



Ministry of
Environment,
Climate Change &
Forestry

REPUBLIC OF KENYA



nema

mazingira yetu | shahamu | wafuwevi



KENYA PRIVATE SECTOR ALLIANCE



SUSTAINABLE
INCLUSIVE
BUSINESS
THE KNOWLEDGE CENTRE KENYA



Kenia
Plastics
Pact

CELEBRATING 10 YEARS OF Great Milestones in Sustainability

CIRCULAR ECONOMY
CONFERENCE

19th Nov 2025

PLASTICS
SUMMIT & NO WASTE
FESTIVAL

20th Nov 2025



KONRAD
ADENAUER
STIFTUNG



Ministry of Environment
and Gender Equality
Environmental
Protection Agency



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
Denmark in Kenya



ClimateKIC



TheRockGroup

growthafrica

AFROWEMA

EDUKANS

Practical
ACTION

NAIROBI
STREET
KITCHEN

WWF

KENYA

WEE CENTRE

Managing e-Waste for a Safe Environment

zuni
events

inc

bop

WATER FILTERS

naqua

WATER FILTERS

2025 CONFERENCE HIGHLIGHTS

400+
Delegates



30+
Speakers



2 Days
In Person



Hands on Sessions

No Waste Expo



Circularity in Action



25
Exhibition Expo



Master of Ceremonies



Winnie Lubembe

Master of the Ceremony

One voice guided the entire conversation, kept the energy high, and ensured every session flowed seamlessly at the 10th Annual Circular Economy Conference!

Meet our Master of Ceremonies

Winnie is an experienced multimedia Journalist with over 10 years in TV presenting, specialising in Health and Science Broadcast Journalism. She works as a TV host for NTV Kenya on programs like 'Your World NTV' and 'Health Diary NTV'. Her strength lies in effective communication, conducting interviews with newsmakers and policymakers, and driving and shaping conversations that enforce change, exactly what the Circular Economy needs!

Watch Day One Highlights



The Venue



The choice of **Nairobi Street Kitchen** as the venue is intentional. This iconic space embodies the principles of the circular economy, including sustainable food systems, zero-waste practices, community innovation, and local entrepreneurship. The open-air, collaborative environment promoted high-energy networking, meaningful dialogue, and the kind of cross-sector partnerships that drive systemic change.

Nairobi Street Kitchen (NSK) champions sustainability through reuse and repurposing of materials, tackling Nairobi's waste problem by transforming old buses, containers, drums, and bathtubs into its vibrant food stalls and decor, plus focusing on locally sourced ingredients, minimizing food waste, and offering plant-based options, creating a unique, eco-conscious community hub.

Thank you to our Partners



EXHIBITION BOOTHS





10TH ANNUAL CIRCULAR ECONOMY CONFERENCE



DAY 1



08:30–09:00

Arrival & Regenerative Welcome

09:00–09:15

Opening Circle
Choir

"Looking back into the Future", By Juliani

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 Sipeet, Beyond Cultural Limits Foundation (Maasai CBO Kajiado)

09:15–10:30

Keynote's– Circular Systems for a Regenerative Future

Welcome by Organisers: Sustainable Inclusive Business, Kenya: Ms. Karin Boomsma

Welcome by KEPSA CEO, Ms. Carole Kariuki

Opening by Konrad Adenauer Stiftung, Ms. Anja Berretta

Keynote by Denmark in Kenya, Ms. Kamilla Heden Henningsen

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**
Co-Hosted by KAS

11:10–11:30

Tea & Juices & EXPO

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 by TheRockGroup

13:00–14:00

Local Lunch & EXPO

A zero-waste lunch featuring Healthy food choices.

14:00–14:30

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

Edukans, Ms. Nelly Marete – Sprout Africa, Mr. Nahum Okwiya, SIB, Mr. Jeremy Kaburu
Video

CATWALK UPCYCLED TEXTILES – by AfroWema + Delight fashion Show

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

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 & WEEE Centre & WhisperChampions**

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 , SIB@10 Celebration + Networking drinks & snacks

Choir performance

Redfourth Chorus Choir

Day One of the 10th Annual Circular Economy Conference kicked off with a vibrant performance by the RedFourth Chorus Choir.

The Redfourth Chorus is a renowned Kenyan youth vocal group known for blending African and global musical traditions to create a unique and powerful sound. They are a collective of contemporary choral groups, including boys, girls, kids, youth, and adult choirs, focused on community and cohesion through music.

National Anthem



Sustainability Song



Regenerative Welcome

Masaai Elders

Beyond Cultural Limits (BCL)

The Maasai from the Kajiado County working under Beyond Cultural Limits (BCL) took the opportunity to formally engage with the Conference audience, highlighting the deep-rooted connection between their community and the natural environment.

Represented by elders, the Maasai brought forward their indigenous knowledge, emphasizing the role of cultural traditions in guiding sustainable practices. The elders performed a ceremonial blessing to open the proceedings, symbolically linking participants to the natural world and the community's ancestral heritage.

Watch the Masaai Welcome





Looking back into the Future

Juliani

Watch Juliani's Reflections



Juliani is a Kenyan artist who champions the circular economy, especially in waste management, by integrating technology (like the Taka Bank platform) to connect consumers with recyclers, turning trash into valuable products (like lamps from hangers), empowering youth, and promoting responsible consumption, essentially creating economic opportunities from waste to achieve environmental sustainability. He views the **circular economy as creating value** from what's discarded, moving beyond linear take-make-dispose models to systems where materials are reused, recycled, and kept in use, aligning with principles like reducing waste and creating closed loops.

