

CIRCULARITY WEEK



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE KENYA



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE KENYA



ANNUAL CIRCULAR ECONOMY & NO WASTE EXPO

Theme: Circularity in Action

CIRCULAR ECONOMY
CONFERENCE

19th Nov 2025

PLASTICS
SUMMIT

&

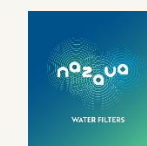
NO WASTE
FESTIVAL

20th Nov 2025

19th & 20th November 2025

Nairobi Street Kitchen

Reimagine





**SUSTAINABLE
INCLUSIVE** BUSINESS
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 –

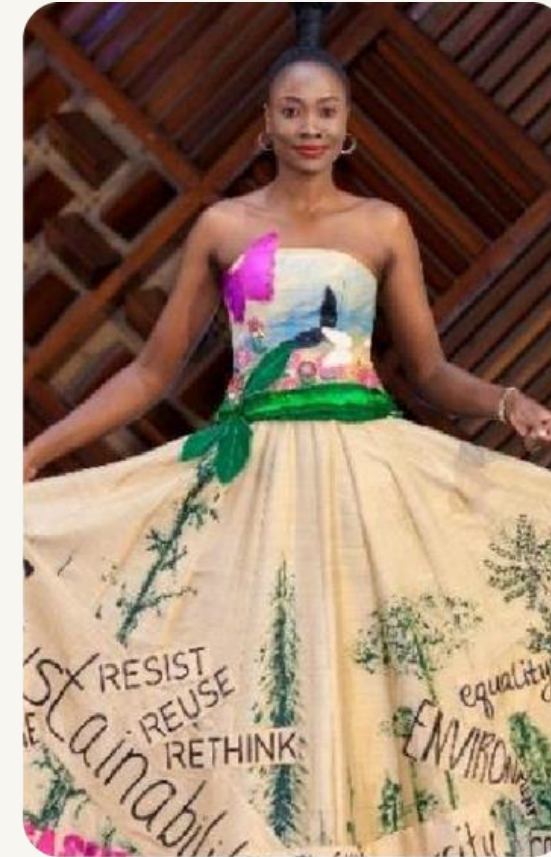


A HIGHLIGHT OF THE 2024 CONFERENCE

500+
delegates



6
plenary session



1 day
in person



4
pre-conference
field trips

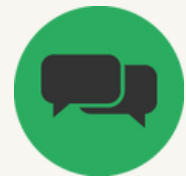


**Solution
& Tools**

30+
expo stands



What to Expect



Engage in conversations, reflections, and 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, and technology.



Connect with existing and potential partners.



Support/endorse new circular models.



Help boost circular start-ups.



Commit and invest in circular innovations.



19 November 2025

WEDNESDAY
VENUE: NAIROBI
STREET KITCHEN

WHAT TO EXPECT

500+
Delegates



30+
Speakers



 **NO SUP USE**

50
Exhibition Expo

No Waste Expo



2 Days
In Person



Circularity in Action



Hands on Sessions

THE JOURNEY OF A THOUSAND
THREADS BEGINS HERE

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.

500+ Participants

30+ Expo stands

Plenary Session

Workshops

Day 1 Circularity in Action

08:30–09:00

Arrival & Regenerative Welcome

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

09:00–09:15

Opening Circle

Sustainability Song/Story, statement
Collective grounding
Welcome by **Indigenous opening story** – and manifest on Sustainable Future
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 **Denmark in Kenya**
Keynote by **Embassy of Czech Republic** – UN rep: Mr. Michal Novotny
Keynote by CS Ministry Environment, Climate Change and Forestry: Hon Dr. Deborah Barasa

10:30–11:00

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

11:00–11:30

Tea & Juices & EXPO

10TH
CIRCULAR
ECONOMY
CONFERENCE

19 November 2025

WEDNESDAY
VENUE: TBC



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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
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.

