SUSTAINABLE INCLUSIVE BUSINESS MAGAZINE

"PRACTICALLY TRANSLATING CIRCULARITY PRINCIPLES ACROSS SECTORS"

KEPSA KENYA PRIVATE SECTOR ALLIANCE

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE KENYA

Kenya Plastics Pact

TheRockGroup

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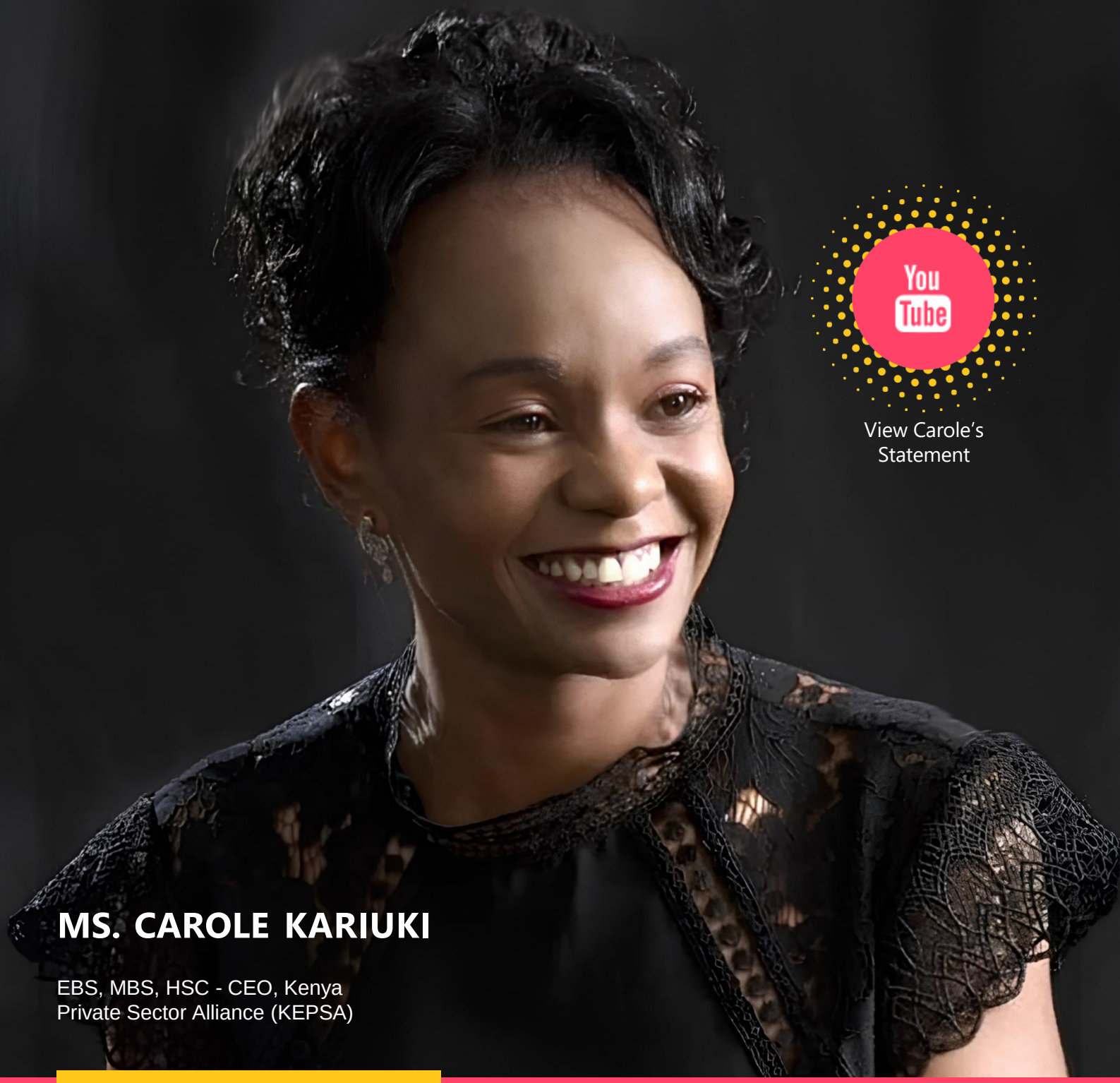


View Carole's Statement

MS. CAROLE KARIUKI

EBS, MBS, HSC - CEO, Kenya Private Sector Alliance (KEPSA)

As we reflect on the journey we have undertaken in transitioning to a circular economy in Africa, I want to express my sincere appreciation to the KEPSA team under Sustainable Inclusive Business (SIB-K) for constantly providing a platform for Kenya and her partners to find avenues for accelerating efforts in both speed and scale.

The Kenya Private Sector Alliance (KEPSA) has been a trailblazer in charting the path of Kenya's transition to a circular economy since 2018, when Kenya made the bold policy decision to adopt circular economy as part of its climate action and environmental pollution control strategy.

FOREWORD

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE AFRICA

Sustainable Inclusive Business is KEPSA's knowledge center for sustainability. It supports businesses with knowledge and information on adopting sustainable business practices in four critical areas:

- Circular economy
- Climate change
- People empowerment
- Redefining business values

The objective is to support businesses to have a positive impact on people and the planet, while still assuring profits.

The circular economy is a private sector strategy for promoting sustainable production and consumption, reducing pollution and waste through designs that maximize material utility, extend lifespan, and use regenerative approaches, enabling system transformation for sustainable development.

Kenya embraced the circular economy and regenerative approaches for tackling pollution control and waste management as well as reducing emissions. Sectors that have shown progress in embracing the circular economy in Kenya include the electronics sector which has embraced re-use, refurbishing and recycling measures for keeping the scarce resources in the economic cycle.

Businesses like the WEEE Centre are spearheading sustainable electronic waste management including safe collection and disposal. The transport sector has also embraced e-mobility to reduce emissions and pollution.

Furthermore, the agriculture sector is adopting circularity measures for the hazardous waste, especially for agrochemicals packaging.

The sector has also seen an increase in regenerative practices, including the processing of organic waste into compost and organic fertilizer. The tourism sector has significantly reduced the use of single use plastics, encouraging tourists to embrace the refill and reuse models across the protected areas, especially those covered by the government ban on some single-use plastic items, and the priority list of problematic and unnecessary plastic items proposed for elimination by the Kenya Plastics Pact.

Trade and industry which is implementing the Extended Producer Responsibility for packaging materials is another trail blazing sector.

Section 13 of the Sustainable Waste Management Act of 2022 requires every producer to bear mandatory extended producer obligations to reduce pollution and environmental impacts of the products they introduce into the Kenyan market and waste arising therefrom. Within the last five years, the private sector has formed four producer responsibility organizations which include the Producer Packaging Producer Responsibility Organization (PAKPRO), the Kenya Extended Producer Responsibility Organization (KEPRO), the Electric and Electronics Producer Responsibility Organization of Kenya (EPROK) and the Kenya Hazardous Producer Responsibility Organization (KEHAPRO).

The government has put in place policies and laws to spur the transition to the circular economy and regenerative approaches. The national cross-sectorial strategy on green growth and circular economy for sustainable consumption and production, namely: The Green Economy and Strategy Implementation Plan (2016–2030): the Kenya Climate SMART Agriculture Strategy (2017–2026). To promote sustainable waste management, the Sustainable Waste Management Policy 2021 and the Sustainable Waste Management Act 2022, among others.

Though we have made laudable progress, we still have a lot of work to do to achieve holistic circularity. While there are several challenges which by and large are also opportunities, I'd like to draw your attention to those I feel are most pressing. The triple planetary crisis of pollution, biodiversity loss, and climate change remains high, with limited waste collection and recycling infrastructure, inadequate funding, and inadequate awareness and education on the benefits of circularity at a household level. Still, the lack of appropriate technologies, low technical capacity, financial and resource constraints, weak implementation and enforcement of policies and laws, and behaviors and habits still locked in the linear model of take make and dispose; are also dragging our transition speed.

The circular economy offers numerous opportunities for businesses in Kenya.

01

First, **production costs are reduced** through reuse, refurbishment, and recycling of materials, lowering the need for constant acquisition of new resources.

02

Secondly, it **fosters innovation** by promoting eco-design and the development of sustainable products and services, leading to new revenue streams and market differentiation and diversification.

03

Further, the circular economy offers an opportunity for **green and decent jobs**, such as in the producer responsibility organizations, recycling, and remanufacturing sectors. This helps in addressing issues of unemployment and poverty. It provides an opportunity for **education and awareness** programs and initiatives to foster a culture of sustainability and to drive demand for eco-friendly products.

04

Lastly, circular business models **enhance business resilience** by reducing dependency on scarce resources, minimizing environmental impacts, and contributing to the country's overall sustainable development goals.

These opportunities can benefit individual businesses and contribute to Kenya's overall economic growth and environmental conservation efforts.

As highlighted in the beginning, KEPSA is leading the adoption and acceleration of the circular economy in many ways, including by partnering with the Ministry of Environment Climate Change and Forestry in developing the policies and laws for transition to circular as taskforce or steering committee members. These include GESIP, Sustainable Waste Management Policy, Sustainable Waste Management Act 2022, and national climate change action plans, among other sectorial policies. Currently, we are part of the Kenya delegation involved in the Global Plastics Treaty, which will largely tap into the circular economy and extend producer responsibility for a harmonized approach to the cross-boundary movement of plastics internationally. Entrenching the mandatory extended producer responsibility in the Act helps the EPR implementing authority, the National Environment Management Authority (NEMA), to deal with free riders and help producers tap into the full potential of EPR through assisted compliance.

KEPSA was also actively involved in piloting the voluntary extended producer responsibility organization (PETCO - which has since enlarged its scope and transited to be PAKPRO) and in actualizing waste segregation at source at the Nyayo Estate in Nairobi.

The Kenya Plastics Pact, led by SIB-K, has over 40 members and supporters across the plastics value chain, aiming to create a circular economy for plastics packaging where it never becomes waste or pollution. The initiative has launched the 2030 Roadmap, a proposed elimination list of problematic and unnecessary plastic items to be eliminated, and design guidelines for circularity for PET and HDPE bottles and jars. These efforts and initiatives are supporting businesses to increase the recyclability of plastic packaging in Kenya.

SIB-K is also implementing various projects aimed at increasing the adoption of sustainable waste management practices across the country, such as in Mombasa through the COAST Project, "Creating Opportunities and Alleviating Poverty Through Sustainable Trade). Over 500 women and youth in Mombasa have been trained on the waste-to-value concept, and 10% of them developed business cases around marine conservation through plastic waste management. Some also received seed funding to scale their micro-businesses through a partnership with the French Embassy in Kenya. The training has since been scaled to households to sensitize them on separating waste at the source in partnership with the Mombasa County government.

In conclusion, a sustainable, circular economy is not just a vision; it's necessary for our survival and the well-being of the planet and future generations. As the private sector, we have the opportunity and the obligation to lead this transformative journey. Together, we can accelerate circularity, not just in Kenya but across Africa.

CAN WE RESHAPE OUR WORLD?

View Karin's Statement With a Smile!

