

CIRCULARITY WEEK



**SUSTAINABLE
INCLUSIVE**
BUSINESS
THE KNOWLEDGE CENTRE KENYA



**SUSTAINABLE
INCLUSIVE**
THE KNOWLEDGE CENTRE KENYA
BUSINESS



Konia
Plastics
Pact



Ministry of
Environment,
Climate Change &
Forestry
REPUBLIC OF KENYA



Nation Media Group
Media of Africa for Africa

CELEBRATING 10 YEARS OF Great Milestones in Sustainability

10TH
**CIRCULAR ECONOMY
CONFERENCE**

Reimagine

**CIRCULAR ECONOMY
CONFERENCE**

19th Nov 2025

**PLASTICS
SUMMIT**

&

**NO WASTE
FESTIVAL**

20th Nov 2025

19th & 20th November 2025

Nairobi Street Kitchen



**KONRAD
ADENAUER
STIFTUNG**

 **Ministry of Environment
and Gender Equality**
Environmental
Protection Agency

 **MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
Denmark in Kenya



TheRockGroup



 **ClimateKIC**



EDUKANS

**zuri
events**
Imagine. Innovate. Inspire

 **growthafrica**

**NAIROBI
STREET
KITCHEN**

**Practical
ACTION**



**SUSTAINABLE
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THE KNOWLEDGE CENTRE KENYA



Reimagine

Where we came from, what we forgot, and what we can reimagine through circular thinking & design.

Imagine a world without bins. Imagine resources that regenerate. Imagine renewable energy. Imagine a world where everything goes around and comes around.

Resources don't have to be finite—if we design our systems in a circular way.

By making different choices and redefining what a flourishing society looks like, we can solve problems we didn't have in the past and won't want in the future. A circular approach benefits all life and the planet.



10 Years of Circular Thinking

This year, 2025, marks a decade of Sustainable Inclusive Business Kenya under the Kenya Private Sector Alliance (KEPSA).

What began 10 years ago as a CSR initiative has evolved into **sustainable, inclusive business** practices and projects that truly understand sustainability—why it matters and how collaboration is key to achieving our goals.

It also marks a **decade** of bringing everyone together at the **Annual Circular Economy Conference** to accelerate Kenya's transition to a **sustainable, inclusive, and circular** future.

Last year we asked our audience:

Would you rather go back in time or look into the future?

The audience was split 50–50. The past is fascinating—it reveals how we lived before the linear economy when waste didn't exist, products were designed to last, and meals followed the seasons.

Less was more.

At the same time, looking ahead is exciting—where innovation, especially when combined with traditional knowledge, can shape a circular, sustainable, and inclusive world locally and globally.



It also marks a **decade** of Reflecting on the past 10 years allows us to appreciate progress—the journey is often more meaningful when viewed from a distance. Looking ahead into the next 10 years sharpens our direction, strengthens collective efforts, and refines our strategies, approaches, and ambitions.

This is precisely what we will do at the:

10th Annual Circular Economy Conference EA, Kenya in 2025

This year's edition will build on **circular design, business models, pilot projects, and initiatives**, offering valuable lessons, inspiration, and connections. We will zoom in on progress, business practices, and developments from the past decade and, with this foundation, **co-create a collective vision for the next 10 years.**

Questioning the status quo, rethinking, redesigning, reimagining, and creating a circular society—we will do it with you!

Designers, government representatives, policy-makers, the private sector, entrepreneurs, youth, academia, creatives, visionaries, artists, influencers, and environmentalists.

In collaboration with:

JOIN US!

The Circular Economy Conference

– The story so far –



2025 CONFERENCE EXPECTATIONS

400+
Delegates



30+
Speakers



 **NO SUP USE**

25
Exhibition Expo

No Waste Expo



2 Days
In Person



Circularity in Action



Hands on Sessions

THE JOURNEY OF A THOUSAND
THREADS BEGINS HERE

What to Expect



Engage in conversations, reflections, and expressions about the progress made over the last 10 years.



Increase knowledge on circular economy, finance, just transition, policy, entrepreneurship, design, innovation, and technology.



Reimage the future – shape a collective vision for the next 10 years.



Connect with existing and potential partners.



Experience in design thinking.



Support/endorse new circular models.



Dissect circular business models, enterprises, and innovations.



Help boost circular start-ups.



Change your perspective.



Commit and invest in circular innovations.



19 November 2025

WEDNESDAY
VENUE: NAIROBI
STREET KITCHEN

KEY THEMES:

(Circular) Design Thinking

Biodiversity & Nature Based
Solutions

Circularity in Manufacturing

Nature is Food &
Soil Regeneration

Sustainable Textiles &
Closed-Loop Fashion

Repair, Refurbishment, Remake

We invite **you** to think
along, add, and suggest
these potential topics.

HOW TO CO-CREATE

COLLABORATE & INNOVATE

- **Co-create and co-host part of the conference**, a workshop or side event and support us with resources & knowledge.
- **Co-host/facilitate the 2025 conference** and brand all materials, provide speakers, and contribute to communication, venue & organizational costs.

SHOWCASE & SHARE

- **Host an exhibit or demo:**
- Present innovations or solutions.
- **Present a case study:** Highlight successful projects and lessons learned.
- **Demonstrate thought leadership:** Contribute insights and share expertise through interactive sessions.

INSPIRE ACTION

- **Launch an initiative:** Introduce a circular project, challenge, or competition.
- **Present a relevant good practice:** Highlight successful approaches.
- **Pledge commitments:** Make measurable sustainability goals public.

WHY JOIN?

- Engage in conversations, reflections, & expressions about the progress made over the last 10 years.
- Reimage the future – shape a collective vision for the next 10 years.
- Experience in design thinking.
- Dissect circular business models, enterprises, and innovations.
- Change your perspective.
- Increase knowledge on circular economy, finance, just transition, policy, entrepreneurship, design, innovation, & technology.
- Connect with existing & potential partners.
- Support/endorse new circular models.
- Help boost circular start-ups.
- Commit and invest in circular innovations.