14:00–14:40

Plenary 'workshop': 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. **Co-Hosted by KAS**

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Day 1 Circularity in Action

14:40–15.40

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 & Greenthing**
Mending, making and repairing on the spot – the 'doing workshop'.

15.40–17:00

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

10TH
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19 November 2025

WEDNESDAY
VENUE: TBC



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

- **Mananasi Fibre**, TBC
- **Biogas International Ltd.**, Mr. Dominic Kahumbu
- **Regen Organics**, Mukami Mitugo
- **Akili Green**, Sussy Wanjala
- **Giraffe Bioenergy**, Linda Davis
- **Green Stem**, 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 **indigenous food** and are all part of **regenerative agriculture** and food systems.

Speakers

- **Food Nutrition Lecturer**, Nelly Masayi
- Food Technologist / meds
- **BCL**, Faith Supeet – Community gardens, kitchen
- Permaculture trainer / Farmer
- Chef

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

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





Plenary Session

WEDNESDAY
TOPICAL
PLENARY

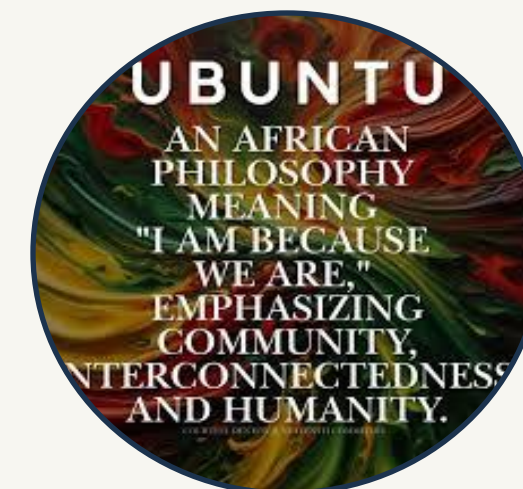
TOPIC SPECIFIC PLENARY DAY 1

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 from Nelly (Greenthink Kenya), Belinda Atieno (Eco fashion Week Kenya), Sarah Njau (GFS East Africa) and Tatiana Texeira (AfroWema) 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 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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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

- **Financial institute** (TBC) / Bank
- **Agribusiness for Africa Markets**, Ms. Lydia Kimani
- **Fintech Frontiers**, Mr. Titus Karanja
- Digital expert
- Entrepreneur

5. Biodiversity, Business & Society: The Living Economy

An exploration of how biodiversity protection and restoration can be integrated into the economic mainstream. Speakers will present examples of enterprises and policies that reward ecosystem services, measure biodiversity as part of corporate performance, and design economic incentives that depend on healthy ecological systems. The session will consider how business and biodiversity can become mutually reinforcing, not mutually exclusive.

Speakers

- **IUCN – SESSION LEAD**
- **EIK**, Dr. Alex Mugambi
- **Business for Nature** rep
- **Ministry Environment, Climate Change and Forestry**, Mr. Molu Wato
- Conservationist
- Biologist

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, Silafrika, 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.



