



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE KENYA

REPORT OF

THE 4TH PRIVATE SECTOR CONFERENCE ON

SUSTAINABLE INCLUSIVE BUSINESS



Netherlands Enterprise Agency



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INTRODUCTION

Every year we look back and we look forward and we see a lot of change and progress has been made, and there is still a lot to do.

Last year we discussed issues like waste management, impact on land, infrastructure and biodiversity and people's skills. This year we can share the progress.

On Waste Management we are now ready to draft the Action Plan together with identified partners. On circular Economy, we now share the principles beyond the waste aspect. We look at Resources, Redesign materials, Redesign business models, Refurbishment, Remanufacturing and Recycling and we are developing road maps with partners. Recovering materials, Rethinking the use of materials are now even in the new Waste Management Bill.

We all believe in the Circular Economy and we understand that resources, nature and people are all connected. This year we try to find the collective solutions to close gaps. We will make sure everyone can pair up and find their match, start building that platform where all green, sustainable construction materials come together, create a plan where the hospitality/tourism industry will not only pledge but communicate to the consumer and have their waste and materials management taken care of, start including everyone in investing in trees and restoring landscapes (our homes), find the answers to skills and people power to build a Sustainable Future.

We have reached a moment in time that we need to change. Change the way we think, the way we execute business practice and the way we measure success. Climate change, growing population, lack of water, pollution, use of raw materials, consumption habits, unemployment, energy use, inequality, animal welfare, agri-practice, soil and land use are all not leading to a Sustainable and Future Proof situation. It also leads to Business Fears!

All we need is to shift and act. A New Business Mindset is required. Businesses are the biggest driving force behind any country's economy. They are (often) flexible, agile and smart with a strong desire to be sustainable.

This is the perfect combination to create big social and environmental impact. At the same time, it creates big Business Opportunities. During the 4th Annual Private Sector Conference on Sustainable Inclusive Business, we will inspire you with insights and examples of a circular economy, New risk assessment, true pricing systems and a new way of measuring success. Sustainable Inclusive Business Kenya likes to showcase great examples, work in progress, insights from all sectors, bring people and ideas together and Grow Sustainable Businesses.

Solutions, innovations (live to try) and many start-ups, students, 250 businesses/organisations, good business practice and networking will invite and encourage you in your Sustainable Inclusive Business Journey.

You are welcome!

Your presence, participation and contribution are highly appreciated.

The 4TH Private Sector Conference on Sustainable and Inclusive Business was held on 17th May 2019 at the United States International University (USIU). The conference's focus was on Circular Economy, Rethinking Business and Changing the story, inspired by the need for businesses to think of new ways of doing business, to increase their positive impact on People and the Planet. The conference is organized by Sustainable Inclusive Business, a project of KEPSA Foundation and supported by the Embassy of the Kingdom of the Netherlands.

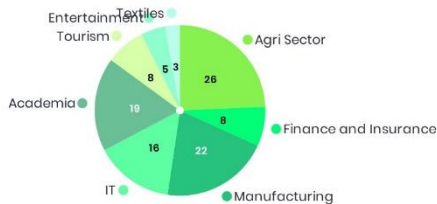
Approximately 300 people representing diverse businesses from all sectors and countries from all sectors.



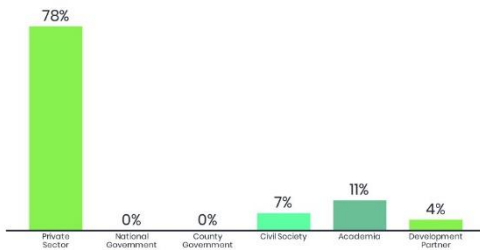
Which country do you represent?



If you are from Private Sector what sector do you represent?



What sector do you represent?



DOCUMENTARY



WATCH DOCUMENTARY HERE

EXERPTS FROM THE KEY NOTE ADDRESSES



Opening Remarks

Ambassador Frans Makken



“I would like to make it a tradition to think non-traditional, to reinvent, invent and renew”

-Amb Frans Makken-

Embassy of the Kingdom of the Netherlands, Nairobi

The Ambassador was delighted to attend the 4th Private Sector conference on Sustainable and Inclusive Business and all other preceding conferences on the same. He went on to appreciate the relationship between KEPSA Foundation and the Embassy of the Kingdom of the Netherlands in supporting Sustainable Inclusive Business and embracing of sustainability and inclusiveness within the Private Sector in Kenya.

Rethinking business, he said, is about not getting rich at the expense of people and the planet. In 1974, the club of Rome Scientists was the first to tell the world that the Linear Economy Model was not sustainable. There is a limit to growth, they said. The Linear Economy Model promotes the take, make, waste economy which we are now replacing with the Circular Economy Model. Circular Economy informs us of the following:

- * Waste is an input: What some of us will consider waste could be an important input in upcycling or recycling for another.
- * Circular Economy can help us create sustainable jobs and competitive economies.
- * The cost of plastics is felt later while the benefits are immediate, circular economy model can help address this.

The Netherlands, he noted aims at becoming completely circular by the year 2050. Some of the smart solutions helping the Netherlands accelerate towards this goal include:

- * Waste Transformers
- * Construction Waste Recycling: Solutions that can recycle construction materials by separating concrete to give back gravel, sand, ballast and steel.
- * Philips Healthcare solutions

[Watch Full Speech HERE](#)



Keynote Address

Dr Pacifica Ogola



“The Ministry of Environment and Forestry is committed to Promote Green Growth, Circular Economy, and Climate Change Actions”

-Dr. Pacifica Ogola-

Director of Climate Change Programmes Coordination at the Ministry of Environment and Forestry, Kenya

Representing the Cabinet Secretary Ministry of Environment and Forestry Hon. Keriako Tobiko, Dr Pacifica Ogola delivered the Keynote address outlining efforts of the Ministry in embracing Circular Economy, Sustainable Practices and pushing for laws and policies that help the country reduce its carbon footprint.

She appreciated the relationship between Kenya and the Netherlands and the efforts made by KEPSA in keeping the conversation on circular economy going. She urged KEPSA to create voluntary targets. She said that the theme of the conference captured the aspirations of the Kenya Government. The Ministry of Environment and Forestry has developed the Green Economy Strategy which aims at:

- * Transforming Kenya into an Inclusive Green Economy and Sustainable Development through the promotion of Economic resilience and resource efficiency.
- * Sustainable Management of Natural resources.
- * Providing support for social inclusion.

The Government of Kenya has developed and is implementing the National Climate Change Action Plan 2018-2022. It identifies seven climate change response Priority areas; Disaster risk management, Food & Nutrition Security, Water & the Blue Economy, Forestry Wildlife and Tourism, Health and Sanitation, Manufacturing, Energy and Transport. These Priority areas focus on steering the country towards a low carbon climate resilient development pathway. She lauded the Private Sector for making great sustainable plans for their businesses which contribute to the achievement of this goal.

We should all work together to develop accessible green cooking technologies to help the country address the forest cover deficit. 80% of our population depend on solid fuels for their day to day energy needs. Most of these fuels are wood and timber related fuels.

There is also a need to promote Climate Action in Cities by promoting sustainable use of energy, transport and promoting recycling, upcycling and proper disposal and management of waste.

