



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE KENYA

SUSTAINABLE INCLUSIVE BUSINESS
MAGAZINE

2021 EDITION:

TRANSITIONING
TO A CIRCULAR
ECONOMY IN
KENYA

**Businesses as a
Force for Good**

**Innovative
Solutions
for
Dealing
with
Electronic
Waste**

**The Threat
of Single-
Use Plastics**

**Achieving
a Blue
Economy
in Kenya**

CONTENTS

3	FOREWORD
5	WELCOME
6	MESSAGE FROM THE NETHERLANDS AMBASSADOR TO KENYA
7	ABOUT THE KENYA PRIVATE SECTOR ALLIANCE (KEPSA)
8	ABOUT SUSTAINABLE INCLUSIVE BUSINESS (SIB-K)
8	SIB-K Focus Areas
13	Power Team Behind Sustainable Inclusive Business
14	TRANSITIONING TO A CIRCULAR ECONOMY IN KENYA
15	Collaboration, not competition: The role of peer-learning in a circular economy
16	The underrated factor in championing the adoption of best practices
18	Waste to resource efficiency: Moving towards a Circular Economy
19	Parents say they can trust their children with it
20	INNOVATIVE SOLUTIONS FOR DEALING WITH ELECTRONIC WASTE
21	WEEE are Circular
23	Eliminating Waste and Reusing Available Resources
25	THE THREAT OF SINGLE-USE PLASTICS
26	Driving Kenya's Circular Economy through collaborative efforts
28	From theory to practice: the story of T3
29	From plastic 'waste' to affordable construction material
30	Innovation and agility, key for businesses in the hospitality sector
32	ACHIEVING A BLUE ECONOMY IN KENYA
33	Local solutions to marine plastic pollution and solid waste management
35	BUSINESSES AS A FORCE FOR GOOD
36	When hope was being lost, humanity was restored in the spirit of Ubuntu
37	Strategic community investment in the mining sector
38	Corporate social investments through fair-trade policy framework in the travel sector
39	SIB'S 2021 PROJECTS IN REVIEW
47	RECENT INDUSTRY PUBLICATIONS
49	FOOD FOR THOUGHT!
52	CONTACT US

FOREWORD...



Ms. Carole Kariuki
CEO, Kenya Private
Sector Alliance

Every entrepreneur will attest that building the environmental and people aspects of any business does not come easily. The major preoccupation is almost always on the financial return. Yet, every so often, events that shock us back to reality visit us. We learn that whereas financial return is significant, it cannot be sustained for long if we ignore our communities, the quality of our environment, and the ecosystems on land and water.

The last two years have been most challenging for everyone but particularly for businesses. Even those who work on risk for large corporations could never have predicted accurately what we have been through since the advent of the Covid-19 pandemic.

The prolonged lockdowns happened on a scale never seen in our living memory, devastating all businesses, large and small. As businesses closed or scaled-down operations, revenues declined significantly and over 1.7 million jobs were lost adding more pain to Kenyans especially the vulnerable groups. At the same time, different parts of the country were suffering from severe flooding and desert locust invasion.

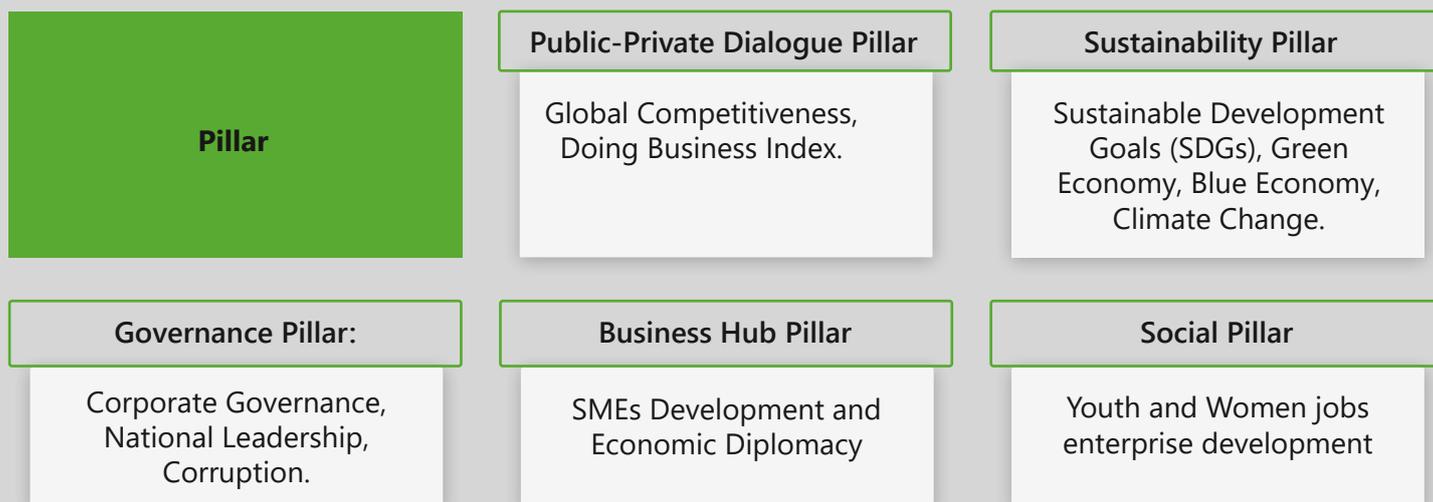
To mitigate the negative impacts of COVID-19 on businesses, KEPSA has worked closely with the government and particularly with partners to cushion Kenyans and businesses, especially SMEs, against the adverse effects of the global pandemic. The idea was to create a force for good at a time when almost all hope was being lost.

KEPSA developed priority interventions to be pursued under the KEPSA Economic Management Framework for Covid-19 Response to ensure business continuity. Adopting economic stimulus measures by the government and relaxation of the restrictions greatly cushioned businesses from total shut down and safeguarded millions of jobs.

We have identified five pillars to accelerate the economy, with the 2021 focus being anchored on the KEPSA Green National Business Agenda III that has the following three thematic areas:



The pillars are also aimed at achieving this year's goal of emerging economically stronger together and they include:



Sustainable Inclusive Business, the Knowledge Center under KEPSA continues to create impact; in line with the 5 pillars to accelerate sustainable and inclusive economic growth.

Business innovation and growth decisions need B2B partnerships and multi-stakeholder relationships to increase capacity, efficiency, and ease of implementation.

SIB-K has been a major enabler of our Public-Private Dialogue Pillar, providing critical opportunities to draw linkages among various stakeholders both in the public and private sectors to speed up the transition to a sustainable economy.

Our Sustainability Pillar has guided us in championing the adoption of green and blue economy principles. SIB-K contributes to the transition to a circular economy, Kenya's vision 2030, and the Sustainable Development Goals. Through initiatives such as Creating Opportunities and Alleviating Poverty Through Sustainable Trade (COAST Project), we are not only creating awareness on waste management but are also increasing the capacity of participants to develop business cases through mentorship sessions.

Sustainable Inclusive Business is also harnessing local entrepreneurs' skills; enhancing their access to financing and creating sustainable infrastructure to help them start micro and small businesses. These efforts are aimed at creating a sustainable income even in the informal sectors for inclusive growth. Through SIB-K, we will continue to contribute to advancing SDGs that empower people, protect the planet, foster prosperity for all, and develop sustainable quality infrastructure. This will in turn promote trade and investments in a circular economy.

The Business Hub Pillar has further enabled KEPSA to incorporate Small and Medium Enterprises (SMEs) development, both directly and indirectly. By providing technical and practical lessons to youth and women on creating sustainable incomes from 'waste', SIB-K is contributing to employment and entrepreneurship for economic growth. It further continues to champion women's empowerment and gender inclusivity. We are collaboratively generating more value for the women and youth by providing them with a digital platform to scale their businesses. This goes a long way in supporting the KEPSA Social Pillar and complementing other programs such as the Partnering for Green Growth and Global Goals (P4G) national platform which KEPSA co-chairs with National Treasury, Better Business Practices for Children, Gender focussed initiatives, the Covid-19 Recovery and Resilience program, among others. If we have learned anything from the Covid-19 pandemic, we must take care of the planet and its various building blocks. We must tend to those delicate ecosystems that we often ignore. We must build cities that prioritize positive impact on the nature around them, and, above all, we must make people and communities part and parcel of our businesses and governance systems as our last Pillar. Let us journey together and collaborate broadly and intimately so that in the days ahead, we can stay steady in the face of pandemics and other disasters. We must continue advocating for sustainable and inclusive models that will ensure future-proof businesses and economies.

WELCOME



Karin Boomsma
Project Director,
Sustainable Inclusive
Business

While Kenya has made progressive steps towards sustainability, we're still operating in a linear economy; we take, make, and waste.

This extractive model is not sustainable for businesses, people, or the environment. It depletes finite resources, pollutes our environment, and contributes to global challenges such as climate change and biodiversity loss.

To address this issue at its source, we need to fundamentally rethink the way we design, use and reuse materials.

We must shift our focus to a circular economy, with innovations and business models that design out waste, keep materials in use, and protect and restore our environment.

WELCOME TO THE FIRST EDITION OF OUR ANNUAL SUSTAINABLE INCLUSIVE BUSINESS MAGAZINE ON CIRCULAR ECONOMY.

We will use this publication to share experiences and progress on the work that we are doing at Sustainable Inclusive Business, and highlight the work of businesses and organizations that are spearheading the swift transition to a circular economy in Kenya and beyond.

Irrespective of your background or vocation, you will find something in here that will inspire, challenge, entertain or even give you that aha! moment.

You will also find guides on how you can build or transition into an all-around enterprise that yields economic, ecological, and social benefits.

That ambition, to excel in all three, is not in vain; for no business that thrives in one but ignores the other two is sustainable.

Have you, for example, tried to sit on a three-legged stool with one or two of its legs missing or deformed? Or tried to cook ugali on a traditional fireplace and one stone was missing? It must have been a near-impossible mission. The idea here is that it does not make business sense to singularly focus on profits and neglect people and the planet. It may seem to work for a while but in the long run, failure is guaranteed.

In the last six years, Sustainable Inclusive Business has worked with businesses across Kenya and the continent, helping them to build future-proof models.

It has been an exciting experience and it has been a privilege witnessing government, businesses, civil society, and the community coming on board to support our mission. Being housed at the Kenya Private Sector Alliance (KEPSA) gives us the platform and the credibility to create bigger and more sustainable impacts.

We wish to thank all our partners and stakeholders who have and continue to enable the work we do daily. Without your support and collaboration, Sustainable Inclusive Business would not be the reputed sustainability platform and knowledge center that it is today.

As we continue dealing with the vast effects of the COVID-19 pandemic on our businesses and the economy at large, it is my hope that we will look beyond the challenges, and identify and adopt systems that will help us build back better and sustainably.

Sustainable Inclusive Business commits to continue being your sustainability partner, to help build a future-proof business community that will remain resilient in the face of any challenge such as we face today. This we will continue doing by facilitating dialogue, sharing knowledge, building networks, creating partnerships, and providing organizational support for businesses to grow towards a responsible direction.

With a Smile!

MESSAGE FROM THE NETHERLANDS

AMBASSADOR TO KENYA



H.E. Maarten Brouwer
The Ambassador of
the Kingdom of the
Netherlands to Kenya

The Kingdom of the Netherlands has had very strong ties with Kenya since the latter's independence in 1963. For the most part, that relationship was defined by aid; the Netherlands being the donor and Kenya being the recipient. It was not just a lopsided relationship, but one that was not sustainable or fair. The last five years have seen us grow our relationship to one defined by trade. Part of the work has involved improving the trade and investment climate by smoothing institutional hurdles that have kept some investors away and slowed down Kenya's economic growth. The Netherlands also remains Kenya's top export market for cut flowers, vegetables, and fruits.

In 2015, Sustainable Inclusive Business (the Knowledge Centre) started its operations in Kenya and it was appropriately stationed at the Kenya Private Sector Alliance, better known by its acronym, KEPSA.

SIB-K started doing something special. Whereas many Kenyan businesses included giving to various causes in their budget outlines, very few, if any, had corporate social responsibility as part of their DNA. It was something that depended very much on profitability and the goodwill of the CEO and the board.

That way of doing things has been disrupted. Through the leadership of Sustainable Inclusive Business, businesses now know that corporate responsibility is not a favor that they give to the people in the good times, but that it is actually a responsibility as the name suggests. It is not a 'may do' but a 'must do'.

When you think about it, no business exists in a vacuum; but because of the community, the nation-state, and the rules that govern them. They also exist because of the natural resources that are extracted to create the various products which are then sold to consumers. These resources are commons owned by all the citizens, and we must take the responsibility to protect them.

It has been exciting witnessing the message on circular economy go out strongly and being received positively by the business community.

Business leaders are coming to grips with the reality that resources are finite and that the linear system of take-make-dispose will consume all of us in the end.

In its place, we have a circular system where materials do not go to waste. In fact, products are designed in such a way that the entire product or its various components can be reused, refurbished, recycled, or remanufactured. Nothing goes to waste in a circular economy.

I am pleased that tangible steps are already being taken to realize the circular economy dream. Extended Producer Responsibility (EPR) regulations, which are in the final stages before becoming law, are one such step.

Under these regulations, producers will be responsible for what they produce throughout their products' life cycle. This basically means from the time the product is made to the time it returns to the producer as valuable material or is responsibly disposed of, the responsibility belongs to the maker/manufacturer.

The regulations do not absolve consumers or the government from responsibility but it is hoped that they will not just result in environmental integrity but also trigger innovation in product design and packaging.

The Embassy of the Netherlands will continue supporting Sustainable Inclusive Business under KEPSA, in implementing initiatives that improve Kenya's ease of doing business sustainably, ranking in line with our commitment to make trade the linchpin of our engagement going forward.

ABOUT THE KENYA PRIVATE SECTOR ALLIANCE (KEPSA)



The Kenya Private Sector Alliance (KEPSA) is the apex body of the private sector in Kenya. KEPSA brings together local and foreign business associations, chambers of commerce, professional bodies, corporates as multinational companies, medium, corporates, SMEs, and start-ups from all sectors of the economy in the country, representing over 1,000,000 million businesses under one umbrella to enable them to speak with one voice when engaging Government, development partners and other stakeholders on cross-cutting policy issues affecting private sector development and implements programs that ensure the growth of business and social-economic development of the country.

KEPSA supports businesses with opportunities for training, networking, financial linkages, mentorships & coaching, access to markets, value chains, and access to investment opportunities with many partners around the world.

KEPSA serves as a federation of over 80 Associations and professional bodies –such as the Kenya Tourism Federation, Federation of Kenya Employers, Kenya Association of Manufacturers, National Federation of Jua Kali Associations, SME Founders Association, Micro & Small Enterprises Federation, Fintech, TESPOK, ASNET, Kenya Transporters Association, Kenya Security Industry Association, Kenya Media Association, Kenya Tea Growers Association, Kenya Flower Council, Kenya Bankers Association, Kenya Health Federation, American Chamber of Commerce, British Chamber of Commerce, Retail Traders Association, ICPAK, LSK among others all with large and small business members across the country. We also host the Kenya Chapter of the International Chamber of Commerce (ICC) as a member of KEPSA and the Kenya National Chamber of Commerce and Industry (KNCCI) is a member of the ICC. The corporate members are also based in all parts of the country or have offices or branches. KEPSA serves as the focal point of EABC which is the apex body of businesses in EAC.