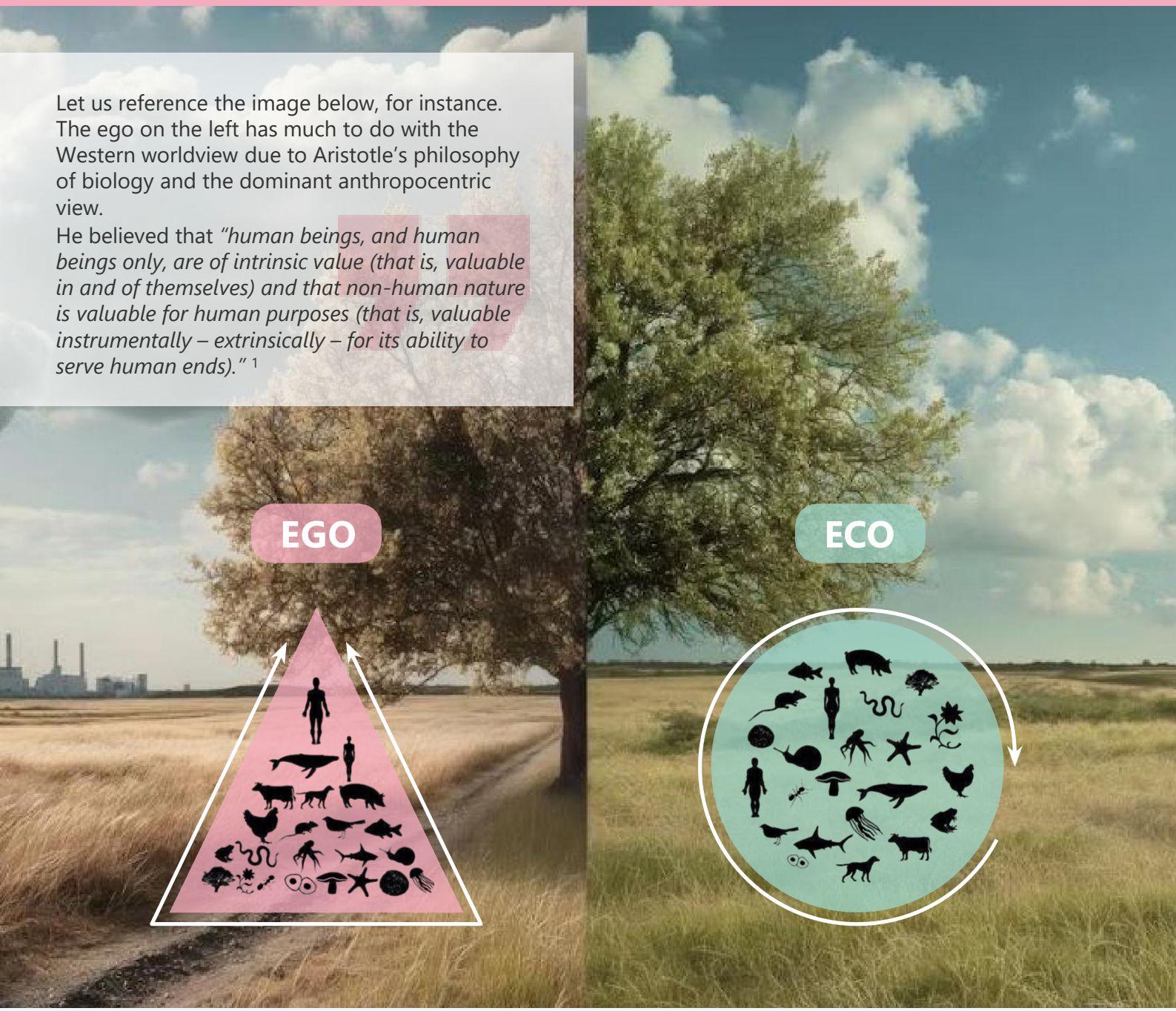
KARIN BOOMSMA

Project Director, Sustainable Inclusive Business Kenya

Let's start by asking ourselves very fundamental questions. As a vulnerable system for which we are responsible, **do we understand nature? Are we stewards or partners with nature?** The fact is that being human means being part of a greater ecosystem that ensures we are one with nature. It is an eccentric conversation that we can't miss, and I hope to challenge you, our reader, to ensure that your actions echo your surroundings.

DIRECTOR'S THOUGHTS: CAN WE RESHAPE OUR WORLD?

Let us reference the image below, for instance. The ego on the left has much to do with the Western worldview due to Aristotle's philosophy of biology and the dominant anthropocentric view.
He believed that *"human beings, and human beings only, are of intrinsic value (that is, valuable in and of themselves) and that non-human nature is valuable for human purposes (that is, valuable instrumentally – extrinsically – for its ability to serve human ends)."* [1]

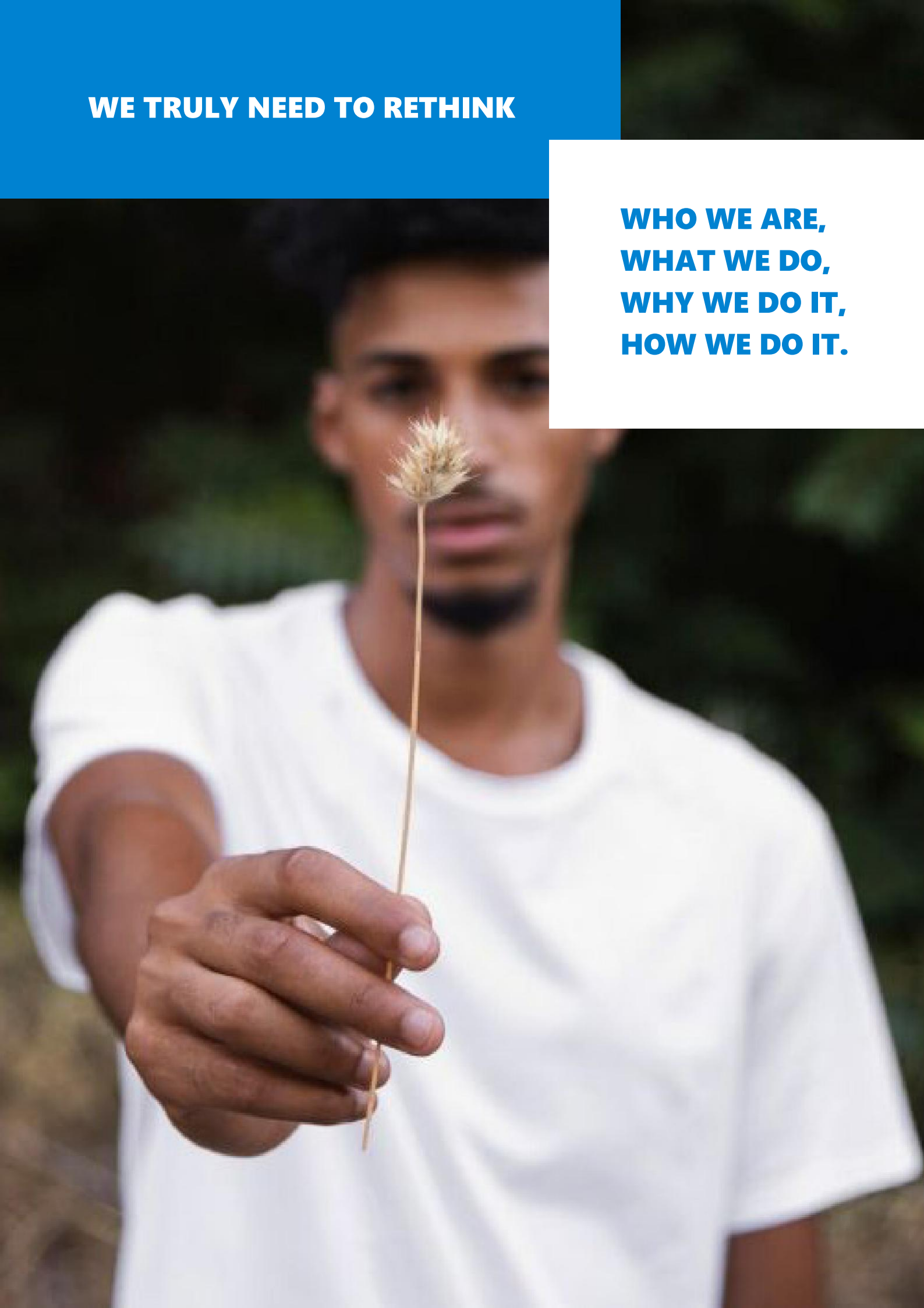


As a result, anthropocentrism placed humans at the top, which was later translated into nature being only a resource to us. This also created the view that other living things do not have the same 'soul' as humans. Consequently, we have abused nature, forgetting that resources are infinite, thus creating a linear model. Until now, every effort to change this economic system has been to patch up instead of transform. If we let go of this current system, we must create a completely new one- a circular economy.
A circular economy is a groundbreaking concept that challenges the traditional "take, make, dispose" model of production and consumption. Instead, it encourages a regenerative approach where resources are used efficiently, products are designed for longevity, and waste is minimized. By creating closed-loop systems, Africa can achieve economic prosperity while preserving natural resources and ecosystems for future generations. Not so long ago in Africa, sustainability, a world without waste, and a circular society were normal. Traditional knowledge, living in harmony with nature, using resources wisely, and being regenerative were standard procedures.

[1]The Place of Human Beings in the Natural Environment Aristotle's Philosophy of Biology and the Dominant Anthropocentric Reading of Genesis (Mingucci, 2021)

WE TRULY NEED TO RETHINK

WHO WE ARE,
WHAT WE DO,
WHY WE DO IT,
HOW WE DO IT.



Consider the concept of food production as an example. Throughout history, humans have cultivated various crops, including wheat and other cereals, leading to widespread mass production and a shift away from indigenous and whole foods. This focus on monoculture, primarily cultivating a single crop like wheat, has resulted in issues like soil erosion and increased pesticide usage.

However, an alternative perspective scientists and biologists offer suggests a more sustainable approach. By diversifying crop cultivation and incorporating a variety of crops such as wheat and peas, we can promote biodiversity, regenerate soil health, and naturally enrich the soil with organic compost.

This method eliminates the need for pesticides and, in the process, generates sufficient resources to replace industries reliant on artificial sweeteners like sugar syrup.
We possess a wealth of traditional knowledge that remains largely untapped, prompting ongoing efforts to comprehend its intricacies. This includes understanding phenomena such as why specific crops thrive in particular regions and the historical rationale behind using limestone in cement (as exemplified by the construction of the Colosseum). Remarkably, reliance on natural and nature-based solutions was commonplace in bygone eras. Architectural designs prioritized longevity, and the concept of disposable items was virtually non-existent.

Despite these buried historical practices, there is cause for optimism as modern initiatives increasingly prioritize resource efficiency. They focus not merely on managing waste but on achieving a state where nothing is wasted. This shift entails adopting a holistic and more intelligent approach to resource management, emphasizing circular systems where materials and energy are continually repurposed and regenerated.