WATCH FULL SPEECH HERE



“Let’s pull together, let’s align the shift, and let’s take off, in this circular and sustainable ship that holds many fortunes for the people of Kenya, for the economy and for the environment.”

-Ms Faith Ngige-

Public Private Dialogue Office, KEPSA

Ms Faith Ngige representing the Ms Carole Kariuki CEO KEPSA appreciated the long-running relationship between KEPSA and the Embassy of the Kingdom of the Netherlands in supporting Sustainable Inclusive Business and sustainability programs in general. Through Sustainable Inclusive Business, KEPSA Foundation has reached at least 2000 businesses inspiring them to adopt the New Way of doing business away from the traditional CSR, to People, Planet, Profit focused. She said that the conference was set to offer insights and examples of transformation on rethinking business, creating a circular economy and changing the story through data.

“Climate change, growing population, lack of water, pollution, use of raw materials, consumption habits, unemployment, energy use, inequality, animal welfare, agri-practice, soil and land use are all not leading us to sustainable businesses,” she said. The linear model of growth based on taking, use and dispose of, has been the dominant economic model of the 21st Century. It relies heavily on the use of large quantities of natural resources, use of cheap and easily available materials and quickly disposing of those products to get new ones. This model is reaching its limits.

Thus, besides Sustainable Inclusive Business, KEPSA is playing a major role in encouraging sustainability and circular economy model through some of its other programs like the Partnership For Growth (P4G) and the Plastics Economy Program.

Circular economy is the new paradigm shift of the 21st Century for decoupling economic growth from resource constraints. It is the present viable model for tackling sustainability challenges drive performance and competitiveness, spur innovation and stimulate economic growth and development. By rethinking the way we *produce, work and buy we can generate new opportunities and create new jobs.*

Circularity as a “rethinking device” is proving to be a powerful frame for sparking creative solutions and stimulating innovation. It calls for a review of the production process, consumption, waste management and creation of a market for secondary raw materials. The circular model of growth is restorative and regenerative based on keeping products, components and materials at their highest utility value in the economy at all times. Circular Economy provides an opportunity for businesses to leverage on environmental, social and economic benefits using one stroke.

The transition to a more circular economy holds **major potential** for *enhancing the competitiveness of businesses in Kenya* where resources are used in a more sustainable way.

Watch Full Speech [HERE](#)

Introductory Remarks



“We are all in the same sustainability journey”

*-Ms Karin Boomsma-
Project Director, Sustainable Inclusive Business*

Ms Karin Boomsma the Project Director, Sustainable Inclusive Business was delighted by the many attendees who were attending the conference for at least more than once. 28% of the attendees had attended before. This was an indicator that sustainability and inclusiveness are at the heart of most businesses.



She further explained her inspiration for the theme “Rethinking Business, Circular Economy and Change the Story” It is the People that drive them in a change in People, Planet and Profit. It is people that decide how we go about the economy and the way we live. It boils to choices, a new mindset and new values that we all embrace. To change the story we all should join in.

So, why Rethink and Change the Story and where does Circular Economy fit: This is about bringing sustainability together by:

- * Keeping materials in use by asking yourself; can I reuse it, can I repair it, can it be refurbished, can it be recycled. Upcycling and Recycling.
- * Design out waste
- * Regenerate natural system; Organic waste can become fertilizer to grow food to feed people and animals.

We can redesign electronic products so as it is easy to repair and put them apart for repair. We can choose to buy products that are minimally packaged especially with non-biodegradable material. We can choose to eat less meat which has been proven to have a high negative impact on the planet.

Meat products provide 75 per cent of the daily requirement of 15 key nutrients with average carbon emissions of 248 grams of CO₂ equivalent (g), whereas the equivalent amount of energy from vegetables provides 375 per cent of the 15 recommended daily requirement but with average carbon emissions of 787 g.¹ 70% of arable farmlands are used to grow animal products.

Watch Full Speech [HERE](#)

¹ <https://www.meatinstitute.org/index.php?ht=a/GetDocumentAction/i/117575>

EWASTE CHALLENGE

The EWaste Challenge was a call by the WEEE Centre represented by its General Manager Mr Boniface Mbithi and Close the Gap represented by the Impact Manager Mr Bram Over, to the delegates to consider sending their Electronic Waste to the Centre for Recycling.



Mr Bram Over & Mr Boniface Mbithi

68
Number of
People & Businesses
That committed to sending
Their Ewaste to the WEEE
Centre

WEEE CENTRE

The WEEE Centre is the biggest EWaste handling facility in East Africa, with over 100 collection points and over 5000 tonnes of EWaste collected to date. It offers recycling services, Secure Data Destruction, IT Asset Recovery, IT Asset Disposition and Training to the general public, business, learning institutions, government and NGOs.

Our e-Waste management process meets the highest standards set by the National Environmental Management Authority (NEMA) for waste electrical and electronic equipment.

CLOSE THE GAP

Close the Gap is an international social enterprise that aims to bridge the digital divide by offering high-quality, pre-owned computers donated by European companies to educational, medical and social projects in developing and emerging countries. Close the Gap provides high-quality refurbished IT equipment for social and educational projects in emerging and developing countries, acting as an end-to-end logistics manager that coordinates the many partners active in the supply chain to ensure the IT projects are implemented successfully. This includes monitoring the refurbishment process, transport, export/import process, distribution, installation and maintenance, and local collection and recycling. In Kenya, Close the Gap has partnered with the WEEE Centre to enhance efficient and effective management of Electronic Waste.

[WATCH FULL CHALLENGE HERE](#)

WASTE TO WEAR



Trash to Treasure.

Have you considered
'UPCYCLING'?

A lot of the things we
consider waste can be reused
as better products or
recycled into the same
products they were.

PLENARY



From Left: Nancy Ogonje *EAWS*, Michael Lwoyelo *Sanergy*, Boniface Mbithi *WEEE Centre*, Bram Over *Close the Gap*, Andrew Musingo *CocaCola*, Colin Forbes *Base Titanium* and Teddy Kinyanjui *Seed Balls*

Sustainable Solution for Urban Sanitation

Michael Lwoyelo, Managing Director, Sanergy



103,200

Number of people reached every day

Sanergy is a full value chain approach to addressing the sanitation crisis by offering sustainable solutions for urban slums.

1. It builds affordable sanitation products designed specifically for urban slums, and franchise them to community members to serve all residents.
2. Professionally collects sanitation waste from the community by handcarts and trucks. The Handcarts are also used to deliver toilets deep in slums.
3. We convert the waste at a centralized facility into valuable end-products such as organic fertilizer and insect-based animal feed.

How Sanergy uses Circular Economy Model to solve solid waste management issues

90% of all sanitation waste generated in Kenya is not properly disposed and treated. Nairobi county generates approximately 4500 tonnes of Solid waste, 2000 tonnes of which is organic.

Sanergy builds high quality but low-cost sanitation facilities; Employs young people to maintain. It collects the waste, treats it and uses it to make organic fertilizer which is helping approximately 3000 farmers increase their annual yields by over 30%. Sanergy is currently serving 100,000 city residents in this program. It is currently working with hotels and restaurants in Nairobi to collect their organic waste. Sanergy has used a solid waste problem to create sustainable solutions for farmers, the environment and create hundreds of jobs.