**KEPSA representing
over**

1,000,000

**million businesses
under one umbrella**

ABOUT SUSTAINABLE INCLUSIVE BUSINESS (SIB-K)

Sustainable Inclusive Business – Kenya (SIB-K) is a project, funded by the Netherlands Government and hosted by the Kenya Private Sector Alliance (KEPSA) under its Foundation.

The project's objective is to encourage businesses to be sustainable and inclusive with a positive impact on People, Planet and Profit.

This is achieved through sharing information on best practices and viable sustainable business models, implementation of sustainable business policies as well as creating partnerships.

We believe companies can make the world a better place to live in and can strengthen their business by integrating sustainability into the core of their operations.

A healthy, vibrant, fair, and responsible business sector is key for both the future of the planet and human progress.

SIB-K is also the lead organization in the development and implementation of the Kenya Plastics Pact, a collaborative multi-stakeholder platform that aims to create a circular economy for plastics.

SIB-K IS A NEUTRAL PLATFORM

that works with the government, civil society, academia, businesses, start-ups, women and youth, the informal waste sector, and business experts across all

SECTORS WITH 4 FOCUS AREAS:

Circular Economy

Climate Change

Redefining Business
Values

People Power



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE KENYA

CIRCULAR ECONOMY

The biggest challenge to sustainability lies in the current linear—take, make, waste economic model and an outdated energy system.

This cradle to grave model is fixed on an industrial mindset where producers assume the resources they use are unlimited and therefore are never restored. In this case, short-term profits are placed at the top of the pyramid, at the expense of people and the planet. Ultimately, contaminated air and water become just some of the inevitable outcomes of the lopsided pressure applied on the ecosystem.

One of the gravest impacts of the linear economy has been the irresponsible disposal of plastics, especially single-use, on the environment. Unsanitary landfills and litter in parks and even beaches continuously choke our environment. Last year, we published a [trend report](#) on Single-Use Plastics, that indicated that 79% of plastic waste ever produced globally now sits in landfills, dumps, or the environment, while 12% has been incinerated and only 9% has been recycled globally. Today, published data shows that only 8% of plastic is recycled in Kenya (IUCN, 2021).



It is for this reason that SIB-K focuses on shifting from this model to a more Circular Economy that brings all different and urgent topics cross-sectoral together in order to drive towards a low-carbon economy while meeting the Sustainable Development Goals.

A Circular Economy is a system that is built on renewable energy, regenerative models, and keeping resources in use over and over again, without anything going to waste. We support proper waste management issues, boost recycling opportunities, incubate sustainable business solutions, help design alternatives, and communicate to raise awareness, drive behavioral change and educate positively. The advocacy for a circular model is based on its emphasis to redefine growth, by focusing not only on the profits but also on resilient and thriving systems with a positive impact on the planet and people.

In a Circular Economy, waste is considered part of the system (a resource or material that should stay or become an input over and over again) and is reintroduced into the cycle to regenerate other products. This reduces the number of materials (waste) disposed into the environment and creates new value as an input for the next cycle.

With one of Kenya's Big Four Agenda being Manufacturing, we also look at how we can make one industry's by-product into another industry's raw material. In a circular economy, companies prioritize reuse, repair, and re-manufacturing of products designed to keep resources in use for as long as possible. We believe this is a direct way to create more jobs at a time when the rate of unemployment especially among the youth continues to rise.



The climate change agenda is critical to Kenya, especially since 42% of Kenya's Gross Domestic Product and 72% of overall employment is derived from natural resource-dependent sectors including tourism, agriculture, fishing, and forestry which are highly sensitive to climate change. This makes Kenya highly vulnerable to the impacts of climate change and variability.

As we aim to become a competitive middle-income country with a high quality of life for its citizens by 2030, communities must deal with factors that continue to impact their livelihoods and assets.

Take for instance the recurring droughts that render their members susceptible to malnutrition and in most cases death. Floods that leave a sequence of crop damage in their wake. With the bigger erratic burden of climate variability being on the nation's economic development, we must consider the issue of climate change so apt, and act fast!

On a national level, Kenya has set ambitious goals to combat climate change as outlined in several climate change strategies and plans including, the National Climate Change Action Plan 2018-2022, the Green Economy Strategy and Implementation plan 2016-2022, and the National Determined Contributions (NDCs) among others.

As a country, we aim to reduce greenhouse gas emissions by 32% below the business as usual scenario by 2030 as per the recently submitted NDCs to the UNFCCC. This represents a more ambitious target from the previous target of 30% and aligns with the strive to attain economic, social, and environmental development.

Furthermore, efforts to achieve the national target of 10% forest cover by 2022 are underway. Currently, Kenya's forest cover stands at 7.2%, causing a terrestrial emergency, and we must all take part from the community level to businesses; to re-nature before it's too late.

From adopting clean energy, water harvesting, and proper waste management to reduce clogging of drainages to tree planting, there is a role for all of us. KEPSA acknowledges the critical role of the private sector in attainment of 10% tree cover and has been at the forefront in organizing tree growing initiatives as well as rallying the private sector engagement in tree growing.

Recently, KEPSA in partnership with the Ministry of Environment and Forestry and the Great African Cycling Safari (GACS) spearheaded a tree planting exercise at the Ngong Forest.

The exercise was held at the backdrop of the fourth edition of the Great Africa Cycling Safari, a two-month-long East African tour; to raise awareness not only on regional integration but also on climate change.

To achieve the 10% forest cover within the stipulated time, Kenya will require approximately 2 million hectares of public land and about 2 billion seedlings. The private sector, through the Kenya Private Sector Alliance under which SIB-K is nested, is keen to adopt forestry and work with the government in planting the seedlings required; as one way of addressing the current effects of climate change.

Kenya has made impressive strides in establishing a legislative framework both at the national and county levels. This notwithstanding her international commitment through the ratification of the Paris Agreement.

At the national level, the Climate change Act 2016 exists which has shaped and enhanced Kenya's efforts to address the impacts of climate change.

First, it resulted in the establishment of a climate change fund to catalyze climate finance mobilization which has been a great hindrance to implementing climate actions.

Secondly, it recognized that climate change impacts are local which require local solutions, and through the Act, provisions for county governments to establish local mechanisms to address climate change were made mandatory. Through this, around 10 counties have already enacted county climate change legislation. The climate change Act 2016 also strengthened climate change governance by establishing a directorate of climate change at the national level which has been instrumental in steering Kenya's ambitions to address climate change drivers and their impacts.

Despite this, only real action and reconnection between people and the planet will lead to sustainable change. If the Covid-19 pandemic is anything to go by, we must understand that without a balanced planet, there is no future. Therefore, we need to combine efforts to achieve a greater goal, faster – adaptation and mitigation of climate change to enhance resilience.

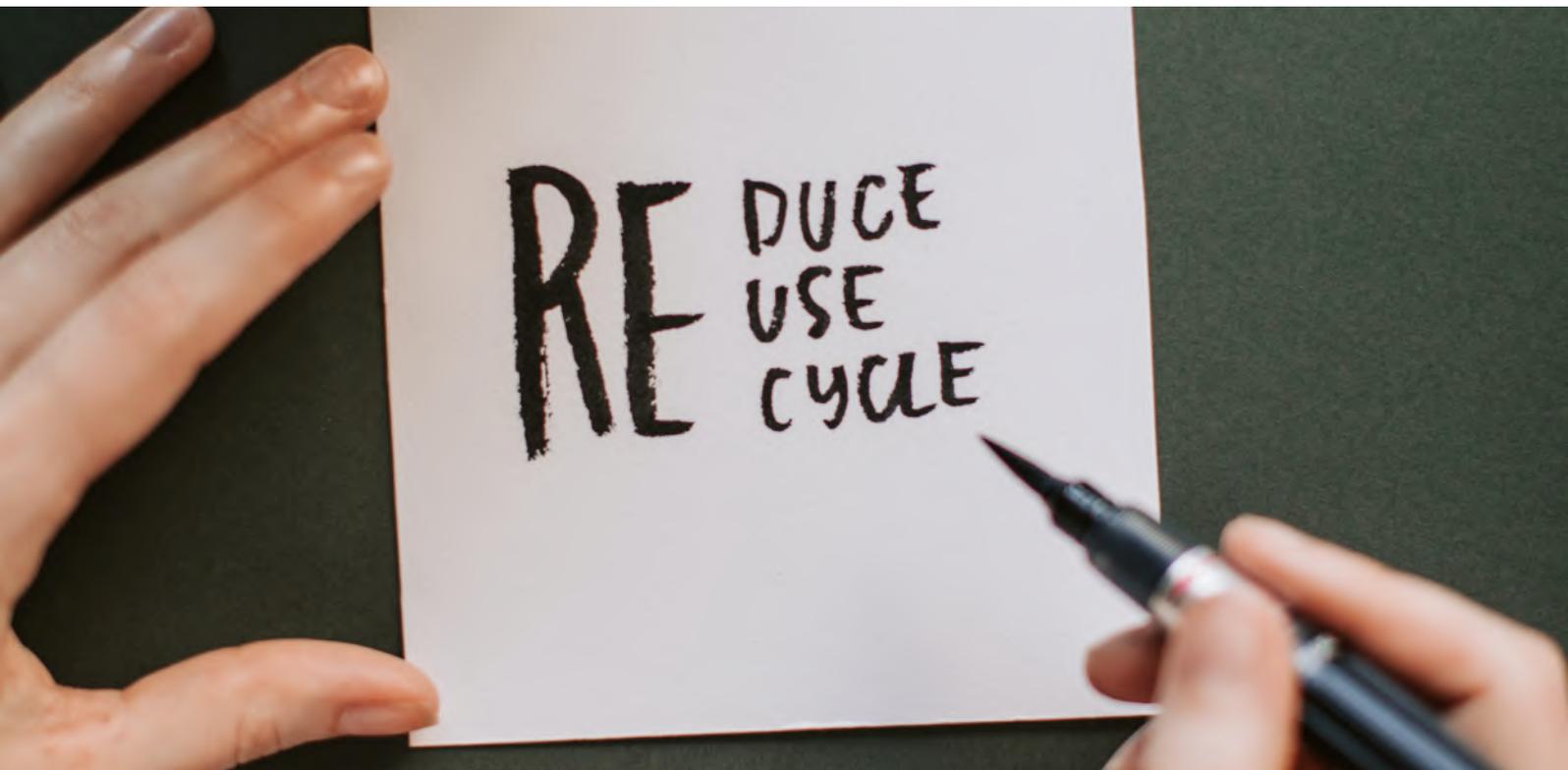
Redefining business values has everything to do with looking at the full business impact and having a positive impact on the triple-bottom-line: people, planet, and profit, within and outside your organization.

Human, intellectual, natural, manufactured, and social capital are an example of looking at how future-proof and healthy organizations think.

For instance, doing good for the environment is no longer an option; but a must-do for every business. It requires that every company looks at the full impact of its business across the value chain; and instead of growth at all costs, building a sustainably thriving business.

True Pricing is another way of looking at and weighing the cost of a product or service against the negative impact on people and the planet.

Running a business is more than production costs; there is value/cost demanded from people and from the planet during the execution of business activities; collectively, these make up the real price. The new business values are all combined in sustainability and inclusion as well as innovation and enterprise. Without them, it is impossible to build future-proof businesses. To redefine values, businesses have to do more than communicate. They must start measuring and building examples of proof.



SIB-K encourages businesses to take care of the environment, by ensuring that their carbon footprint does not leave disasters in their wake. Start by identifying the gaps, and setting an improvement goal. Through the Boost Better Business Program in partnership with B Lab East Africa, we help you measure your sustainability and inclusiveness impact by:

- ✓ Understanding your business value
- ✓ Impact assessment
- ✓ Tailormade Improvement Plans
- ✓ Hand Holding through improvement
- ✓ Impact measurement and reporting

We believe that businesses, both established and SMEs are the biggest driving force behind any country's economy. To contribute to a sustainable economy, we're calling on every business to re-think and redefine its values and infuse them into the things they produce and consume.



Without people, then there is no business. From manufacturing, technology, recycling, and retail, to agri-business; the quality, productivity, and reliability of your people are key assets in your company. The more the employee is engaged, the better it is for business.

How does that work in today's world?

At Sustainable Inclusive Business, we support businesses to curate engagement plans that are focused on workforce empowerment, inclusion, employee engagement, and enterprise development. You will be surprised to learn that not only well-being, but access to incentives like healthcare and a decent salary also drive the best businesses.

It's also about self-drive, mastery of skills, and above all a sense of PURPOSE that makes your employees perform to the maximum and drive your business to profitability.

There, however, remains a huge gap between Kenya's education system and the job market requirements and expectations. There is, therefore, a great need for proactive, curious, assertive, innovative, and sustainable professionals.

To close this gap, we encourage businesses to increasingly empower their employees by facilitating the acquisition of fresh knowledge and skills aligned with the business goals. By offering a workplace and work conditions that bring out the best in each employee, you not only empower the people working at the organization, you also increase brand loyalty and talent retention.

MEET THE POWER TEAM BEHIND SIB



Karin Boomsma
Project Director



"Sustainability and Inclusion is not a choice anymore, but a must; if our current and future generations are to live thriving lives. We can only do that by creating a new system, a new economy, a circular economy."



Ebenezer Amadi
Program Manager



"Our forebears had an excellent idea for resource use; they had the vision to reduce waste by using it as an input for production while ensuring the community benefited from these scarce resources. To preserve our economy, we must return to basics and implement this principle in all sectors. I view every sector as interrelated; we don't have to work in silos! Let us work together to make the world a better place."



Josephine Wawira
Communications Officer



"As a mother, I bear the responsibility of making my contribution to create a better and safer world for my daughter and the generations after her. It's not always about the million-dollar ideas; sometimes, it's about those small initiatives and lessons that make a whole lot of impact."



Pracksidis Wandera
Project Assistant &
Sustainable Events Officer



"Circular Economy is no longer a business as usual agenda, but changing business' DNA to foster a shift on how to conduct business activities. The call is to re-think business strategies, systems, processes, and adoption of regenerative models that enforce resilience for a thriving economy."



Denis Kiplagat
Project Officer



"The world as we know today is undergoing extreme social, economic, and environmental changes to the detriment of humans and the planet. At the center of these changes are businesses that are not only contributors and victims but also problem solvers with great potential to turn around the tide for a circular and sustainable future. The just-released IPCC Sixth Assessment Report (WG1 AR6) depicts a runaway temperature increase that could breach the 1.5 degrees threshold in the next decade under the current emissions rates with associated frequent negative impacts of unprecedented magnitude, a compelling wake-up call to fully embrace and scale-out circular economy concept for a sustainable future."



Raymond Obare
Knowledge
Management Specialist



"Circular Economy provides a blueprint to change the attitudes and actions of businesses towards development that breaks down existential challenges into extraordinary dynamic business opportunities that can leverage the nexus of People, Profits, and Planet."