CEO REMARKS

Carole Kariuki

CEO, Kenya Private Sector Alliance

Over the past decade, Kenya has made significant strides in implementing circular economy principles, transitioning from conceptual discussions to practical applications. Partnerships between the private sector, government, counties, and international collaborators have been critical in shaping policy frameworks, building capacity, and supporting localized initiatives such as waste segregation, regenerative agriculture, and sustainable packaging. This collaborative approach demonstrates that circular economy is not only an environmental agenda but also a driver of economic resilience, social inclusion, and innovation.

"If we look back when circularity conversations were still emerging in Kenya, the circular economy was often seen as an abstract idea, something that might be good for the planet, but perhaps too complex for Kenya's realities. But over this last decade, that perception has changed significantly. Circular economy has moved, from theory to practice, from pilots to programmes, from Nairobi to counties and from waste management to full systems redesign."

Watch Carole's Remarks



Welcome Remarks

KARIN BOOMSMA

PROJECT DIRECTOR
SIB-K

The 10th Sustainable Inclusive Business Circular Economy Conference and No Waste Festival marked a decade of collaborative engagement among diverse stakeholders, including communities, startups, academia, corporates, and civil society. This gathering reflects a growing recognition of the interconnectedness of human and natural systems, rooted in indigenous knowledge and traditional practices. Historically, communities in Kenya have emphasized living in harmony with the environment, viewing all life forms as integral to human survival.

We are all nature. The trees are our kin. The river is our lifeblood, and to harm it is to harm our own future. This philosophy underscores the principle of collective responsibility captured in the assertion, "I am because we are," highlighting that sustainable outcomes depend on collaborative action and the acknowledgement that human well-being is inseparable from ecosystem health.

Circularity represents a paradigm shift, with the "cradle-to-cradle" concept illustrating how products and materials can continuously regenerate within the economy rather than being discarded. By embracing these principles, societies can design for durability, sustainability, and inclusivity, strengthening ecological resilience and community prosperity while honouring indigenous knowledge and long-standing human-nature interaction.

Watch Karin's Remarks



Keynote Address 1

Anja Berretta

KAS KENYA

Circular Systems for a Regenerative Future

Circular economy strategies offer solutions that can reduce imports, build resilient local industries, and generate millions of jobs across sectors such as agriculture, manufacturing, energy, and construction. Examples include reducing post-harvest losses through improved storage and composting, recycling metals and plastics, repurposing building materials, and promoting e-waste recycling hubs in the digital economy.

"The circular economy represents more than an environmental concept; it is a strategic pathway to economic growth, job creation, and global leadership in sustainable development. Africa, experiencing rapid urbanisation and projected population growth, faces increasing demand for housing, food, and energy while grappling with high unemployment and limited resources. By implementing circular strategies, Africa can lower its carbon footprint, promote reuse, and cut waste. Circularity is a pathway to resilience, prosperity, and global leadership in sustainability. Circular products may be perceived as expensive, but overcoming this challenge is essential to achieve resilience, prosperity, and sustainability."

Watch Anja's Remarks



Keynote Address 2

Kamilla Heden
Henningesen

DENMARK IN KENYA

Uniting Stakeholders, Empowering Communities: The Social Engine of Circular Economy

Over the past decade, Kenya has accelerated its circular economy transition through strong collaboration between government, industry, researchers, and communities, supported by a strategic partnership with Denmark. This cooperation has strengthened key policies, improved waste value-chain capacity, and driven milestones such as the Sustainable Waste Management Act 2022, the EPR Regulations 2024, waste segregation pilots, digitized audits, and stronger public-private dialogue. As structural progress advances, a socioeconomic study at the Dandora dumpsite highlights the vital yet vulnerable role of waste pickers, whose livelihoods are affected by changing regulations. These insights are now informing training and policy to ensure inclusive transition. Denmark's ongoing support continues to reinforce Kenya's effort to build a circular economy that is sustainable, inclusive, and resilient.

"Waste pickers help drive the circular economy forward yet they do so out of necessity and often under very unsafe and difficult conditions. As Kenya advances waste segregation at source and strengthens environmental regulations, these changes also affect those who earn their living by recovering materials at the dump site. The insights from our study now guide training efforts and inform policy discussions to ensure that the shift to a circular economy does not leave informal workers behind."

Watch Kamilla Remarks



Keynote Address 4

Dr. Sally Kimosop

Secretary of the Ministry of Environment

Green Jobs, New Markets, and Resilient Futures: The Power of Circular Economy

Circular approaches are proving to be more than just a sustainability narrative they are creating tangible economic opportunities. Businesses are reducing operational costs, accessing new markets, and generating inclusive green jobs, particularly for youth and women, reinforcing the government's bottom-up economic transformation (BETA) agenda. The conference demonstrates that circularity thrives when innovation meets collaboration, and when systemic thinking is paired with practical action. By integrating sustainability into everyday business and community practices, Kenya is not only closing the loop on resources but also opening doors to a more equitable and prosperous future.

Mary Njogu

CEO, NECC

Governance in Action: Driving Circular Economy Through Environmental Oversight

"The National Environmental Complaints Committee (NECC) in Kenya is mandated to investigate complaints related to air and water pollution, noise, waste mismanagement, deforestation, sand harvesting, quarrying, and other environmental violations. Investigations involve site visits, interactions with affected communities, and assessment of compliance with environmental laws. Beyond enforcement, NECC contributes to policy formulation, promotes environmental justice, enhances institutional capacity, and raises public awareness on sustainable practices. By guiding stakeholders on responsible environmental management, NECC actively supports the adoption of circular economy practices in Kenya."