540+ Participants

20+ Expo stands

Plenary Session

Workshops

Day 1 Circularity in Action

08:30–09:00

Arrival & Regenerative Welcome

09:00–09:15

Opening Circle

“Looking back into the Future”, By **Juliani**
Collective grounding

Welcome by **Indigenous opening story** – a ceremony paying respect to nature and all that provides us with a Sustainable Future – by Maasai Elder
Supported by Faith Supeet, Beyond Culture Foundation (Maasai CBO Kajiado)

09:15–10:30

Keynote's– Circular Systems for a Regenerative Future

Welcome by Organisers: **Sustainable Inclusive Business, Kenya: Karin Boomsma**

Welcome by **Nation Media group**

Welcome by **Konrad Adenauer Stiftung**

Keynote by **KCB Group**

Keynote by **Denmark in Kenya**

Keynote by **Embassy of Czech Republic**, Deputy Permanent Rep to UN Habitat/UNEP Mr. Michal Novotny

Keynote by **CS Ministry Environment, Climate Change and Forestry: Hon Dr. Deborah Barasa**

10:30–11:10

Plenary session – on Design & System Thinking; Enabling the Regenerative Future

This plenary examines what it will take to Change a System – **Design thinking** session. How to create a new enabling environment for deep, long-term circular change. **Prof. Mugendi**

M'Rithaa and **Mr. Mark Kamau**,
Co-Hosted by KAS

11:10–11:30

Tea & Juices & EXPO



19 November 2025

WEDNESDAY
Nairobi Street
Kitchen



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Day 1 Circularity in Action

11:30–13:00

Immersive Sessions: Circularity in Practice (Choose One)

1. Closing the Loop: Circular Opportunities in **Organic Waste Streams**
2. **Nature is Food**; how to ensure healthy food systems and learn from indigenous knowledge
3. **ESG** the real Sustainability Journey – Masterclass – Co-hosted by NCBA (tbc)

13:00–14:00

Local Lunch & EXPO

A zero-waste lunch featuring ancient grains, climate-resilient crops, and produce from regenerative farms. The networking tables—called Harvest Tables—are curated, themed spaces where thought leaders, farmers, youth advocates, and innovators host informal conversations.

14:00–14:30

Launch Textile Toolkit: WearTheGreenFuture – How to Redesign, Slow down, No waste and building Circular Social opportunities

Edukans, Ms. Mary Mugo – Sprout Africa, Mr. Nahum Okwiya, – Afrowema, Tatiana Texeira – SIB: Karin Boomsma / Jeremy Kaburu



19 November 2025

WEDNESDAY
VENUE: TBC



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Day 1 Circularity in Action

14:30–15.45

Plenary – > practicing Design Thinking: How to be sustainable & circular.
Honest conversations and realisations & creative practice!

Repair & Refurbish: Circular Design in **Daily life, Business & Textiles**,
Co-hosted by Denmark in Kenya. – led by **AfroWema & Green thing**
Mending, making, repairing and redesigning on the spot – the 'doing workshop.

15.45–17:00

Immersive Sessions: Circularity in Practice (Choose One)

- A. Circular **Financing & Digital Era** – how do we grow Circular Businesses
- B. **Biodiversity**, Business & Society: The Living Economy
- C. Circular **Manufacturing** for Inclusive Economies

17:00–17:30

Closing Ceremony and Artist Performance + Networking drinks & snacks



ENJOY THE EXPO WITH SUSTAINABLE &
CIRCULAR IDEAS< PRODUCTS<
INNOVATIONS AND DESIGNS



19 November 2025

WEDNESDAY

VENUE: TBC



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Session Description- MORNING BREAKOUTS

1. Closing the Loop: Circular Opportunities in Organic Material Streams

This session showcases the emerging world of agri-waste valorisation, where crop residues and organic material streams become high-value inputs for textiles, packaging, and bioenergy. Participants will hear from innovators turning pineapple leaves into fibres, cassava waste into bioplastics, and fish waste into renewable energy solutions.

Speakers

- **Biogas International Ltd.**, Mr. Dominic Kahumbu
- **Regen Organics**, Ms. Mukami Mitugo
- **Akili Green**, Mr. Jos Reinhoudt
- **Giraffe Bioenergy**, Ms. Linda Davis
- **Green Stem**, Ms. Anita Shah

2. Nature is Food; How to create healthy food systems

This session looks at how caring for nature can help us grow healthier food and build stronger communities. Speakers will share examples such as farming methods that improve **soil** while increasing harvests, food forests that provide both **nutrition** and biodiversity, and local projects that connect good farming with better livelihoods. Examples of healthy soil, community gardens, nutritious healthy **indigenous food** and are all part of **regenerative agriculture** and food systems.

Speakers in the circle

- **PhD, Biodiversity & conservation**, Lecturer, Nelly Masayi
- **Nutritionist, MOI Teaching & Referral Hospital**, Jackline Kerubo
- **BCL**, Faith Supeet – Community gardens, kitchen
- **Indigenous Food Chef**, Ruth Nanyama Wanyonyi

3. ESG the real sustainability Journey

A masterclass session; guiding participants through the full ESG and sustainability journey—from compliance and reporting to strategy and transformation. Using case examples and interactive dialogue, the session will unpack how environmental, social, and governance priorities intersect with business value, risk, and resilience. Participants will explore practical steps to move from fragmented initiatives to an integrated sustainability roadmap, leaving with insights and tools to advance their own ESG journey with clarity and confidence.

Speakers during practical Masterclaas

- **NCBA**, Ms. Ann Nderi (TBC)
- **TheRockGroup**, rep
- **Flower Farm Flamingo** (TBC)





Plenary Session

WEDNESDAY
TOPICAL
PLENARY

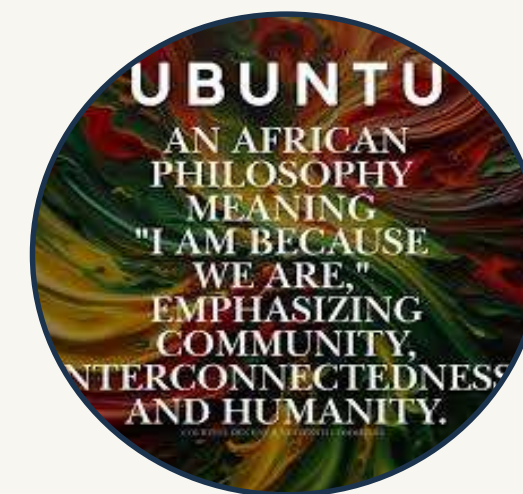
TOPIC SPECIFIC PLENARY DAY 1

How design thinking & system thinking are essential to create a regenerative Future

This engaging plenary session explores what it takes to create an enabling environment for deep, long-term circular change—one rooted in connection, community, and care for our shared planet. Led by **Prof. Mugendi M'Rithaa** and **Mr. Mark Kamau**, the session emphasizes that **design thinking is essential to creating a truly sustainable circular future**, rather than merely using circular solutions to patch up the linear economy.