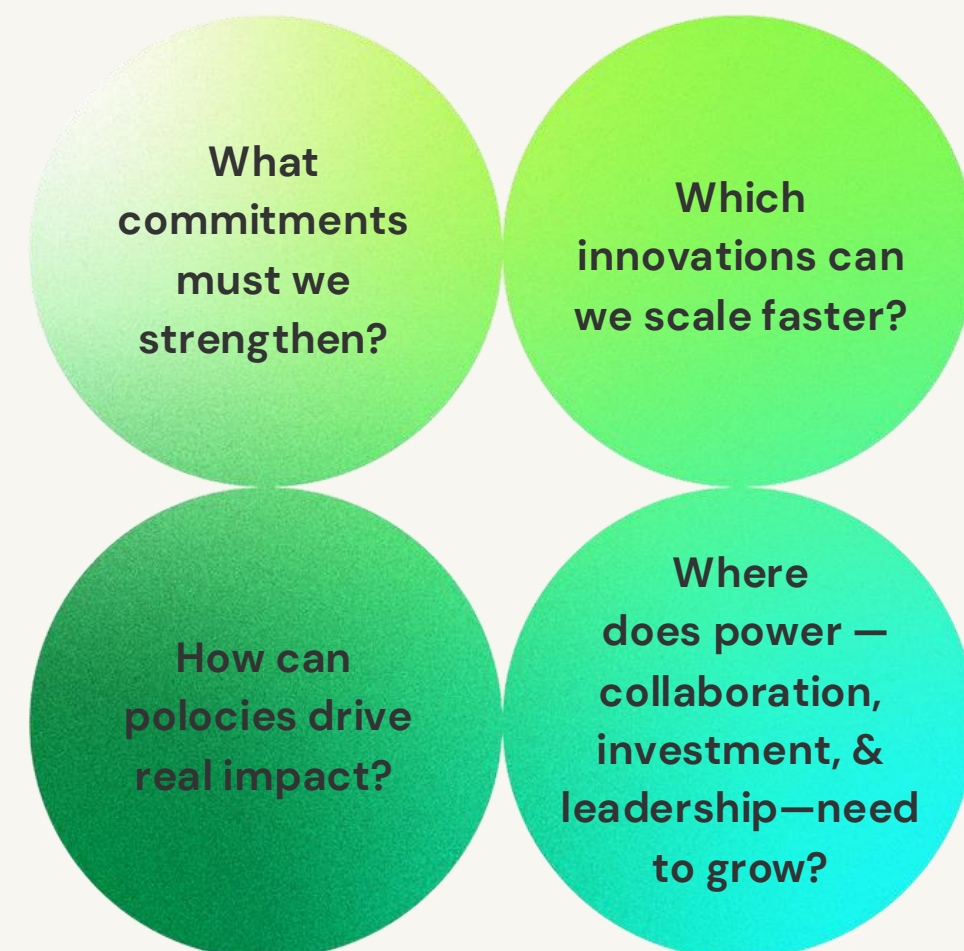
EPR implementation and strengthened regulatory frameworks with NEMA



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 the launch and review of an **update** on 'where we are' guiding Kenya's circular plastics & packaging 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

11:00–13:00

Breakout: Choose One

1. EPR & Legislation -> **How does implementation look like for Counties**
2. **Community** Impact – Coastal Plastics
3. **Flower Pact** – Sector specific Plastic Action

13:00–14:00

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 Mama, Karin Boomsma (Kenya Plastics Pact), corporate member L’Oréal, steering committee member Akshay Shah (Silafrica).**

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. EPR & Legislation-How does implementation look like for Counties

This session we explore **Extended Producer Responsibility (EPR) and legislative frameworks**, with a particular focus on practical implementation at the county level. The discussion will cover strategies for translating EPR principles 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**, Joyce Gachugi
- **KEPRO**, Mr. James Odongo
- **KPP**, Jeremy Kaburu
- **WWF**, Mr. Henry Munyao
- **Nairobi City Council**, Ms. Maureen Bett
- **Moi University**, Prof. Joshat Igadwa

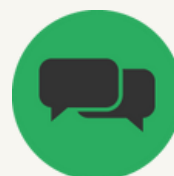
2. Community-driven approaches to sustainable plastic management

This session will shine a spotlight on **community-driven approaches to sustainable plastic management**, highlighting initiatives and actions from Kenya's coastal and island communities. It will feature new research findings, showcase the efforts of Community-Based Organizations (CBOs), and explore the role of Material Recovery Facilities, local waste pickers, grassroots entrepreneurs, and business development in driving circular solutions. Voices of the youth, NGOs, and CBOs will share firsthand experiences, demonstrating how collaborative, community-led action is shaping effective plastic waste management and fostering sustainable livelihoods along Kenya's coast.