Dr. Mamo B. Mamo,
PhD, EBS

DG, NEMA

Shared Responsibility, Shared Impact: Citizens at the Heart of Circular Economy

"A critical challenge remains perception: waste is often seen as mere refuse rather than a resource. We are all waste generators. We must take responsibility for our waste and ensure that we do not litter our environment. Achieving a circular economy requires a paradigm shift, where citizens recognize environmental stewardship as both an individual and collective responsibility. Programs such as greening school curricula, integrating sustainability into universities, and repurposing materials in public venues demonstrate how policy, education, and citizen engagement can work together to advance circular economy objectives and sustainability goals."

Watch Their Remarks





Dr. Mamo B. Mamo, PhD, EBS
DG, NEMA



Mary Njogu, CEO National Environmental Complaints Committee (NECC)



Dr Sally Kimosop, Secretary of the Ministry of Environment

CHIEF GUEST ADDRESS

Dr. Eng. Festus K.
Ng'eno

**PS, State Department for
Environment & Climate
Change**

Kenya's shift toward a circular economy is a strategic response to growing environmental pressures and the limitations of the linear production model, as rapid urbanization and rising material consumption now generate roughly 27,500 tonnes of waste each day, most of which remains unmanaged. This has intensified pollution, plastic accumulation, e-waste challenges, and ecosystem decline, underscoring the need for systemic change that reduces waste at the source and strengthens national resilience to resource scarcity and global market volatility. A circular economy offers a pathway from end-of-pipe solutions to regenerative systems, reducing vulnerability to price shocks and import dependence by promoting local resource loops, reuse, and recycling. This transition aligns with Kenya's broader development priorities focused on sustainability, resource efficiency, and green industrial transformation.

"The Ministry of Environment, Climate Change and Forestry is currently developing a national Circular Economy Strategy as part of the 2023 to 2027 Strategic Plan. The strategy will go far beyond traditional waste management by transforming our entire value chains. It will promote waste prevention, reuse, recycling, and resource efficiency, directly reducing the environmental harm caused by unmanaged waste. The strategy will also serve as a powerful catalyst for economic development, encouraging green investments and fostering partnerships that will lead to innovation. This will, in turn, create a new generation of clean and green jobs, offering significant opportunities for our youth and women. By working together with all our stakeholders, we will build a more sustainable, prosperous, and resilient future for all Kenyans."

Watch PS Remarks



PLENARY 1.

Design & System Thinking; Enabling the Regenerative Future

Prof. Mugendi M'Rithaa

Prof Mugendi M'Rithaa opened the panel session with a presentation on **“What it takes to change a system; creating an enabling environment for deep, long-term circular change”**

Across Africa, the pursuit of circularity and sustainability is more than a technical challenge it is a call to reimagine the relationship between people, communities, and the environment. Drawing on the African philosophy of Ubuntu, which resonates in various forms from “*utu*” in Kiswahili to “*Bu*” in Botswana and “*Unu*” in Zimbabwe, we are reminded that our humanity is realized through active participation and interdependence.



“I participate, therefore I am. True change comes not from observing others but from engaging in the processes that shape our world. Circular economy thrives where empathy, creativity, and shared responsibility converge.”

Prof. Mugendi M'Rithaa

Watch Full Panel session Here



Human-centered design, when fused with *Ubuntu*, emphasizes empathy as a guiding principle: solutions for circularity must not only be technically sound but also culturally grounded and socially embraced. Nature itself offers profound lessons; the humble dung beetle, rolling waste into nourishment and shelter, exemplifies how even the most overlooked resources can be transformed into life-giving value. From Adinkra symbols in Ghana illustrating interdependence, to traditional African hair braiding patterns reflecting fractal geometry, African societies have long encoded creativity, resilience, and collective problem-solving into everyday life.

Contemporary innovations from solar-powered vehicles and locally produced electric buses to vertical gardens in informal settlements demonstrate how tradition, ingenuity, and technology can coalesce to create sustainable, inclusive economies. By honouring ancestral wisdom, learning from nature, and leveraging modern innovation, Africa has the potential not merely to participate in the global circular economy but to redefine it, turning challenges into opportunities that resonate with both cultural identity and environmental stewardship.

PLENARY 1. (Continued)

Reflections: Design & System Thinking

The following industry leaders shared practical applications of design thinking in their respective industries

Ms. Tatiana Texeira

Founder and CEO, Afrowema

Human-Centred Fashion for a Greener Planet

“At Afro Wema, design thinking is a collaborative process: young fashion students and emerging designers are actively involved in co-creating pieces, advancing a sense of community and shared purpose. Every item is handmade, with materials sourced locally and upcycled wherever possible, extending the lifecycle of each product while maintaining aesthetic versatility for different occasions. Our mission is to save the planet with style. By reimagining what fashion can be, we show that sustainability and creativity are not mutually exclusive. Every piece is an invitation to rethink consumption, heritage, and responsibility.”