Sustainable & Inclusive Business - Shared Values for People & Planet in the Mining Sector

Colin Forbes, General Manager Environment & Community Affairs, Base Titanium



“It is necessary that we all conduct ourselves in a way that provides customers and consumers with reassurances of the source of the product.”

-Mr Colin Forbes-

Located in Kwale County, 50km south of Mombasa, it operates Kenya’s largest mine, which was officially awarded flagship project status under Kenya’s Vision 2030 national development blueprint. Sharing on Sustainability and Inclusive Business at the Mine, Mr Colin Forbes challenged the delegates to think about all the products they use, they are either mined or grown. We all have to consider the mining as it has an impact on our lives, he said. Titanium ores, similar to the ones mined at Base Titanium are used in our day to day lives; to make teeth fillings, paint, lipstick etc.

Base Titanium is walking the Sustainability and Inclusive Business road by;

- * Community Engagement - It took time to understand how the community interacts with the environment. In the years preceding the establishment of the mine, it resettled over 500 families, 67% of its 1200 employees are from the local community. The major economic activity in Kwale is farming. Most farmers are subsistence farmers. Base Titanium is working with other partners to train farmers and help them move to commercial agriculture. It also has a training program designed to benefit nonskilled workers from the community who join the company.
- * Environmental Management - It has invested resources to ensure that the mine does not only comply with local and international environmental management requirements but practice it and do a little more to protect the environment and rehabilitate areas that mining has closed.
- * Ethical transaction - Base Titanium chooses to be open and transparent with its stakeholders.
- * Post Mining Planning - Base is already thinking of ways to rehabilitate areas where mining has ended. This includes e.g. post 'income' economy for the community and employees as well preserving the ecosystems biodiversity in a nursery for restoration purposes.

Watch Full Speech [HERE](#)

Throwing Tree

Teddy Kinyanjui, Sustainability Manager, Cookswell Jikos LTD



“I hope this conference sheds more light on what we can all do to make Kenya and the world a better place”

-Mr Teddy Kinyanjui-

Nairobi uses about 700, 000 kilos of charcoal every day. The use of these solid fuels is a big contributor to deforestation in Kenya. Seedballs Kenya is making an effort to reverse that and help the country increase its forest cover to the desired level of 10%.

Seedballs Kenya is producing low-cost afforestation technology. Each ball costs one shilling compared to seedlings that cost 50 shillings on average. The seed balls are an excellent way to help forests replenish naturally.



Large Scale Seedball by air

[Watch Full Speech HERE](#)



***“We believe in doing business the right way,
not just the easy way”***

-Mr Andrew Musingo-

Coca Cola is continuously looking for ways to sustainably manufacture and sell its products. It looks at solutions that benefit all value chain actors; consumers, retailers, distributors, partner etc. In this spirit, it has released its first integrated [Business and Sustainability Report](#). Some of its priority areas include:

- * Sugar reduction - The Goals is to reduce the amount of sugar used in its beverages.
- * A world without waste - Coca Cola’s goal is to recycle 1 bottle for each they produce to ensure a 100% collection and recycling of the PET bottles they produce by the year 2020. Currently, it recycles 58% of the PET it produces. The company is also exploring alternative, sustainable packaging to reduce its carbon footprint.
- * Water Stewardship - The Coca Cola company has aimed to use water sustainably by replenishing 100% of all the water they use. All the waste water from its facilities is collected , treated and reused. This goal has been achieved 5 years ahead of time.
- * Community - Coca Colas goal is to employ at least 5 million women across the value chain.
- * Forging partnerships with peers in the industry to collect, recycle and find sustainable alternatives. This has led to the establishment of PETCO Kenya an organisation meant to bring PET value chain actors to help collect and recycle the bottles.

To create effective circular economy models in this sector, there needs to be;

- * Incentives to encourage collection.
- * Extended Producer Responsibility Schemes (EPR) that encourage manufacturers and other plastic producers to be responsible for the waste they generate.
- * EPR scheme levies to enable the Schemes such as PETCO to develop a collection and recycling value chain.

Coca Cola will use this year’s annual Copa Coca Cola football competition to raise awareness on the importance of managing plastic waste. Collection bins will be placed at different schools, the school that collects the most PET will be rewarded.

Watch Full Speech [HERE](#)

Saving the Mara River

Nancy Ogonje, Executive Director of East African Wildlife Society



“We need to save the Mara River for the survival of Mara and Serengeti Ecosystems”

-Ms Nancy Ogonje-

Kenya and Tanzania’s economies depend heavily on the Tourism most of which takes place in the Mara and Serengeti National Parks. The Mara River passes through these National Parks. It supports about 1.1 million people and livelihoods both downstream and upstream.

Sadly, the river is drying up due to:

- * Massive deforestation in the upper Mau escarpment.
- * The abstraction of water for to irrigation.

The death of this river could spell doom to rich biodiversity that thrives on the existence of the river., tourism industry that thrives on the existence of this ecosystem and livelihoods that benefit from this river.

The East African Wildlife Society is calling out all stakeholders to join hands in salvaging this ecosystem. Some of the initiatives that would help save the river include:

- * Immediate reforestation planfor 1200 hectare in the Mau forest .
- * A complete stakeholder mapping to identify key players in the Mara Ecosystem.
- * A comprehensive feasibility study on how the Mara River can be saved.



Side by side comparison of the Mara River before and after.

Watch Full Speech [HERE](#)

Maji Milele/Water Forever

By Marcel Scheurs



Maji Milele Ltd. is the first subsidiary company of Water Forever. We are based in Nairobi, but aim to provide our services all over Kenya. Like our Dutch mother organization we are a for-profit social enterprise. Our mission is safe water for all Kenyan people and not only for a few years, but 'forever', meaning 'Maji Milele'. We have 4 staff members. See contact page for details.

Innovation and services

Providing maintenance of prepaid water points is our main service. Related to this service we are the exclusive distributor of Tagmeter prepaid water meters and offer 100% transparent Community Savings Accounts. For all services, see below.

- * Prepaid meters
- * Product innovations
- * Urban
- * Rural
- * Monitoring
- * Consultancy services



IT from Access to E-Waste and E-Waste Challenge

Workshop moderator: Floris Van Zuilekom from MDF

The speakers were:

1. Michael Koech - Safaricom.
2. Bonnie Mbithi - WEEE Centre
3. Bram Over - CLOSE THE GAP

The discussions were basically structured into three main bits that include: Challenges, Solutions and Ambitions.

CHALLENGES.

With the growth in technology there is a continued increase in the number of devices produced and used by populations, this hence brings us to our problem on how to deal with electronic waste as a way to protect the environment and create a circular economy.

Statistically, we produce around 50 million tonnes of e-waste globally 20% of which is collected and recycled. In Kenya, the figure is around 44,000 tonnes of which only about 1% is recycled. The rest of the waste is dumped, traded and sometimes recycled under inferior conditions.

Some of the major challenges in the management of e-waste are:

1. Misinformation and lack of awareness
2. Lack of sorting and segregation at cost.
3. Processing and machinery cost.
4. Lack of proper regulatory framework



Delegates keenly follow the session

SOLUTIONS

At the wake of these challenges Technology companies in Kenya such as Close the Gap, Safaricom and WEEE centre are partnering to come up with lasting solutions. According to Mr Michael Koech Safaricom's manager on climate and environmental management, Safaricom has partnered with WEEE centre on two major fronts:

1. The company gives WEEE centre their electronic products once they have served their time.
2. All Safaricom shops countrywide act as collection centres for all types of electronic waste from the general public.