TRANSITIONING TO A CIRCULAR ECONOMY IN KENYA

*"There comes a time when
humanity is called to shift to a
new level of consciousness . . .
That time is now."*

— *Wangari Maathai*

COLLABORATION, NOT COMPETITION: THE ROLE OF PEER-LEARNING IN A CIRCULAR ECONOMY

By Ebenezer Amadi – Program Manager, Sustainable Inclusive Business



A group of smallholder farmers from Kericho paid a visit to their counterparts in Meru at the instigation of their local farmers' association. That was some five years ago.

While the trip was fun and adventurous, some of them wondered why so much money and time was being wasted yet they could be taught the things they were going to learn right at home. Hearing the murmurs as the bus meandered towards Nakuru, a young woman spoke up.

"My parents, as a community, we have our own ways and we have our comfort zones. Some of our ways have worked, others need to be improved so that we and our children after us can prosper and not become beggars."

She continued, "some of the ways of the people we are going to visit, might be what we need to infuse into our ways to achieve this objective. Besides, seeing is believing."

The bus broke into thunderous applause as the young woman sat down.

Later that evening, the group landed in a very cold part of Meru known as Michimikuru and for the next two days, they witnessed many new things, some of which had never crossed their minds. For example, they witnessed how household and animal waste was channeled to produce biogas, which was used to cook food and boil water while the resulting residue was put back to the farm as manure.

As a result, there was no need to cut down trees to provide fuel. Indeed, the whole of Michimikuru was heavily forested.

When the Kericho farmers returned home, almost half of them tried the waste-to-biogas idea. Five out of the twenty who experimented became hugely successful. They, in turn, inspired others who were not on the trip to adopt the idea.

Today, the Kericho village is popular for its biogas, and the thriving forests along rivers and streams and in between homes bear testimony to the sheer impact of that initial visit. The above narrative, which is based on a true story, demonstrates the power of peer learning in accomplishing circular economy goals. Peer learning involves people, who are more or less at the same level of power but whose culture and level of knowledge may be dissimilar, learning from each other to better their experiences.

It is often understated largely because people don't like being smoked out of their comfort zones but we cannot say the same of its power to transform communities and improve economic fortunes.

And whereas we cannot dismiss the benefits of being taught theory in a class environment, seeing how it is done, practically, and being an apprentice of sorts under someone who is already doing it, holds greater power. As the world confronts great challenges such as resource depletion, climate change, pandemics, the rise of environmental refugees, growing urbanization, and heightening poverty, a circular economy holds the key to tackling these grave challenges and unlocking opportunities for the most vulnerable. The idea of a circular economy is that there is no waste. Waste, as used in this context, has a double meaning.

The first is that we should not take for the useful things we don't need, for now, simply because they are available.



We should choose to save them for the future. This applies, particularly to natural resources. The second meaning is that waste that results from the use of materials should not be thrown away. As shown elsewhere in this magazine, waste is not waste.

It is a resource that can be reused, recycled, redesigned, or remanufactured and in the process, maintain the integrity

of biodiversity and create opportunities, including jobs, all at the same time. The role of government policy in midwifing the necessary action is the subject of conversations at various levels.

Not to be ignored is the critical role of individuals and institutions who are

implementing various aspects of the circular economy, sharing their experiences with their peers in a practical learning environment. The budget allocation for these renamed departments should include peer learning both in-country and out of the country. In the end, peer learning could be the spark that ignites innovation and enterprise that makes a circular economy possible.

THE UNDERRATED FACTOR IN CHAMPIONING THE ADOPTION OF BEST PRACTICES

By Josephine Wawira – Communications Officer, Sustainable Inclusive Business



Despite the robust voice of climate change deniers, extensive literature has been written on the subject, lots of research work has been undertaken, global conferences held and international agreements signed all in an effort to get everyone - governments, businesses, civil society, and citizens - to play their part.

Admittedly, much of the ongoing debate has often seemed out of touch with the realities of the small and medium businesses as well as ordinary citizens and communities. Governments and large businesses do have a bigger role to play in tackling the menace because much of the effort requires strong policy guidelines, action by national legislative bodies, and an adequate financial war chest. But just as the role of government and large businesses is critical, so are the individual and corporate efforts of everyone else. In case you are wondering what you and your business can do to help win the war, here it goes. Climate change is akin to a fever. It is not the problem in itself.

Rather, it is a warning that there is an infection in some part of the body that needs to be dealt with. It is not the climate change itself that we should be worrying about. Instead, we should worry more about our unsustainable activities that have made the planet sick. It is what we call reducing our carbon footprint.



How do we do that?

Travel:

Do you have employees who are private car owners? Do they drive to work?

You can significantly cut greenhouse gas emissions by organizing for a staff bus or encouraging the use of ride-hailing services at subsidized rates. **Are your employees flying out of town or country for meetings?** A lot of meetings attended by your staff may not require their physical presence. Check if the meeting can be held via video link and advice accordingly. A lot of air travel can be eliminated if businesses employed more technology instead of travel for work engagements. It may also help to know that worldwide, the transport sector generates more greenhouse gases than any other sector.

Efficiency in manufacturing:

Apart from transport, manufacturing is another big emitter of greenhouse gas. Manufacturers should do as much as possible to limit the use of fossil fuels in the manufacturing process. Except where it is absolutely impossible, renewable energy should be used. Also important is ensuring that your products' design reduces waste by allowing reuse, recycling, or input into other manufacturing processes.

Energy:

Installing solar panels, as an alternative source of energy has proven to be one of the most sustainable best practices for any business. It is a clean, and renewable source that may cost you a little money to install but the long-term benefits and cost savings are incredible.

Generally, businesses should invest in solar and wind energy to reduce reliance on the national grid which is often unreliable.

Whenever water levels are low, power producers are forced to use fossil fuel to generate electricity and individual business owners may be forced to use diesel-powered generators as a backup in case of blackouts.

Similarly, those in the building and construction industry should go for energy-efficient buildings by using power generated from renewable sources and using building materials that are either recycled or whose extraction does not cause too much emission of greenhouse gases.

Agriculture:

Many of us love our meat as part of our daily diet.

Did you know that the amount of fossil fuels used to produce one kilogram of beef from grain-fed cattle can be 20 times more expensive than the same amount of plant-based protein?

It makes sense, therefore, to reduce the consumption of meat by eating more plant-based meals.

Those in commercial agriculture should make the decision to produce more plant-based foods in place of animal-based ones. We must also create more awareness among citizens, to understand why it makes sense to consume more plants than animals.

Supply Chain:

As a business, you may have suppliers of goods and services in different sectors. Having embraced sustainable and inclusive business practices, you have a responsibility to encourage your suppliers to come on board, too. Being their business lifeline, you need to look at it as a circle and not a straight line. If the whole circle of your business is sustainable, then you have reason to be proud. You are becoming future-proof.

Reduce waste:

Don't print unless you really have to. Replace disposable plastics with more sustainable and reusable alternatives. Incorporate this message in your communication strategies and help spread the sustainability vibe.

Finally, involve your employees:

Your employees are an important link in the efforts to reduce your business' carbon footprint. The decisions you make should involve them and they, too, should make their own little efforts even from their household levels. We need every hand on the deck. Every action makes a difference.

These actions can be taken independent of any legislative or regulatory requirement. Do them not just because it is the right thing to do for humanity and for the planet, but because you have fused sustainability in your business DNA. Thankfully, they also make business sense and lead to future-proof businesses.

WASTE TO RESOURCE EFFICIENCY: MOVING TOWARDS A CIRCULAR ECONOMY

The Case of Sanergy

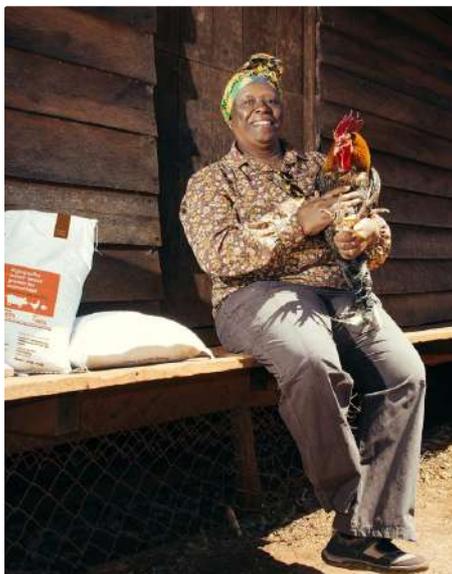
Today, more than one-half of the world's population lives in cities, a figure that is estimated to rise to 70% by 2050. This will increasingly put a strain on existing resources. Cities must therefore reinvent their supply chains and rethink how they deal with waste.

Cities are engines of economic growth, generating approximately 85% of the global GDP.

This rapid urbanization has increased the consumption of resources but has also created an unprecedented amount of waste, most of which is still improperly managed.

Ensuring responsible production and consumption of resources as specified by goal 12 of the Sustainable Development Goals is critical.

Sanergy, a social enterprise founded in Kenya in 2011 has become an industry leader in harnessing the circular economy model to solve the challenge of increased waste.



Operating one of the largest organic recycling factories in Sub-Saharan Africa, Sanergy converts sanitation and all other forms of organic waste from restaurants, agricultural packhouses, and city markets into safe and high-quality products like insect-based protein meal for animals, organic fertilizer, and biofuels.

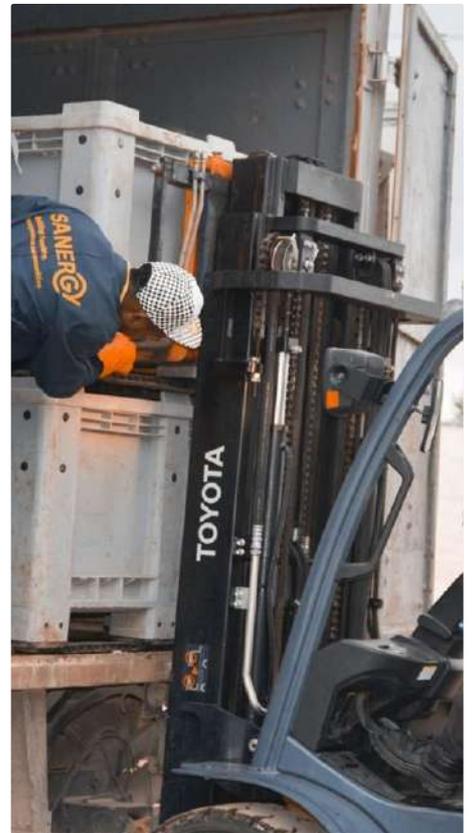
On a daily basis, Sanergy aggregates and collects up to 300 tons of waste a day through an extensive logistics network built in-house.

The waste is then processed using technologies developed with robust proven equipment and can be layered to extract multiple products from each ton.

The insect-based protein meal is manufactured through Black Soldier Fly farming where the waste streams are mixed in proprietary recipes to maximize the growth of black soldier fly larvae.

Upon maturity, the larvae are harvested, pasteurized, and packaged for sale. The frass (residue) generated from black soldier fly rearing is used to manufacture organic fertilizer and biomass fuel. The fertilizer is processed through thermophilic composting and fuel through drying and compressing the frass. All of these products are then sold to businesses and farmers in Kenya.

These products solve critical challenges such as soil fertility and inadequate protein for animals which are among the top contributors of low agricultural productivity.



Ultimately, Sanergy has built a sustainable alternative for managing waste – one with a triple bottom line of people, planet, and profit. Throughout its model, Sanergy has created more than 2,000 employment opportunities and combats climate change by offsetting 50,000 tons of CO₂ each year. In the next 5 years, Sanergy aims to scale the circular model in other cities beyond Nairobi and across Africa - safely collecting and upcycling 72,000 Metric tonnes of organic waste per year.

The world is only 8.6% circular, leaving a massive circularity gap. In order to bring the 2030 sustainable development goals into realistic reach, there is a need to ramp up our efforts – starting with doubling the current circularity rate.

However, this transition can only be achieved when all stakeholders – government, the private sector, and citizens - think differently about waste, not as a problem but as an opportunity, and therefore collaborate to manage it effectively.

PARENTS SAY THEY CAN TRUST THEIR CHILDREN WITH IT

By Fred Gori –
Communications Expert



We arrive at KOKO Networks, tucked in the little industrial estate of Baba Dogo, north of Nairobi.

KOKO? I swear this is the first time I am hearing that name. Either I am not attentive to my surroundings or I am not consuming the right media.

We are ushered into the expansive, neatly kept compound. Yes, they are expecting us so not many questions are asked. Parked outside the main entrance to the imposing offices are two medium-sized tankers.

They are here to collect fuel for onward delivery to outlets all over town. Inside, just behind the steel doors, stands a fuel dispenser in its distinct blue colors. How does this work? I wonder.

Our next stop is the kitchen, located on the first floor. Here, we meet Ms. Florence Atisa, an articulate chef who understands not just the science of cooking tasty foods but also KOKO's business model and vision.

She explains it with amazing ease and her narration is as delicious as the stew heating slowly and invitingly on the KOKO Cooker in front of us. From her, we learn why KOKO works for low-income families and what makes it such a unique product in the Kenyan market.

KOKO fuel can be served in small units to suit the pocket size of the various categories of consumers; it is clean, safe, and affordable.

To ensure that consumers conveniently access their fuel when they need it, KOKO vendors are strategically located in low and medium-income estates in and around Nairobi. Indeed, the last engagement during the visit was a one on one with Samson Mwangi, a vendor in the Baba Dogo area, just outside the KOKO offices. Our conversation was constantly interrupted by customers walking in and out of his stall.

Some were registering for the first time, getting to own a KOKO cylinder after completing the payment in installments. Others came to get a portion of the KOKO fuel that their money could buy. The cylinder is calibrated in liters and the vending machine is set to dispense only the amount the customer has paid for.

While not attending to his new and returning customers, Samson blissfully explains how through the business, he has been able to repay all his debts and pay for his three children's school fees comfortably. Samson is one of over 700 other vendors across Nairobi who are directly receiving an additional income stream from vending KOKO cookers and fuel; some of whom in turn employ other people. The long-term goal is also to grow the ethanol market in the country, to meet the production demand. This will encourage farmers not only to take up sugarcane farming for ethanol production but also to grow

cassava, a very good alternative source of ethanol that remains unexplored. In the longer run, more jobs will be created and the industry will be more self-reliant.

Apart from the small-scale vendors, KOKO has partnered with Vivo Energy to have its fuel distributed via its Shell petrol stations in Nairobi and surrounding areas. For now, KOKO is only available within the Nairobi Metropolitan area. Certainly, there are plans to go beyond at some point in the future. As our visit comes to an end and we bid goodbye to our hosts, I can't help pondering over the KOKO innovation that makes it not just an energy company but a technology one as well. At a time when world leaders worry over climate change and low-income consumers struggle to access clean, safe, and affordable energy, KOKO is a trendsetter whose impact is already being felt in many households around Nairobi. This impact can only multiply as it aims to expand its operations nationwide.

For now, Nairobians are enjoying all the benefits associated with clean, safe, and affordable cooking fuel. Some of the consumers we talked to observed that they can trust KOKO cookers with their children considering the high safety standards that have been ensured. That's not all. Food cooked using KOKO is sweeter and has no smell of smoke which is common with food cooked using charcoal or paraffin.