Michael Koech

Environment and Social Lead at Airtel Kenya

Design for Decades: Rethinking Tech Lifecycles

“Design thinking in the ICT sector also extends to infrastructure, where modular design allows individual components to be replaced without discarding entire systems, and solar power can be used to reduce energy demands. Equipment can be relocated from congested urban areas to regions with lower population density, maximizing utility and extending service life. Partnerships with original equipment manufacturers help ensure that products are designed with the full lifecycle in mind, including reuse, repurposing, and recycling.”

Ernest Chitechi

Corporate Services Manager, KCIC

Think, Prototype, Transform: The Power of Design

“At KCIC, design thinking goes beyond ideation; it includes prototyping, testing, and bringing ideas to life in the market, as we guide innovators to transform waste into practical, sustainable solutions, like turning discarded paper into pencils. We partner with start-ups to not only meet human needs but also to generate jobs, reduce resource use, and create scalable environmental impact. In this way, human-centred insights become catalysts for a circular economy, proving that innovation and sustainability can thrive hand in hand.”

Belinda Atieno

Co-Founder, Eco Fashion Week Kenya

No New Clothes Runway Africa's Fashion Revolution

“At Eco Fashion Africa, we noticed a contradiction: so-called sustainable runways were still producing brand-new garments for shows that lasted only hours, while the world produces 92 million tons of textile waste annually. We asked ourselves: how can less or no new production become aspirational and trendy? Through our No New Clothes Runway Challenge, designers work only with dead stock, thrifted, donated, or cultural textiles, transforming mindsets and embracing circular practices. We also reimagine who is seen on the runway, including everyday people and persons with disabilities, to reflect real-world diversity. Eco Fashion Week Africa is more than a fashion week; it is a platform for circular fashion, inclusivity, and regeneration, proving that sustainability can be joyful, accessible, and deeply rooted in Africa's identity.”

Watch Full Panel session Here 

Design & System Thinking; Enabling the Regenerative Future



Prof. Mugendi M'Rithaa



Ms. Tatiana Texeira
Founder and CEO, Afrowema



Michael Koech
Environment and Social Lead at Airtel Kenya



Belinda Atieno
Co-Founder, Eco Fashion Week Kenya



Ernest Chitechi
Corporate Services Manager, KCIC



Breakout Session

WEDNESDAY
VENUE: NSK

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 by TheRockGroup

Breakout Session

1

Session Description

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

The session, "Closing the Loop: Circular Opportunities in Organic Waste Streams," convened a panel of leading innovators and experts to discuss the transformation of organic waste into a powerful catalyst for Kenya's circular bioeconomy.

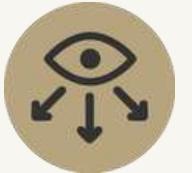
The discussion challenged the traditional view of organic matter as "waste," highlighting its potential to be **converted into clean energy, regenerative fertilizers, and sustainable materials**. While significant technological and entrepreneurial progress is being made, the panel identified critical barriers related to policy awareness, market adoption, and the high cost of scaling trials for small and medium-sized enterprises (SMEs).

Watch Full Session Here



The session underscored that organic waste represents one of Kenya's most powerful, yet underutilized, catalysts for a thriving circular bioeconomy. The successful scaling of these innovations requires a dual approach: continued technological and entrepreneurial drive, coupled with decisive policy action.

A shift in mindset—seeing neglected land and organic matter as opportunities rather than burdens—is essential to unlock the economic, environmental, and social benefits of a truly circular system. The panel collectively called for stronger policy support, particularly in reducing the financial burden of large-scale trials for SMEs, and increased community and consumer sensitization to drive widespread adoption.



Session Speakers: Circular Opportunities in Organic Waste Streams



Mr. Dominic Kahumbu
CEO, Biogas International Ltd

Dominic Kahumbu is the founder and CEO of Biogas International Ltd, an environmental company that develops solutions for poverty alleviation, waste management, and sustainable energy. He also founded Simply Logic Enterprise, an incubator for innovative ideas, and has worked on projects involving water hyacinth conversion into biogas, which provides a cleaner cooking fuel. Kahumbu's work focuses on creating affordable and appropriate technologies for rural communities, with products like the Flexi Biogas System.



Mukami Mitugo
Financial Strategy and Partnerships,
Regen Organics

Mukami Mitugo is a professional known for her work in finance and partnerships in Kenya, currently serving as the General Manager for Financing and Partnership at Regen Organics. She is a finance strategy leader with expertise in integrating financial discipline with operational realities, and she works to deliver results, particularly for marginalized communities. Her expertise in integrating financial discipline with operational realities uniquely positions her to contribute to the sustained success of organizations tackling the world's most pressing social and environmental challenges.



Jos Reinhoudt
Sustainability Consultant,
Akili Green

Jos is a seasoned consultant with deep experience in sustainable business, impact investing, and development. He is recognized for his energetic leadership and practical approach to research and evaluation for donors, civil society, and the private sector. He has supported initiatives spanning climate change adaptation, circular economy, and inclusive transitions, translating complex ideas into actionable strategies. Recently, he led a mid-term review of a €40–42 million multi-donor climate programme across eight African countries. Currently, he advises an agricultural firm in Kenya on entering the carbon market and developing online training on carbon credits for African farmers and foresters.



Linda Davis
Founder & CEO,
Giraffe Bioenergy

Dr Linda Davis is the Founder and CEO of Giraffe Bioenergy, an organization catalysing rural bioeconomies producing food and clean, safe and affordable cooking fuel in Kenya. She has over 15 years of extensive experience in senior-level positions within the renewable energy sector, including cassava ethanol and solar energy production systems. She earned her undergraduate degree in Food Science and Technology at Jomo Kenyatta University of Agriculture and Technology in Kenya. She completed her PhD in Microbiology and Biotechnology at the University of Western Sydney. Dr Linda also holds certificates in Project Management, Finance and Accounting.