Grounded in the philosophy of *Ubuntu*—the understanding that “I am because we are”—participants will explore how interconnectedness and collective responsibility can drive meaningful transformation. Through **interactive practices, reflective questions, and quick hands-on exercises**, this session invites participants to experience how creativity, empathy, and collaboration can nurture a regenerative relationship between people, society, and nature.

With stories/reflections How design thinking works in the daily reality – from Nelly Gesare (Green Thing Kenya), Belinda Atieno (Eco fashion Week Kenya), Sarah Njau (GFS East Africa) and Tatiana Texeira (AfroWema) and KCB group as prelude to the practical workshop.



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TOPIC SPECIFIC PRACTICAL DAY 1

Design thinking in practice; No-waste living, business practice, refuse, reuse, repair, refurbish, recycle



This interactive, hands-on session invites participants to bring their broken or worn items—whether electronics or garments—and learn how to **repair, mend, and give them new life**.

Guided by **Tatiana Texeira**, an upcycling designer who works with discarded textiles, paints, and materials, and **Nelly Gesare from Green thing Kenya**, who brings insights on living and working in harmony with nature, this workshop blends **practical action with deep reflection**.

Together, they explore how **repairability, modular design, and product take-back systems** can reshape industries and challenge our throwaway culture. The session begins with **an open, honest conversation** featuring two guest speakers, inviting realizations and reflections on the everyday choices we make—by design—followed by an **hour of hands-on mending, making, and storytelling**.

Participants will leave not only with repaired items, but with renewed perspectives on creativity, sustainability, and the beauty of circular living.



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INNOVATIONS AND DESIGNS

Session Description- AFTERNOON BREAKOUTS

4. Circular Financing & Digital Era – how do we grow Circular Businesses

An interactive session; blending circular partner-mapping with finance models and the opportunities in the digital space. Participants will chart their offers, needs, and resources across business cases, creating map of opportunities for financing the success of Circularity in any sector.

Speakers

- KCB Group
- Agribusiness for Africa Markets, Ms. Lydia Kimani
- Fintech Frontiers, Mr. Titus Karanja
- Digital expert
- Entrepreneur

5. Biodiversity, Business & Society: The Living Economy

As Kenya advances its National Biodiversity Strategy and Action Plan (NBSAP), business leadership in protecting and restoring nature is vital. **Biodiversity, Business & Society** explores how companies across sectors can drive Kenya's biodiversity goals while creating value for people and the planet. Through real-world examples and interactive dialogue, the session highlights how circular economy models and private sector collaboration can power both economic resilience and ecological sustainability.

Speakers

- IUCN – SESSION LEAD
- EIK, Dr. Alex Mugambi
- CBD office, Mayiani Saino
- Ministry Environment, Climate Change and Forestry, Mr. Molu Wato
- Danish Embassy
- Safaricom (Sustainability Manager)
- GSMA Representative
- Nature Finance Representative
- PhD, Biodiversity & conservation, Lecturer, Nelly Masayi

6. Circular Manufacturing for Inclusive Economies

A masterclass session; guiding participants through the full ESG and sustainability journey—from compliance and reporting to strategy and transformation. Using case examples and interactive dialogue, the session will unpack how environmental, social, and governance priorities intersect with business value, risk, and resilience. Participants will explore practical steps to move from fragmented initiatives to an integrated sustainability roadmap, leaving with insights and tools to advance their own ESG journey with clarity and confidence.

Speakers

- KAM, Miriam Bomett
- KEPRO
- PAKPRO
- INTEx PROGRAM, Beatrice Vaskyte
- Line-Plast Group





20 November 2025

THURSDAY
Venue: TBC



SUMMIT 2025

Kenya Plastic Pact

Four years in, 4 urgent targets, and
5 years to 2030! **No time to waste!**

The Kenya Plastics Pact has been on a bold journey—uniting businesses, policymakers, innovators, and communities in a shared commitment to **rethink plastics, eliminate plastic waste, & drive circular solutions for plastic packaging (and beyond!)**

The results are visible. Our members—PROs, recyclers like Mr. Green and Taka Taka Solutions, and leading businesses such as Bidco, Bidfoods, Line Plast, Silafrica, and many more—have made measurable progress in redesigning, collecting, and recycling plastics. **Yet**, we are not where we wish to be.

Accelerate

In these four years, we have moved from vision to action:



A clear road map to guide our transition.



A coastal waste program empowering waste pickers, NGOs, & CBOs.



Design guidelines for sustainable packaging.



Capacity-building through training and industry collaboration.



A targeted elimination list for problematic plastics.



The Innovation Challenge, driving new circular solutions.



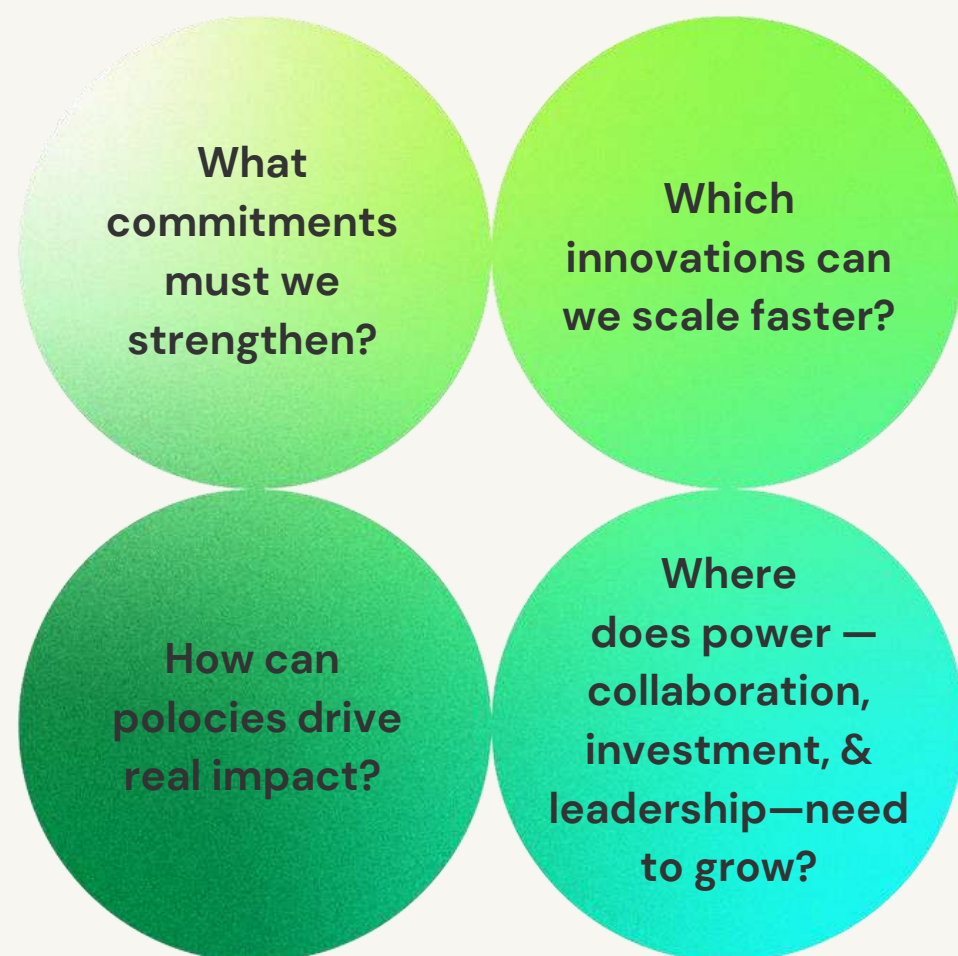
EPR implementation and strengthened regulatory frameworks with NEMA