INNOVATIVE SOLUTIONS FOR DEALING WITH ELECTRONIC WASTE

"If it can't be reduced, reused, repaired, rebuilt, refurbished, refinished, resold, recycled, or composted, then it should be restricted, designed or removed from production."

— Pete Seeger, Folk Singer & Social Activist



WEEE ARE CIRCULAR

By **Bonnie Mbithi** –
CEO, WEEE Centre



“E-waste” is a popular, informal name for electronic products nearing the end of their “useful life”.

E-wastes are considered dangerous, as certain components of some electronic products contain materials that are hazardous, depending on their condition and density.

The hazardous content of these materials poses a threat to human health and the environment. Discarded computers, televisions, VCRs, stereos, copiers, fax machines, electric lamps, cell phones, audio equipment, and batteries, among others, if improperly disposed can leach lead and other substances into soil and groundwater.

Many of these products can be reused, refurbished, or recycled in an environmentally sound manner so that they are less harmful to the ecosystem.

It is estimated that half of the world’s population is without access to waste management services, and open dumping remains the prevalent waste disposal method in most developing countries.

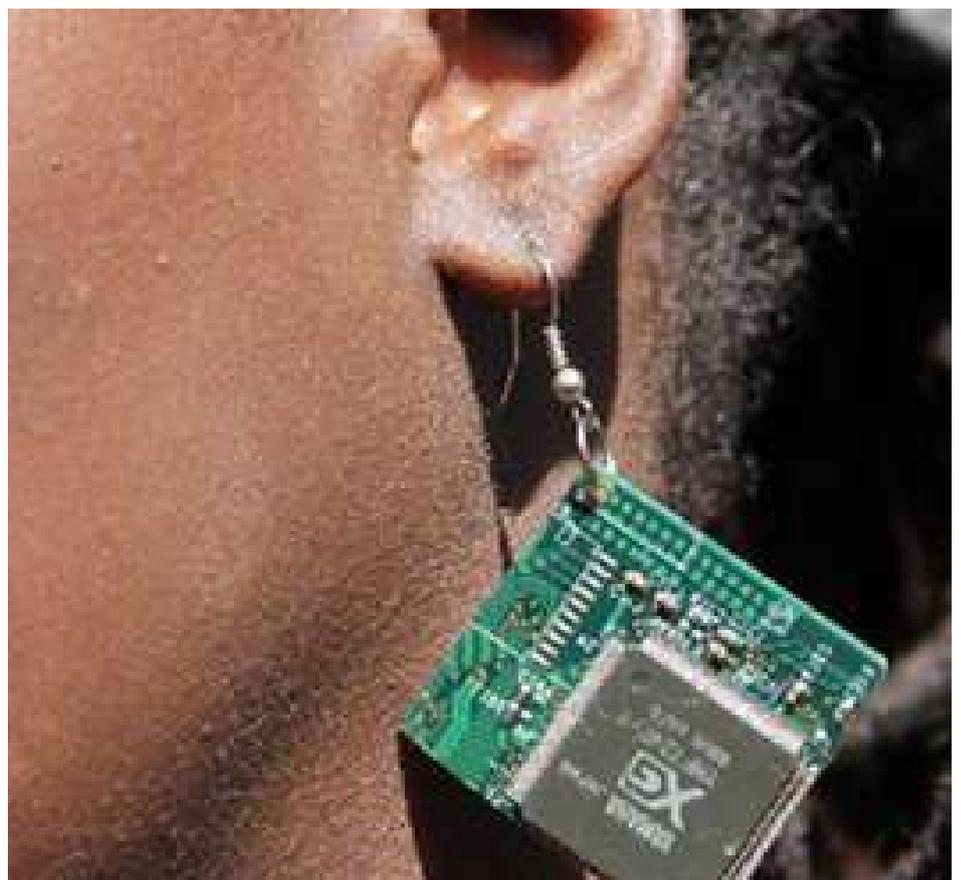
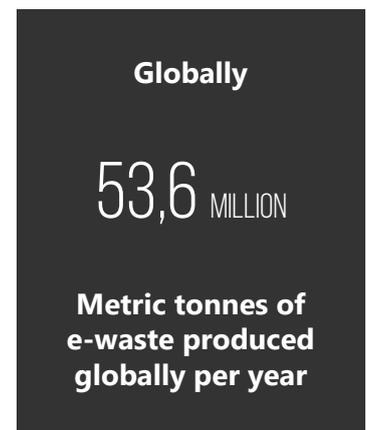
Globally, 53.6 million metric tonnes (MT) of WEEE or e-waste is produced and in Kenya, just over 20,000 metric tonnes of e-waste is produced (2016 statistics). Roughly 1% of this (200 MT) is properly managed by the WEEE center.

Almost all the other e-waste ends up in dumpsites and is handled in an improper manner.

Poor waste management can lead to some significant environmental and health hazards.

For example, leachate from waste can contaminate soil and water, open burning of waste can cause air pollution, and a failure to use recycled materials from waste means an acceleration of the depletion of ‘raw’ materials.

Unfortunately, it is the urban poor – who live and work near waste disposal sites – that are most at risk sometimes suffering acute health impacts.



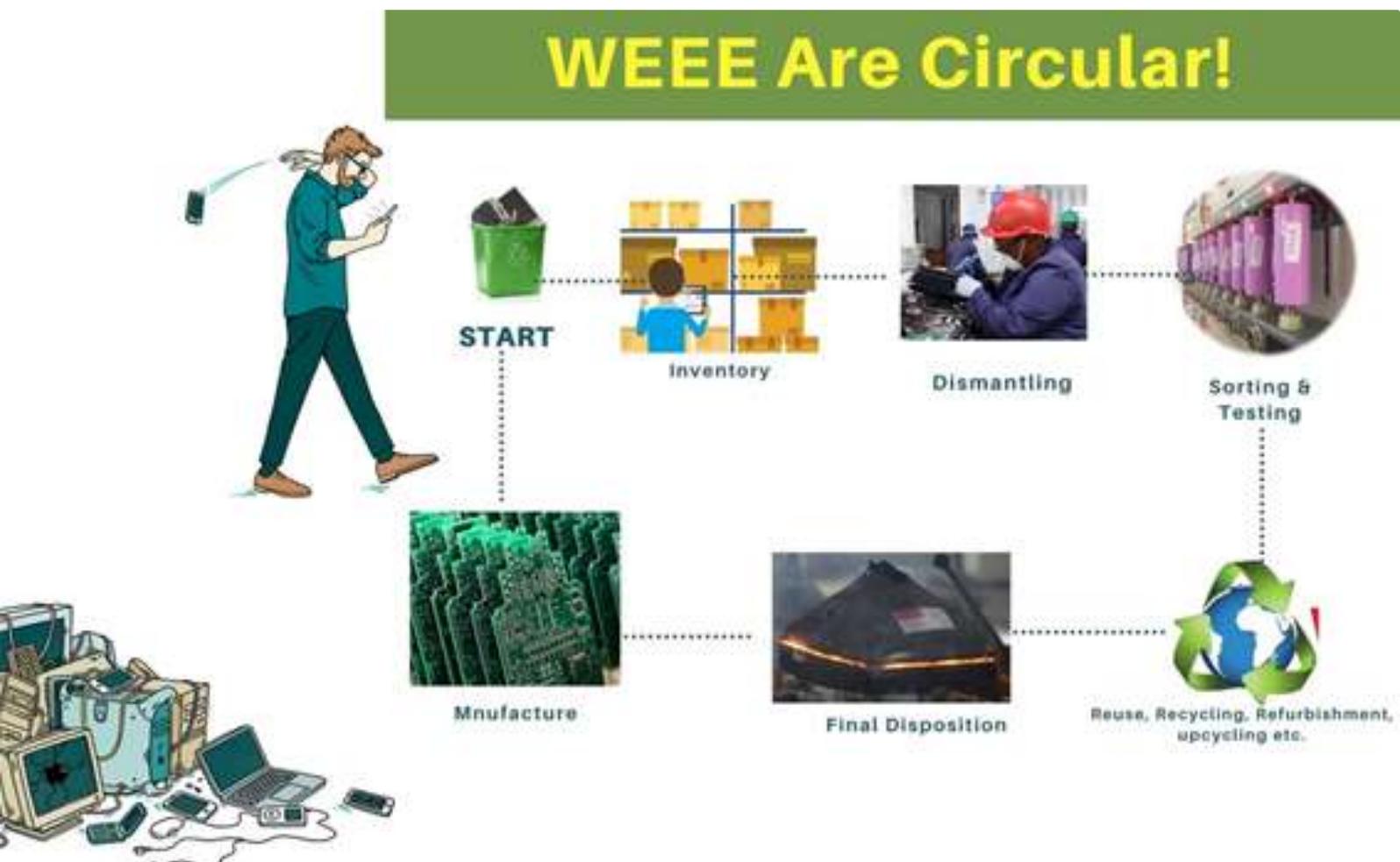
INNOVATIVE SOLUTIONS

The WEEE Centre provides various innovative solutions that are key in dealing with electronic waste as one of the fastest-growing streams:

1

Safely disposes of e-waste. The center is equipped with personnel and equipment that is efficient for the safe handling of all types of e-waste. All material that was used to manufacture the electronics is injected back to the market to make useful products, e.g. fencing poles and furniture from plastic extracted from e-waste, making jewelry and art from the waste fractions. Since its inception, the WEEE Centre has avoided at least 14,400 tons of CO₂ emissions through safe recycling.

Over the years, the WEEE Centre has trained 18 other African countries on the safe recycling of e-waste to ensure that Kenya does not develop in isolation as e-waste is not only an issue in Kenya but a global issue.



Our processes plug into the circular economy ensuring that nothing goes to waste but rather every fraction is put to use. Our model is:

2

Raises awareness through media campaigns, workshops, shows, and clubs to educate the public, businesses; formal and informal sectors as well as government on safe e-waste management practices.

3

Ensures secure data destruction from disposed of equipment.

ELIMINATING WASTE AND REUSING AVAILABLE RESOURCES

By Olivier Vanden – Director, Close-The-Gap



Close the Gap is a social enterprise whose objective is to bridge the digital divide in the Global South. It started out as a non-profit offering pre-owned computers donated by European companies to a range of social impact projects in emerging and developing countries all over the world.

The projects span from medical to educational realms and provide not just the tools but educational momentum to help clients realize personal potential.

The opening of the Kenyan chapter in September 2019 was an exciting step. By setting up a for-profit, impact-first social enterprise branch in Kenya, the new model could work concurrently with the original non-profit entity as a hybrid organization.

Operations in both Nairobi and Mombasa provide Close the Gap the opportunity to hire locals and develop a production facility, thus increasing its impact on the ground. Even in the midst of the ongoing COVID-19 pandemic, Close the Gap has managed to maintain a flow of equipment while abiding by social distancing measures.

The opening of operational facilities in Nairobi contributes to Kenya's national goal of transitioning to a manufacturer mindset— incidentally, one of President Uhuru Kenyatta's top five priorities. For years, the whole world has known that East Africa, specifically Kenya, boasts great digital potential. But few companies have ventured to explore opportunities on the continent.

The relatively new operational facility in Nairobi brings in shipments of computers from Europe, mainly Belgium.

Close the Gap's team works at this facility to take inventory and refurbish second-hand computers. Clients may also drop in for direct purchases. Close the Gap works to ensure that clients receive the desktops or laptops best suited for their needs.

Since arriving in Kenya, Close the Gap has been collaborating with several organizations on the ground, including Computers for Schools Kenya (CFSK), already a major distributor of refurbished computers in the country. This is evident in Close the Gap setting up their Circular Economy Hub in CFSK's compound to continue fostering this close-knit

relationship. Both look forward to growing together in the future. Close the Gap's circular economy model aims to eliminate waste and reuse available resources. This continual use of resources involves sharing, repairing, refurbishing, remanufacturing, and recycling which makes up a closed-loop system— it is one of the most sustainable and green models out there.

Close the Gap takes old computers off the hands of European donors, who would otherwise need to acquire special dumping or recycling permits for retired units. The desktops and laptops are then inspected and refurbished by skilled staff in preparation for global distribution. At the Nairobi facility, units or parts that have reached the end of their life cycles are recycled or bought by waste companies. The system was carefully developed with the intention of designing waste out of the typical take-make-waste extractive cycle. Any additional waste in the form of plastic odds and ends is bought by local companies. This model gradually decouples economic activity away from the consumption of finite resources. Close the Gap sets an excellent example in redefining growth without losing sight of positive, community-oriented benefits.



INNOVATION, ENTREPRENEURSHIP & SUSTAINABILITY

The beautiful thing about this particular circular economy model is that its effects can be seen in real-time.

Close the Gap's business model encompasses the 3 core concepts of social responsibility: innovation, entrepreneurship, and sustainability.

The long-term goals of such projects illustrate a desire to build structures that last and that can benefit everyone from farmers and entrepreneurs to students and communities.

In early June 2020, a client from Chwele Sub-County Hospital took the long 8-hour drive from Eldoret to Nairobi to pick up 10 desktop computers. Close the Gap wants money to be as little of a limiting factor as possible and offers discounts to other impact organizations.

Close the Gap has plans to work with the Waste Electrical and Electronic Equipment Center (WEEE Centre), which was also newly instated in 2004.

The WEEE Centre is a social enterprise that focuses on the safe and environmentally friendly disposal of all electrical and electronic waste. Its services help raise awareness and training of the possibilities behind e-Waste disposal. When Close the Gap is able to fully work in tandem with the WEEE Centre, the economy will fully be circular within the compounds in Nairobi.

Close the Gap is currently backed by the generous support of RVO, the Netherlands Enterprise Agency, which is an international program that supports various companies with "international ambitions in emerging markets and developing countries," amongst other such social enterprises.



THE THREAT OF SINGLE-USE PLASTICS

*"There is no such thing as 'away'.
When we throw anything away
it must go somewhere*

*– Annie Leonard,
Proponent of Sustainability*



DRIVING KENYA'S CIRCULAR ECONOMY THROUGH COLLABORATIVE EFFORTS

By *Phyllis Wakiaga – CEO, Kenya Association of Manufacturers*



A lot of predicaments in life can seem insurmountable, until human creativity and non-conventional approaches are applied.

The predicament of plastic waste in the environment has led communities and countries around the world to look for practical, creative, and easily applicable avenues to manage plastic waste, starting with PET plastic bottles.

According to McKinsey, plastic waste will grow to approximately 460 million tons per year by 2030 if the demand for plastics continues to grow by its current trajectory.

Global consortiums and alliances are alive to this fact, and, in response, have started taking concerted steps towards progressively creating value for plastic waste, thereby reducing pollution, and kick-starting a circular economy. A circular economy aims to keep the earth's scarce material resources in a continuous loop of use and re-use by eliminating 'waste' and creating new product cycles.

In appreciating that we are part of this Global economy, Kenya is making its own steps towards a lasting solution to the issue of waste management; albeit in a somewhat fragmented way. As part of this initiative, in January 2019, manufacturers and stakeholders in the plastic sector value chain initiated the Kenya Plastics Action Plan.