As we become more aware of circular economic principles, economies across East, West, Central, and South Africa are gaining momentum, with private sector initiatives taking up the challenge to adopt more sustainable economic models. The opportunity to swiftly and progressively transition to a circular economy holds many opportunities for Africa. By taking active thought leadership, the continent will ensure future growth with a focus on sustainability, not only in economic terms but also in planetary terms.

However, embarking on this transformation journey isn't as simple as patching up or enhancing the current linear system. Our societal structure resembles a flat landscape driven primarily by work, finances, and short-term gains. This model's actual costs and prices fail to account for environmental degradation, unhappiness, and inequality. Traditional metrics like the gross domestic product (GDP) no longer suffice. The intricate web of global systems demands a more profound approach.

At Sustainable Inclusive Business Kenya, we are dedicated to transforming how we (Africans and the world) think about economic growth and environmental responsibility across sectors.
We support proper waste management initiatives, boost recycling opportunities, incubate sustainable business solutions, help design alternatives to problematic materials, and communicate to raise awareness, drive behavioral change, and educate positively.
The advocacy for a circular model is based on its emphasis on redefining growth, focusing not only on profits but also on resilient and thriving systems with a positive impact on the planet and people. Yet, integrating these advancements seamlessly into the existing system often proves challenging. It requires steadfast commitment, a willingness to adapt, and enduring partnerships.

That is why, as a neutral platform within KEPSA, we speak the private sector language regarding environmental and social aspects. We strive to meet Sustainable Development Goal 17 on Partnerships for the Goals, which requires collaboration between governments, the private sector, civil society, and members of society. SDGs can only be realized with a strong commitment to global cooperation and partnership, and we have the knowledge and networks to find matches, create coalitions, and build partnerships that work better for all.

Notably, our partnership with TheRockGroup encompasses decades of experience supporting businesses with their sustainability strategies, Environmental, Social, and Governance (ESG) compliance, impact measurement and improvement plans, materiality matrices, development of new sustainable businesses, and sustainability education. We creatively think about the circular economy with our eyes on the future. We wish your business to grow, thrive, stay relevant, innovative, and good for the planet.

In this quest, we will use this edition of the Sustainable Inclusive Business Magazine to explore the concept of reshaping our world. We'll delve into principles such as waste reduction, the cycles of natural resources, and the promotion of regeneration.
This approach aims to shift our mindset from a linear to a circular one, underscoring the pivotal role of a circular economy in fostering prosperity.
We must prioritize inclusivity, open communication, and mutual respect for humanity and nature.
Therefore, as you read through, I ask that you see yourself as an integral part of nature, and only then will you envision a thriving Africa where circular economy principles underpin every facet of society.

GUEST REFLECTIONS

View full Statement

HON. SOIPAN TUYA

Cabinet Secretary for Defence of the Republic of Kenya

In 2023, during the Annual Circular Economy Conference in Nairobi, the former Cabinet Secretary for Environment, Climate Change and Forestry, Hon. Soipan Tuya, who is now the Cabinet Secretary for Defence of the Republic of Kenya, lauded the private sector players' contribution to strengthening the country's sustainability position.

The sector's bold and unprecedented efforts and investments set Kenya apart as a country determined to become a global reference point and case study in sustainable waste management with an ultimate national goal of zero waste.

"Circular Economy is a key priority for the government not just because of its centrality in the fight against climate change by eliminating greenhouse gas emissions through waste management, but also because of its immense potential to transform the socioeconomic well-being of communities through income generating activities."

COMPONENTS FOR A SUCCESSFUL ROADMAP TO A CIRCULAR ECONOMY IN AFRICA

(BY SUSTAINABLE INCLUSIVE BUSINESS KENYA)

Transitioning to a circular economy in Africa requires a multi-faceted approach involving various stakeholders, policies, and initiatives. This section represents the interconnected components necessary for a successful roadmap to a circular economy. Each component, as explained by various matter experts, is essential and contributes to the overall effectiveness of the transition process.

Policy Support

Capacity Building & Education

Access to Finance

Infrastructure Development

Showcasing & Incentivizing Circular Practices

Public-Private-Community Partnerships & Engagement

Strengthening Value Chains

Monitoring & Evaluation

Innovation & Collaboration

Policy Support

Watch Dr. Asma Awadh Remarks

Dr. Asma Awadh

Program Manager at WWF-Kenya Coastal Region

Governments enacting supportive policies and regulations that incentivize circularity and discourage linear practices are on the right trajectory, as Dr. Asma Awadh, the Program Manager at WWF-Kenya Coastal Region noted.

This could include tax breaks for companies adopting circular business models and extended producer responsibility (EPR) regulations that promote eco-design and product durability.

"Redesigning materials from production to consumption through closed-loop production systems is critical to eliminating waste. An instrumental tool in this pursuit is implementing the EPR Regulation mechanism mandated by the Sustainable Waste Management Act. We also acknowledge Kenya's other systematic approaches, such as the Plastics Treaty negotiations and the implementation of the Kenya Plastics Pact addressing plastic pollution. With these achievements comes the need for effective implementation, which can only be achieved through policy support and collaboration."

She says the future lies in embracing circular economy concepts that enhance circularity and appreciating locally made solutions and efforts centered around reimagining resource utilization.

"The circular economy is a visionary blueprint for an environmentally sustainable, economically viable, and socially acceptable future."

Capacity Building & Education

Dr. George Njenga

Founding Executive Dean of Strathmore Business School

This calls for investing in education and training programs to raise awareness about the benefits of a circular economy and provide the necessary skills for implementing circular practices. It could include vocational training, entrepreneurship programs, and curriculum integration in schools and universities.

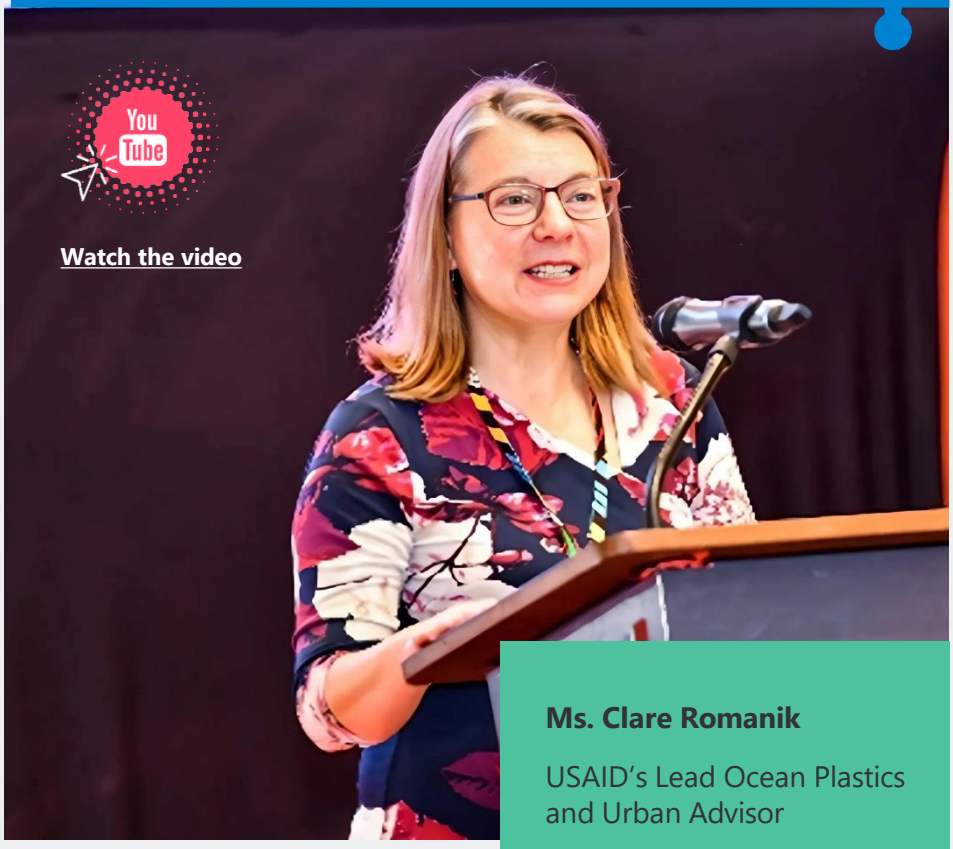
Dr. George Njenga, the Founding Executive Dean of Strathmore Business School, says that education is key in reshaping the mindset from a linear to a circular economy and nurturing leaders who champion sustainability.

"Educational institutions should be at the forefront in catalyzing change by adopting the low-hanging fruits of sustainability." He also calls for impactful collaboration between industry and academia, which is key to enhance research and develop solutions for nonrecyclable materials, enhancing the transition to a circular economy.

> *"Through this collaboration, identify good practice examples and sustainable solutions that create a positive impact. Institutions of higher learning should then identify the opportunities they can invest to support these solutions, e.g., water recycling, use of solar energy, elimination of single-use plastics, and reduced reliance on paper."*

While emphasizing the need to revisit traditional knowledge that has worked positively for those before us, Dr Njenga emphasizes that "the cornerstone of a circular economy lies in fostering a dignified life for all."

Infrastructure Development



Ms. Clare Romanik

USAID's Lead Ocean Plastics and Urban Advisor

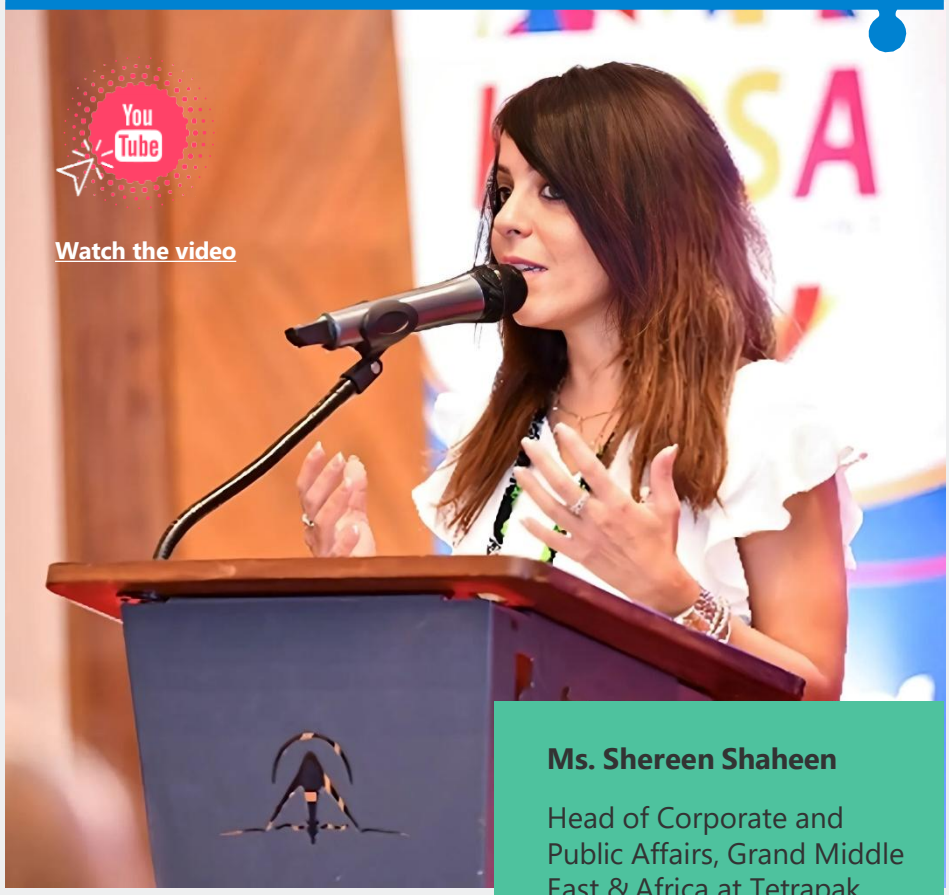
African countries must develop infrastructure that supports circularity, such as waste management facilities, recycling centers, and remanufacturing plants. Investing in efficient transportation and logistics networks can also facilitate the collection and redistribution of materials.