Anita Shah
Founder & CEO, Green Stem

Anita Shah is a Kenyan social entrepreneur and the founder of Green Stem Products, an innovative enterprise that upcycles agricultural waste, including banana leaves, into eco-friendly and biodegradable packaging. Propelled by enthusiasm for sustainability and inclusivity, she established Green Stem to address the issue of environmental pollution from single-use plastics and unemployment among marginalized groups. Anita's visionary approach has earned her recognition as a key voice in Kenya's sustainable manufacturing space, with Green Stem becoming a model for waste-to-value innovation and socially responsible business in Africa.



Mr. Benson Wesonga
Project Manager,
Practical Action

Mr. Benson Wesonga is a Project Manager at Practical Action, leading initiatives on the circular economy for household organic waste. He has extensive expertise in circular economy and sustainable development, with a strong focus on creating practical solutions for waste management and resource recovery.

Session Speakers: Circular Opportunities in Organic Waste Streams



Ebenezer Amadi

Senior Program Manager
Bopinc

Strategic development leader with extensive experience in sustainable development, circular economy, climate action, WASH, ICT and health systems strengthening across Eastern and Southern Africa. Proven track record in shaping national policy, mobilizing multi-million-dollar resources, and leading multi-sector teams to deliver transformative programs. Influenced major reforms including the Climate Change Act, Sustainable Waste Management Act & Policy, and Extended Producer Responsibility Regulations, while coordinating private sector contributions to Kenya's COVID-19 response. With experience managing teams of up to 20 core staff and multiple cross-functional project teams across countries, he has successfully built coalitions between governments, development agencies, private sector, and communities to drive systemic change.



Breakout Session

2

Session Description

2. Nature is Food; how to ensure healthy food systems and learn from indigenous knowledge

WEDNESDAY
VENUE: NSK

The session brought together experts from nutrition, academia, indigenous culinary practice, agroecology, and community development to **examine the deep connection between nature and food systems**. The panel established that nature and food are inseparable, noting that traditional African societies designed their diets around natural cycles, climate patterns, soil health, and seasonal rhythms resulting in meals that were nutritious and environmentally sustainable.



The session concluded with a unified acknowledgment that “nature is food” is more than a thematic statement, it is a guiding principle for building resilient, healthy food systems rooted in indigenous knowledge and natural processes. The discussions highlighted the **urgency of revitalizing indigenous foods**, protecting ecosystems, promoting organic agricultural practices, and educating younger generations. By strengthening the relationship between nature and food, Kenya can ensure healthier communities, sustainable livelihoods, and long-term ecological stability.

The panellists urged all stakeholders to embrace practical actions that honour ancestral wisdom and safeguard nature’s capacity to feed current and future generations.



Nature is Food: how to ensure healthy food systems and learn from indigenous knowledge



Ms. Faith Sipeet
Founder Beyond Cultural Limit Foundation

Faith is a visionary leader who is passionate about building resilient communities and sustainable livelihoods within the Maasai community. Her dream is to establish a community where everyone has access to food, water, education, and job opportunities. She also aims to ensure gender equality within the Maasai community, and she dreams of seeing more women in leadership positions. With her experience in project management for community development, she has successfully led several projects aimed at improving the livelihood of her community members. These projects include the establishment of water connectivity from the boreholes to community gardens, the creation of a permaculture training program, and the development of kitchen gardens for 30 women.



Ms. Pauline Wanja
Working Group Lead, Hivos

With over 15 years of experience in philanthropy, donor development, and technical project leadership, Pauline Wanja leads donor relations at Hivos as the Foundations Working Group Lead. In this role, she fosters strategic partnerships with foundation partners, develops innovative fundraising strategies, and provides actionable donor intelligence to support impactful initiatives.

Pauline's career has been dedicated to advancing philanthropy and education-focused agendas. She served as the founding CEO of Future First Kenya and contributed to global partnership development at Future First Global. Passionate about building bold collaborations and leveraging resources to drive sustainable social change, Pauline brings strategic vision and deep sector expertise to every initiative she undertakes.



Dr. Nelly Masayi
Food Nutrition Lecturer

Dr. Nelly is a lecturer at Kibabii University, working in the field of food and nutrition. She holds a PhD and has a deep passion for teaching, research, and community engagement. Her work specializes in sustainability, land-use change, and food systems, exploring how environmental and agricultural practices impact nutrition and local communities. She has participated in international conferences and is also involved in postdoctoral research at the University of Nairobi, further advancing her expertise. Through her teaching and research, Dr. Masayi combines scientific insight with practical solutions, helping students and communities understand the link between nutrition, the environment, and sustainable development.



Ruth Nanyama Wanyonyi
Indigenous Food Chef

Indigenous Chef



Jackline Kerubo
Nutritionist,
MOI Teaching & Referral Hospital

Founder and Managing Director of Sweet n' Dried Enterprises Ltd., Mercy Mwende is a visionary leader driven by a passion for sustainable agriculture and inclusive business models that uplift communities—especially women and youth across Kenya. With over a decade of experience in agro-processing and entrepreneurship development, she has built a company rooted in culture, commerce, and climate-smart innovation.