Close the Gap is also partnering with WEEE Centre to open refurbishing plants for computers both in Nairobi and Mombasa that shall later be distributed to needy schools in Kenya.

Other suggested Solutions included creating public awareness on the importance of electronic waste management through the media and other available platforms such as the SIB conference.

Proper policies are also going to set straight how we manage electronic waste. And as we discussed in the workshop it was clear that the government needed to hasten the signing of the technology amendment in parliament.

CONCLUSION

It was agreed that all of us need to partner as individuals and corporates to address the e-waste menace that is gradually on the rise. Therefore, all in attendance agreed to get in touch with their friends, family and related companies and find ways through which they can deliver their e-waste to WEEE centre.

Also, on an individual level take up simple approaches such as sorting of waste from their household as a start to creating a culture that manages its waste to protect the environment and promote a circular economy.

Workshop Knowledge Partners



GroundWork (Extractives, Farming and Landscape Restoration), Climate Change & Biodiversity.



Workshop Supported by:



**BASE
TITANIUM**

REHABILITATION, BIODIVERSITY AND HOW MINING AFFECTS LAND

BASE TITANIUM - Colin Forbes



Challenges

Solutions to deal with the impact that mining has on Land are very complex. This needs good systems to deal with the issue in making sure that there is sustainability in the long term.

A plan had to be put in place in order to restore the land to a state that the community is able to get value out of it. Restore that land back to its agricultural fertility.

A baseline study was very important to understand the land/environment before mining. The baseline study revealed threatened tree species around the mining area that was to be removed. A lot of research and trials has been done to enable deal in the best way possible with biodiversity in general. Have the largest tree nursery in East Africa this is to enable keep the land indigenous.

Solutions

An agreement was reached with the National Environment Management Authority to restore the land back to its ecosystem. And today about 4000 acres of land is a biodiversity corridor, linking a high-value forest cover stretching all the way through Gogoni Forest to Mukuru mji river Valley.

Recreating water retention layers in the land that is given back to the community is very important, to facilitate not only dry land agriculture since sand is a poor water retainer. This means that we need to design a model that we use to rebuild the hill that we mine with the intention to hand over land that is agriculturally productive.

Workshop Knowledge Partners







Meet & greet: Youth On admission - what drives them? Universities - what feeds them?
 Meet & greet: the businesses, what are they looking for?

This was a panel of different stakeholders discussing the development and sustainability of human resources in the current business market. These were the Students, Academicians, Incubators and Business Executives. Three very important questions were asked during the workshop:

1. Are students able to successfully transition from the school system to the job market?

Yes, it is possible but rarely happens. This was spoken about in detail by all groups but what stood out was that students are barely prepared for the work environment, mostly jumping in with the bright hope of doing exceptionally well, getting promoted and making good money. They aren't aware or prepared for the long working hours, work ethic, organizational cultures and very slow rate of growth that many jobs/careers possess. This gives them a headache in adapting to the new environment and learning how to interact as well as the ins and outs of the field while on the job over a very short probationary period.

2. Why is there a gap in knowledge between when you're in school and when you go to the job market?

This was answered and emphasized on by the Incubators and Business Executives. The Incubators came up and stated that schools teach a lot of hard theory but fail to teach certain essential skills that are needed in the workplace such as how to do taxes and negotiation skills.

3. How can we help make the situation better?

This one was answered mainly by the Incubators and Business Executives. They said that the only way to assist students in moving forward to the job market is to continuously have the corporate world work with the educational institutions so as to give an indication of the changes happening in the corporate world. This will help reduce the large school to work gap of learning that currently exists thus streamlining the transition of the student into the corporate world.


Great Minds Challenge Talk

Introduction



Mr Peter Nd'ung'u the four member of the Great Minds Challenge **opened the session. He went ahead to tell more about the Great Minds Challenge (GMC).**

What is GMC about?

Peter Kinyanjui took the lead as he introduced the whole team of four who created Great Minds Challenge. He spoke of how GMC was  to improve the workplace for not only the business but also the people in it. It's about empowering a new generation of leaders in Africa with innovative, future-proof ideas which is something that is needed in Africa in urgency especially with the emphasis of the circular economy and skills development among the youth.

The team does not work alone. They work with highly experienced coaches and experts from Kenya, USA and Netherlands to improve the working environment of your organization through a two-month program of learning and implementation of new sustainable, future-proof skills. They then opened the floor for two of their coaches to give some insight.

Derek Bbanga

Here are some ways a person gives off energy:

1. **Getting in touch with your own mood:** An awareness of how you feel is very important and quite vital in knowing what energy you give off at any given time.
2. **Awareness of others:** One has to be aware of the people around them and the fact that they may not always feel good and thus they could influence negative energy.
3. **Being authentic:** Authenticity is a very key component in managing your energy. This is because someone who is perceived as inauthentic and/or fake automatically triggers negative energy from the people around him/her.
4. **Self-management:** Managing your emotions is key in good mood management. This is because you shouldn't make everyone feel bad because you're in a bad mood.
5. **Using emotional data (emotional reasoning):** This is the use of all the emotional information you have at that time to produce the best feeling and manage emotions to the best levels possible at that time.

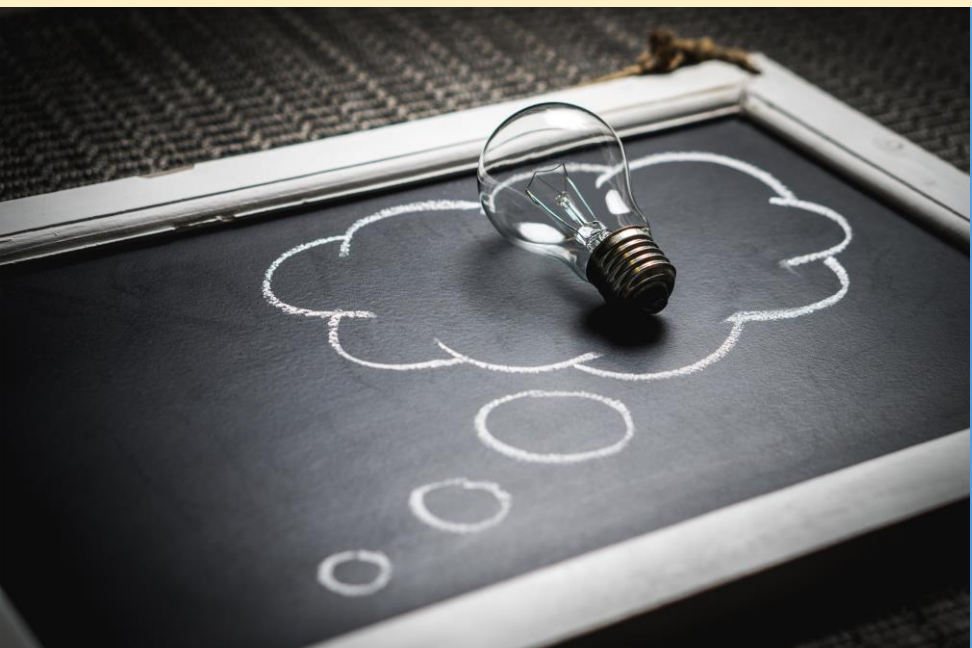
David Stevens

David Stevens was a true GMC ambassador by going straight to the point of what GMC does. He said that GMC takes your dream, assigns you a business coach and a business plan to see if you can achieve your dream. Then they give you the opportunity to choose how to create a life (no matter what happens to you of your given meaning). He further went on to explain the importance of an organization like GMC by outlining an important question which was, "What is the use of getting a job if it doesn't feel fulfilling enough?" He then answered it by outlining the importance of the experts and coaches within the reach of GMC. He ended his presentation by saying, "We will teach you some tools so you can take your skills from bottom to the top." At that point, he left the floor. Peter Ndung'u and Longangi Antonio called the talk to a close and thanked the audience for their time.