The Next 5 Years – Scaling Up for 2030.
With just 5 years left to meet our 2030 targets, **we need to accelerate.**

This summit is about action. **We must move beyond pilots and projects to large-scale implementation.** The urgency is real. The potential is massive. The time to accelerate is **now.**

Join us as we push the boundaries of possibility, turning ambition into lasting impact.



KEY THEMES IN THE PLASTICS SPACE

EPR & GLOBAL legislation – how to make it work

Plastics Innovation – the alternatives

Community impact

Packaging – the truth about why and what

Launching new Pact – Flower Pact

Challenge – make change work

Regenerative & Low- Impact Tourism

Global Plastics Treaty



ENJOY THE EXPO WITH SUSTAINABLE & CIRCULAR IDEAS< PRODUCTS< INNOVATIONS AND DESIGNS

WHY JOIN?

- Insights into circular **innovations**
- **Networking** with plastic pact members
- Collaborative vision-building sessions hands-on **workshops** for practical skills
- **Keynotes** from Plastic pact circular economy leaders

HOW TO CO-CREATE?

Showcase & Share

- **Host an exhibit or demo:** Present innovations or solutions.
- **Present a case study:** Highlight successful projects and lessons learned.
- **Demonstrate thought leadership:** Contribute insights and share expertise through interactive sessions.

Day 2 : Plastics & Packaging

08:30–09:00

Arrival & Regenerative Welcome

Herbal tea, *regenerative coffee (find the producer)* and foraged fruit breakfast

09:00–09:30

Morning Plenary: A Clear Roadmap for Plastic Action

The day begins with a **Parade of Circular solutions & Start-ups** showing and sharing where they came from – and what their future vision is.

A review and an **update on 'where we are'** guiding Kenya's circular plastics & packaging & Beyond transition.

09:30–10:00

Innovation Spotlight: The SingleUsePlastics Awareness Campaign

This spotlight celebrates breakthrough innovations in packaging, waste management, and reuse systems – that are contributing to implementing the Elimination list (with WWF)

10:00–11:00

Tea & Juices + No Waste EXPO

11:00–12:30

Breakout: Choose One

1. EPR & Legislation -> **How does implementation looks like for Counties**
2. **Circular Futures: Communities, Collectives & Inclusive Innovation**
3. **Flower Pact** – Sector specific Plastic Action

12:30–13:30

Local Lunch & Networking Tables + No Waste Expo

A zero-waste lunch featuring ancient grains, climate-resilient crops, and produce from regenerative farms.



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INNOVATIONS AND DESIGNS



Plenary Session

WEDNESDAY
TOPICAL
PLENARY

TOPIC SPECIFIC PLENARY DAY 2

A Clear Roadmap for Plastic Action

A Clear Roadmap for Plastic Action,” highlighting Kenya’s ongoing transition toward circular plastics and packaging. The session featured insights from **DG NEMA, Mamo B. Mamo, Karin Boomsma (Kenya Plastics Pact), corporate member L'Oréal, steering committee member Akshay Shah (Silafrica), Mr. Joseph Nyongesa– Chairperson Plastics Technical Committee**

Speakers shared updates on progress, key milestones, and collaborative strategies, setting the stage for actionable interventions that drive sustainable plastic management across the country. The plenary underscored the importance of multi-stakeholder engagement in achieving Kenya’s circular economy goals, providing a roadmap for coordinated action across policy, industry, and civil society.

Launch of the No Single-Use Plastics Campaign

Launch of the **No Single-Use Plastics (SUP) Campaign**, a landmark initiative by the **Kenya Plastics Pact** in collaboration with **WWF Kenya**. The campaign targets the elimination of problematic single-use plastics, starting with Kenya’s hospitality and tourism sectors, introducing a recognisable **‘No SUP Use’** logo to signify business commitment to sustainable practices. The initiative encourages adoption of the 5Rs—**Refuse, Reduce, Replace, Reuse, and Refill**—while promoting visible actions such as replacing disposable cutlery, straws, stirrers, and polystyrene packaging. **Karin Boomsma, Project Director SIB-K and KPP**, emphasized that this campaign empowers businesses to become sustainability leaders while enabling consumers to make informed plastic-free choices, reinforcing Kenya’s journey toward a circular economy.



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Session Description- MORNING BREAKOUTS

1. Legislation-How does implementation look like for Counties

This session we explore **legislative frameworks**, with a particular focus on practical implementation at the county level. The discussion will cover strategies for translating legislation into actionable local regulations, promoting multi-stakeholder collaboration, and enabling industry and communities to adopt circular, low-waste practices. Attendees will gain insights into policy, enforcement, and consumer engagement approaches that can accelerate Kenya's transition toward sustainable plastics and packaging management.