Ms. Mercy Mwende
SweetnDried

Mercy holds a degree in Development Studies from the Management University of Africa and a Master's in Economic Development. She is a certified trainer in Women & Youth Entrepreneurship Development through the International Labour Organization (ILO), bringing both academic rigor and practical expertise to her work.

Nature is Food: how to ensure healthy food systems and learn from indigenous knowledge



Sharon Bundi
Laikipia PermaCulture Centre

Karin has a background in B2B communication, creating concepts, project and campaigns that bring ideas and people together. Having an educational background in Social and Cultural studies, she is also passionate about creating a mind shift through providing access to information for youth. She has lived and worked in Asia, Europe and Africa. With her extensive experience in the NGO field in Africa, she both co-founded and is director of Sustainable and Inclusive Business in Kenya. By encouraging start-ups and established businesses to rethink their business DNA, she helps them redesign models into future proof ones. Being a creative and innovative soul, she converts climate change and circular economy into relevant business strategies, communication, fruitful partnerships and networks, activities and positive impact.



Karin Boomsma
Lead Kenya Plastic Pact
Secretariat



Breakout Session

3

Session Description

3. ESG the real Sustainability Journey- Masterclass by TheRockGroup

The “ESG: The Real Sustainability Journey” Masterclass brought together professionals from diverse sectors seeking to deepen their understanding of Environmental, Social and Governance (ESG) principles and position sustainability as a driver of business performance. Facilitated by TheRockGroup (TRG), an international consultancy operating across Europe, Africa, and Asia, the session aimed to equip Kenyan and African organizations with practical tools to navigate rising sustainability expectations, shifting global standards, and emerging national regulations. TRG’s multidisciplinary approach, covering strategy, sustainable business development, and education, helped participants move beyond frameworks to address misconceptions and translate ESG into everyday decision-making.

WEDNESDAY
VENUE: NSK

[Watch Full Session Here](#)



ESG the real Sustainability Journey-Masterclass by TheRockGroup



Ms. Esther Mangiza
Sustainability Consultant,
TheRockGroup (TRG)



Kaburu J. Munene
Circular Economy & Research
Specialist, Kenya Plastics Pact (KPP)

Esther has a background in Environmental Management, with a focus on sustainability. After studying at the Cape Peninsula University of Technology, she gained experience working with local NPOs and volunteering as an Environmental Officer at South African National Parks. As a Sustainability Consultant at TheRockGroup, she combines her expertise in environmental management and the circular economy to help businesses and governments implement sustainable strategies. Esther is passionate about advancing the Circular Economy in South Africa and across Africa, with a commitment to creating practical solutions that benefit both people and the planet.





PLENARY SESSION

Launch of the Circular Economy Textile and Fashion Toolkit

2

TEXTILE & FASHION TOOLKIT LAUNCH

The “Wear the Green Future” project is a flagship initiative funded by Nationale Postcode Loterij (NPL), co-implemented by Edukans Kenya, Sprout Africa and SIB. WtGF aims at equipping young people with skills for sustainable and circular practices in the textile and fashion industry.

A key initiative in advancing circularity in Kenya’s textile and fashion sector focuses on training, mentoring, and establishing networks and linkages for small and medium-sized enterprises (SMEs). The program seeks to ensure that sustainability is not just a concept but a practical approach embedded in everyday production practices. Central to this effort is educating artisans and small-scale producers on how to utilise offcuts and waste materials, transforming them into new products rather than discarding them.

To ensure the toolkit they were developing reflects local realities, the team benchmarked with several homegrown innovators, including Mananasi Fibre, Africa Collect Textiles, Afro Wema, Tosheka, Mfuanji Enterprise and Ramissa. This grounding in local examples ensures that the toolkit offers practical guidance and quick references to sustainability champions that businesses can learn from, making circularity more relatable, achievable, and rooted in real Kenyan practice.



Watch Catwalk Of Upcycled Textiles Here 

Watch Full Toolkit Launch Here 



PRACTICAL SESSION

1

Practical Session: Practising Design Thinking: How to
be sustainable & circular.

REPAIR & REFURBISH: CIRCULAR DESIGN IN DAILY LIFE, BUSINESS & TEXTILES

One of the most engaging and transformative segments of the conference was the hands-on circularity workshop, which invited participants to move beyond discussion and immerse themselves in practical sustainability actions. Designed as an interactive learning experience, the workshop encouraged attendees to bring their worn garments, broken electronics, and everyday items in need of repair, offering an opportunity to learn how to mend, repurpose, and recreate through guided practice.

The do workshop transformed into a vibrant space of making, mending, storytelling, and experimentation. Attendees stitched torn garments, repaired small electronics, and co-created new functional objects from upcycled materials. Many expressed appreciations for the opportunity to experience circularity in practice rather than theory.

Participants left the session not only with repaired or repurposed items but with renewed perspectives on sustainability, creativity, and the value embedded in materials often regarded as waste. The workshop illustrated that circular living is both practical and accessible, and that repair, upcycling, and conscious design can inspire industries and individuals alike to rethink their role in shaping a more sustainable future.

Watch Highlights from the Do Workshop
Here





Breakout Session

WEDNESDAY
VENUE: NSK

4

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

5

Biodiversity, Business & Society: The Living Economy

6

Circular Manufacturing for Inclusive Economies

Session Description

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

Access to affordable, patient, and contextually appropriate finance remains one of the most pressing challenges for circular and climate-resilient businesses in Kenya, particularly for SMEs and informal-sector enterprises. This panel discussion unpacked these challenges and explored practical solutions to mobilise capital for circular businesses. Financiers, investors, and ecosystem enablers discussed systemic barriers, emerging innovations, and strategies to bridge the financing gap.