Ms. Clare Romanik, USAID's Lead Ocean Plastics and Urban Advisor notes that *"with laws and policies such as the EPR aimed at combating the pervasive issue of ocean plastics in place, developing the right infrastructure that supports recycling is required to spur recycling. Circularity requires consolidated effort and global cooperation to address this critical environmental concern that is key to unlocking and stimulating economic resilience."*

Promoting Innovation & Collaboration

Innovation through research grants, and incubation programs encourages the development of new technologies, business models, and product designs that prioritize resource efficiency and waste reduction.
Ms. Shereen Shaheen, the Head of Corporate and Public Affairs, Grand Middle East & Africa at Tetrapak underscores the unique opportunity presented by collective capabilities and collaborative strategies in promoting innovations that support circularity.

"As a country, Kenya has made significant strides towards a circular economy. The main challenge lies in the implementation of innovative solutions, such as packaging that is cost-saving, energy-saving, and environmentally friendly. The private sector has a role in championing sustainable packaging and the transformation of the wider industry."



Ms. Shereen Shaheen

Head of Corporate and Public Affairs, Grand Middle East & Africa at Tetrapak

Public-Private-Community Partnerships (PPCPs) & Engagements

Dr. Tayba Hatimy

Co-founder & Executive Director at Baus Taka Enterprise

PPCPs can leverage resources, expertise, and networks to scale up circular projects and overcome barriers to implementation.

"It is critical to involve local communities in the design and implementation of circular initiatives to ensure they meet their needs and priorities. Empower grassroots organizations, cooperatives, and social enterprises to drive circular projects at the grassroots level," says Dr. Tayba Hatimy – Co-founder & Executive Director at Baus Taka Enterprise.

Access to Finance

This is one of the main obstacles consistently being recognized for hindering Africa's swift transition to full circularity. Providing access to financing mechanisms such as grants, loans, and venture capital for circular startups and small businesses is a mechanism that experts see as a potential solution.

"We are increasingly seeing financial institutions like the European Investment Bank and Eco Bank, among others, creating dedicated funds or investment portfolios focused on projects with sustainability at the core, especially those targeting underserved communities or addressing specific environmental challenges. This is an encouraging trend for businesses to adopt circular models that make business sense," says Ebenezer Amadi, a Circular Economy Expert.

Ebenezer Amadi

Circular Economy Expert

Showcasing & Incentivizing Circular Practices

Dr. Ayub Macharia

Director of Environmental Enforcement at NEMA

Economic incentives such as subsidies or preferential procurement policies for products and services that demonstrate circularity have been identified over time.

As the National Environment Management Authority (NEMA) Director of Environmental Enforcement, Dr. Ayub Macharia, says, *"Encouraging consumer behavior change through awareness campaigns and labeling schemes highlighting sustainable choices is key. Showcase best practices across sectors as an incentive mechanism and a means for others to benchmark and be provoked to change."*

Strengthening Value Chains

Collaboration along the entire value chain, from production to consumption to waste management, helps optimize resource use and minimize waste generation.
SIB-K encourages eco-industrial parks and networks where businesses can exchange resources and by-products to maximize efficiency.

Monitoring and Evaluation

Establish robust monitoring and evaluation frameworks to track progress toward circular economy goals, measure the impact of interventions, and identify areas for improvement.
Regular reporting and transparency can help hold stakeholders accountable and drive continuous improvement.

PRACTICALLY TRANSLATING

FUNDAMENTALS EPR

Fundamentals of the Extended Producer Responsibility (EPR)

Scientific data reveal that the globe faces an existential threat due to the increasing extent and magnitude of sustainability challenges such as climate change, waste crisis, and biodiversity loss.

Around the world, international and regional conventions and national policy priorities recognize that the transition to sustainable consumption and production patterns is imperative to align anthropogenic practices and lifestyles to the sustainability agenda.

In the contemporary era, businesses and humankind generally operate in a *"planned obsolescence"* characterized by overexploitation of scarce resources beyond their regenerative capacities, increased emissions and waste generation.

The Brundtland Commission of 1987 and United Nations Sustainable Development 2030 Agenda among other international commitments, conventions and deliberations can be attributed to increased cognizance among global nations on the need to create an equilibrium between economic, environmental and social dimensions.

Kenya is among the few sub-Saharan Africa nations that boasts intricate policy landscape to address sustainability issues including waste crisis, climate change and existential biodiversity loss.

For example, the country's Constitution of Kenya 2010 stipulates that *"Every person has a right to a clean and a healthy environment"*. Therefore, policies and laws responding to sustainability challenges strengthen the Constitution aspirations. Diverse stakeholders in Kenya recognize the need to eliminate the heavy reliance on a linear economic model characterized by overexploitation of natural resources and increased waste generation. The enactment of the Sustainable Waste Management (SWM) Act 2022 represents the country's in-depth committments to align its development to green growth and sustainability agenda. Section 13 of the Act imposes mandatory Extended Producers Responsibility (EPR) regulations.

The regulation targets several waste streams to address the increasing types of waste in Kenya. The Ministry of Environment and Forest was tasked with spearheading the development of the EPR after a Ministerial Stakeholders Forum between the ministry and the private sector representatives, including the Kenya Private Sector Alliance (KEPSA).

WHAT IS EPR?

What is EPR?

EPR is a policy approach or tool that upholds the Polluter-Pays Principle, where brands, manufacturers or importers *(generally referred to as producers)* bear a significant financial or organizational responsibility for a product introduced into the market throughout its lifecycle.

As part of complying with the EPR, producers are required to formulate their EPR plans to address waste in the post-consumer phase, failure to which there are several penalties to be issued by the National Environment Management Authority (NEMA).

The parameters included in the EPR plans include collection points, collection schedule, compensation for waste pickers, public awareness strategy, signed workplan across all 47 Counties, transportation, safe recycling and disposal, and product tracking for data collection.

Kenyan EPR Regulations cover all the waste streams under 5 categories – Packaging for non-hazardous products (plastics, aluminium, composite, paper and it corrugates, glass, cardboard and carton);

Hazardous products' packaging (Industrial chemicals, oil and lubricants, pharmaceuticals, agrochemicals, veterinary, cosmetics, paints and solvents), treated wood and agricultural films; Electrical and Electronic Equipment, Mercury Auto Switches, thermostats, Battery and Accumulators; End of life motor vehicles, automobiles, aircrafts, locomotives; and Non packaging items (Plastics, glass, paper, cardboard), Furniture (except wooden, metallic), Rubber and Tyres, textiles, leather, artificial hair, diapers and sanitary towels.

The figure below represents waste flow in an EPR-backed system

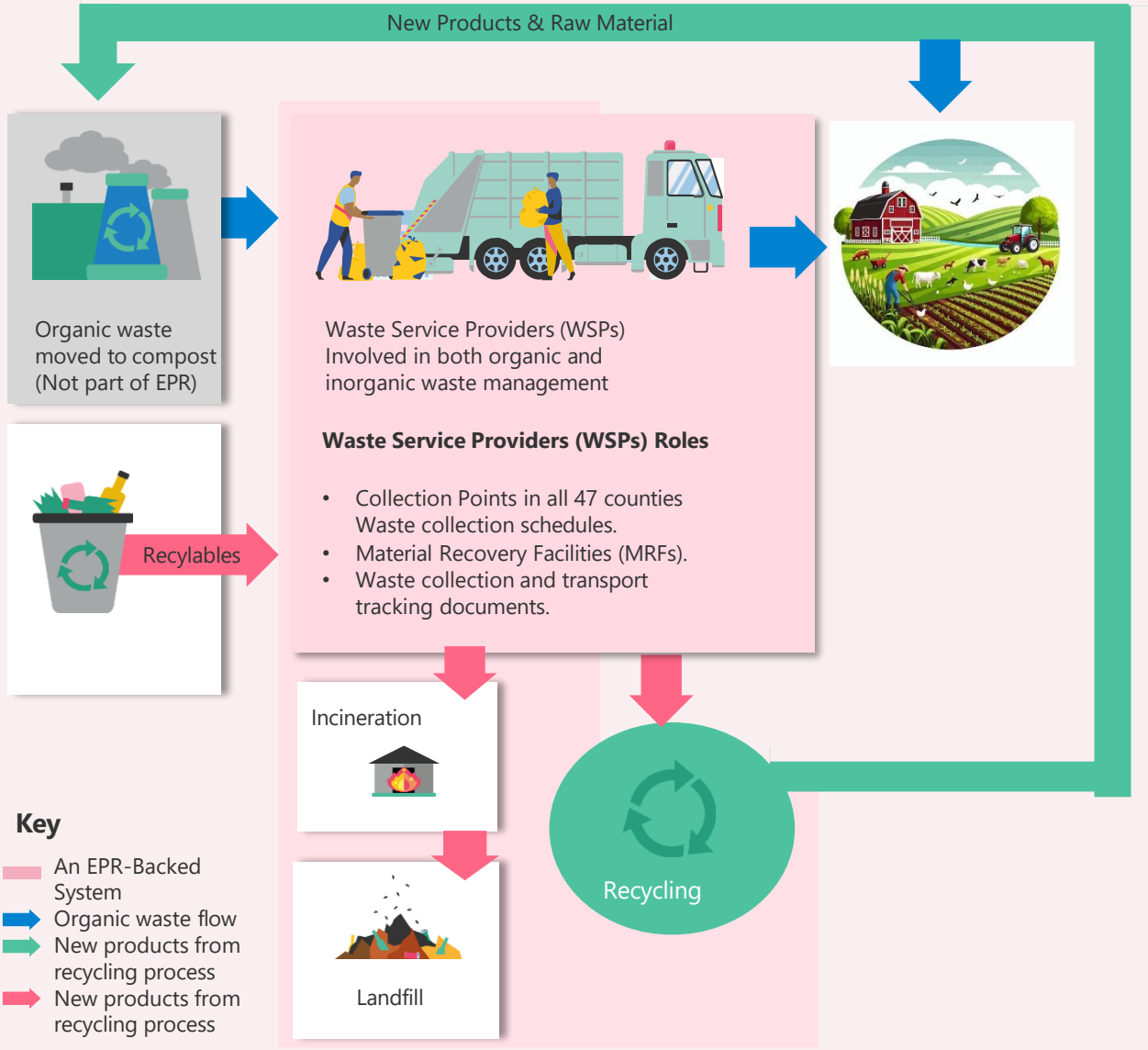


Diagram courtesy of Sustainable Inclusive Business Kenya, 2024.