Speakers

CO-Hosted by Practical Action

- **KAWR**, Mr. Richard Kainika
- **NEMA**, Dr. Catherine Mbaisi
- **Baus Taka**, Dr. Tayba
- **Eco World**, Steve Trott
- **Kenya National Waste Pickers Welfare Assoc.**, Brian Gisore Nyiabuti



3. Flower Pact Sector Specific Plastic Action

The session will mark **the launch of the Flower Pact**, a voluntary agreement aimed at redesigning plastic use 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

14.00–15.30

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.

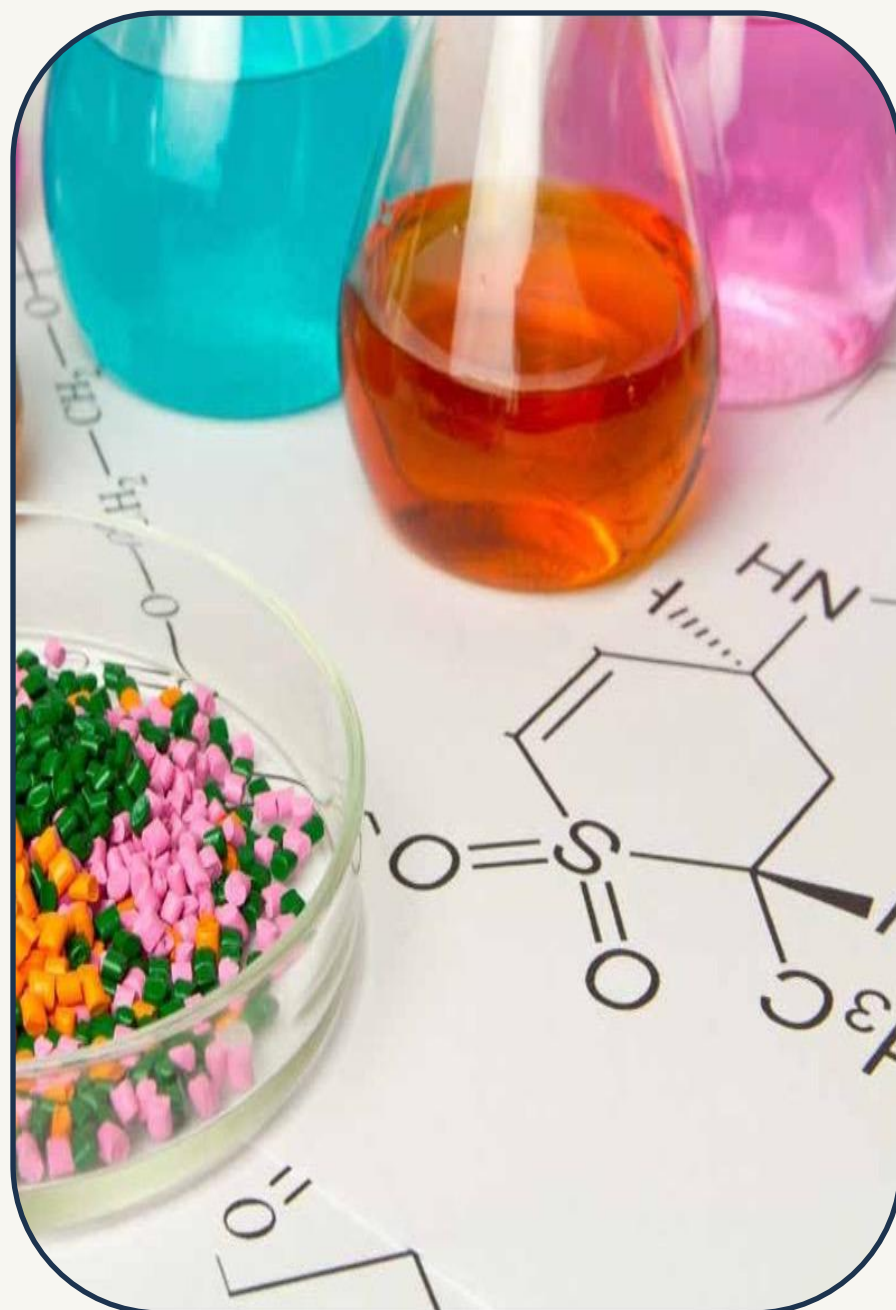


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Session Description- AFTERNOON BREAKOUTS