Panelists from finance and ecosystem development highlighted that traditional financial institutions view these models as high-risk due to unfamiliar operational structures and a lack of established creditworthiness frameworks, creating a significant financing gap. Furthermore, the session identified systemic barriers preventing the effective use of global instruments like green bonds, including regulatory bottlenecks, high issuance costs, and the absence of local verifiers.

Protos Capital's representative, Bill Omondi, stressed that addressing these regulatory and policy issues is paramount to unlocking meaningful investment and ensuring Kenya can compete with regional peers in sustainable finance.

To bridge this gap, the discussion centered on innovative strategies encompassing both financial and non-financial support. Root Capital's Peter Maina advocated for targeted lending to processors in high-potential sectors like agri-food, which helps de-risk investments and ensures timely payments to farmers. Complementing this, Wilkister Awuor from Somo Africa emphasized that access to finance must be paired with long-term capacity-building, mentorship, and digital tools like the BijiPura app to overcome the data deficit and move enterprises from grant-dependent to bankable status. The session concluded with a strong call for coordinated action across government, investors, and ecosystem partners to implement policy incentives, utilize catalytic funds, and integrate data collection from the outset, transforming the circular economy from an aspiration into a bankable, sustainable reality.



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



Meet Speakers: Circular Financing & Digital Era



Wilkister Awuor
Operations Manager,
Somo Africa

Wilkister Awuor is the Operations Manager at Somo Africa, an organization supporting micro-entrepreneurs in East Africa with training, coaching, and market access. She's a key part of their administrative team, helping implement strategies for small businesses and contributing to the organization's mission of fostering sustainable growth and job creation



Peter Maina
Senior Manager, Next Generation
Jobs Africa, Root Capital

Peter Maina is the Senior Manager for Next Generation Jobs at Root Capital. He is responsible for crafting Root Capital's strategy around unleashing rural youth's potential in agriculture through stimulating the growth of formal jobs for youth within our clients as well as supporting young entrepreneurs keen on building climate smart enterprises. This work supports both the needs of agricultural businesses and the youth population.



Bill Omondi
Protos Capital L.L.P

Bill Omondi is a Certified GRI Professional and Business Development Associate at Protos Capital, driving Green Finance and sustainability-aligned investments. He holds a B.Sc. in Computer Science (JKUAT), a Certificate in Communication (University of Delaware), and a Diploma in Business and IT (Strathmore University). His expertise spans Green Finance, Carbon Markets, Sustainable Agriculture, and Climate Risk, helping organizations embed ESG principles for long-term value. Passionate about data-driven sustainability, Bill leverages informatics to accelerate transformation. As an SDG champion, he empowers youth and communities to take ownership of sustainability initiatives and advance the Sustainable Development Goals.



Levi Injendi
SME Trade and Investment Officer,
KEPSA

Levi Injendi is the SME Trade and Investment Officer at KEPASA. He is an ambitious, self-motivated individual who is proactive, result oriented, a team player with a success-oriented mind-set. He handles tasks with confidence and always keen to learn from day-to-day challenges encountered for consistent improvement. He is packaged with strong negotiation skills, team management, problem resolution oriented and a result-oriented mind-set.



Breakout Session

5

WEDNESDAY
VENUE: NSK

Session Description – Part One

Biodiversity, Business & Society: The Living Economy

This session established **biodiversity** as the fundamental basis for life, economic systems, and sustainable development in Kenya, emphasizing the shift towards a "Living Economy." Experts highlighted that the country's rich ecosystems provide essential services such as water purification and carbon sequestration that directly support livelihoods, trade, and industry. The discussion stressed that businesses must integrate ecological considerations into their operations not merely as a regulatory compliance measure, but as a critical strategy for risk management, accessing green finance, and ensuring long-term operational resilience. Ms. Mayiani Saino underscored this by stating, "**There is no circular economy without biodiversity**," framing environmental stewardship as an inseparable and fundamental aspect of the circular economy and everyday business practice.

The panel focused on the practical implementation of the **National Biodiversity Strategy and Action Plan** (NBSAP), aligning it with the Kunming-Montreal Global Biodiversity Framework. Speakers, including Mr. Alex Mugambi, emphasised that effective conservation and sustainable utilisation require collective action and inclusive, participatory approaches across all stakeholders, including government, professional bodies, communities, and the private sector. The need for capacity-building, mentorship, and integrating traditional knowledge, as highlighted by Ms. Catherine Mungai, was presented as crucial for equipping businesses to embed ecological considerations.

Ultimately, the session concluded that protecting ecosystem health is vital for socio-economic stability, as degradation directly impacts community livelihoods and commercial operations, making the prioritisation of biodiversity conservation central to achieving national and global development goals.



Breakout Session

WEDNESDAY
VENUE: NSK

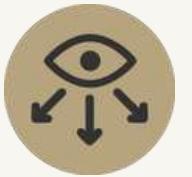
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Session Description – Part Two

Biodiversity, Business & Society: The Living Economy

This session explored the intersection of nature-based solutions, finance, and digital innovation as key enablers for a robust circular economy. Gloria Ndekei from the KEPSA Foundation provided a compelling case study on school-based environmental initiatives, demonstrating how projects like establishing avocado orchards can generate significant revenue, support student education, and provide hands-on experience in circular practices. Building on this, Indekhwa Anangwe of Nature Finance discussed the critical shift in private sector engagement, moving towards risk-based financial models that balance profit with social and environmental responsibility. This approach emphasizes the need for financial actors to incorporate ecosystem stability and community livelihoods into investment decisions, with a focus on systematically building bio-based enterprises through policy alignment, financing, and market access.

