, and international partners to ensure Kenya's voice at the negotiations is aligned and ambitious.

Our shared goal is to push for a robust international treaty on plastic pollution. Through a collaboration with the Kenya Plastics Pact, the Business Coalition brings a comprehensive assessment of the 'Zero Draft,' highlighting key focus areas.

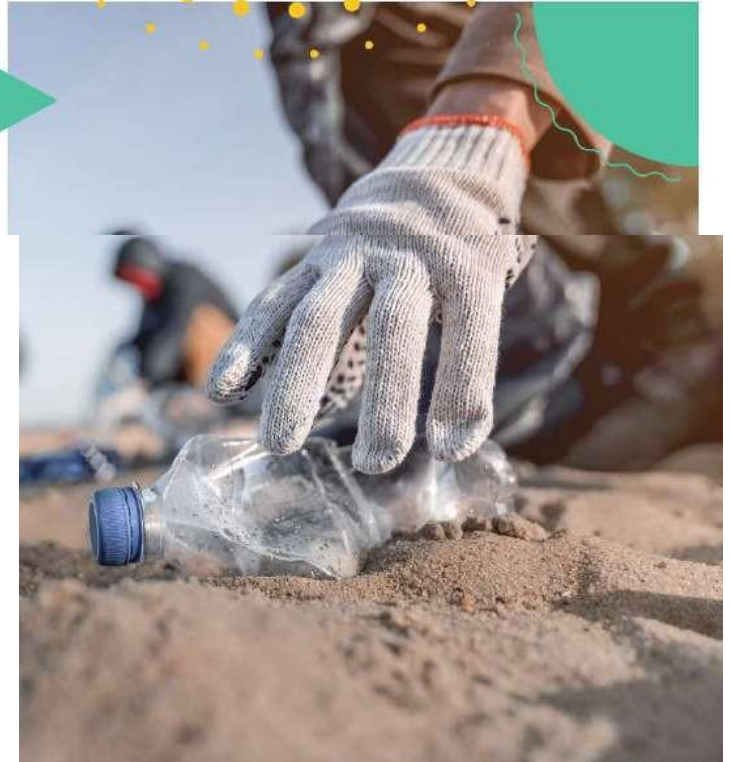
We welcome insights and perspectives from both sides to ensure that the treaty is practical, balanced, and conducive to sustainable business practices. This dialogue serves as a platform to align strategies, address concerns, and build a foundation for fruitful negotiations during INC-3.

Together, we can drive meaningful progress in combating plastic pollution globally, where Kenya takes the lead in raising the African voice.

Session Supported By:



**Kenya
Plastics
Pact**



Session Moderator:

Ms Emily Waita - Chair, Environment, Water and Natural Resources Sector Board at KEPSA

Panelists

- Ambrogio Miserocchi - Policy Manager, Ellen MacArthur Foundation
- Ms Flora Mutahi – Founder & CEO, Melvin Marsh International / Immediate Former KEPSA Chair
- Mr Akshay Shah - Managing Director, Silafrica
- WWF Global Representative
- Dr Ayub Macharia – Director of Environmental Enforcement, NEMA

BUSINESS SUPPORT TRACK



Masterclass: Design, collection, recycling – the Sustainability journey of multi-layered and other type of Packaging

In the ever-evolving landscape of business, particularly within the dynamic context of Africa, which involves bridging the gaps between demands, needs, and solutions, achieving success hinges on the art of innovation.

Remaining at the forefront of compliance in the African market necessitates that businesses on the continent proactively embrace innovation, invest in research and development, and champion sustainability, taking on the role of a leader rather than a mere follower.

In the realm of intricate packaging materials, particularly those critical for ensuring food safety, Tetrapak embarks on its journey. This journey is marked by the collaboration of numerous stakeholders, all working in concert to contribute to the betterment of our planet within the unique African context.