IMPLEMENTATION MODELS

Kenya's EPR Regulations proposed implementation models are categorised into 2 as shown in the figure below. The Regulations mandate producers to join either individual or collective compliance schemes to take responsibility for the entire life cycle of products they introduce into the market.

Individual EPR schemes comprise initiatives undertaken by producers to manage waste originating from their products. Moreover, under the individual EPR scheme, producers can engage licensed WSPs to manage waste emanating from the products they introduce into the market.

WSPs will receive a fee from the producers for their services in managing the waste.

In return, the WSPs are required to provide the producers with data on volumes of products managed under their EPR system and infrastructure.

EPR Implementation Models

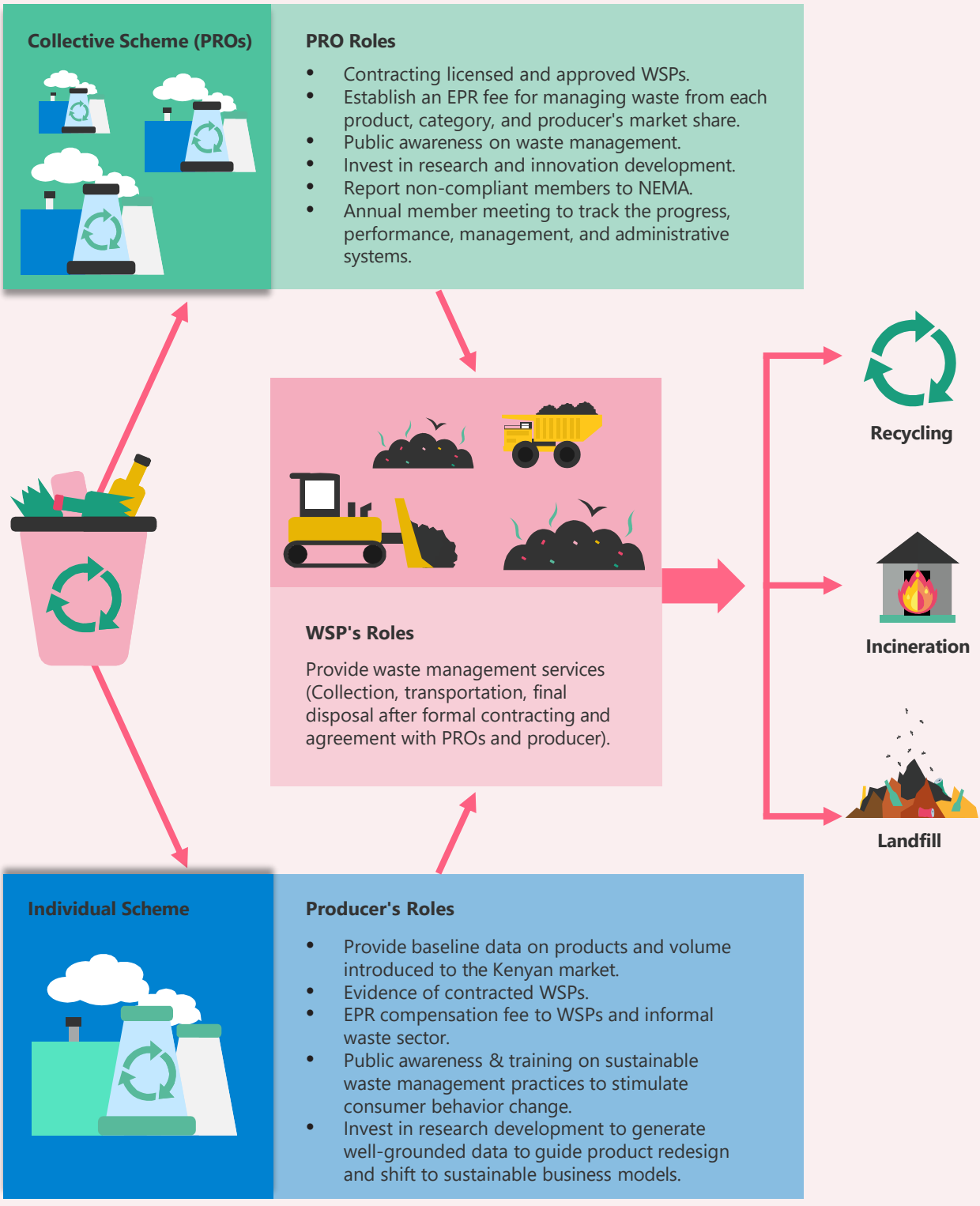


Diagram courtesy of Sustainable Inclusive Business Kenya, 2024.

ASSISTED COMPLIANCE

EPR Assisted Compliance in Kenya

EPR Enforcement Activities

Producer Roles	EPR Scheme Activities	If NOT compliant
• Submit EPR plan under individual or collective scheme. • Evidence of EPR scheme compliance.	• Quarterly audit/ monitoring. • Compliance assistance. • Inspection.	• Restoration order. • Prosecution.

PHASE 1

- Eliminate joyriding.
- Compliance assistance.
- Systems development.
- Clean environment.
- Data.
- Stakeholder engagement

PHASE 2

- Data-driven investment in recycling.
- Research & innovation.
- Product designs and life cycle analysis.
- Alternative products and packaging.

PHASE 3

- Landfilling restrictions.
- Recycling targets.
- Recycled content in products.
- Bans for non recyclable/additives.

Diagram courtesy of Sustainable Inclusive Business Kenya, 2024.

The adoption of EPR in Kenya to strengthen a just transition to a circular economy is underpinned in 3 phases. Phase 1 involves in-depth stakeholder engagement to raise awareness about EPR regulations and assist producers, PROs, and Agents (WSPs) comprehend their roles.

This phase also allows NEMA to guide various stakeholders on strategies for complying with the EPR regulations and their designed EPR schemes, eliminate joyriders, and clean the environment.

Well-evidenced data will be gathered in this phase to guide the transition to circularity.
Phase 2 will be well-grounded in research and innovation to assist producers in redesigning their products to reduce waste or develop sustainable waste recycling technologies.
Increased investments in recycling in this phase will be tailored to evidenced data gathering from in-depth research and product life cycle analysis. Alternative sustainable packaging and products will be explored to ensure that producers contribute to efforts that introduce environmentally friendly products in the market.

The last phase marks the final step in transitioning to a circular economy.

Enhanced measures such as landfilling restrictions and a ban on non-recyclables and hazardous substances will be set. Increased investments in recycling will be undertaken to ensure that producers achieve the highest waste recycling standards.

SUCCESS STORY

SIB-K EPR Success Story

As part of galvanizing Kenya's private sector understanding and compliance with the EPR Regulations, the Kenya Private Sector Alliance (KEPSA) through its knowledge centre, Sustainable Inclusive Business Kenya (SIB-K) implemented the Plastics Producers Responsibility Project in 2024.

The project's principal aim was to accelerate Kenya transitioning towards a circular economy by promoting adherence to laws & regulations that promote circularity. Through the project's intervention of knowledge transfer, workshops were held in Mombasa and four Nairobi. The workshops encouraged proactive EPR compliance by facilitating dialogue between the private sector, NEMA, County Governments, informal waste practitioners, Producer Responsibility Organisations (PROs) among other stakeholders.

Ms. Annastacia Mumbua Vyalu

Senior Environment Officer at NEMA

Speaking at one of the workshops, Ms. Annastacia Mumbua Vyalu, the Senior Environment Officer at NEMA alluded that

"NEMA recognizes the importance of partnership with industry stakeholders in achieving our environmental objectives. We are committed to working collaboratively to ensure the successful implementation of EPR measures, starting with working with businesses on credible data collection and cleaning of the environment."

Through the workshops, businesses and PROs acquired in-depth knowledge on a wide array of issues including EPR registrations, EPR plans development, data documentation and reporting and strategies to cascade information about their EPR plans and Regulations to their consumers and the public.

"EPR compliance is a fundamental component of the private sector's sustainability efforts. The project's awareness workshop has encouraged businesses to leverage the insights gained to inform their organizational strategies and actively participate in ongoing EPR initiatives."

James Odongo

CEO of the Kenya Producer Responsibility Organization (KEPRO)

SUCCESS STORY

Dr. Tayba Hatimy

Co-Founder and Executive Director of BAUS Taka

Constructive feedback and in-depth deliberations through the project implementation reveal the urgency for the diverse actors, including the national governments agencies, county governments, brands, manufacturers, and waste service providers to adopt positive disruptive technologies and innovations to accelerate the circular economy transition.

"Innovation is at the heart of sustainable business practices, and it trickles down to waste management on the ground. By working hand in hand with all stakeholders, we are underscoring our collective responsibility in advancing the principles of EPR."

Brands and manufacturers were heartened to adopt product tracking technologies to generate well-grounded data on products introduced into the Kenyan market and waste generated and recovered. On the other hand, county governments' investments in material recovery facilities (MRFs) would be instrumental in increasing waste collection and recycling.

Another significant achievement of the project is the development of a brand and PRO guidance. Specifically, the Guidance aims to equip businesses and PROs in Kenya with adequate knowledge to strengthen the national call for sound waste management in an entire production lifecycle.

Ultimately, the implementation of the EPR regulation in Kenya contributes to biodiversity conservation efforts.

Producers will be held accountable to ensure their products throughout their entire life cycle do not pose any environmental risk. Furthermore, the EPR regulation implementation can be regarded as a push factor in encouraging producers to engage in product design innovations, such as those recommended by Kenya Plastics Pact through the Design Guidelines for Recyclability.

The shift by producers to design and produce eco-friendly products will play a crucial role in eliminating the use of problematic and unnecessary packaging materials and addressing the increasing extent and magnitude of waste crisis impacts.
In addition, the EPR regulation will contribute to increased investments in waste infrastructures such as MRFs, zero waste stores, recycling plants, etc, thus creating more job opportunities.

Kenya Plastics Pact

It's Time for a Circular Economy for Plastic Packaging

Join the Kenya Plastics Pact Community and make measurable commitments towards working targets.

The time for change is now!