THE KENYA PLASTICS ACTION PLAN

The Plan, launched in December 2019, aims to ensure the environmentally sustainable use and recycling of plastics by applying the principles of a circular economy in Kenya.

This acknowledges the benefits accorded by the continued use of plastic, as a useful cost-effective material in our nascent and growing economy and takes the challenge of plastic waste as an additional opportunity to create jobs and industry in new economic models.

Once it takes root, through the support of all stakeholders, it is hoped that this plan can be scaled to include other forms of 'waste' as well.

To this end, the plan has identified specific actions that the public and private sectors need to undertake to realize a clean and safe environment for all.



These will include waste management efforts at the county level, formulation of an industry-led extended producer responsibility scheme for plastic management through the formulation of a Producer Responsibility Organization (PRO), and establishment of recycling value chains and standards.

This plan is intended to work through inclusive and broad stakeholder engagement, as well as progressive policy recommendations to catalyze the transition towards a circular economy on all levels.

As a realization of the commitments made in the Plastics Action Plan, the Kenya Association of Manufacturers (KAM), in February 2020 formed the Kenya Extended Producer Initiative (KEPRI) to support manufacturers' collective efforts to address plastic waste management and Plan.

For instance, the Plastic Bag Manufacturers under KAM signed the Memorandum of Understanding (MoU) with the Bakers in Country under the Bakers Association, to manage their post-consumer plastic bread bag waste and KEPRI creating the much-needed central element to take over the take-back responsibilities of the obliged companies.

So far, a total of 180 Companies (Bakers, plastic packaging manufacturers, brand owners/ plastic users, and retailers) have either registered, paid up, or expressed interest to join the Initiative.

The Association is also currently developing a Model Kenyan PRO Business Plan to support efforts towards accelerating a Circular Economy in Kenya. The Business Plan which takes into consideration the recent draft of the Environmental Management and Coordination (Extended Producer Responsibility) Regulations 2020 seeks to outline the scope, strategies, and necessary steps required for the establishment of a PRO in the Country. The plan will also articulate the roles of waste value chain stakeholders, such as producers, fillers, packaging users, and importers to participate in a collective Extended Producer Responsibility (EPR) Scheme as well as the role of the national and county governments in supporting legislation and supervision of the EPR system.

EPR is an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of a product's life cycle - when a product turns into waste.

In this approach, producers are responsible for the disposal of their packaging. Producers/ importers pay a fee for later disposal of packaging already when their packed goods are placed on the market. The PRO will play a central role in taking over the take-back responsibilities of the obliged companies. It will also allow producers/users to assume responsibility by combining their efforts and jointly managing the arising waste. Industry's call is for Kenya to pursue a circular economy as a core element in our development approaches. It is paramount that the National and County governments focus on incentivizing industry players to participate in such initiatives. This includes predictable enforcement of policies that not only promote regulation of the plastic value chain but also encourage innovations and investments in the recycling industry.

So far, we have seen a progressive move in the 2019 Finance Act to exempt from VAT all services offered to Plastic recycling plants and supply of machinery and equipment used in the construction of these plants; as well as lowering corporation tax for the first five years to 15% for any investors operating a plastic recycling plant. This is quite encouraging, as it signals a synergy towards the achievement of our economic goals.



FROM THEORY TO PRACTICE: THE STORY OF T3

By Ikreet Singh Kenth - Chief Operations Officer, Trash Thread Textiles



Is a Kenya without plastic waste possible?

In theory, yes, because waste isn't really waste.

It is a valuable resource that can be reused, recycled, remanufactured, or redesigned depending on the infrastructure in place.

In practice, however, the clouds seem rather dark, not just here in Kenya but around the world.

Inside the dark cloud, however, there is a silver lining of innovation, enterprise, and hope.

20km southeast of Kenya's capital, Nairobi, lies the little town of Athi River, a rapidly growing suburb buoyed by Nairobi's hunger for expansion. Here in Athi River, a new enterprise is putting up structures in readiness for recycling PET bottles into fabric. Appropriately named Trash, Thread, Textiles, or simply T3, the company has collected 130 million bottles over the last two years, almost enough feedlot to keep the machines running uninterrupted.

T3 specializes in Polyethylene terephthalate (PET), which is the most common form of plastic primarily because it is used in the packaging of food and beverages. The COVID19 pandemic has multiplied PET numbers, thanks to the massive production of sanitizers and hand-washing liquid soap which are packaged in PET bottles. T3 is creating employment and dignifying communities. A typical workday at T3 features truckloads of plastic waste arriving from more than 400 waste collection points across Kenya. This is made possible by the endless efforts and hard work of hundreds of informal waste collectors with whom we closely work.

92% of these collection points are women and youth-owned, who were hitherto neglected because of their association with waste. Besides creating jobs for hundreds of families, our aim is also to provide sustainable financial security to marginalized communities, and in turn, giving them the dignity they deserve.

For T3 employees like Jackline Wambani and Patrick Mbuvi, they can now earn a living to fend for themselves and their families. With us, they know that their work is valued.

The impact of PET on the environment cannot be understated.

Once the trucks arrive, a quality check is conducted during which other waste such as metals and non-PET is removed.

The PET bottles are then weighed for purposes of paying the collectors and to keep the records on the exact amounts on site. The PET bottles are further separated according to colors such as blue, colorless, and other colors. This process is crucial as it enables the baling of the plastics color-wise. These are then crushed and later converted to thread, which in turn shall be used to make a variety of fabric items.

Talking about used plastic, one of the most common forms of waste globally, only 9% of all plastic waste ever produced has been recycled. About 12% has been incinerated, while the rest — 79% — has accumulated in landfills, dumps, or the natural environment.

In terms of raw numbers, of the more than 8.3 billion metric tonnes of plastic that has been produced, 6.3 billion metric tonnes has become waste.

9%

Only 9% of all plastic waste has been recycled.

12%

About 12% has been incinerated

79%

Has accumulated in landfills, dumps, or the natural environment.

The beauty of PET is its versatility. Once the fabric reaches its end of life, the waste can be used to make briefcases that have a lifespan of ten years or more and can later be made into carpets with an extra lifespan of 40 plus years.

At T3, we're trailblazing the adoption of a circular economy for plastic in Kenya, where it never becomes waste; in the hope of inspiring similar enterprises across the country and region.

FROM PLASTIC 'WASTE' TO AFFORDABLE CONSTRUCTION MATERIAL

By Dr. Aghan Oscar – CEO, Green Pavers



For a long time, we regarded nature as nothing more than a source of natural richness. We are converting finite raw materials into marketable products and at the end of their lifecycle, they become waste.

At Green Pavers, our aim is to provide sustainable building solutions designed to transform building practices in Africa. We convert raw plastic 'waste' into affordable, efficient, and environmentally friendly construction material including fencing poles, walkway slabs, solar roofing tiles, and house building blocks among others. When we talk about building materials, we usually think of timber, iron sheets, grass, or walling material made of stones, soil, or a mixture of cement, sand, and gravel commonly referred to us as blocks. But with Green Pavers, we're redefining the concept of building while demonstrating the value of waste to the bigger construction industry.

The enterprise currently operating out of Nairobi, Kenya, is processing more than 100 tonnes of plastic monthly.

This creates jobs for the youth, helps deal with the waste management crisis in Nairobi, and curbs slum proliferation while also providing affordable housing as a sustainable solution to the rising cost of homeownership in the country.

The business model is engaging about 600 youth involved in the plastic waste collection; most of them, rehabilitated street families now earning a decent living out of the waste collection.

100

The enterprise is processing more than 100 tonnes of plastic monthly.

600

About 600 youth involved in the plastic waste collection

Laban Ogutu, now a machine operator at Green Pavers, was a shamba boy before finding a job at Green Pavers. Now he earns a living not just for himself but also supports his extended family back in the village.

"My life has changed, I have learned new skills such as electrical installations, machine operation, and maintenance.

My life is better," says Laban.

Laban's colleague, Manasseh, for his part, says there is no dirt in waste. All he sees is dignity as the money he earns from his work is as clean as that earned from any other job.



As a social entrepreneur, my role is to transform a challenge into an opportunity. I urge the government to include recycling as a practice, which is entrenched in the curriculum that we learn in the institutions of higher learning so that Kenya's young professionals can start appreciating the important role recycling plays early in their careers. We need an integrated society where the government, the private sector, NGOs, financial institutions and other stakeholders in the value chain all come together under a common vision, a country where plastic never becomes waste.

Taka ni Mali (Waste is Value)!

CONTENTS

INNOVATION AND AGILITY, KEY FOR BUSINESSES IN THE HOSPITALITY SECTOR

By Gabriele Nowak – CEO, Sunworld Safaris



In a world where natural resources are dwindling, wildlife and biodiversity are disappearing and we suffocate in plastic pollution, we all have a responsibility to make a change and to do “the best we can” to make a difference”!

Sunworld Safaris has been passionate about eliminating **SINGLE-USE PLASTIC** for the past 3 years.

At Sunworld Safaris, Mara Bush Camp, and Mara Bush Camp Private Wing, we look beyond the traditional parameters of price, quality, functionality, and availability of goods and services.

We are conscious of choosing products and services that have a lesser or reduced effect on human health, the environment, and society when compared to competing items that serve the same purpose.

In 2019, we won the **Eco-Warrior Award** for the elimination of Single-Use Plastics at our Mara Bush Camp! This has been an honor and drives us only further to continue in our quest

WHAT ARE SOME OF THE CHANGES WE HAVE MADE?

● Plastic water bottles on Safari:

A huge impact was when we replaced the single-use plastic bottles for guests & staff members in July 2018 with stainless steel bottles during game drives. Our guests stay an average of 5 nights, consuming 0.5litres x 3 bottles per day per person. This amounts to 15 bottles per person in a single stay. With 1,500 clients on average on safari per year, we are saving **112,500 bottles** from being utilized and trashed annually.

● At Mara Bush Camp: Drinking Water on bedside table:

We utilize and cleanse old clear wine bottles, bead them & use them as water bottles for client’s bedside tables. Hygienic measures are observed and bottles cleaned on a daily basis.

● Straws:

We have adopted a “no straw policy” and on request can offer metal straws.

● Drinking water on dining tables:

Kitengela glass carafes are offered on our dining tables during lunch & dinner, filled with fresh mineral water.

● Cling film:

(non-biodegradable) is now a thing of the past since we discovered and handmade “bee wax covers” and outdoor net food covers, Maasai beaded. We also use brown paper for packing sandwiches / brown paper bags for overall packaging.

● Picnic Cutlery:

We only provide picnic cutlery made out of bamboo or wood only, and no single-use plastic cutlery is used.

● Guest Amenities:

We replaced single-use plastic guest amenity bottles (shampoo, shower gel, and hair conditioner) in guest bathrooms with refillable dispensers from **Cinnabar Green**.

● Picnic breakfast & lunch boxes:

All our picnic meals are packaged in metal tiffin boxes. Locally produced, recycled paper serviettes are added to each box. We no longer offer yogurts in plastic cups or the usual tetra pack juice. Plain yogurt with freshly pureed fruit (such as Mango/strawberry / Passion Fruit) is used in reusable glasses, well-sealed and packed, often with homemade Granola.

On a typical day in the peak season, we save about **60 yogurt cups**. Essential saving of about **7,000 cups in a year**.

Freshly prepared **fruit juice** (Mango / Passion / Pineapple) is offered in reusable glass bottles.

This saves approx. **70 packets of tetra pack juice per day, (approx. 6,500 per year)**.

We only use “**glass soda bottles**” which are returned after usage to our head office for return to our supplier.

● **Cleaning Materials:**

The rest of the cleaning products (e.g. disinfectants, dishwashing soap, etc.) are from a company known as Grounded.

We use them because they reuse all packaging materials, they offer their products in bulk and their products are non-hazardous to the environment, with essential oils.

● **Fruit & Vegetable Packing:**

We further request suppliers to use limited packaging if possible.

Since we purchase in bulk, mainly from organic farms, we receive vegetables in loose form and not packaged.

● **Safari Lounge for tea bags:**

Our tea bags are offered in a lovely wooden tea box and from a company called Safari Lounge supplies Biodegradable tea bags made of corn starch.

They are packed in bulk and no plastic packaging is used like with some local Tea Manufacturers.

● **Waste in our vehicles:**

We use "recycled plastic Kikapu" in our vehicles which look attractive but last longer than the traditional Kikapu. Our guides are instructed for strict waste disposal in our office after their trips. Plastic has however reduced to a minimum.

● **Environmentally Friendly Practices for Sunworld:**

Tags are printed & displayed in our vehicles for our guides to share with our clients and brief them directly on the measures we have taken and are taking to look after our environment & planet.

As we strive to work towards more sustainability in our business, our main goal is to inspire other Camps, lodges, and Tour Companies to do the same. We would also like to learn where we can improve further in our commitment to being environmentally friendly. Our initiative also should inspire the local authorities to enforce rules on single-use plastics at all gates of National Parks / Game Reserves and Parks and protected areas to ensure they don't allow "banned items" to pollute our precious environment and to educate people on the effects of single-use plastics on our wildlife & beaches.

TOGETHER, we can create CHANGE!!!!



ACHIEVING A BLUE ECONOMY IN KENYA

"The greatest threat to our planet is the belief that someone else will save it."

– Robert Swan, Author



LOCAL SOLUTIONS TO MARINE PLASTIC POLLUTION AND SOLID WASTE MANAGEMENT

Steve Trott – Director, Ecoworld Recycling-Watamu



With a growing population and urbanization on the Kenyan coast, the management of solid waste has become a major environmental concern. Lack of waste management infrastructure and facilities as well as lack of public awareness is resulting in pollution of both terrestrial and marine environments.

The impact of marine litter and plastic pollution is deteriorating the aesthetic value of Kenya's beaches and discouraging international tourists from visiting coast resorts.

This is a serious socio-economic concern as many coastal communities in Kenya depend on tourism as their primary source of employment and income.

Shifting from Linear to a Circular Model: The Case of Watamu

In Watamu in 2010, community and tourism-driven action were taken to create a local solution to the global problem of marine plastic pollution.

Watamu Marine Association (WMA) set up an innovative partnership between local women and youth groups and the local tourism industry. The Watamu Marine Park hotels and WMA partner organizations sponsor the group's members to clean the beaches and all of the plastic and other recyclable waste goes to the EcoWorld Recycling facility.

In addition, all the plastic waste from hotels, guest houses, and residential areas is collected for recycling.

This reduces the huge volume of waste going to the local landfill site.

Over the past 10 years, a dynamic plastic waste value chain and circular economy have developed, providing a regular income for 15 local beach cleaners and waste pickers and work for 3 plastic recyclers.

Local artists also benefit by up-cycling plastic waste to make artwork and sculptures which are sold in the hotels, boutiques, and the EcoWorld Recycling shop. All hard plastic waste is machine crushed and the enterprise is currently **recycling up to 2 tonnes of plastic per month**. It aims **to increase to more than 100 tonnes annually**, as it is currently expanding its operations to the neighboring towns of Malindi and Kilifi, targeting a population of more than 400,000 people.