Session Moderator:

- Ms Jackline Kittony – Marketing Director, East Africa at Tetrapak

Speakers

- Ms Sonia Orwa - Country CEO, Mr. Green Trading Africa Kenya*
- Cyclos Representative*

Masterclass Supported By:

 **Tetra Pak**[®]
PROTECTS WHAT'S GOOD

BUSINESS SUPPORT TRACK

Masterclass: Embedding sustainability in business strategies (ESG & CSRD)

How incorporated are the strategies within the organization? How is the impact measured? Are the sustainability managers solely responsible for the strategy and implementation with the approval of the management? Are the sustainability managers part of the management team? How much can an organization do 'in-house,' and for which projects, interventions, innovations, and change you have to work with partners?

Understanding the impact of your business throughout the value chain creates a successful strategy, and being compliant nowadays requires knowledge and an ambitious plan. Sustainability managers are expected to be multi-talented people who can restore connections and solutions for each step of business practice - with clear targets and choices.

The key to success is that sustainability should be everyone's business within the organization and for suppliers, business partners, and communities around the cycles of the value chain. Setting clear targets, measuring, reporting, and communicating about your sustainability journey will ensure embedding and progress.

TheRockGroup has almost two decades of expertise in offering sustainability strategies, development, and support for sustainable businesses and sustainability education.

Speakers

- Elfrieke van Galen – Partner, TheRockGroup
- Esther Mangiza – Consultant, TheRockGroup

Masterclass Supported By:

TheRockGroup



B2B + B2G Networking

The conference has always been a networking place for everyone. Matchmaking can help you find new business matches and solidify relationships with old ones.

This dedicated B2B and B2G space will allow you to set up your business meeting based on the participants' lists and profiles. Were you looking for a valuable business date? We have the table ready.

Circular Start-ups and Innovations EXPO

Touching, feeling, smelling and seeing circular innovations is an excellent way to increase exposure and make your business known.

For participants visiting the expo and talking to the people behind the innovation is refreshing and inspiring and provides the real story of an innovative solution.



EXPECTED OUTCOMES

The conference aims to achieve the following outcomes:

- Create a hybrid platform for stakeholders to 'create' and exchange ideas, knowledge, and best practices on circular economy development in Kenya and East Africa.
- Raise awareness of the importance of circularity and promote collaboration among stakeholders in various sectors towards a circular economy.
- Identify opportunities and strategies to accelerate the transformation to a circular economy in Kenya.
- **10 key takeaways to be followed up.**
- Showcase circular economy initiatives and start-ups in Kenya.
- A circular expo with participants representing start-ups or entrepreneurial initiatives/ innovations.
- Provide partnership facilitation & networking.
- Target: 150 on-site participants, 250 online participants.

Conclusion

The proposed circular economy conference in Kenya aims to bring together stakeholders from various sectors to explore opportunities and strategies for accelerating the transition towards a circular economy in the country.

The conference will create a platform for stakeholders to exchange ideas, best practices and identify opportunities for circular economy development. This conference will significantly promote sustainable development and environmental sustainability in Kenya.



CALL4 SUPPORT & COLLABORATION

We'd like to include thought leaders, experts, visionaries, changemakers, frontrunners, the youth, the creatives, the designers, & the wise, and engage a broad audience with an interest in the Sustainable Circular Inclusive Ethical Future (from economy to society).

Co-host/facilitate the **CE Conference** and brand all materials, provide speakers, and contribute to communication, venue & organisational costs.

Co-create and co-host part of the conference, a workshop or side event and support us with resources & knowledge.

Host/Sponsor a workshop, the networking B2B, B2G match making sessions, lunch, etc. Facilitate speakers fee and organisational costs – have your logo and profile on all communication.

Allocate your time and expertise to **speak and share** during the conference (**invite-only**).

Engaging your **networks and sharing** the invitation and program.

Sponsor **live-streaming** costs.

Publish about the content on **social media**.

Mobilise resources to bring online workshops to the next level with half day **live events/roundtables**.

CONTACT US

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