Speakers

- **PAKPRO**, Ms. Joyce Gachugi
- **KEPRO**, Mr. James Odongo
- **WWF**, Mr. Henry Munyao
- **Nairobi City Council**, Ms. Maureen Bett
- **Moi University**, Prof. Josphat Igadwa

2. Circular Futures: Communities, Collectives & Inclusive Innovation

This session explores how circular economy approaches are creating **social impact from and for communities**. From grassroots initiatives and informal sector projects to circular startups and policy interventions, participants will see how collective action transforms waste into value, strengthens local economies, and fosters social inclusion. Through stories, examples, and dialogue, we'll spotlight the **new future of circular inclusion** — where innovation, tradition, and collaboration create systems that leave no one behind.

Speakers

Co-Hosted by Climate KiC & Growth Africa & Practical Action

- **KAWR**, Mr. Richard Kainika
- **Baus Taka**, Dr. Tayba
- **Eco World**, Ms. Karen Njue
- **Kenya National Waste Pickers Welfare Assoc.**, Mr. Brian Gisore Nyiabuti
- **Green Thing**, Ms. Nelly Gesare
- **African Cities Research Consortium (ACRC)**

3. Flower Pact Sector Specific Plastic Action

The session will mark **the launch of the Flower Pact**, a voluntary agreement aimed at redesigning plastics used within Kenya's floriculture and horticulture sectors. The initiative brings together key stakeholders to promote sustainable practices, reduce plastic waste, and advance circular economy solutions in a high-impact industry. Participants will hear about collaborative strategies, industry commitments, and practical actions that set a roadmap for transforming plastic use in Kenya's flower and horticultural value chains.

Speakers

- **Florensis**, Eddy Verbeek
- **KPP**, Pracksidis Wandera
- **Kenya Flower Council**
- TBC



Day 2 : Plastics & Packaging

13.30–14.45

4. NoWaste Workshop; Youth, Women in Waste + Creativity,
Co-hosted by Denmark In Kenya – led by AfroWema & Greenthing

14:45–15:30

5. Panel: No Plastics in the Mice, Hospitality & Tourism sector – a regenerative Future

This session highlights efforts to reduce single-use plastics in eco-lodges, marine tourism, and conservation areas, while promoting regenerative tourism models.

14:45–15:30

6. Panel: Global Plastic Treaty – Is there a future for Global Plastics Treaty 2.0? And how does the next INC look like? What happened, and how can we unite the ambitious countries to make great strides? Co-hosted by KAS

15:30–16:15

Closing Activation: Make Change Work – Collective Commitments

The day concludes with an inspiring showcase of innovation, a public vote on the Plastics Challenge winner, and the launch of a **Digital Commitment Card** for organizations and individuals to track progress toward their 2026 plastics goals.

NoWaste Workshop EXPO + Drinks



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INNOVATIONS AND DESIGNS



TOPIC SPECIFIC PRACTICAL SESSION

4. Design thinking in practice;

No-waste living, business practice, refuse, reuse, repair, refurbish, recycle



This interactive, hands-on session invites participants to bring their broken or worn items—whether electronics or garments—and learn how to **repair, mend, and give them new life**.

Guided by **Tatiana Texeira**, an upcycling designer who works with discarded textiles, paints, and materials, and **Nelly Gesare from Greenthing Kenya**, who brings insights on living and working in harmony with nature, this workshop blends **practical action with deep reflection**.

Together, they explore how **repairability, modular design, and product take-back systems** can reshape industries and challenge our throwaway culture. The session begins with **an open, honest conversation** featuring two guest speakers, inviting realizations and reflections on the everyday choices we make—by design—followed by an **hour of hands-on mending, making, and storytelling**. Participants will leave not only with repaired items, but with renewed perspectives on creativity, sustainability, and the beauty of circular living.