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

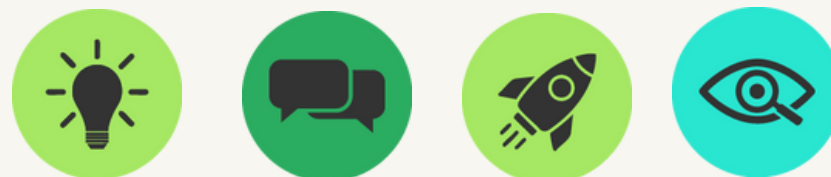
With the UN’s Intergovernmental Negotiating Committee (INC) still struggling to deliver a binding global plastics treaty, many countries and stakeholders are asking what comes next.

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**, Andrea Cino / Peter Skelton
- **NEMA**, Dr. Ayub Macharia
- **Konrad Adenauer Stiftung**
- **CocoCola**, Emily Waita (TBC)
- **Ministry Environment, Climate Change and Forestry**, Njoroge Mbitu/Kimani JN
- **WWF**, Alex Kubasu



REGISTRATION & PARTICIPATION

When you participate, we like you to contribute to the event. What do you bring?

- You can offset your carbon by planting 5 trees, or support one of the local offsetting options.
- You can support the conference with promoting one of your green, sustainable, circular products or services.
- You make tasty dried fruit snacks out of cosmetic rejects? Share the flavour of circularity and promote your product at the same time.

FOOD

The food will be vegetarian based and made from local sourced produce. And nothing goes to waste.

Leftovers will become food for another round of delicious dishes later on. What goes around comes around.

DRINKS

Locally produced coffee & tea juices & water points to refill your bottle>



DECOR

Greenery and zero net flowers, reused fabrics, chairs and the beauty of recycled plastic items.



GIFTS

Are all circular and /or regenerative. Seedlings, seeds, metal straws and funky bags made out of old conference banners!

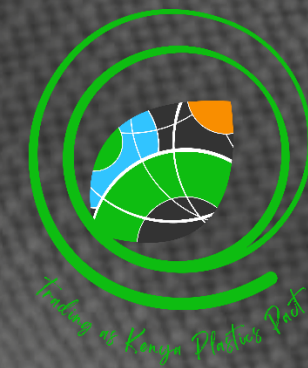


DECOR

Pleasant surprises and touches will transform your heart & mind.



**SUSTAINABLE
INCLUSIVE**
THE KNOWLEDGE CENTRE KENYA **BUSINESS**



**Kenia
Plastics
Pact**

**THE EVENT
WILL BE AS
SUSTAINABLE &
CIRCULAR AS
POSSIBLE IN
ITSELF!**

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.

Conference Organizing Partners



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

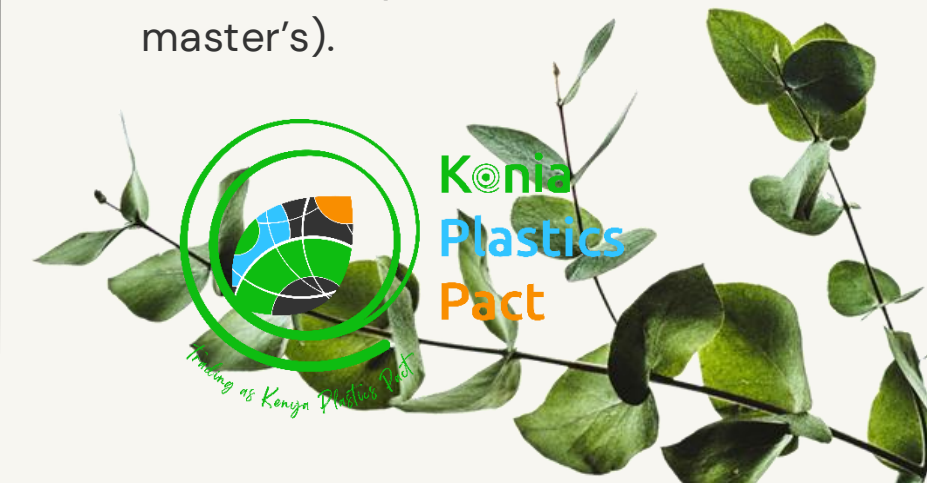
The Kenya Plastics Pact is an ambitious, collaborative initiative that brings together stakeholders across the whole plastics value chain to transform the current linear plastics system into a circular economy for plastics. All stakeholders involved sign up to a joint set of ambitious and time-bound 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).