EcoWorld also acts as a waste management training and education center.

By the end of 2021, the enterprise aimed to:

1

Further develop waste management priorities, with a focus on prevention, reuse, recycling, and up-cycling of plastic waste materials, including marine litter.

2

Establish PET recycling value chains (putting a value on single-use plastic bottles).

3

Further develop community-based small business enterprises, employment opportunities, and income benefits related to circular economy activities.

4

Strengthen and develop circular economy partnerships and collaborative processes between civil society, county government, and the private sector.

5

Share information and data on plastic leakage to enhance circular economy development and opportunities as well as to create public awareness on plastic waste and marine litter.



More Good News for the Future

EcoWorld Recycling is in the process of setting up a “Weigh and Pay” scheme in Watamu, where people can bring their plastic waste to a weigh station and be paid by the kilogram for what they have collected.

In line with recent government and industry plans for increased PET recycling, the enterprise is now perfectly placed to expand its recycling operations and create an important source of income for unemployed coastal people working as waste pickers and recyclers.

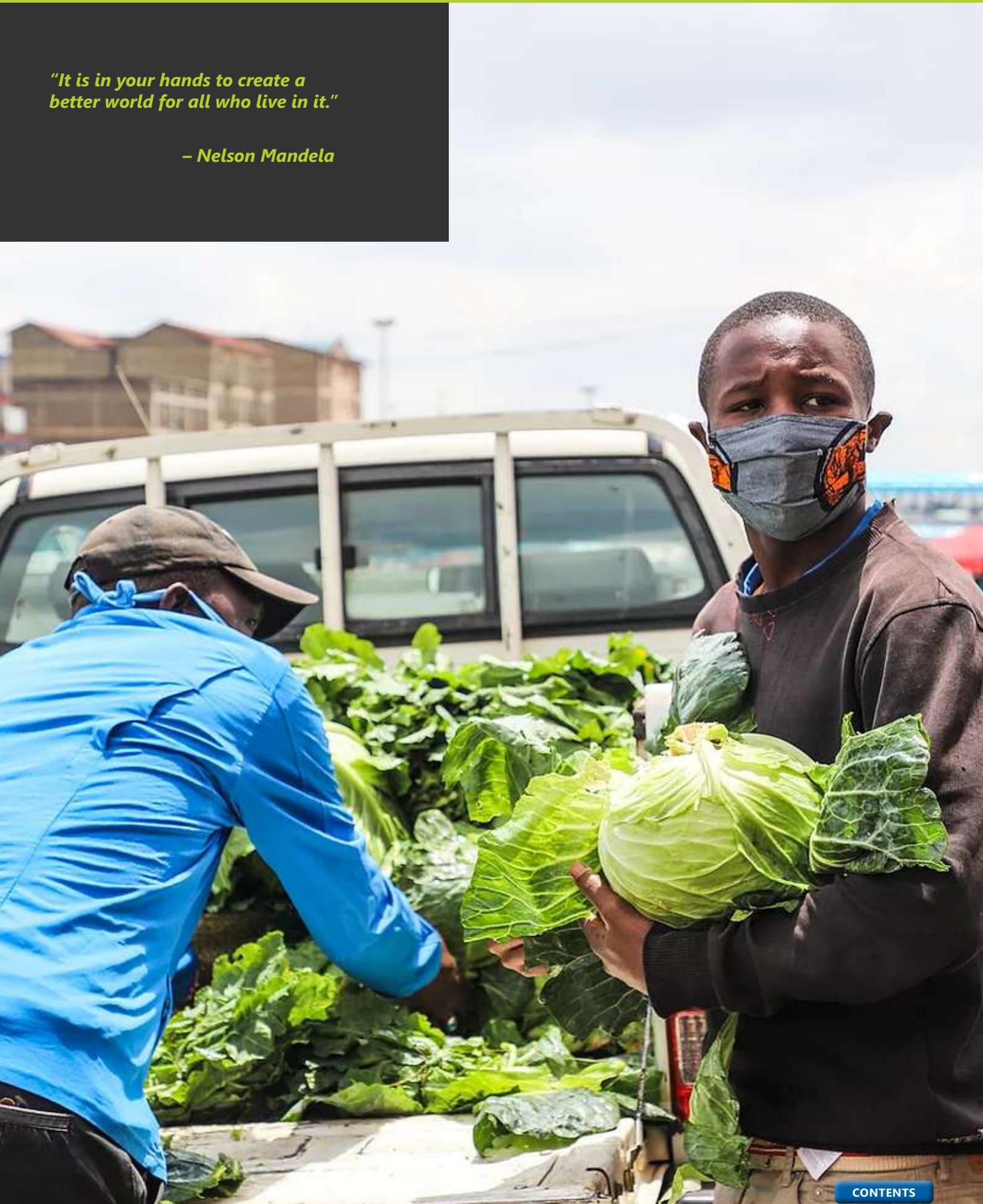
This Watamu case study demonstrates the potential for empowerment of coastal communities and SMEs to manage solid waste and reduce the impacts of marine litter on the environment. EcoWorld Recycling aims to replicate the project model in other coastal resort towns which will be a win-win result for communities, the environment, and our ocean.

EcoWorld Recycling is currently partnering with the International Union for Conservation of Nature (IUCN) as part of the Marine Plastics and Coastal Communities Project (MARPLASTICCS).

BUSINESSES AS A FORCE FOR GOOD

"It is in your hands to create a better world for all who live in it."

– Nelson Mandela



WHEN HOPE WAS BEING LOST, HUMANITY WAS RESTORED IN THE SPIRIT OF UBUNTU

The Case of Farm to Feed



The COVID-19 pandemic continues to take a devastating toll on the incomes and health of families and communities across the world.

According to the World Food Program (WFP), the impact of the pandemic on jobs and livelihoods is driving millions of people deeper into poverty and hunger; with an estimated 272 million people already or at risk of becoming acutely food-insecure.

If this trend continues, more people will die of hunger from the socio-economic consequences of the pandemic than from the disease itself. Focusing on death rates alone ignores the fact that malnutrition has far-reaching consequences and perpetuates the vicious cycle of poverty. Structural malnutrition has irreversible consequences for cognitive and physical development, the immune system and increases the risk of serious health problems.

Kenya is one of the countries where this is a harsh reality. Although the country has already achieved the middle-income status, 32 percent of Kenyans still face food insecurity and poor nutrition. 26 percent of the children are stunted, which means that they have cognitive and/or physical growth impairment due to chronic malnutrition. Like all countries, the COVID-19 crisis has dealt a huge economic blow to Kenya, and these worrying statistics are growing.

After the first Corona breakout in March 2020, the Kenyan government was quick to take measures and a lockdown was implemented.

National borders were closed and a strict curfew was imposed. The large cities were also immediately locked. As a result of these measures, farmers suddenly faced major logistical challenges. Transport from rural areas to the city became more complicated and markets became less accessible or even closed completely. In addition, demand for their products declined as more people lost jobs and hotels and restaurants had to close their doors. It is now possible to trade to and from the major cities and towns, again but the situation has not fully stabilized and the demand for products remains small.

If this persists, farmers will systematically lose part of their off-take, which will lead to less income for seeds for subsequent harvests.

This will ultimately lead to loss of production and will have paralyzing effects on the agricultural value chain on which 75% of Kenyans are wholly or partly dependent. 63% of locally produced food comes from small farmers (UNOCHA).

Kenya was already struggling with floods and locust plagues in certain areas since 2019, which meant that many farmers already had a smaller harvest.

Many people, who already had an uncertain existence, have lost their source of income without being able to count on the much-needed support of the government.

A recent study reports that 4 in 5 households in Kenya have indicated that food prices have increased and their incomes have decreased. In addition, most families have to provide more meals because schools are closed where children normally receive a meal.

It is, therefore, now more important than ever, to help farmers overcome this crisis so that production is maintained while at the same time counteracting increased malnutrition.

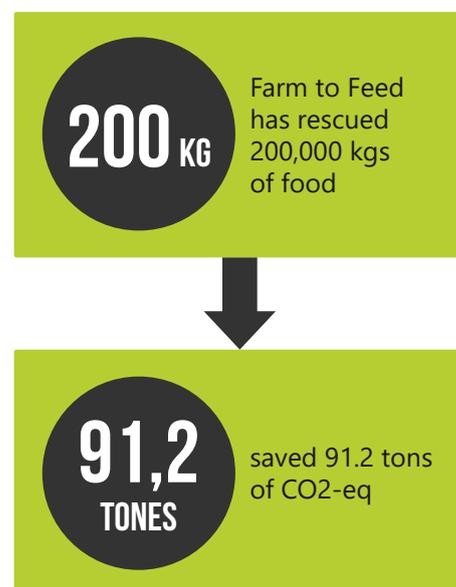
Farm to Feed is an organization in Kenya set up to tackle both problems with one action. By purchasing products from farmers and supplying them directly to vulnerable groups, they try to overcome the apparent paradox of "overeating and under-eating".

With the funds collected, Farm to Feed buys fresh vegetables daily from farmers who are having a harder time due to the economic consequences of the COVID-19 crisis.

With the help of partner organization SNV, the produce is delivered daily, directly to Nairobi's many slums and to those who need it most: orphans, oppressed women, and the elderly.

Since April 2020, Farm to Feed has rescued 200,000 kgs of food; and therefore, saved 91.2 tons of CO₂-eq.

The primary goal is to help farmers and vulnerable communities bridge this crisis, while at the same time driving enduring benefits for Kenyans and the environment.



STRATEGIC COMMUNITY INVESTMENT IN THE MINING SECTOR

The Case of Base Titanium

Base Titanium's Kwale Mine is Kenya's first large-scale mining project and accounts for 65% of Kenya's mineral sector.

Base Titanium's investment in the community is central to its business objectives and operations. In the sustainability space, the company is committed to minimizing environmental impacts, while protecting and conserving biodiversity and driving environmentally responsible behavior in their operation, and communities.

One of the sustainability projects by Base Titanium includes a large indigenous tree nursery and arboretum to conserve and propagate trees of conservation importance.

In collaboration with various specialists, Base Titanium also regularly undertakes habitat surveys to improve knowledge of the region's rich biodiversity.

Contributing to improving biodiversity in the region as part of the community programs initiative, the company donates indigenous trees for planting for the community infrastructure and other projects.

Furthermore, in partnership with the National Museums of Kenya, Base Titanium re-established a wetland that now provides a habitat for both flora and fauna of conservation importance. The restored wetlands are now part of a Biodiversity Corridor.

Mining can result in land-use change and may have associated negative impacts on environments, including deforestation, and erosion.

Rehabilitating the land disturbed by mining activities to a degree of its former state has been a key activity by Base Titanium.

Their rehabilitation objectives are to minimize any residual environmental impacts resulting from the mining operations and, in consultation with communities and government, help create environmentally and economically sustainable land.

The company's waste recycling program also aims to care for the environment by preventing pollution, maximizing resource efficiency, and encouraging responsible behavior in others. For instance, a carpentry workshop was established to turn shipping pallets and wooden crates used to deliver equipment and machinery for the Kwale Operation, into well-crafted pieces for use at the mine and donation to surrounding community projects. Carpenters are trained and employed from the local communities. Some of the impacts include the repair of the Gazi Women's Mangrove Boardwalk, fabricating desks and dustbins for schools, making furniture for orphanages and hives for the community beekeeping projects.

It is this commitment to encourage collective responsibility for the environment that forms the basis of Base Titanium's environmental education program. Continuous community engagement and awareness creation will ensure that these impactful projects are collectively achieved even in the coming years.



CORPORATE SOCIAL INVESTMENTS THROUGH FAIR-TRADE POLICY FRAMEWORK IN THE TRAVEL SECTOR

By Agnes Mucuha – CEO, Kenya Association of Travel Agents



The Kenya Association of Travel Agents has been advocating for fair-trade participation by corporate companies and government agencies in their business transactions with travel agents. Following the emergence of the Covid19 pandemic, the travel industry ground to a halt for a period of four months, during which flights had been suspended following a presidential proclamation on COVID19 Protocols.

The travel industry has an extensive cluster of SMEs, a majority of which are owned by women and the youth. The travel agents depleted their retained earnings during the air-space lockdown period and have now been focusing on re-building travel following the resumption of air travel services. The industry directly employs over 300,000 young men and women, with over 200 IATA accredited agents and over 1000 Non-IATA agents countrywide.

KATA has engaged in social dialogue with corporate and government agencies with a goal of transforming the business models and systems for the travel industry, with a view to stabilizing the travel businesses through a call for the implementation of the streamlined credit policy that requires payments for Air Tickets to be made within 0 – 15 days credit period.

This framework aligns with the International Air Transport Association (IATA) Resolutions which mandate that payments for air ticket sales be remitted by the Travel Agent to IATA on a fortnightly basis. Failure to comply with this mandate leads to punitive measures being placed upon a Travel Agent, including the loss of their IATA ticketing license. The Government of Kenya recognizes the IATA resolutions and has also issued a directive stating that Travel Agents must now be paid at the point of sale or within no more than 15 days from the date of invoice for air tickets and related services.

However, it must be noted that the enforcement of this directive has been lacking at numerous government agencies, leading to prolonged credit periods that adversely affect the Travel Agents' ability to operate sustainable businesses.

By acting responsibly with integrity and shared value in honoring credit terms by corporate and government agencies, SMEs in the travel sector will operate sustainable businesses that create employment opportunities and empower the women and youth in the travel industry to achieve sustainable livelihoods.

Transformative change, which can only be achieved by identifying pillars of business success that ensures the growth of SMEs in the travel industry through fair-trade policies and financial systems that enable growth. In doing so, travel will catalyze the recovery of Kenya's economy through the facilitation of the movement of people and ideas globally. Our call is for corporate companies and government agencies to lead by example through the integration of the travel industry credit policy in their financial policies and objectives.

The KATA members act as an intermediary in the supply chain in the travel industry. They play a decisive role in promoting travel through the supply of travel solutions and aiding with professional information sharing on travel requirements and restrictions by various countries and destinations.

This advisory contributes to informed travel movements as travelers pursue collaborations and opportunities abroad. KATA-certified Travel Agents have been playing a key role in stimulating the thoughts and practices of travelers by influencing their travel choices and experiences. Accordingly, the travel agents have become progressively involved in employing CSR activities due to heightened consumer awareness and receptivity towards ecologically and socially compatible travel behaviors. They have played an active role in promoting sustainable travel practices in numerous global destinations.

As travel continues to revive, we call upon the corporate and government agencies to support and embrace the new travel business model that promotes payments settlement within a period of 0-15 days. We believe that this collaboration will also contribute to a ripple effect of growth in the recovery of Kenya's economy as travel will become more affordable and accessible, leading to an increase in the growth of trade activities for the overall growth of Kenya's GDP.



Konya Plastics Pact

**JOIN US, AND TOGETHER, WE WILL CREATE A CIRCULAR
ECONOMY FOR PLASTICS, IN WHICH IT NEVER BECOMES
WASTE OR END UP IN THE ENVIRONMENT.**

**CONTACT US AT
COMMUNICATION@KPP.OR.KE TO JOIN**

CONTENTS

SIB'S 2021 PROJECTS IN REVIEW

This is a recap of some of the major projects that Sustainable Inclusive Business has undertaken in the recent past.