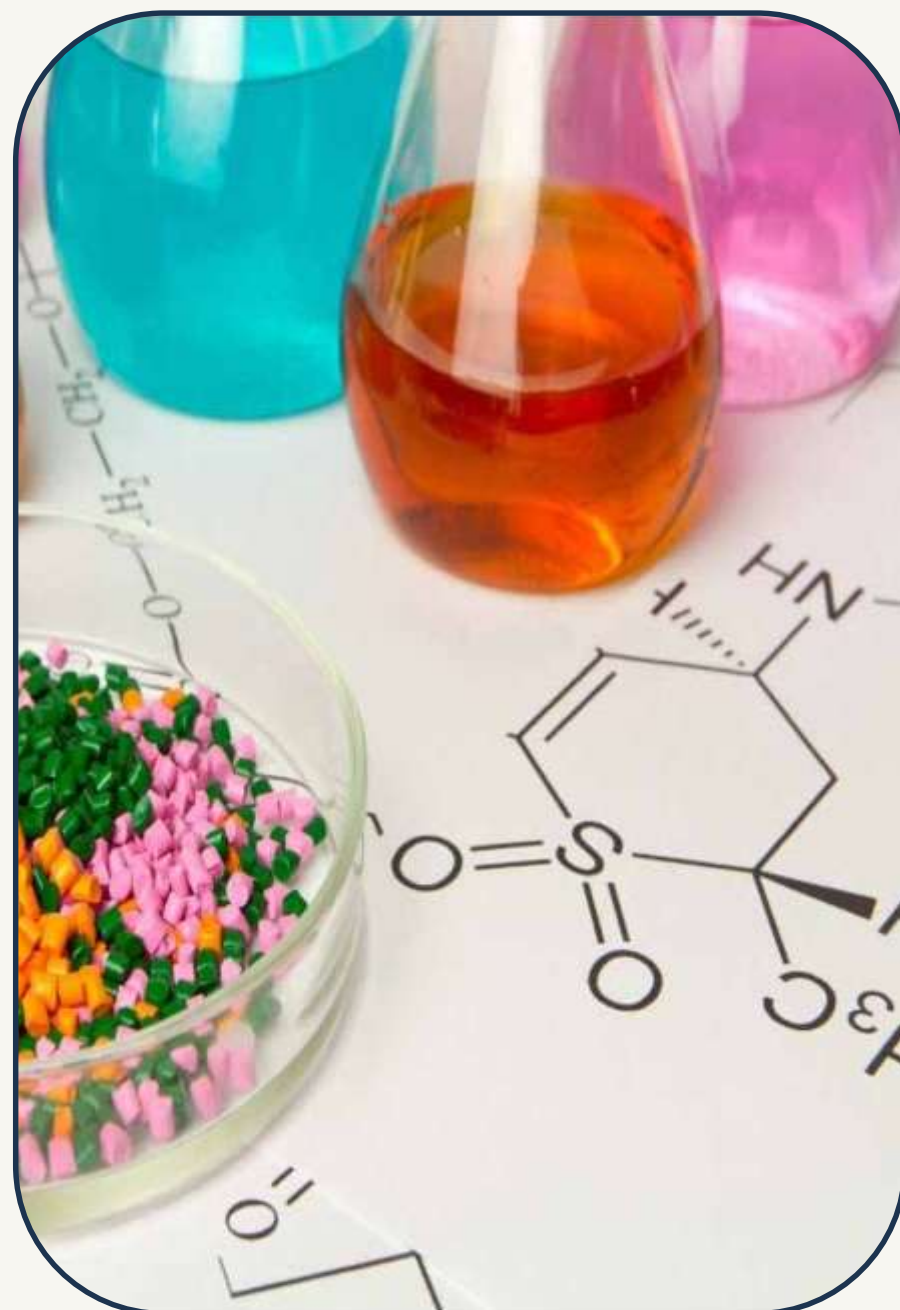


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Session Description- AFTERNOON BREAKOUTS

Breakout Session

CIRCULAR
ECONOMY
CONFERENCE



5. No Plastics in the Mice, Hospitality & Tourism industry

This will be a **highly interactive session** exploring how **mice, hospitality & tourism** can eliminate SUP. Participants will engage in hands-on activities such as a **plastics treasure hunt**, explore real-life examples from eco-lodges, marine tourism, and conservation areas, and discuss practical ways to **refuse, reduce, replace, reuse, and refill** plastics in tourism operations.

The session will also feature the **launch of the “No SUP” manual by the Kenia Plastics Pact & WWF**, detailing 16 high-impact items to eliminate, with guidance on which items to refuse entirely, replace, or redesign. Attendees will have the chance to sign up and display the “No SUP” logo, showing commitment to sustainable Mice, Hospitality & Tourism practices. Led by **Tieranjiani Barbara Schott, Eco Tourism, Sunworld Safaris, and Zuri Events**.

6. Global Plastics Treaty – what is next for Ambition

With the UN’s Intergovernmental Negotiating Committee (INC) still struggling to deliver a binding global plastics treaty, many countries and stakeholders are asking what comes next.

Should ambitious nations move ahead with a “Treaty 2.0” — a high-ambition agreement without veto deadlocks — or keep pushing to salvage the current process?

This session explores where negotiations stand, what mechanisms could unlock progress, and how Kenya, the business community, and key partners such as WWF, UNEP, WRAP, and the Kenya Plastics Pact can help drive a just and effective global response to plastic pollution.

Speakers

- **WRAP**, Ms. Talya Shalev
- **NEMA**, Dr. Ayub Macharia
- **WWF**, Mr. Alex Kubasu
- Konrad Adenauer Stiftung (TBC)
- **CocoCola**, TBC)



EXHIBITORS



The founder, Mercy Mwende started Sweet N Dried in 2009. Mercy grew up in the eastern region of Mount Kenya where there is an abundance of food, but much of it is lost due to spoilage. Thus, traditional jobs of selling fresh produce presented little or no success. Challenges emanating from fruit loss due to perishability and poor prices led Mercy to ask, "How can we address our losses and fetch better prices in the market?"



We think that everybody should have access to safe drinking water in their house. It is our mission **to provide safe drinking water to everybody everywhere by manufacturing and selling affordable yet high quality water filters.** With a Nazava water filter you can turn dirty water from most sources into clear, fresh, safe drinking water.



Welcome to EcoWorld Recycling, where we transform both land and ocean plastic waste into opportunity, forging a sustainable future for communities and the environment through the circular economy model.



We are a Youth Led Organization headquartered in Kibra working on Improving quality of life for Slum residents through promoting #FoodSecurity, Responsible #WasteManagement and collection, WASH, Providing clean #DrinkingWater and collaborating for trainings, clean ups and awareness drives for the community.



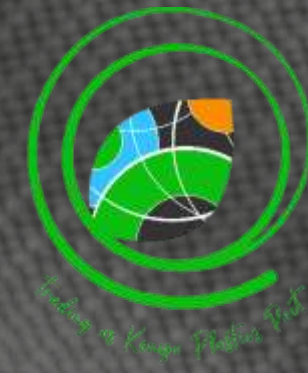
Beyond Cultural Limits Foundation is more than a CBO. It is a movement. A voice. A promise that no child, woman, or family should be held back by culture, poverty, or climate crisis.



In a world drowning in discarded materials, we saw possibility. Greenthing Kenya was born from a simple yet revolutionary vision: to transform what others throw away into objects of beauty, function, and hope.



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**Kenia
Plastics
Pact**

EXHIBITORS

**CIRCULAR
ECONOMY
CONFERENCE**

For all the ingredients to make the event itself as green, circular, positive and ethical as possible we will make conscious choices for suppliers & products.



SUSTAINABLE INCLUSIVE BUSINESS

Sustainable Inclusive Business Kenya is a knowledge Center established through a fruitful partnership between the Kenya Private Sector Alliance (KEPSA) and MVO Nederland with the support of the Embassy of the Kingdom of the Netherlands in Kenya. SIB-K spearheads the adoption of sustainable and circular business practices in Kenya through impactful knowledge-sharing and strategic collaborations.



KENYA PRIVATE SECTOR ALLIANCE

The Kenya Private Sector Alliance (KEPSA) is the apex body for the private sector in Kenya. KEPSA brings together local and foreign business associations, federations, chambers of commerce, professional bodies that are sectoral umbrella bodies, and individual sectoral business membership organizations, corporates, from multinationals to large and medium-sized companies, SMEs, and start-ups from all sectors of the economy, across all parts of the country.

This gives KEPSA a reach of over 2 million businesses directly and indirectly. KEPSA also serves as the national focal point of the East Africa Business Council (EABC), the umbrella body of businesses in East Africa. It hosts the International Chamber of Commerce (ICC) Kenya Chapter, a member of the ICC with a reach of over 45 million businesses globally.



KENIA PLASTICS PACT

The Kenya Plastics Pact is an ambitious, collaborative initiative that brings together 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.



THEROCKGROUP

The Rock Group (TRG) is an ambitious agency driving the transition towards a sustainable economy and society. We believe that fair and sustainable business can and should accelerate this transition. Therefore, we work on entrepreneurial solutions with innovators, companies, civil society, knowledge institutes, and policymakers.