LEARN MORE WWW.KPP.OR.KE

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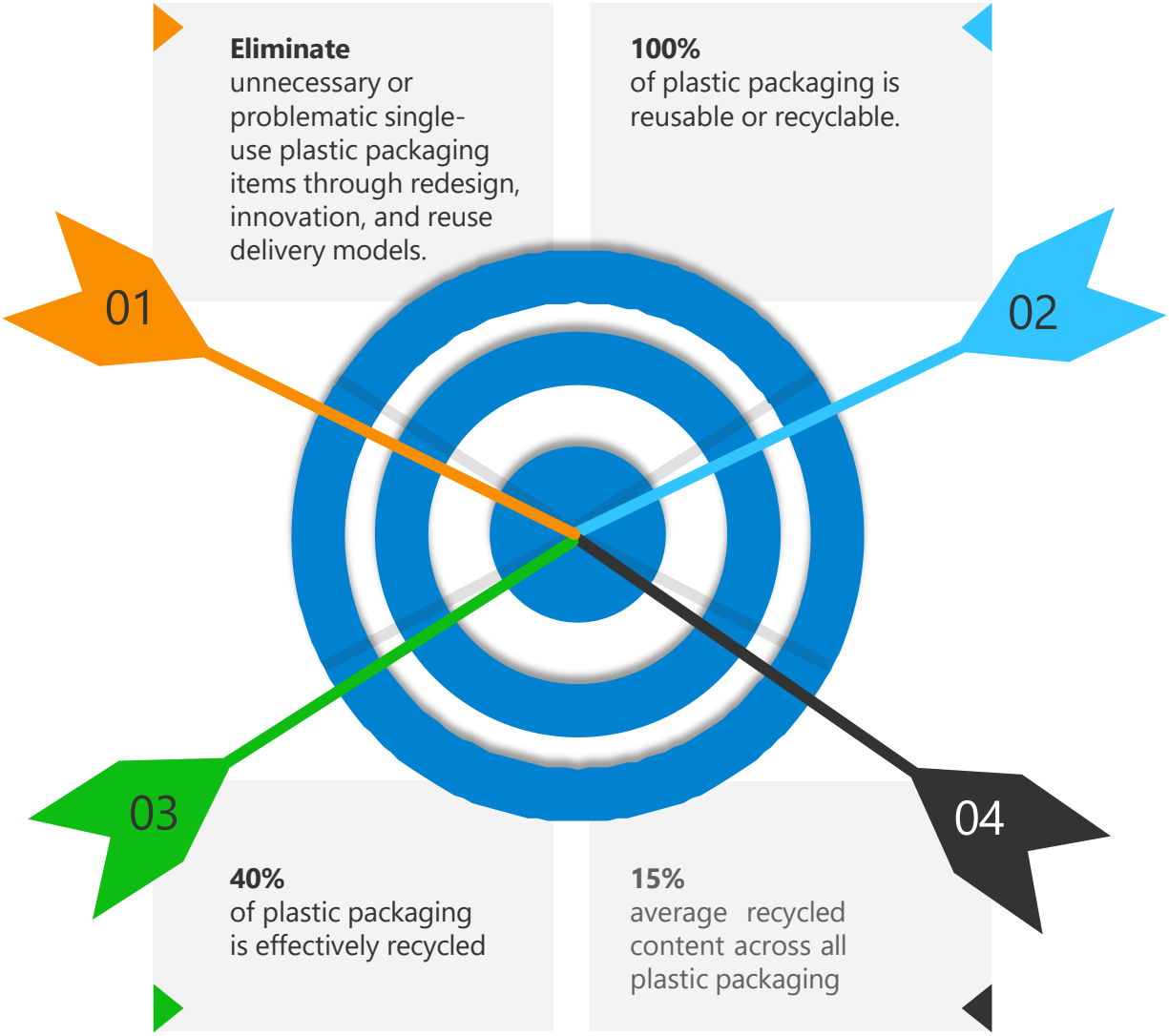
KENYA PLASTICS PACT

The Role of THE KENYA PLASTICS PACT in EPR Compliance

KEPSA's knowledge center, SIB-K, is the secretariat to the Kenya Plastic Pact (KPP), a trailblazing, collaborative multi-stakeholder platform established to help create a circular economy for plastics in Kenya.

KPP's three key principles are to eliminate plastics **we don't need,** innovate to ensure that the plastics **we do need are reusable, or recyclable, and circulate** the plastics we use to keep them in the economy and out of the environment.

KPP's aspirations to revolutionalize Kenya's plastic value chain are captured in its 2030 Roadmap that sets out four targets:



Members of the Pact have identified and published a phase one Elimination List of Problematic and Unnecessary Plastics, including the single-use plastic items listed in the government ban.
Through the Pact, the producers are also working towards redesigning their plastics packaging, guided by well-laid-out Design Guidelines for Recyclability, starting with PET bottles and HDPE bottles and jars. These guidelines have been reviewed and endorsed by NEMA and can be applied by producers and manufacturers across the country and beyond.

KENYA PLASTICS PACT

For instance, Bio Foods, a leading processor and marketer of premium dairy products, has committed to adopting rPET by 50% by 2026.

Similarly, fast-moving consumer goods manufacturer Bidco Africa is taking auxiliary steps by eliminating the color from one of its beverage SKUs.

Further removing the security cap seal in its leading brand, Planet Aqua Water, successfully contributed to reducing about one metric ton of unnecessary plastic from the value chain in 2022.

Plastic packaging company Silafrica is working towards achieving 100% recyclable content in its plastic packaging from the current 90% by the end of 2025.

On the same note, Line Plast Group, which produces packaging solutions, will change HDPE printing to labeling (water-based) by 80% and convert from tinted PET bottles to clear PET by the end of 2025.

Takataka Solutions, a Nairobi-based recycler, has committed to intensify awareness creation to increase recyclability.

Being part of the Kenya Plastics Pact and taking these voluntary efforts and commitments reflects the individual companies' willingness to minimize environmental impact throughout their products' lifecycle. They are also helping businesses comply with the EPR regulation while contributing to Kenya's swift transition to a circular economy.

NATURE-BASED

Nature-Based Solutions to Climate Change & Green Finance

Climate change poses an existential threat to our planet, affecting ecosystems, economies, and livelihoods worldwide. In response, there is a growing recognition of the importance of nature-based solutions (NbS) and green finance in combating climate change as a significant global challenge, while fostering sustainable development.

Nature-based solutions encompass a diverse array of strategies that leverage the power of nature to address climate change and its impacts.
These solutions harness the inherent capacity of ecosystems to sequester carbon, regulate water, enhance biodiversity, and mitigate the effects of climate change.

Innocent Kabenga

IUCN Regional Head, Land Systems/
Kenya Country Representative

Innocent Kabenga, the IUCN Regional Head, Land Systems/Kenya Country Representative, references the IUCN's definition of NbS as...

"Actions to protect, sustainably use, manage and restore natural or modified ecosystems, which address societal challenges, effectively and adaptively, providing human well-being and biodiversity benefits".

Examples of nature-based solutions include established practices like:

Forest landscape restoration (reforestation and afforestation) projects to absorb carbon dioxide from the atmosphere;

Wetland restoration to improve water quality, regulate flooding, and provide habitat for biodiversity;

Sustainable agricultural practices that promote soil health, enhance carbon sequestration, and conserve water;

Marine conservation efforts to protect coastal habitats, mangroves and coral reefs restoration, and enhance fisheries resilience to climate change;

Urban green infrastructure such as parks, green roofs, and permeable pavements to mitigate heat island effects and improve air quality.

What are Nature-based Solutions (NbS)?

NbS are defined by IUCN as "actions to **address societal challenges** through the protection, sustainable management and restoration of ecosystems, benefiting both biodiversity and human well-being." They use the power of nature and functioning ecosystems as infrastructure to provide natural services to benefit society and the environment.

NbS have prime potential to help address global challenges such as:

- climate change
- economic and social development
- human health
- food and water security
- disaster risk reduction
- ecosystem degradation
- biodiversity loss

NbS can provide long-term environmental, societal and economic benefits:

- adaptation to climate change
- green jobs
- community resilience
- health benefits
- healthy and accessible food
- clean air and water
- disaster risk reduction
- ecosystem integrity
- biodiversity net gain

Examples of NbS application:

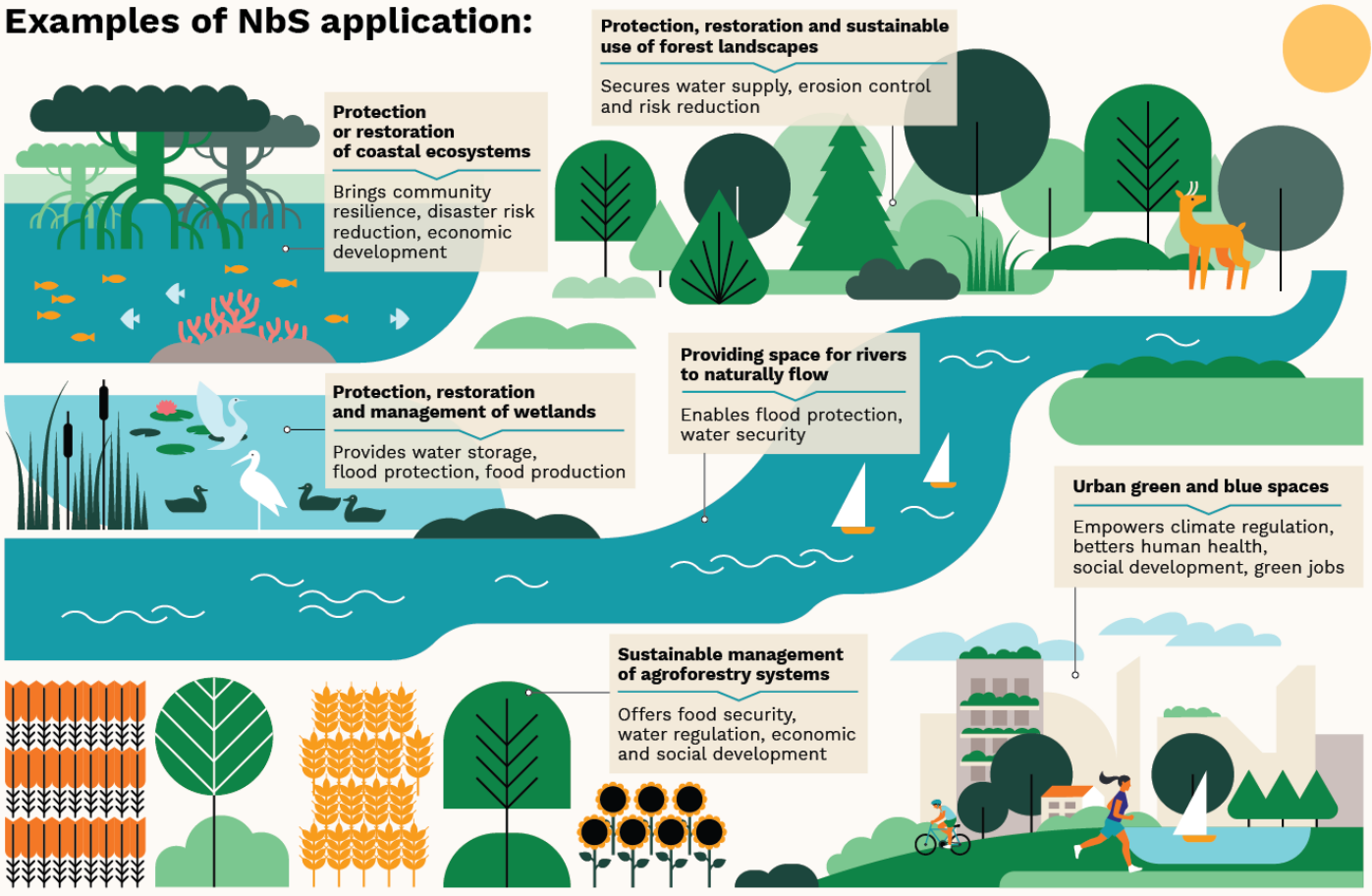


Diagram courtesy of IUCN

Governments, non-government stakeholders, academia, businesses, and community-based organizations continue to demonstrate the value of NbS through various projects. For instance, **Insectary** is utilizing the Black Soldier fly to make significant strides in reducing emissions and revolutionizing waste management, particularly for high-waste producers. This nature-based solution addresses waste management challenges by offering economically viable methods for processing waste.