Workshop Knowledge Partners



ReDesign, Unpack – Repack Retail Challenge, New in Fashion



Partners: Bio Foods, T3, KUWA, Retrak, Takataka Solutions

Panel discussion

Panellists:

- * Mr Joachim Westerveld; Executive Chair, Bio Foods
- * Ms Gupreet Kenth; CEO, Trash Thread Textile (T3)
- * Ms Lena Padis; Head of Administration, Finance & Sales, Mr Green Africa
- * Ms Wambui Mbarire; CEO, Retrak

Moderator:

- * Mr. Daniel Paffenholz; CEO, Takataka Solutions



The panellists discussed how they are each involved with re-designing and unpacking. Ms Wambui described the work that Retrak does as pertaining to re-designing and unpacking. Retrak represents and acts as the voice of the retail industry. They have been particularly affected by the ban on plastic carrier bags which has been implemented in Kenya. They have, however, also on the forefront of ensuring that the use of plastic carrier bags is deterred so as to ensure that the negative effects of their accumulation (including flooding as a result of the blockage of sewers by discarded plastic carrier bags) are reduced significantly.

Retrak has been in discussions with NEMA on charging for the carrier bags that have replaced plastic carrier bags. They have realized that the replacements are still not being recycled because consumers do not assign value to the bags. By increasing the cost of the bags from Ksh. 5 and Ksh. 10 to Ksh. 20 and Ksh. 30, and thereafter to Ksh. 50, Retrak hopes to encourage consumers to recycle as disposing of a bag that costs Ksh. 50 and above would seem costly to the consumers.

Ms Lena then described the work that Mr Green does. The organization is involved in recycling and works with waste pickers and street children from the informal sector who collect waste from waste collection centres (trading points) or dumpsites to earn a living. The trading points are often in slum areas. The main challenge the company is facing is placing a price cap on what the waste pickers collect so that they are paid fairly. There also needs to be a change of perception amongst the citizenry towards seeing good waste as valuable so that the waste pickers are paid

fairly. Additionally, the lack of a culture of waste separation in the country poses a challenge in the sorting and recycling of the collected waste.

Ms Gupreet is part of Trash Thread Textile (T3), an organization that converts PET to textile. The organization presents a circular solution to the fashion industry. Their main challenge in the recycling process is the sorting of the collected plastics in accordance with the 7 types of plastic. Ms Gupreet proposed that this process could be eased by ensuring that companies that manufacture plastics place codes on each of the plastics for easier identification.

Mr Joachim of Bio Foods emphasized that the organization is founded on three main pillars: quality, taste and sustainability. To achieve its third pillar, Bio Foods has been on a quest to reduce the amount of plastic they use in their bottles. This quest led them to create lighter bottles and to now having a recyclable bottle made from clear plastic which is more valuable when being recycled. Bio Foods also reduces waste and recycles 98% of its industrial waste and hopes that by focusing on their 3 pillars and achieving sustainability, they will encourage other companies in the dairy business to follow suit.

Mr Daniel then opened up the session to questions from the audience. The first question was asked by Ms Evelyn of Embody Accessories to T3 on what kinds of plastics are used in the dying process. Ms Gupreet answered the question that clear plastics are often better to use because they are easy to dye according to the colour that their customers stipulate. The second question was to Bio Foods on whether the recycled packaging compromises the quality of the milk. The response from Mr Joachim was that all packaging that is used is tested for food rate and therefore does not hamper the quality of the milk. The third question was what is the safest way to clean agricultural waste without is posing as a danger to health. The general sentiment from the panellists was that the only way is to clean it so that it becomes recyclable particularly through the hot washing process.

The next round of questions started with a question to T3 on what is next for the recycled fashion products once they reach the end of life. Ms Gupreet responded that the solution T3 provides is multicyclic. At the end of life, T3 further recycles their products into carpet lining or roof lining (among other products). Ms Lena added to this response by pointing out that further recycling reduces the quality of the plastics and this kind of plastic can be made into basins and buckets that are used for long periods of time. Ms Gupreet further added that the way forward is to ensure that there is an integrated industry particularly in the fashion industry so as to ensure that recycling is a circular process, thereby reducing the amount of plastic waste.

A representative from Safari Lounge inquired on what are the solutions for multilayered packaging that is particularly used in the coffee industry. The panellists reiterated that multi-layered packaging is a challenge in the recycling process. Ms Lena shared her experience with multilayered packaging such that they often use a sink-float tank to separate such products even though this process is not always efficient. The available solution, she stipulated, would be encouraging manufacturers to make products that use 1 polymer so as to make the products recyclable. The third question was to Ms Wambui of Retrak on whether the ban on plastic carrier bags in Kenya has been successful and whether the available alternatives (such as paper) are better, given that they also impact the environment negatively. According to Ms Wambui, the ban has been successful and, while the available alternatives may not be the best options, there is an

opportunity to explore what would be the best alternative and whether the use of biodegradables would be best.

The final round of **questions was comprised of three questions.** The first was on how organizations can deal with governments that restrict the work of recycling plants. The second was to T3 and was on what would be a solution to filtering out micro-plastics produced by the textile industry, and the third was at the expense of recycled products. The first question was answered by Mr Joachim who pointed out that governments have to put in place regulations and incentives that will bring about behavioural change among the citizenry as bans are not effective and efficient in bringing about behavioural change. While answering the second question, Ms Gupreet reminded the participants in the workshop that the textile industry is not the biggest contributor to plastic waste. The solution that she then provided was an integration of industries so that there is recycling that in turn leads to a reduction of the number of micro-plastics that are in circulation, and to ensure that there is further research into how best to deal with micro-plastics.

The final question was then answered by Mr Joachim who pointed out that the extra costs from using recycled products should not be pushed to consumers. His final words, that also worked to close the session, were that consumers are the most important in ensuring that recycling is effective. The consumers have the biggest impact and can take steps to start changing their mindset on the use of plastics. Governments and companies should also focus on providing education on the environmental effects of not recycling so as to ensure behavioural changes take place.