TRG has decades of experience in supporting businesses with their Sustainability Strategy, ESG, Compliance, Impact Measurement and Improvement Plans, Materiality Matrices, development of new sustainable businesses, and sustainability education (academia, master's).



Conference Supporting Partners



MINISTRY OF ENVIRONMENT, CLIMATE CHANGE & FORESTRY

Located at the NHIF building, on Ragati road, this ministry has the mandate to undertake National Environment Policy and its Management. The Ministry ensures enabling policies, legal and regulatory reforms for promoting sustainability of the environment and forest resources, while at the same time, mitigating the effects of climate change. The Ministry's vision is "A Clean, healthy, safe and sustainably managed Environment and Forestry Resources"



NEMA

The National Environment Management Authority (NEMA) is established by Section 7 of the Environmental Management and Coordination Act (EMCA), No. 8 of 1999 to ensure sustainable management of the environment through exercising general supervision and coordination of all matters relating to the environment and to be the principal instrument of Government in the implementation of all policies relating to the environment.



NATION MEDIA GROUP

Nestled at the heart of the African media landscape, this powerhouse media house stands as a beacon for amplifying diverse African voices. With an unwavering commitment to authenticity and inclusivity, it serves as a formidable platform that transcends borders, weaving a rich tapestry of narratives that celebrate the continent's cultural richness. Empowering and impassioned, this media entity has become a vital conduit for fostering dialogue, challenging stereotypes, and presenting a nuanced perspective on the myriad stories that shape Africa.



EDUKANS

The **Wear the Green Future (WtGF)** project, led by **Edukans** and funded by the National Postcode Lottery, is a pioneering initiative promoting sustainable practices in Kenya's and Ethiopia's textile industries. The project focuses on equipping trainers and trainees in the fashion and textile sector with knowledge and skills in **sustainability and the circular economy** creating a more environmentally responsible and resilient industry.

As part of the WtGF project, **Sustainable Inclusive Business** will launch the **Textile Toolkit**, a practical resource designed to guide businesses, trainers, and artisans in implementing circular and sustainable practices. This launch will provide actionable tools to extend the life of textiles, reduce waste, and encourage environmentally conscious production across the sector.



KONRAD ADENAUER
STIFTUNG

Konrad Adenauer Stiftung is a German political foundation dedicated to promoting democracy, good governance, and sustainable development worldwide. In Kenya, KAS supports initiatives that strengthen policy dialogue, civic engagement, and environmental stewardship, helping build inclusive and resilient communities for a sustainable future.



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
Denmark in Kenya

The Embassy is an integral part of the Danish Ministry of Foreign Affairs (MFA) and therefore shares the same overall objectives and the same visions, mission and values as the rest of the organisation.

The Embassy is accredited to represent Denmark in the areas of foreign policy and foreign economic and commercial relations as regards to the Republic of Kenya. The Embassy also has the responsibility for overseeing relations in the Seychelles, Mauritius, and Malawi, with the ambassador also being the Permanent Representative to the UN.



World Wide Fund for Nature Kenya (WWF-Kenya). WWF has worked in Kenya since 1962 with government, civil society, the private sector, and local communities to promote sustainable management of natural resources.

Kenya's natural resources are rapidly declining as human pressure grows, driven by large-scale infrastructure development, illegal wildlife trade, agricultural expansion, extractive industries, and climate change.

WWF-Kenya also champions a circular economy by tackling plastic pollution and raising awareness on the impacts of single-use plastics, aiming to reduce waste and protect Kenya's ecosystems.

During the Conference Day 2: Plastics & Packaging Summit WWF in collaboration with the Kenia Plastics Pact & Sustainable Inclusive Business Kenya will launch the Elimination of SingelUsePlastics Campaign!

Conference Supporting Partners



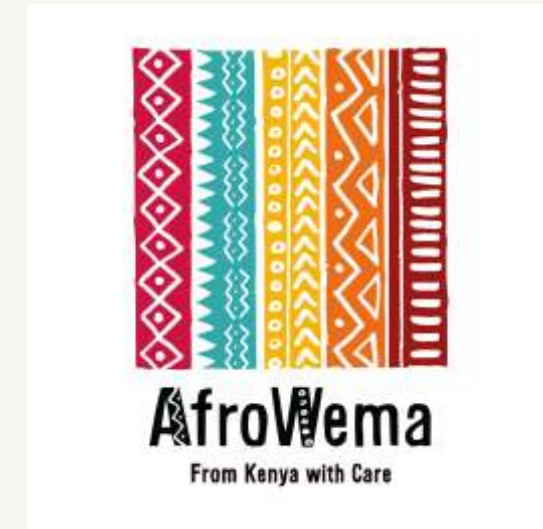
Nairobi Street Kitchen (NSK) is more than a venue — it’s a creative hub that embodies the spirit of innovation, sustainability, and community. Located in the heart of Westlands, NSK transforms urban space into a vibrant mix of art, food, culture, and conscious living — making it an ideal setting for the Circular Economy and Sustainability Conference 2025. Constructed using repurposed shipping containers and locally sourced materials, NSK is itself a model of circular design.

Its upcycled structures, open-air layout, and eclectic aesthetic reflect the possibilities of reimagining waste into value — a central theme of the circular economy. With its strong urban sustainability ethos, central location, and distinctive atmosphere, Nairobi Street Kitchen offers a refreshing, authentic environment for dialogue, collaboration, and action — where Kenya’s circular future can be imagined and built together.



Zuri Events is a full-service event management company specializing in creating memorable, seamless, and culturally vibrant experiences. For the Circular Economy and Sustainability Conference 2025, Zuri Events will provide end-to-end event solutions — from planning and coordination to on-the-ground support — ensuring every aspect runs smoothly and professionally. As part of their commitment to showcase Kenyan culture, Zuri Events is offering hostesses in vibrant local textiles **in-kind**, highlighting the beauty of local craftsmanship while promoting sustainable fashion.

These hostesses do more than welcome guests — they add color, energy, and a sense of cultural pride, enhancing the overall experience and aligning perfectly with the conference’s themes of sustainability, community, and innovation. With Zuri Events, the conference will be seamless, engaging, and authentically Kenyan, blending professional excellence with cultural richness.