THE KENYA PLASTICS PACT



Plastic waste and pollution have captured the attention of businesses, governments, and citizens in Kenya. Today, published data shows that only 8% of plastic is recycled, with the remainder being landfilled or incinerated – or in the worst-case scenario, ending up in the environment (IUCN, 2021).

To address this issue at its source, we need to fundamentally rethink the way we design, use and reuse plastics, and move from a linear take-make-waste economy to a circular economy, which keeps plastics in use and out of the environment. No single organization can solve this on its own.

In Kenya, the majority of material that gets recycled is collected and sorted by the informal waste sector. At the same time, the extended producer responsibility (EPR) for packaging is currently being implemented in the country.

EPR is a necessary funding mechanism to move towards a circular economy but is not enough in itself. It is now more relevant than ever to bring the whole value chain together, and build collective solutions adapted to our reality

The Kenya Plastics Pact is an ambitious, collaborative initiative that brings together businesses, governments, researchers, NGOs, civil society, informal waste sector players, and other stakeholders across the whole plastics value chain to transform the current linear plastics system into a circular economy for plastics.

All stakeholders involved sign up to a joint set of ambitious and time-bound targets, ensuring that this collaboration will drive significant change by 2030. Progress will be monitored and publicly reported every year.

Collective efforts and targets will speed up the transition.

The Kenya Plastics Pact aims to ensure that plastics never become waste by eliminating the plastics we don't need, innovating to ensure that the plastics we do need are reusable or recyclable, and circulating all the plastic packaging items we use to keep them in the economy and out of the environment.

The Pact focuses on addressing the barriers to circularity in the plastic packaging sector through public-private collaborations and uniting the sector behind an ambitious set of targets adapted to the local reality.

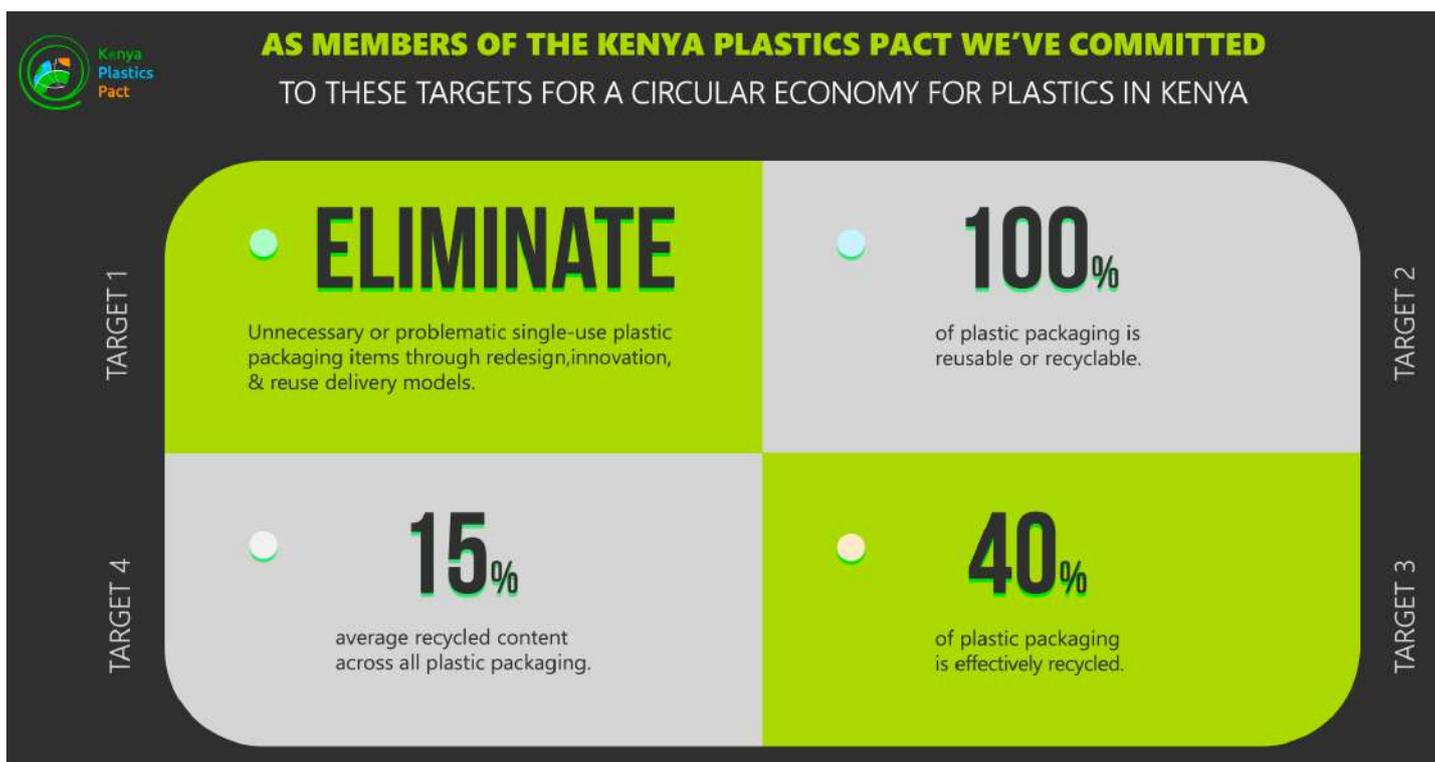


Kenya
Plastics
Pact

The development and implementation of the Kenya Plastics Pact are led by Sustainable Inclusive Business Kenya (SIB-K), the Knowledge Center under the Kenya Private Sector Alliance (KEPSA); with support from WRAP - the UK based global environmental NGO and MAVA Foundation. The KPP is part of the Ellen MacArthur Foundation's Plastics Pact Network.



The KPP proposes a set of targets that are interconnected and based on Kenya's urgent need and collective vision to create a circular economy for plastics. The following targets are our building blocks, to be achieved by 2030 in Kenya:



The Kenya Plastics Pact will meet these targets by:



Building a clearly defined roadmap for how the pact members and supporters will collectively reach them.



Co-designing and implementing pioneer and collaborative projects across the country.



Measuring and communicating progress through public annual reporting.



Sharing knowledge, experiences, and learnings with national, regional, and global experts within the Plastics Pact Network.

These targets will drive the change we need for the planet and the health of the Kenyan people. They will also stimulate job creation in the plastics collection and recycling sector, and help to create new opportunities in product redesign, the alternative business solution, and re-use business models. Progress against the targets will be reported publicly every year.

To find out more about the **KENYA PLASTICS PACT** and become a member, visit kpp.or.ke

CONTENTS

THE CIRCULAR ECONOMY ANNUAL CONFERENCE

Each year, Sustainable Inclusive Business holds a private sector conference on sustainability and inclusion.

The conferences have proven to be a fertile ground for businesses to exchange knowledge on sustainability and inclusiveness and to enhance their application abilities of sustainable inclusive business principles.

In 2021, we braced the pandemic once more to provide participants with the ultimate opportunity to get inspired, get insights from lessons learned, explore the challenges and opportunities, do a business scan, get a sense of the status, meet partners, expand networks, create business leads and get hands-on tips and tricks at a virtual conference on Circular Economy.



**SUSTAINABLE
INCLUSIVE
BUSINESS**
THE KNOWLEDGE CENTRE KENYA



SAVE THE DATES & JOIN OUR



Welcome as a
participant, speaker
or driver of change

6th ANNUAL SUSTAINABLE INCLUSIVE BUSINESS - CIRCULAR ECONOMY CONFERENCE

Sign in now, block your calendar
and chose your workshop >>>

1st
DAY

7th October
10.00^{AM} -13.30^{PM} EAT

Express your interest for
a speaking slot -here >>>

2nd
DAY

8th October
9.00^{AM} -13.00^{PM} EAT

Held on the 7 and 8th of October 2021, the 6th Annual Circular Economy Conference on Sustainability and Inclusion was themed, '**KENYA IS TRANSITIONING TO A CIRCULAR ECONOMY.**'

During the first day of the conference (7th of October), the **Kenya Plastics Pact** was launched, as the platform to tackle plastic waste and pollution in the country. The Kenya Plastics Pact is an ambitious, collaborative initiative that brings together stakeholders across the plastics value chain to create a sustainable circular economy for plastics.

This unique multi-stakeholder platform unites the most relevant brands, plastic producers, recyclers, government agencies, civil society organizations, and waste pickers representatives, behind commonly agreed targets in accelerating the circular economy for plastics in Kenya.

The second day saw a series of workshops held, focusing on sharing and exchanging ideas on the emerging developments and initiatives that are speeding up the transition to a circular economy in Kenya. Discussions on current circular economy developments identified activities, innovations, collaborations, and policy priorities to support the economy to fully go circular.

To read the conference reports >

CONTENTS

THE BUSINESS COMMUNITY PARTNER-UP PLATFORM

In April 2020, as a result of the Covid-19 outbreak and its negative implications on businesses and communities, SIB-K launched a Business Community PartnerUp platform, which allows organizations to express their needs or share their initiatives towards a force for good; in the fight against the Coronavirus menace.

Twenty businesses and organizations have been registered on the platform, with most reporting positive feedback as a result of connections received from the Partner-up platform.

This platform allows SIB-K to push the message on the crucial need for businesses to come together during a crisis, and to help them develop corporate social investments as part and parcel of their business systems.

The platform was developed in partnership with Incentro Africa.

For businesses on the Partner-Up Platform, the disruption of trade and supply chains does not mean vulnerable communities being left to the mercy of the killer virus and its harsh effects.

Instead, it means coming together to lift each other from this historic social and economic mire.

Logistics/courier companies partnering up with supermarkets to offer free and increased delivery of essential items to homes to limit people's movement and thus flatten the curve.

It means donating hygiene products to parts of the country where citizens have limited access to healthcare. Donating foodstuffs to feed children whose only source of the meal was the school feeding programs, which have since been closed as a result of the crisis.

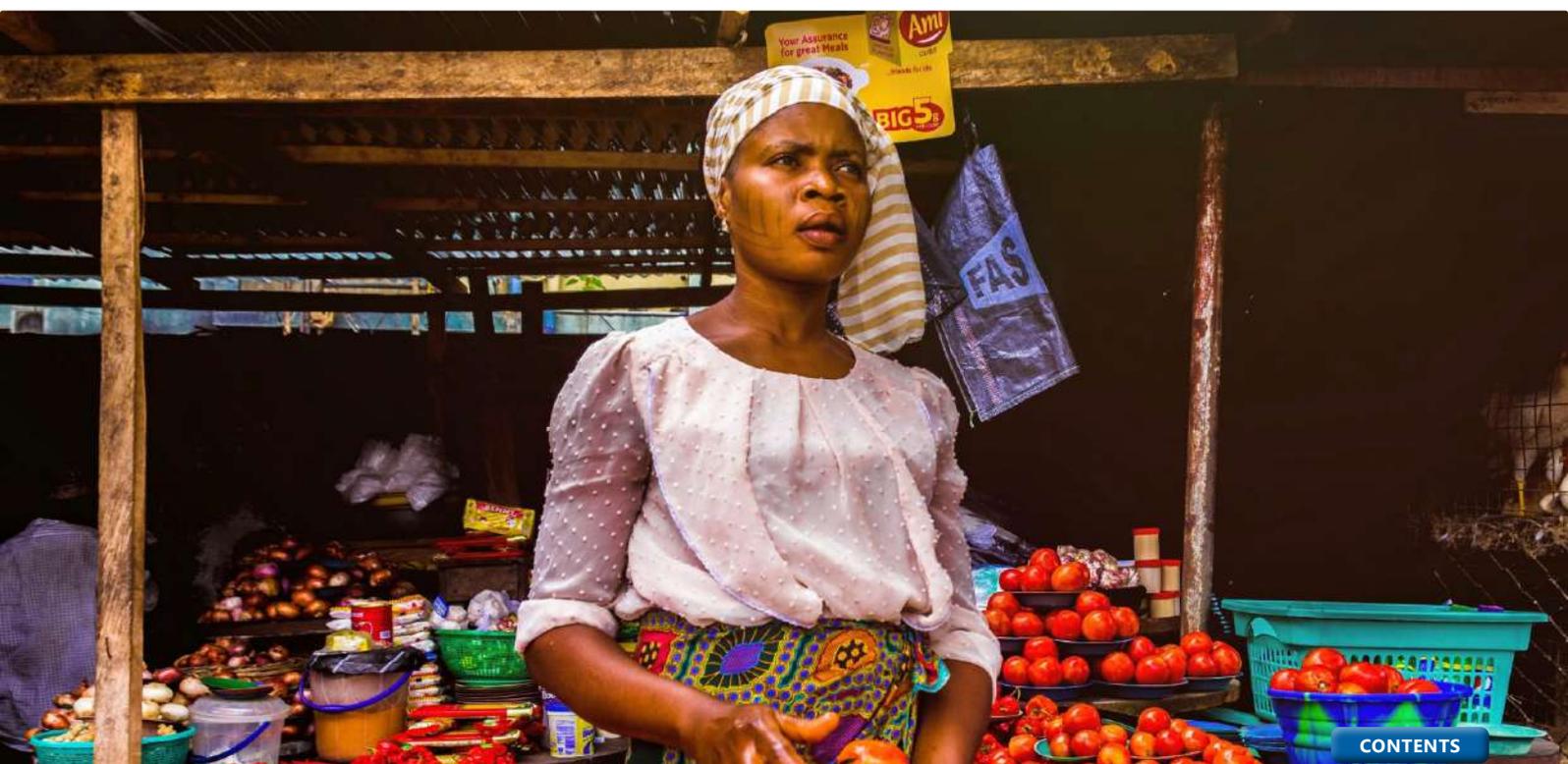
The coronavirus pandemic has given us a chance to critically look at our economic structure, appreciate its strengths and weaknesses, and partner for the betterment of our society.

We all have a role to play, and the private sector is laudable in stepping up, using creativity, innovation, agility, and long-term systemic thinking to provide practical support to both the government and the society at such an unprecedented time.

If the cooperation we have witnessed is anything to go by, then Kenya is indeed on the right track towards becoming both economically and socially sustainable post-covid-19. We know not the end, nor the ending of this Covid-19 crisis. So, while we all still have the chance, may we strive to make the world a better place to co-exist, now and in the future; caring not only for profits but also for the planet and people. The platform continued to operate through 2021.

To see initiatives by other businesses supporting communities, visit the [Business Community Partner-UP Page](#)

[BUSINESS COMMUNITY PARTNER-UP PAGE](#)



CREATING OPPORTUNITIES AND ALLEVIATING POVERTY THROUGH SUSTAINABLE TRADE (COAST) PROJECT

Sustainable Inclusive Business first launched the innovative and comprehensive project dubbed 'Creating Opportunities and Alleviating Poverty Through Sustainable Trade (COAST Project)', in July 2020 with financial support from the French Government under the PISCCA fund aimed at creating awareness on waste management and increased residents' capacity to develop business cases through mentorship.

The first phase of the project that lasted 6 months saw an enthusiastic group of 102 youths in Tudor ward, an informal settlement within Mombasa County, trained on the waste-to-value concept.