Workshop Knowledge Partners



Green Construction B2B Space



Construction and Green Construction B2B Space

Moderator: Ruth Onkangi, National Construction Authority

Panellists:

- **Gikonyo Gitonga** the KEPSA Lands, Physical Planning and Housing Sector Board Chair.
- **Robert Kiplagat** who is the technical director at Machine Technique Solutions.
- **Zara Kassam**, KUWA
- **Madhur Ramrakha**, the Board Treasurer at the Kenya Green Building Society that focuses on sustainability in the construction space
- **Remco Rolvink**, landscape architect and urban planner at DASUDA
- **Kariba Moko** partner at MOAD capital, a real estate company focusing on ownership of homes at affordable rates



Ambitions

Kenya can achieve Green construction by embracing modern and sustainable building solutions and methods such as; construction recycling, use of electric and precision building and construction technologies that reduce wastage of materials and minimize the need for intense labour and time. These elements could contribute to the achievement of the Big Four Agenda on Affordable Housing. Also, recycling and upcycling in deconstruction where there is re-use of useful material when buildings and other forms of permanent and semi-permanent structures are put down.

There is also a need to increase awareness amongst Kenyans, businesses and the building and construction sector to understand circular economy and how they can embrace it. The building and construction, together, can implement efficient recycling and upcycling programs that promote circular economy. An industry drive will inspire more Kenyans to embrace the practice and eventually include other industries.

Thirdly, the panel admitted that collaboration is key so as to push the agenda of circular construction. This was discussed and was only said to be possible by connecting the demand for construction materials with the supply of the same.

Additionally, another ambition was working with the government, where it was noted that the Big 4 Agenda that is seen to be the main agenda for the current government can be greened to support the construction industry in Kenya effectively use circular construction.



Q & A session

Challenges

One major issue that was seen is academia where it was said that there needs to be a change in the country's education curriculum. This is because there is a knowledge gap where many citizens are seen to prefer to get rid of things than to recycle them. However, the blame cannot be put on them as the country's education system lacks the capacity to fill the knowledge gap in circular economy.

Another challenge seen was the need of developing states such as Kenya, wanting to industrialize instead of investing in circular economy. This is seen as a challenge as countries or rather leaders of these countries see that they can waste a lot of material with the hope of recycling in the future.

Additionally, enforcement of policies is seen to be weak. This comes despite the agreement that the country's policies are quite good and have a strong sense of viability and practicality. However, those seen in power are not pushing the agenda of greening the construction industry. Even though efforts are made, it is not quite enough to notably contribute to greening this industry.

Workshop Knowledge Partners





Coca-Cola

Sponsored by: Coca-Cola

Moderated by: (Zuri Events)

Panelists Included: KEPSA, Tribe, Trademark Hotel, Sunworld Safaris, KATO, T3 and IUCN.

Faith Ngige - KEPSA

Who defines what waste is?

The 2006 waste regulation does not give responsibility to individuals to manage their waste 

The new waste management policy will seek to find a way and means of reducing waste and give citizens the ability to determine what waste is. Every county must handle its own waste or collaborate with other county governments on possible ways to dispose of waste. Landfilling and recycling should be encouraged.


Sharleen - Tribe and Trademark

The private sector must do **what they can from within their own spaces**. Because of people constantly being on the go, the need and demand for plastic utensils have increased. Trademark no longer uses plastic bottles, they have switched to metal bottles that are given to tourists on arrival, and they have also swapped to metal straws which are reusable. When the Trademark Hotel was opened, old bed linen was used to make laundry bags. Solar panels, steam boilers for washing machines and a sewage disposal treatment plant have been installed. Grey water is recycled to be used for the toilets. Pallets used to ship in goods have been reused to make furniture. Partnership with Synergy has been formed. Food waste in the hotel is used to make fertiliser.

Gabrielle - Sunworld Safaris, KATO Environment Committee, Mara Bush Camp

Sunworld is now completely plastic-free since 2018

There now exists a KATO Environment Committee. Between September and November 2019, all members aim to have changed from plastic to other recyclable and environmentally friendly materials. They are now using kikapu as a waste bag.

KATO Environment Committee supports a specific  by taking about 180 students on 3-5 trips a year to educate them about conservation

Mara Bush Camp

We banned the use of single-use plastic bottles in favour of metal ones which tourists can refill from a dispenser. We have also banned cling wrap and swapped it for bee wax covers. Makes fresh yoghurt and jam which are stored in glass jars. Grey water is filtered through wetlands.

KATO has an environment sticker at National Parks and game reserves for people to be able to report any environmental issues and violations

T3

There is a lot of interest to recycle in Kenya. T3 is currently collecting PET bottles and has a capacity of collecting half a billion a year partnering with cafes and restaurants. Coca-Cola is its greatest recycling partner. They give people organic bags which they can fill with recyclable materials and give them to T3.

IUCN - Edith Wamai

Their mandate is to provide knowledge and tools to ensure that conservation takes place. They also come up with business engagement and public policies, best practices and transformation action plans. IUCN plays a more scientific role by researching and providing information on waste and waste collection which is not easily available. Currently running a project called 'Maplastic' in coastal areas in Kenya, Mozambique, South Africa and Thailand. They are currently calling for innovative proposals on recycling, under business engagement.

Questions

- * What can we as a sector do to inspire change?
- * Has KATO done anything to compile a list of companies doing recycling

KATO issues eco-friendly practices and has a contact list, however, KATO does not have as much influence as KFC.

Julie - Seas for life

- * They are having a cycling event from Nairobi to Watamu but the question is what project will they support with the proceeds they raise.
- * How do we engage consumers? Is it consumer, industry or policy driven
- * How do we redefine luxury and find a holistic solution?

Other points raised

- * The way forward is education that gives consumers the opportunity to make informed decisions
- * Programs must focus on 90% of the population who are middle and low income
- * The approach needs to be multifaceted i.e. targeting and involving all stakeholders
- * Recycling is tough and it's hard work because it costs money
- * We must come up with solutions that don't require importing



How Finance makes all the difference. It is the starting point of a business and the reason to sustain. Therefore finance can have a big impact. It the most powerful incentive there is. It can force and drive change and turning risks into investments. Its access to all opportunities.

Making loans cheaper for businesses that have a positive impact on the environment would work, sustainable and would lower risks.

Innovations that solve issues and drive sustainable inclusive business should be rewarded because they will ultimately reward sustainable and green growth.

This is good for finance in terms of various capitals: Natural Capital, Human Capital, Intellectual/Informational Capital, Social Capital and Manufactured Capital? What kind of support do businesses need?

How can NGOs provide knowledge?

Moderator: Agnes Makena & Rachael Wangari [Intellecap](#)

Panellists: Jackson Kiplagat - WWF, Paul Kiundu - *Equity Bank*, Amos Mutiya - B.lab EA., Patricia Mulinga - K.W.S.F, Emily Kinuthia - NIC Bank, Joan Kamau - African Management Initiative, Peter Scott - Burn Manufacturing, Martha Karimi - Edge Consulting company.

Background on Intellecap:

The Aavishkaar-Intellecap Group is a global pioneer in taking an entrepreneurship based approach towards development.



The group brings together an ecosystem of knowledge, capital, and networks to help entrepreneurs thrive while they work to improve the state of the world's 3 billion underserved people.

Driven by a vision to build a business with/for the other 3 billion that are economically underserved, the group focuses on developing the entire entrepreneurial ecosystem across the continents of Asia and Africa.

Founded in 2002, with just US\$ 100, the group now manages assets of over US\$ 650 million, with 3500+ employees across India, Indonesia, Bangladesh, Kenya, and the United States of America.

The Aavishkaar-Intellecap group's financial ecosystem includes equity funds, a venture debt vehicle, a microfinance and advisory business including investment banking.

vision turn poor people rich: Over the last 15 years, we have worked with over 1000 enterprises across emerging markets in Asia and Africa.