Afro Wema is a pioneering social enterprise dedicated to sustainable fashion and circular textile solutions. At the Circular Economy and Sustainability Conference 2025, Afro Wema will celebrate the launch of the SIB’s (and Edukans) **Textile Toolkit – WearTheGreenFuture**, with a vibrant catwalk, demonstrating how style, culture, and sustainability can seamlessly coexist.

Beyond the showcase, Afro Wema will host **mending and repair workshops**, empowering participants with hands-on skills to extend the life of their clothing and reduce textile waste. This interactive element highlights practical ways to embrace circular fashion principles in everyday life. By combining education, creativity, and cultural expression, Afro Wema will inspire attendees to rethink fashion’s environmental impact and have No-Waste.

Conference Supporting Partners



As GrowthAfrica, We are growth frontiers. We focus on growing successful enterprises business acceleration, strategic advice and access to investments. We are the business runway to success for local businesses seeking a platform for their business take-off and for international companies in need of a market landing space and growth hub.

GrowthAfrica, we are passionate about entrepreneurs and dedicated to supporting their business growth and impact.

GrowthAfrica (Foundation) is founded on the desire and mission to proactively contribute to African economies' social and economic growth through strengthening local enterprises. It is a love story to Africa, its people, and its vast opportunities. We are here to grow Africa through entrepreneurship, innovation, and business.

Founded in 2002 and headquartered in Nairobi, GrowthAfrica is a leading Pan-African accelerator and entrepreneur support organisation (ESO) with offices in Kenya, Uganda, Ethiopia, Ghana, Malawi, and Zambia. Our activities extend to Sierra Leone, Liberia, and Mozambique.



We are Climate KIC, Europe's leading climate innovation agency and community. We are here to help create climate-resilient societies and fight the climate breakdown, building better futures for local communities, globally.

Working hand-in-hand with countries, regions, cities and businesses across the globe, we use innovation to mobilise systems change and bridge the gap between climate commitments and current reality. Together with our partners, we orchestrate solutions and facilitate learning to fuel faster and more ambitious climate action.

Climate KIC orchestrates **place-based transformations** that ground climate action at the local level. By prioritising solutions developed and implemented in local contexts, we build momentum and inspire action. We make systems transformation meaningful by enabling change in the places where people live and work, creating a positive feedback loop for change.

Together with our partners, we generate, implement and integrate climate solutions by mobilising finance, testing business models, and opening pathways for institutional change and behavioural change.



In a world drowning in discarded materials, we saw possibility. Greenthing Kenya was born from a simple yet revolutionary vision: to transform what others throw away into objects of beauty, function, and hope.

Founded with a simple but powerful idea: everyday products can spark big conversations and even bigger change. Our founder, Nelly Gesare, saw the potential in discarded glass, fabric, and plastics—and transformed them into beautiful, useful items for Kenyan homes and beyond. From humble beginnings and early challenges, Greenthing has grown into a leading eco-brand, known for upcycling waste, supporting local communities, and showing that sustainability is for everyone. We believe every small action counts, and together, we can build a greener, cleaner future for Kenya and the world.

Conference Supporting Partners

The logo for Practical Action, featuring the words "Practical" and "ACTION" in a bold, sans-serif font, with "ACTION" in all caps and a larger font size.

Practical Action exists to change the systems that keep people in poverty and vulnerable to the impacts of climate change, nature loss and pollution. We work alongside communities to build resilient livelihoods and thriving, inclusive societies.

We believe where there's action, there's hope. That societies and economies can work for the benefit of all. That we can live within the planet's means. That innovation and cooperation can conquer any challenge. Working together with communities and our global partners, we're developing innovative real-world solutions to build sustainable lives and livelihoods for people living on the frontlines of poverty and climate change. We're turning surviving into thriving and overcoming injustice, especially for women and vulnerable groups. Together we're regenerating depleted land into productive farms; repurposing waste into energy; turning surviving into thriving. We're accelerating what works, so solutions that start small can bring about big change.

The logo for KCB Bank Kenya Limited, featuring a stylized lion head in profile within a blue square, followed by the letters "KCB" in white, all on a green background.

KCB Bank Kenya Limited is a financial services provider headquartered in Nairobi, Kenya.

Our Purpose

For People. For Better.

Our purpose is why we exist.

It's about working every day for our customers, for our colleagues and for everyone in the communities we serve. We need to have the drive and ambition to make things better, improving our organization each and every day.

Values

To be **Closer** is to get to know the people you work with and the customers you serve beyond being just a colleague or a customer. It's about valuing the human being.

To be **Connected** is to realize we are all part of one team, with one purpose. It's about breaking down silos and gaining inspiration about best-practice from other sectors.

To be **Courageous** is to challenge the way things are done today in a constructive way. It's about finding ways to do things differently and sharing ideas to make things better.



Today, Tambuzi has 25 hectares of roses and summer flowers at its original Burguret site, and complimentary production of sustainable forestry, bee keeping, and livestock. Recently Tambuzi has expanded to two more farms in Timau to meet the demand for its high quality flowers. Tambuzi is a company driven not just for profit but also with a goal of having beneficial social impact in all its activities. The strap line 'stop and smell the roses' sends a simple message – be always mindful of what you do and enjoy it.

The company considers the welfare of its employees and the neighbouring communities to be part of its strength. Tambuzi's good practices ensure that we mitigate potential negative impacts on the environment. Like farms around the world, this is the place that Tim, Maggie and their children call home, and, as such, is so much more than just a business.

Conference Supporting Partners



The Kenya Climate Innovation Center (KCIC) is a social impact organization committed to supporting micro, small, and medium enterprises (MSMEs) and entrepreneurs that are developing innovative, climate-resilient solutions. KCIC provides a holistic, country-driven support model that includes **incubation, capacity-building services, advisory support, technical assistance, and financing options** to accelerate the development and deployment of locally relevant climate technologies.

KCIC primarily focuses its efforts within five key thematic areas:

- Renewable Energy and Energy Efficiency
- Water Management
- Agribusiness
- Waste Management (Circular Economy)
- Commercial Forestry

Beyond direct enterprise support, KCIC leverages its experience to foster an enabling environment through **policy and advocacy initiatives**, contributing to sustainable development and the creation of green jobs and increased climate resilience in Kenya and East Africa.



Celebrating 10 years of Great
Milestones in Sustainability

Pre-registration



PRE-REGISTRATION & GETTING IN TOUCH

If you'd like to pre-register, learn more about the events and how to become a partner or sponsor, please reach out and we will send more information and arrange a call.

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