Roseanne Mwangi

Insectary Limited's Founder & CEO

Insectary Limited's Founder and CEO Roseanne Mwangi notes that,

"The innovative approach not only contributes to emission reduction but also produces high-quality protein for animal feed and fosters effective soil management."

The waste-to-wealth approach also contributes to local impact by addressing challenges associated with waste pollution for communities and creating job opportunities that contribute to the economic and environmental sustainability of the community.

Leveraging the rich resources of the indigenous community, residents have successfully crafted products from native plants. This approach not only preserves the local landscape but also creates economic opportunities for the community.

For instance, **Laikipia Permaculture Training Centre** has harnessed its local resources to create sustainable products, showcasing the potential for nature-based solutions to drive positive change. The founder of this initiative, Joseph Lentunyoi, challenges the need to explore solutions to existing challenges, such as investing in the potential use of water hyacinths to address environmental concerns. As this indigenous-led initiative continues to flourish, it serves as a testament to the power of community-driven, nature-based solutions in not only addressing local challenges but also contributing to sustainable development on a broader scale.

It is worth noting how global shifts have impacted communities worldwide. The Samburu community has not been an exception, and the County Government has undertaken initiatives to sensitize and empower its members to leverage previously under-utilized natural resources, particularly wildlife.

Recognizing the wealth of traditional knowledge within the community, the Samburu people view themselves as integral to nature. This perspective serves as a foundation for sustainable practices and environmental stewardship.

Tom Lesarge

Samburu County director for environment

A Samburu proverb encapsulates their philosophy: "Life is a relay; we hand over life to generations to come." This belief system fosters a commitment to preserving the land for future generations, encouraging responsible stewardship. Furthermore, with land constrictions affecting the pastoralist lifestyle, Lesarge shares that the Samburu community has implemented interventions like livestock diversification to adapt to climate challenges, ensuring resilience in the face of change. He continues to inform how sacred areas, including water catchment zones, have been preserved as pristine spaces, showcasing the Samburus' strategic use of nature as an ally in their quest for sustainable coexistence.

Samburu County's multifaceted approach exemplifies a community's resilience strategy, intertwining traditional wisdom with innovative solutions to navigate the impacts of climate change while preserving its unique way of life. The journey continues, and the efforts are being scaled, if only to overcome the increasing negative climate impacts, and preserve their pastoral community for future generations.

Despite increasing nature-based efforts, challenges in accessing finance, especially for community-led initiatives, still linger. It is therefore encouraging to see public-private-community partnerships providing access to grants towards initiatives like landscape restoration.

Insectary Limited's Founder and CEO Roseanne Mwangi notes that,

"We always encourage the community to peacefully coexist with wildlife and to participate in economically sustainable projects like making cultural products sold to tourists. This not only builds economic resilience but also supports educational endeavors, benefiting the local children."

Recognizing the wealth of traditional knowledge within the community, the Samburu people view themselves as integral to nature. This perspective serves as a foundation for sustainable practices and environmental stewardship.

Notably, there are financial institutions increasingly integrating sustainability programs into their strategies, signaling a crucial shift towards environmentally conscious practices that are attracting more finance to nature-based solutions.

Key steps are being taken to facilitate this shift, such as growing awareness to increase understanding of the pivotal role of NbS, climate financing vehicles to support environmental initiatives and shifting and advocating for a fundamental shift in the banking system.
Nature-based solutions (NBS) have been ingrained in human practices since time immemorial, yet their inherent value often remains overlooked; and as momentum builds for a more sustainable future, the push for increased financial support for nature-based solutions remains a crucial component in the global effort to address pressing environmental issues.

Digital Access & Designing Innovations for Circularity

In an era where digital access and sustainable innovation are paramount, the intersection of these domains offers a promising pathway to economic growth and environmental stewardship.
The circular economy (CE) leverages emerging digital technologies such as big data, artificial intelligence (AI), blockchain, and the Internet of Things (IoT) to transform traditional business models and address global challenges.

Olivier Vanden Eynde, Founder **of Close The Gap**, emphasizes the importance of creating an enabling environment for entrepreneurs in the circular economy space.
Through their impact accelerator fund, Close The Gap has incubated innovative solutions like the KUZA freezer, a solar-powered fridge that aids fishermen in preserving their catch, showcasing the potential of sustainable technology.

Additionally, Paul Ngugi, the Deputy Country Lead at **Challenge Fund for Youth Employment (CFYE),** a global program that aims to support young people in developing countries to access employment opportunities, highlights their role in supporting private sector actors to create decent jobs and ensure project sustainability.

By fostering private sector ownership, CFYE aims to bridge the gap and build capacity for youth to tackle various challenges.

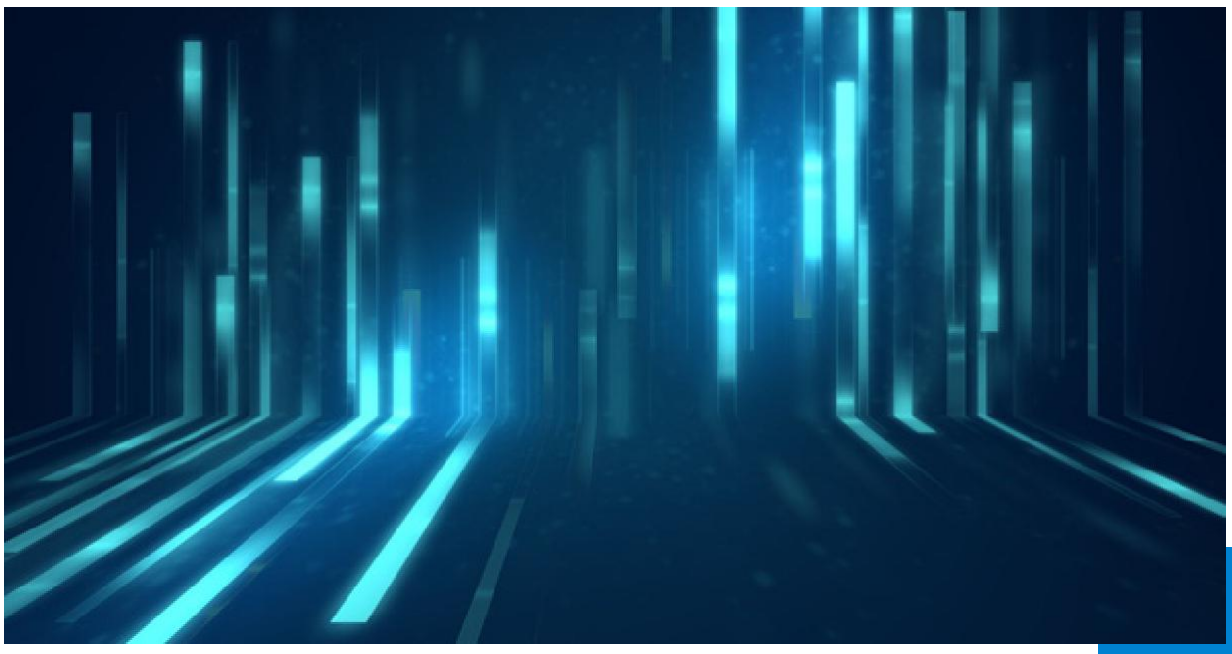
Ngugi also points out the transformative power of cloud computing, which offers hope to underserved counties by providing them access to cyber services and resources.

Sylvia Mukhasa of **GIZ's Green Digital Innovation Hub** underscores the need to analyze ecosystem needs as an approach to identify challenges and opportunities faced by SMEs and startups in the digital space.
The hub supports innovators and entrepreneurs through platforms that provide infrastructure and services.

Sylvia Mukhasa

GIZ's Green Digital Innovation Hub

"Partnerships are important, both within Kenya and internationally, to enhance competitiveness and leverage digital labs for educational outreach," Mukhasa stresses.



DIGITAL ACCESS

Mr. Bonnie Mbithi

CEO of WEEE Center

Circular private actors like the WEEE Centre, an electronic waste management company in Kenya, are equally at the forefront of job creation and fostering innovation.
Mr. Bonnie Mbithi, CEO of WEEE Center, identifies the electronic waste collection value chain as a significant job creator.

"The WEEE Center is building capacity by training young people to improve e-waste collection from communities. We have seen a growing interest among youth in innovation, leading us to establish a circular economy innovation hub at Lavington-Nairobi to incubate startups, fostering collaboration and avoiding siloed efforts."

Education in AI and big data is also key in streamlining digital access and designing innovations for circularity.

Emily Baraza from eMobilis emphasizes the link between education and job creation.

"Mobilisation for a training center for digital skills through programs like AJIRA helps youth discover their talents and engage in both technical and soft skills training," she shares, highlighting the importance of basic digital skills as a foundation for identifying job opportunities among the youth.

Emily Baraza

eMobilis

The potential of digital technologies to drive circular economy initiatives is massive. From solar-powered innovations to e-waste management and digital skills training, the integration of technology and sustainable practices is paving the way for a more resilient and sustainable future.

As these efforts continue to scale, the collaboration between public, private, and community stakeholders will be crucial in overcoming challenges and achieving long-term sustainability.

By embracing digital access and designing innovations for circularity, we can create a future where economic growth and environmental sustainability go hand in hand, ensuring a better world for generations to come.

PLASTIC POLLUTION

Towards Ending Plastics Pollution (Kenya Plastics Pact and the Business Coalition for a Global Plastics Treaty)

Diving into the critical issue of global plastic pollution and the private sector's role in tackling this challenge, it is notable that, unlike other materials, plastics don't biodegrade. When they're not disposed of properly, they accumulate in the environment, disrupting habitats and natural processes, and reducing ecosystems' ability to adapt to climate change.

For this reason, plastic waste and pollution have captured the attention of businesses, governments, academia, non-governmental organizations, the informal waste sector, and citizens in Kenya.
Today, published data shows that more or less 10% of plastic is recycled, with the remainder being landfilled or incinerated – or, in the worst-case scenario, ending up in the environment (IUCN, 2020).

To address this issue at its source, we need to fundamentally rethink the way we design, use, and reuse plastic packaging and move from a linear take-make-waste economy to a circular economy, which keeps plastic packaging in use and out of the environment.
No single organization can solve this on its own.
Therefore, the Kenya Plastics Pact (KPP) is bringing together the entire plastic packaging value chain to find collective solutions to plastic waste and pollution.
This includes businesses, plastic producers, the government, recyclers, and the informal waste sector, which handles most of the recycled materials in Kenya.

Dennis Kiplagat

Member of the Kenya Plastics Pact Secretariat

"We're all working towards robust national actions that then feed into the international treaty on plastic pollution. By gathering insights and perspectives from various stakeholders, we aim to create a practical, balanced, and sustainable treaty that supports business practices while combating plastic pollution globally. Kenya is leading the way, amplifying the African voice in this global effort," says Dennis Kiplagat, a Members of the Kenya Plastics Pact Secretariat.