By partnering with entrepreneurs across the continent, they have been able to initiate and sustain inclusive sustainability through scaling high potential and high impact enterprises,

Providing structured technical and strategic advice to accelerate enterprise growth and improve capabilities, designing market-based solutions for global challenges and lastly structuring and sourcing for impact businesses.

SOCIAL AND CONSUMER CAPITAL by Amos Mutiya - B.lab EA.

Social and environmental impact by companies:

Mainly deals with the potential of firms to secure benefits and invent solutions to problems through their business ecosystem. This, in turn, helps improve sustainability.

Social capital revolves around three major pillars

1. Participation.
2. Creating and Maintaining Trust.
3. Resources Gained through these practises.

Understanding social capital is vital for any firm's sustainability, today, consumers are aware and have so much access to a business' information. It can ideally have positive or negative impacts on the society and environment depending on how it is managed.

B Lab East Africa is part of a global movement that supports people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World and as a result society will enjoy more shared and durable prosperity.

B lab promotes creating networks and partnerships for the purpose of working together, utilizing all the players in your firm's ecosystem to build social capital

Do consumers care about impact? (Consumer capital and what it means for impact focused enterprises. Elaboration here on the changing consumer narrative from being industry to customer driven and more awareness from the latter on the impact they create from purchases) Yes, consumers do, and that is why you may find them so much invested in an organization's product quality, service delivery and feedback.

How do you harness and leverage this capital to drive business and investments?

By understanding social capital and its impact ie low public relations chemistry can lead to damaged company/organization image. Hence by working together by forming partnerships and utilizing all players in your ecosystem to build social capital.

HUMAN CAPITAL by Martha Karimi - Edge Consulting company.

What is your perception of Human capital?

Working with the team you have to achieve your goals. It is facilitated by taking advantage of the skills we possess and High functioning personalities within the business.

builds stronger culture and ecosystems for business sustainability

How to achieve/realize Human capital within a business?

By working with partners/clients we are able to answer;

- 1.How to get people involved.
2. How are they involved in innovation?
3. Are they value adding.
- 4.By keeping the promise to your employees. (Employee Value Propositioning) .

Companies willing to invest and understand markets, People are heavily involved in both. It's a people business, By maximizing on this unique resource. Initiating talent based programs by focusing on different talents that people possess to achieve efficiency and better work relations.

Challenges:

Convincing businesses to switch from money based capital to human-based capital. another challenge faced is Recruitment.At university level: changing the narrative to where I want to work ? do they offer platforms for talent based performance programs.

NATURAL CAPITAL by Jackson Kiplagat - WWF, Patricia Mulinga - K.W.S.F , Peter Scott - Burn Manufacturing.

What does BURN manufacturing do?

What has been the impact so far?

What are some of the challenges you face, especially when it comes to access to capital?

How has the market response been for your products?

What is WWF's perception of Natural Capital?

Why is Natural capital important?

What are the challenges that are facing Natural capital?

What are some of the innovative solutions that you have come across, creating solutions to those?

CHALLENGES

Examples of blended finance mechanisms that WWF is deploying.

NETWORKING SESSION



CHALLENGE,
NETWORK & MATCH-MAKING SPACE

**PRIVATE SECTOR
CONFERENCE ON
SUSTAINABLE & INCLUSIVE BUSINESS**

BUSINESS AND RESOURCES
Hours and facts by Conservat.org/5

www.sustainableinclusivebusiness.org



CHALLENGE,
NETWORK & MATCH-MAKING SPACE

**PRIVATE SECTOR
CONFERENCE ON
SUSTAINABLE & INCLUSIVE BUSINESS**

**PET & EWASTE
Recycle Challenge**

www.sustainableinclusivebusiness.org



CHALLENGE,
NETWORK & MATCH-MAKING SPACE

**PRIVATE SECTOR
CONFERENCE ON
SUSTAINABLE & INCLUSIVE BUSINESS**

Join **ChangeTheStory**

www.sustainableinclusivebusiness.org



CHALLENGE,
NETWORK & MATCH-MAKING SPACE

**PRIVATE SECTOR
CONFERENCE ON
SUSTAINABLE & INCLUSIVE BUSINESS**


**HOSPITALITY & TOURISM
R5 CHALLENGE**
Refuse, Reduce, Reuse, Repurpose, Recycle

www.sustainableinclusivebusiness.org

Delegates sat to network on Business Resources and Finance.

Delegates sat to discuss and exchange ideas on recycling, Ewaste and Circular Economy 


Many Private Sector Players would like to **ChangeTheStory** by doing something that increases their impact on People & the Planet. This was a perfect ground.



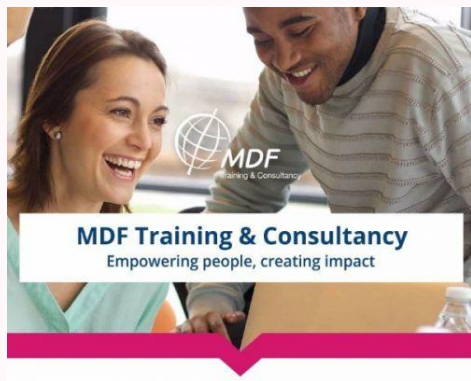
Let's **thing** the 5 R's in Sustainability:
Refuse, Reduce, Reuse, Repurpose, Recycle,

CLOSING REMARKS



Ms. Karin Boomsma, Project Director Sustainable Inclusive Business
“The 4th Private Sector Conference was a success, giving us all an opportunity to learn and share knowledge. The sessions enlightened us with sustainable solutions to some of our everyday challenges, made interesting contacts or someone even got a job. It is my hope that you were inspired to Rethink your business strategy and model, to embed Circular Economy into your strategy and to Change the Story” 

SPECIAL THANKS TO:



MDF AFRICA

MDF Training and Consultancy found great value in participating in such a progressive and sustainable event. As moderators of several workshops, we learned a lot about the circular economy and how we all can take contribute. We saw and recognised plenty of valuable projects and business ideas that reuse or make efficient use of the valuable resources that we have here in Kenya.

As MDF, we want to work with your organisation and networks to help bring your ideas to life. We do this by giving you the right tools to develop your ideas into winning proposals, to help you advocate for better policies that promote a circular economy, or to give you the skills to monitor your projects in order to set you firmly on to the path of achieving your sustainable goals.

The tools and approaches we utilise are directly implementable. Our consultants have years of experience to draw on and the capability and sensitivity to guide you through your various project phases to ensure that you achieve lasting results. This way we empower your organisation and networks to increase your green impact!

To get started, we are offering all participants of the SIB conference a 10% discount for any of our 2019 management training courses at our regional locations in Nairobi, Goma, and Accra. Please go [HERE](#) to review the upcoming English courses, and [HERE](#) for the French courses. If you find a course that is suitable for you please register [HERE](#), or contact us via mdfesa@mdf.nl

We look forward to working together toward a better future.



Here is what the media report on the conference.

THE STANDARD

NO MEAT AND BOTTLED WATER FOR DELEGATES AT MEETING

Delegates attending a business conference in Nairobi were recently taken aback when they arrived for lunch to find there was no meat at any of the serving points.