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.

Conference Supporting Partners



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



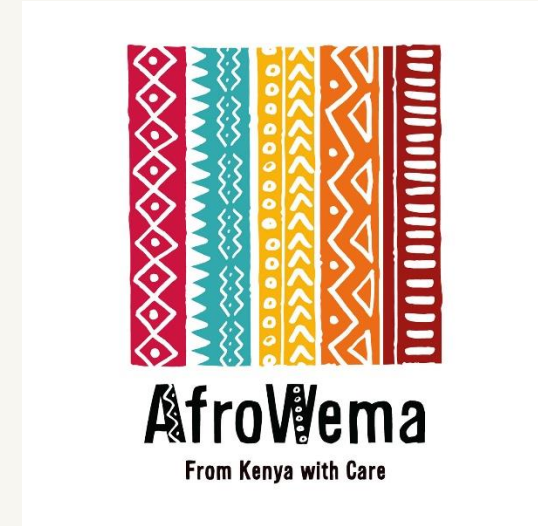
Nairobi Street Kitchen (NSK) is more than a venue — it's a creative hub that embodies the spirit of innovation, sustainability, and community. Located in the heart of Westlands, NSK transforms urban space into a vibrant mix of art, food, culture, and conscious living — making it an ideal setting for 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.

Sponsors and Collaborators | Partnership Opportunities

Any partnership opportunity can be **tailored to the need and budget of the organisation**.

Sponsorships **in kind** which will cover event costs are very welcome.

We would like to keep the ticket price as low as possible to keep the **event inclusive and accessible to all**, as this is not a commercial event. As such we are looking for amazing sponsors to assist us with **making this event a success**.

Overall Event Sponsor	Co-Host	Media/ Comms	Breakout / side event	Expo & Networking Space Partner
Euro 20,000	Euro 15,000	Euro 3,000	Euro 4,000	Euro 1,000 – 50,000
Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions
Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials
Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website
Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit
10 Registration tickets	8 Registration tickets	7 Registration tickets	6 Registration tickets	5 Registration tickets
Media visibility and quote	Media visibility and quote			
Plenary Speaker slot				

Sponsors and Collaborators| **In-kind Partnership Opportunities**

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Venue (2 days)	Food & Drinks (2 days)	AV/Tech AV/Tech	Networking space
Euro 7,500	Euro 8,000	Euro 6,000	Euro 10,000
Panellist Slot in discussions	Panellist Slot in discussions	Panellist Slot in discussions	Panellist Slot in discussions
Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials
Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website
Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit
10 Registration tickets	8 Registration tickets	7 Registration tickets	10 Registration tickets
Media visibility and quote	Media visibility and quote		
Plenary Speaker Slot			



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.

Karin Boomsma

karin@sustainableinclusivebusiness.org

Nahashon Maina

nahashon@sustainableinclusivebusiness.org

Jeremy Kaburu

kaburu@sustainableinclusivebusiness.org

Pracksidis Wandera

pracksidis@sustainableinclusivebusiness.org

Josphine Wawira

josephine@sustainableinclusivebusiness.org