ENDING PLASTIC POLLUTION

Ambrogio Miserocchi

Policy Manager at the Ellen MacArthur Foundation

Ambrogio Miserocchi, Policy Manager at the Ellen MacArthur Foundation, appreciates Kenya's involvement in the plastics negotiations. He emphasizes the need for strong enforcement mechanisms in the potential UN Global Plastics Treaty and the importance of industry commitment.

"Sustainable packaging solutions and innovation by the private sector are helping to reduce plastic waste, because packaging can now be redesigned with reusability and recyclability in mind. As a member of the Global Plasctics Pact, we're proud to see the Kenya Plastics Pact leading businesses in this direction," says Ambrogio.

Ms. Emily Waita

Chair of the KEPSA Environment, Water, and Natural Resources Sector Board

Ms. Emily Waita, Chair of the KEPSA Environment, Water, and Natural Resources Secor Board, calls for a re-imagining of waste management.
She champions the need for businesses to take a proactive stance in reducing plastic packaging waste, stressing that consumer education, an environment-focused mindset, and collaboration must be central to the process.

"There is an urgency for international collaboration to address plastic pollution effectively. This then translates to the local context. Everything is interlinked, and we must work together."

Both the government and the private sector have a responsibility to educate citizens, and while efforts are being made, more needs to be done by individual consumers. By working together, stakeholders can drive meaningful progress in combating plastic pollution, ensuring a sustainable future for Kenya and the world.

TEXTILE

Regenerative Agriculture, Textile and Organic Circular Solutions

Regenerative agriculture, sustainable textile production and consumption, and organic circular solutions are all interconnected. The way we grow food, what we consume, and how we create value for people and the environment significantly impacts our well-being.

For instance, traditional food production and consumption often lead to linear and wasteful activities, contributing to greenhouse gas emissions. To combat this, we need to improve production methods, transforming agricultural waste into additional food, fertilizer, textiles, paper, and animal feed. These can also serve as alternatives for leather and energy production.
Effective waste management involves rethinking our food systems, redesigning production, and using all resources efficiently.

Brian Sagala, the former Head of Marketing and Customer Relations at **Takataka Solutions** (at the time of the interview) a waste recycling company, addresses the pressing issue of waste, noting that approximately 60% of the waste produced in Kenya is organic. Takataka Solutions converts organic waste into valuable compost, which is then distributed to farmers. This enhances agricultural productivity and helps maintain a clean environment.
Brian emphasizes the importance of sorting waste at the source and the role of government in enforcing strict measures. Takataka's community-driven approach involves organizing waste collectors into groups, promoting waste sorting at its origin.

Building on this concept, Daniel Chege, the General Manager of Sales Marketing at **RegenOrganica**, highlights the educational gap among farmers regarding soil fertility. RegenOrganica promotes regenerative agriculture by educating farmers on replenishing soil nutrients. Through robust research and dissemination of information on sustainable farming practices, RegenOrganica attracts more farmers to adopt these methods, ensuring a sustainable and resilient future for agriculture.

Adding to the conversation James Boy-Moss, the Founder of **Mananasi Fibre**, sheds light on how they are revolutionizing waste management by transforming industrial pineapple waste into usable fiber and compost. This innovative approach addresses environmental concerns and generates employment opportunities, setting a new standard in waste management and community development.

Caesar Asiyo, the Chief Development Officer at **Victory Farms**, showcases how the collaborative approach with rural communities helps to create a circular economy.

"By leasing land for fish farming and implementing drip irrigation systems using nutrient-rich water from fishponds, Victory Farms enhances environmental sustainability and boosts land productivity. This initiative fosters continuous learning and empowers community members," he says.

Ludovica d'Andria di Montelungo of **Ziada Solutions** explains their efforts in Taita Taveta, where they convert banana stalks into valuable fibers. This process reduces agricultural waste and boosts the income of small-scale farmers. Ziada Solutions' holistic approach emphasizes the reuse of resources, contributing to both environmental sustainability and economic prosperity.

Shifting the focus to the fashion industry, Lisa Kibutu, the Founder of **ReFACE**, introduces the initiative in Kwale, collaborating with local farmers to repurpose waste products from grains like millet, sesame, and flax seeds into natural fibers. This approach minimizes environmental impact and promotes sustainable agricultural practices in producing textile raw materials. ReFACE is also working towards certification for its regenerative programs, empowering consumers to make informed choices and ensuring transparency and accountability.

Echoing the importance of consumer education, Belinda Smetana from Eco-Fashion Week underscores the importance of educating consumers on sustainable practices through initiatives like **Sustainable Fashion Talks**. By connecting companies with consumers, these efforts drive the adoption of sustainable practices in the fashion industry, fostering a more eco-conscious and consumer-aware future.

Finally, Laura Stanford, the Founder of **Loop Pet Food** notes that this innovative solution using black soldier flies to create sustainable pet food has been revolutionary in the alternative feeds industry. It addresses the need for sustainable nutrition for pets while highlighting the connection between innovation, waste utilization, and collaboration. Loop Pet Food exemplifies how the pet food industry can shift towards a more sustainable and eco-friendly future, while at the same time contributing to sustainable waste management.

By embracing regenerative agriculture, textiles, and organic circular solutions, we can create a future where economic growth and environmental sustainability go hand in hand, ensuring a better world for generations to come.

PACKAGING

Sustainable collection & recycling of multi-layered packaging

In the ever-evolving business landscape of Africa, bridging the gap between demands, needs, and solutions requires a touch of innovation. To lead in compliance within the African market, businesses must proactively embrace innovation, invest in research and development, and champion sustainability. This is particularly crucial in the realm of intricate packaging materials, especially those essential for food safety.

Joyce Gachugi, the CEO of the Packaging Producer Responsibility Organization (PAKPRO) addresses the challenges faced by Producer Responsible Organizations (PROs) in packaging. She highlights the difficulty in recycling and separating multi-layered packaging materials like paper and aluminum. She further emphasizes the importance of improving recycling processes to achieve food-grade recycling standards.

Joyce Gachugi

CEO of the Packaging Producer Responsibility Organization (PAKPRO)

"Businesses, regardless of size, should comply with regulations and engage with PROs to avoid penalties. This will go a long way towards ensuring 100% recyclable content, which reduces costs and fees, and encourages proper disposal to support livelihoods."

Building on this, Jenifer Wang the former Chief Commercial Officer (CCO) at Takataka Solutions (at the time of this interview) emphasizes that waste segregation should start at the source to enhance recycling efficiency and reduce costs. She points out the challenges recyclers face due to the variety of polymers and colors used in products.

Jenifer calls for producers and brands to switch to mono-layered and clear plastic packaging products. She stresses the importance of understanding the environmental impact of carbon emissions and the complexity of waste management. Jenifer concludes by urging consumers to be conscious and responsible, adopting sustainability initiatives.

Jackline Kittony the Marketing & Packaging Portfolio Director at **TetraPak** highlights their efforts in promoting recycling and improving collection infrastructure. TetraPak focuses on designing for recycling, raising consumer awareness, enhancing collection and sorting processes, and increasing recycling capacity. Jackline notes Kenya's leadership in driving global policy implementation on recycling. She also shares TetraPak's initiatives on climate change, including working with suppliers to save energy and water, reduce CO2 emissions, and protect the forest cover. TetraPak also engages with local farmers to support sustainable practices and local food chains, providing healthy nutrition. Their best practices include information sharing, business support, and offering sustainable packaging options.

Watch the video

By working together, stakeholders can drive meaningful progress in sustainability, collection, and recycling of multi-layered packaging. This collaborative effort ensures a sustainable future for Africa and the world, where businesses lead by example in innovation and environmental stewardship.
The business world is continuously evolving, specifically within the dynamic context of Africa. Getting to achieve success in bridging the gap between demands, needs, and solutions requires an art of innovation. They also must invest in research and development, and champion sustainability, assuming the role of a leader than a mere follower.

BONUS SEGMENT:

EMBEDDING SUSTAINABILITY IN BUSINESS STRATEGIES (ESG & CARD)

Elfrieke van Galen

Partner at The Rock Group and Esther Mandisa, Sustainability Consultant at The Rock Group

In a world characterized by continuous change among people, the environment, and technology, embedding sustainability in business strategies is crucial. Sustainability is essential for everyone in the business realm, including your organization, suppliers, business partners, and communities around the value chain. Understanding the effects your business has throughout the value chain fosters a successful strategy, where compliance requires knowledge and an ambitious plan. Accountability and action towards sustainability performance are inspired when sustainability managers are multi-talented, capable of restoring connections and solutions for each step of business practice with clear targets and choices. Successful embedding of sustainability requires everyone in the organization to have a basic understanding of sustainability to avoid differences and contradictions. Knowing what your organization can do in-house and for which projects, interventions, innovations, and changes you need to work with partners is imperative. Setting clear targets, measuring, reporting, and communicating about your sustainability journey will ensure embedding and progress.

Sustainability Framework

The sustainability framework focuses on balancing the pillars of Environment, Social, and Governance (ESG) to support the needs of current and future generations.

This involves:

- Efficient resource use
- Minimizing carbon footprints
- Utilizing renewable energy

Embedding sustainability within an organization's strategy helps mitigate risks, create new opportunities, and strengthen organizational reputation.
This integration should span the entire organizational value chain to enhance value and create a positive impact.
Organizations need to identify high-relevance sustainability areas, balancing impact and perception to ensure internal and external engagement and support.

Sustainability Reporting Guidelines & Legislation

There is a growing emphasis on compliance worldwide, with the EU Corporate Sustainability Reporting Directive (CSRD) aiming to make sustainability reporting more reliable, transparent, and comparable. The Green Deal presents an ambitious set of proposals and tools to tackle climate change and environmental degradation. Companies should focus on compliance, selecting relevant sustainability themes through double materiality assessment and reporting.

By embedding sustainability in business strategies, organizations can navigate the complexities of modern business while contributing to a sustainable future. This approach not only ensures compliance but also drives innovation, fosters resilience, and enhances the overall impact on society and the environment.

A HIGHLIGHT

OF GOOD PRACTICES

IN CIRCULAR ECONOMY

Over the past 10 years that we have been in the Circular Economy space, we have been privileged to witness a vibrant showcase of sustainable innovations, highlighted by numerous companies and organisations who are in the circular economy space and have seamlessly integrated Circular Economy models into their business practices. These visionary enterprises have demonstrated not only their commitment to reducing waste and promoting sustainable resource use but also their ability to turn these principles into real-world applications that benefit both the economy and the environment.

In our good practices special edition, we spotlight these forward-thinking initiatives, celebrating their remarkable contributions and inspiring good practices in the evolving Circular Economy landscape.

Loop PET FOOD

AFRICA COLLECT TEXTILES

Zaidi

Chequeredflag

RafikiPeps
Sort Today, Sustain Our Way.

Bin2Platter

LAIKIPIA PERMACULTURE CENTRE

CWC
Community Wildlife & Conservation

SHADES OF GREEN
STORYTELLING FOR NATURE

biochar KENYA

LINE PLAST GROUP

TAKA TAKA SOLUTIONS

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