Earlier in the morning at the opening of the 4th Private Sector Conference on Sustainable Inclusive Business, many of them were surprised when they learnt that no bottled water would be served.

All delegates had been advised to bring reusable water bottles, but a majority of them seemed not to have gotten the memo...[Read more](#)

BUSINESS NEWS TODAY

NO MEAT, BOTTLED WATER FOR BUSINESSMEN AT KEY CONFERENCE

Delegates attending the 4th Private Sector Conference on Sustainable Inclusive Business (#Sustainabilityconference2019) held at the United States International University (USIU), Nairobi on Friday last week was a little taken aback when they arrived for lunch to find there was no meat being served at the function.

That compounded on another unusual thing that they had found out earlier in the day, no bottled water was being served at the event, all the delegates had been advised to carry with them re-usable bottles but they made light work of the advisory opinion...[Read more](#)

SOCIAL MEDIA

#Sustainabilityconference2019

#CircularEconomy is not an option. It is an imperative. Its antithesis, Linear Economic Model is simply take, make, waste. It's a threat to sustainability

@FredGori

#sustainabilityconferenc
e2019 happening at @USIUAfrica. Great opportunity to improve social mobility projects.
#changethestory
#rethinkbusiness
#circulareconomy

@_nakaniwa

Rethinking our business strategies for a more productive society
#Sustainabilityconferenc
e2019

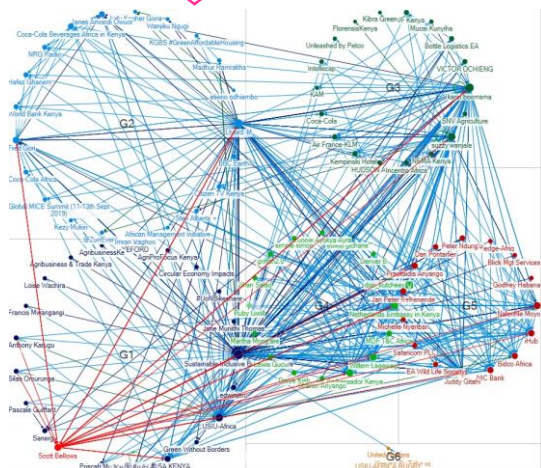
@HudsonWamena

Our MD Michael Lwoyelo showcasing how we're solving the #wastemanagement crisis in #Nairobi via the #CircularEconomy at the #Sustainabilityconference2019.

@Sanergy

Karin Boomsma, Director & Project Coordinator gives the opening remarks. She urges us all to join the journey towards a more sustainable economy in our own little way
#RethinkBusiness
#CircularEconomy
#ChangeTheStory

@NLiKenya



THE DAY IN PICTURES



Delegates registering for the conference.



Ms Brenda Odallo and Ms Faith Ngige



Delegates during a network session.



A journalist chats with Ms Anja Roymans of The Embassy of the Kingdom of the Netherlands



Amb. Frans Makken of the Kingdom of the Netherlands speaking



Mr Mucai Kunyiha, Vice Chair KAM chats with fellow delegates



Delegates during a network session.



Sustainable Lunch



Olivia Stol and Barbara Kui entertain with the song sustainable world



Ms Gabriella Nowak on Sustainability at Sunworld Safaris



Delegates contribute during a workshop session



Delegates at the networking



A delegate getting a serving of the sustainable lunch



Mr Johnstone Mwakazi, the MC opening the forum



Ms Karin Boomsma poses with the volunteers



Ms Brenda Odallo, of the Embassy of the Netherlands chat with delegates visiting the Orange Corner.

TIPS AND TRICKS FOR SUSTAINABLE EVENTS

The conference was sustainably organised. Some of the notable sustainable things include:

Water was served in glasses and delegates were requested to bring their own water bottles. This was made possible by; [Water Forever](#) and [Lifestraw](#) by providing water dispensing stations.




Wonderful vegetarian lunch. Consumption of meat and other animal products is proven to contribute to the carbon footprint. Across the world, huge tracks of land are required to grow food to feed animals for us to feed on them. A lot of water, chemical fertilisers and medicines are used to make this possible. We, therefore, believe that a reduction in the intake of animal products could contribute positively to the planet by reducing our carbon footprint. The Vegetarian Lunch was made possible by; Lime Catering.



We avoided the bulk printing of conference materials. We only had a handful of the conference material while the rest was made accessible digitally.



We ensured that all the waste we generated was sent to a recycling facility. TakaTaka Solutions offered waste bins that were station across the venue for delegates to dispose of their waste. This was  sent to their facility for sorting and recycling.



In the spirit of Circular Economy, all delegates received a beaded lanyard made from recycled paper.




Sustainable is not only good, but it is also fun, beautiful, different and inspiring!

#Change The Story

TIPS & TRICKS

Did you know that the carbon footprint of tourism and hospitality contributes a lot of pollution through transportation, accommodation, food and beverages, souvenirs, clothing, cosmetics and other goods? At SIBkenya we wish to reduce your footprint in meetings and communicate the new norms and have a great new marketing tool at the same time by:

- * Offer to replace single-use plastic bottled water with dispensers (use of a glass), carrying one's refillable water bottles (this helps to amount of water wasted)
- * Recycling the waste of your event
- * Replacing plastic straws by environmental alternatives or not - just 'sip it' ;)
- * Use of biodegradable napkins, take-away materials, coffee/tea capsules, bags, packaging
- * **Use of biodegradable takeaway**
- * Use paper badges (use recyclable paper badges)
- * Offer fun keycards made of recycled paper
- * Use daylight during the event as much as possible - solar meeting
- * Offset your car emission by **donation to (plant tree initiative)** 
- * Having a nursing room (for breastfeeding, expressing milk) - to include and welcome nursing women as well.
- * Suggest vegetarian delights! And Fresh flowers
- * Get feedback online -live- from your audience by using technology to share
- * Make sure you impose 'good' sustainable standards upon your suppliers.

The personal touch, care for the lower footprint of your meeting/event participants, alternatives to the norm and details in decoration will give your meeting a fresh feeling, cool environment, enhancing the mood and set a perfect ambience for any type of event.

Why sustainable meeting & event solutions are the best Marketing Communication tool?

- a) You show the appreciation for the time your guest takes to be here.

The guest feels different - you have paid attention to details and paid attention to the impact of the event on people and the planet.

- b) Reduce the footprint of guest - gives a feel good.
- c) Doing things differently brings inspiration and engagement and creates a Memorable event.
- d) Providing creative invitations, and reports will make you be able to start awareness for meeting/event pre and post as well.
- e) Today - sustainability looks beautiful!



Kingdom of the Netherlands



Meat causes more emission than all modes of transport combined!

https://www.ted.com/talks/graham_hill_weekday_vegetarian#t-56440

Vegetarianism nurtures the idea of keeping the environment safe. Eating less meat will help humans reduce their impact on the environment.

If you reduce your consumption of meat you will reduce your footprint tremendously.

1 week without meat:

- Saves half a year of shower water (cause Animal agriculture is consuming lots of water, 1 kg beef – uses 10.000 liter of water)
- Saves the CO2 emission equivalent of 111 kilometer car ride
- Saves the full consumption weight of 1 whole chicken life
- For a tree it would take 7 months to compensate 1 week of eating meat



BROOD

Safari Lounge
SPECIALTY COFFEE