We further empowered the trainees to harness their entrepreneurship skills, enhance access to financing and begin micro, small and medium enterprises based on sustainable waste management models.

19 businesses related to waste management were created

Through this noble initiative, 19 businesses related to waste management were created, from which 13 were awarded seed funding. These businesses cut across the waste management value chain from sorting, collection, recycling, repurposing and refurbishing varied waste streams.



On 8th July 2021, a year later; we launched the second phase and successfully trained the first cohort of 50 women from the Tudor informal settlement on separation of waste at source from the household level, which is key to achieving proper waste management in Mombasa County. The training was conducted by a multistakeholder team comprising representatives from Mombasa County Government, WWF and WEEE centre. This is part of our efforts to increase multi-stakeholder relationships for enhanced waste management in Mombasa County. The week-long sessions culminated in a community clean-up exercise in Tudor Estate, aimed at creating awareness at the grassroots level. The exercise brought together various stakeholders from the community, the county government, and the private sector.

The second cohort training took place in September 2021 and culminated with the construction of waste receptacles within Tudor Ward, through which we will continue engaging the community in awareness creation and waste separation at the source. Through the project, we contribute towards Creating Opportunities through job creation, conserving the environment, and improving the welfare of the community, key tenets of a sustainable and inclusive business.

Serving as a pilot project, SIB-K aims to replicate and scale the initiative in other counties across Kenya, facilitated through public-private-community partnerships.

[ABOUT THE COAST PROJECT](#)

To read more about the COAST Project, visit our website

[CONTENTS](#)

THE EXTENDED PRODUCER RESPONSIBILITY (EPR) REGULATIONS

Kenya generates an estimated 22,000 tons of waste per day calculated by assuming an average of per capita waste generation of 0.5 kilograms for a current population of 45 million both rural and urban translating to 8 million tons annually.

While recycling is relatively low in Kenya, covering approximately 10% of the waste produced, the rate has increased over the last few years. Most of the waste streams generated are problematic as they pose a threat to the environment and health as well as pose a challenge in recycling or recovery operations.

22,000

**TONS OF WASTE
PER DAY IN KENYA**

They include:

- electronic & electric equipment,
- paints,
- furniture,
- oils,
- glass,
- tyres,
- metals,
- batteries among others.

These wastes generate high management costs due to quantities involved, hazards they represent, health risks they pose, and costly recovery operations.

The Government of Kenya has at its disposal, various legal and regulatory tools including, among others, Article 42 of the constitution of Kenya 2010, Environmental Management and Coordination (Amendment) Act 2015, National Waste Management Policy 2019, and economic instruments (e.g. taxes, levies, and subsidies) to impose and implement waste management requirements.

However, the regulatory frameworks are based on linear models and do not have adequate provisions for the circular models to waste management. The growing problem of problematic waste in the country, coupled with increased environmental awareness among citizens, is driving the government to consider other innovative legal tools to address the problem with minimal public cost.

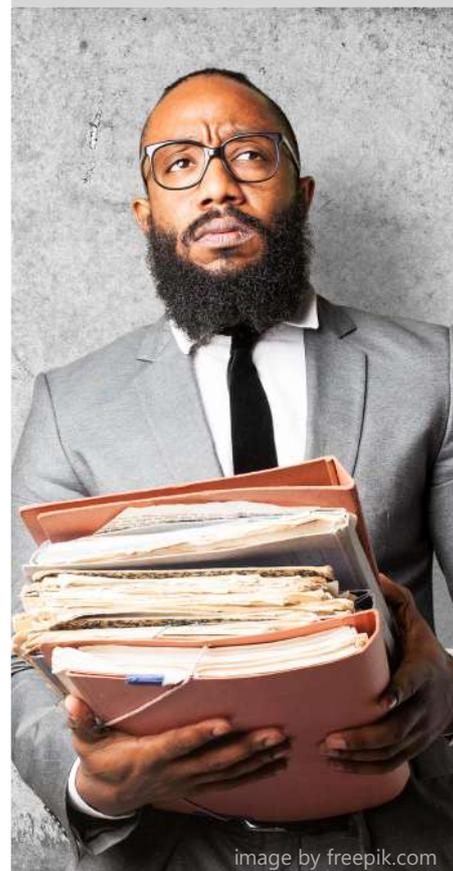
EPR Regulations 2021 is one such legislation that aims to make producers responsible for the environmental impacts of their products throughout the product chain, from design to the post-consumer phase.

The EPR Regulations 2021 aims to enhance resource use efficiency, stimulate innovation, spur recycling and reduce the amount of waste destined for final disposal.

It further seeks to alleviate the burden on County Governments and taxpayers for managing end-of-life products, reduce the amount of waste destined for final disposal, and increase rates of recycling by ensuring producers are responsible for the environmental impacts of their products throughout the product lifecycle.

The Ministry of Environment and Forestry tasked Sustainable Inclusive Business to develop a communications strategy, to provide an avenue through which communication is an enabler in the implementation of the EPR Regulations 2021.

Through the communication plan, SIB-K helped the Ministry to increase awareness to the producers on their obligations under EPR regulations 2021 as well as enhance buy-in of producers obligated under EPR regulations 2021 obligations.



STUDY ON THE CIRCULARITY OF LARGE HOUSEHOLD APPLIANCES WASTE

Kenya has seen a significant increase in the consumption of Electrical and Electronic Equipment (EEE) with a corresponding increase in EEE waste.

Unfortunately, adequate and effective infrastructure for collection and treatment is missing coupled with a lack of awareness on how to handle EEE at their end of life.

As such, most of the E-waste is disposed of in dustbins, on the streets, in gardens dumped into the water, or stockpiled.



To address this challenge, the Ministry of Environment and Forestry, the Climate Technology Centre & Network (CTCN), the Kenya Industrial Research Development Institute (KIRDI), the National Designated Entity of Kenya, the Dutch Research Institute (TNO), and Sustainable Inclusive Business Kenya (SIB-K) are conducting an assessment to develop an action plan to improve the circularity of Large Household Appliances (LHHA).

The assessment focuses on LHHA waste and aims to develop an action plan and a business model to improve the circularity of LHHA in Kenya.

At the end of the assessment, it's expected that Kenya may develop a road map for the promotion and development of a sectorial or process-specific circular model in which public and private players will be identified to generate national strategies required for the development of the circular economy.

This will serve as a management tool in order to create new businesses, innovation and technological transfer, generate quality employment, and combat climate change in Kenya while complying with its nationally determined contributions (NDC) and sustainable development goals (SDGs), enabling Kenya to become a leader in the field of a circular economy. Part of this action plan will be an infrastructure gap analysis and identification of management and infrastructure requirements to meet future e-waste capacities and enhance circularity.

[Read more about the project here >](#)

[ABOUT THE PROJECT](#)

[CONTENTS](#)

RECENT INDUSTRY PUBLICATIONS



TREND REPORT: KENYA IS IN TRANSITION TO A CIRCULAR ECONOMY

In May 2021, Sustainable Inclusive Business, in partnership with TheRockGroup, a sustainable consultancy firm, published an industry report on Kenya's efforts to transition to a more sustainable and circular economy.

It was launched at the Africa Business Week by the Netherlands Enterprise Agency.

Dubbed, 'Kenya is in Transition to a Circular Economy: A quick scan of the trends and opportunities for businesses in the circular economy and resource efficiency space', the report provides a quick scan of the status of circular economy trends in Kenya, existing gaps, and available opportunities. It further showcases Kenya's business climate and policy framework, as well as relevant organizations contributing to the country's swift shift to a circular economy as an alternative economic framework. This requires a deliberate shift to a system that restores and regenerates natural resources.

TREND REPORT: SINGLE-USE PLASTIC

With the ban of production and use of single-use plastic bags in 2017 and subsequent ban of single-use plastic in protected areas in 2020, Kenya remains a trailblazer in a worldwide trend towards a cleaner and healthier environment; a direction other countries are closely following. In this trend report, Sustainable Inclusive Business provides insightful background and implications of the Kenyan Single-Use Plastic Ban.

ONLINE CRASH COURSE: SINGLE-USE PLASTIC BAN

The private sector remains a driving force in solving the plastic waste problem. By adopting Circular Economy (CE) principles, Kenyan companies are able to innovate and provide new jobs. In this 10-lessons crash course, Sustainable Inclusive Business will update you with the most relevant information on the Single-Use Plastic Ban.

PRIMER: EPR REGULATIONS 2020 KENYA – GUIDELINES FOR EFFICIENT WASTE MANAGEMENT

To solve the packaging waste and pollution menace, a comprehensive circular economy approach is required. We must: eliminate the packaging we don't need; innovate to ensure all the packaging we do need is reusable and recyclable; and circulate all the packaging we use, keeping it in the economy and out of the environment.

According to global evidence, mandatory fee-based Extended Producer Responsibility (EPR) schemes, in which all industry players introducing packaging to the market provide funding dedicated to collecting and processing their packaging after its use, is a vital part of the solution to ensure post-consumption packaging circulation.

Kenya has already started to tackle the plastic waste challenge with the Kenya Plastics Action Plan launched in 2019, which has now led to the development of the Extended Producer Responsibility (EPR) regulations and framework currently under discussion.

As earlier indicated, the purpose of the regulations is to provide a framework for the establishment of mandatory Extended Producer Responsibility Schemes in the country; where a producer's responsibility for their products is extended to the post-consumer stage of a product's life-cycle which may include collection, sorting, and treatment for recycling or recovery.

The aim of establishing EPR Schemes is to enhance resource use efficiency, stimulate innovation, spur recycling and reduce the amount of waste destined for final disposal (landfilling).

The primer proposes to show how the regulation would alleviate the burden on County and national governments for managing end-of-life products, reduce the amount of waste destined for final disposal, and increase rates of recycling.

FOOD FOR THOUGHT!



'RESOURCES ARE NOT INFINITE. THEY ARE SCARCE!'

These phrases entered our public lexicon many decades ago. We have used and reused them so much, they became cliché. They are now commonplace phrases that no longer send cold chills down our spines. But these clichés are now truer than when we started using them.

In our own country, we have witnessed that it is possible to bring down a whole water tower in under a decade, and with it, terrible consequences for communities and biodiversity in general.

What has been responsible for this race to what we call a 'dead end' is the current economic system, otherwise known as the Linear Economy. What it means is that we take virgin resources from nature to make a mobile handset, for instance. The handsets are sold to users who extract whatever service the device has to offer until they get to that point when they need a new, perhaps better one, or until it can no longer offer the desired service. At this point, they end up in drawers in offices or in landfills around the world.

The same can be said for every one of the other items from computers to fridges, washing machines to cookers and clothes to shoes.

The maker and the user won't care about what happens to biodiversity where the extraction was done or the harm caused to the environment by the disposal. Indeed, few people care to remember that the materials used to make the devices are not infinite and that one day they could be nonexistent.

ARE THESE JUST BUZZWORDS?

Sustainability, inclusiveness, and circular economy are the new buzzwords that are increasingly becoming part of our daily communication. These three buzzwords are symbolic of a world that is not just characterized by economic growth but one where we (the people, economy, and environment) can all thrive.

They will not, by themselves, save the planet but they are a warning and a constant reminder to us that we need to move from the current linear economy to a more circular one.

Today, according to estimates, only about nine percent of the global economy is circular.

This means more than 91% of all that is produced out of virgin resources end up as waste in landfills and the general environment.

It's therefore, little wonder, that scientists are predicting that there will be more plastic than fish in the oceans by 2050 if we continue in these current trends.

WHAT MUST WE DO TO REVERSE THIS TREND?

We must change the production and ownership model to one that is more sustainable and inclusive. Under a circular economy, we don't have to own it all.

That sounds almost surreal in a highly capitalistic society. The good news is that we are already practicing some elements of it albeit in a limited fashion and without even being aware of it.

When we are traveling by airplane we don't have to purchase an airplane. Our interest is not to own one but to travel from point A to B therefore, we only need to purchase a plane ticket. When moving around town we don't have to purchase a car to do so. We only need to purchase a train or bus ticket. In both these instances, the ownership of the means of transportation remains with a company.

They are responsible for the proper functioning of the machine from beginning to end.

A similar principle can be applied in just about everything else. The mobile phone company does not have to sell you a phone. It can lease it to you. Your goal is not to own a phone but to benefit from the services it provides. During the lease period, the company is responsible for any repairs that might be needed and when the device no longer functions to your satisfaction or you need the latest gadget in the market, you only need to return your current device and get a new one. This take-back scheme, which can be applied to just about everything else in your household, is only one side of the equation.

On the production side, businesses have a responsibility to innovate better designs, using long-lasting materials. The design should allow

for refurbishment of the device which can then be leased to another market segment. It should also allow for the device to be disassembled into its various parts such that they can be used as inputs in another production line.

This is more like having a universal charger. The same charger can be used on just about every mobile device anywhere in the world. Sometimes, the same charger can be used by several people in one household at the same time. Although some mobile device makers insist on the use of only their specially designed chargers, experience shows any universal charger can work even if the speed may not be the same. Similarly, every component of electronic equipment should fit perfectly into the assembling of new devices when the original is no longer in use.

IT IS A WASTE TO WASTE WASTE!

In a circular economy, there is no waste; not because there is no waste but because waste has value. If a water bottle had value such that we got a refund upon returning a used one, we probably wouldn't throw any away. If our jeans trousers were on lease and we were getting a refund upon returning the old ones, we most likely wouldn't burn them. Instead, we would return them to the manufacturer, if only for a percentage of our cashback.

Strictly speaking, there is no such thing as waste, even under the linear economy.

The reason we call stuff waste is that we don't correctly price materials. Many businesses only consider what is obvious - production, distribution, retail, sales, and marketing.

How about the not-so-obvious? The cost of biodiversity loss during extraction of raw materials; the loss of livelihoods of

indigenous communities when forests are destroyed; the cost to climate during transportation of virgin and made materials; the cost of disposal of used materials? We could go on and on, but if we correctly factored in all these costs, there would be no waste. Everything would be valuable.

That is what a circular economy is. What we call waste becomes the new raw material for making new materials.

WHAT NEXT?

As interest in the circular economy in Kenya continues to gain interest among stakeholders, we expect more best practices among businesses and the public in 2022.

We believe that continuous awareness creation and an enabling environment will be key in gradually transitioning to a more sustainable circular economy.

The establishment of key initiatives such as the Kenya Plastics Pact will particularly go a long way to create a system that accelerates the adoption of circular economy practices and position Kenya to be a thought and conversational leader in the circular economy space.

This will be by stimulating industry-led innovation, dialogue, and collaboration to create new business models, generate job opportunities, and unlock barriers to move towards the circular economy, with improved economic, environmental, and societal outcomes overall.





CONTACT US

EDITORS

Josephine Wawira:
Communications Officer – SIB

Fred Gori:
Communications Consultant

SUSTAINABLE INCLUSIVE BUSINESS



5th Floor, Shelter Afrique Building,
Mamlaka Rd,
P.O. Box 3556-00100 Nairobi Kenya



Cell: +254 710 374 677



Email: Josephine@
sustainableinclusivebusiness.org



www.sustainableinclusivebusiness.org