A significant focus of the session was the role of technology and capacity building in accelerating conservation efforts. Alfred Osiko from GSMA highlighted that digital innovations, including AI, blockchain, and IoT, are crucial for rapid, large-scale environmental data collection, improving monitoring and verification systems, and fostering accountable natural resource management. However, speakers collectively noted that the effectiveness of these strategies hinges on addressing knowledge gaps within the business community. Therefore, capacity-building initiatives are essential to provide the necessary tools and technical expertise for businesses to integrate nature conservation into their long-term strategies, ensuring that ecological stewardship—from policy frameworks to practical implementation—is foundational to Kenya's sustainability objectives.



Biodiversity, Business & Society: The Living Economy



Meet the Speakers: Biodiversity, Business & Society



Dr. Alex Mugambi
Chairman, Environment Institute
of Kenya (EIK)

Dr. Alex Mugambi is an environmental expert and leader, holding the position of a Chairman at the Environment Institute of Kenya (EIK). As part of his duties, he provides strategic oversight and direction, guiding the Institute's efforts in advancing environmental education, policy advocacy, sustainable development, and stakeholder partnerships. Dr. Mugambi has studied in the field of environmental studies and geospatial/remote-sensing technologies. His professional expertise spans environmental planning and management, waste-water treatment, water-quality monitoring, and the integration of renewable energy solutions.



David Githaiga
Technical Advisor, NBSAP
Accelerator Partnership

David is an environmental and development professional currently serving as a Technical Advisor with the NBSAP Accelerator Partnership, where he supports Kenya in implementing its National Biodiversity Strategy and Action Plan. He holds a Bachelor's degree in Environmental Studies from Slippery Rock University (USA), a Master's in Development Economics from Southern New Hampshire University, and an MBA from United States International University–Africa. He has over two decades of experience in biodiversity conservation, climate change, and natural resource management. Known for his strong leadership and technical expertise, he continues to play a key role in translating global biodiversity goals into practical actions that benefit local communities and ecosystems.



Dr. Nelly Masayi
Food Nutrition Lecturer

Dr. Nelly is a lecturer at Kibabii University, working in the field of food and nutrition. She holds a PhD and has a deep passion for teaching, research, and community engagement. Her work specializes in sustainability, land-use change, and food systems, exploring how environmental and agricultural practices impact nutrition and local communities. She has participated in international conferences and is also involved in postdoctoral research at the University of Nairobi, further advancing her expertise. Through her teaching and research, Dr. Masayi combines scientific insight with practical solutions, helping students and communities understand the link between nutrition, the environment, and sustainable development.



Ms. Catherine Mungai
IUCN – SESSION LEAD

Experienced Policy and Research Engagement Specialist with a demonstrated history of working in environmental and natural resources management. Skilled in gender and youth integration, program evaluation, communication, report writing, and program development with a Master's Degree focused on Environmental Governance. Over 15 years of experience in developing and expanding learning partnerships and supporting science-policy engagement processes in Africa and also at the global level with a focus on integrating biodiversity, gender, climate change, and agriculture policies and programmes.



Mayiani Saino
Deputy Director, MEAs
State Department for Environment and Climate
Change

Ms. Mayiani Saino is the Deputy Director for Multilateral Environmental Agreements (MEAs) with over 10 years of experience in regional and international environmental policy and implementation. Her work spans sustainable development, chemicals and waste management, biodiversity conservation, climate change adaptation, and project management. She plays a key role in negotiating and implementing MEAs, translating global commitments into practical action. Ms. Saino holds an MSc in Environmental Engineering from the University of Science and Technology Beijing and a BSc in Environmental Science from Kabarak University.



Karin Boomsma
Lead Kenya Plastic Pact
Secretariat

Karin has a background in B2B communication, creating concepts, project and campaigns that bring ideas and people together. Having an educational background in Social and Cultural studies, she is also passionate about creating a mind shift through providing access to information for youth. She has lived and worked in Asia, Europe and Africa. With her extensive experience in the NGO field in Africa, she both co-founded and is director of Sustainable and Inclusive Business in Kenya. By encouraging start-ups and established businesses to rethink their business DNA, she helps them redesign models into future proof ones. Being a creative and innovative soul, she converts climate change and circular economy into relevant business strategies, communication, fruitful partnerships and networks, activities and positive impact.

Meet the Speakers: Biodiversity, Business & Society



Ms. Indekhwa Anangwe

Manager, Impact & Trade, Nature Finance

As the Impact & Trade Manager at Nature Finance, Ms. Indekhwa is on a mission to catalyse sustainable financing solutions that build resilience and restore balance between humanity and the natural world. With over 14 years of multidisciplinary experience in finance, project development, policy, and economic empowerment, she thrives at the intersection of economic progress and environmental stewardship. In her current role, she collaborates with a diverse team of experts to unlock pathways for aligning global capital flows with green economy principles. She leverages her unique background in finance, international business, trade facilitation, and biodiversity conservation.



Ms. Gloria Ndekei
Executive Director, KEPSA Foundation

Gloria Njambi Ndekei is the Executive Director of Kenya Private Sector Alliance (KEPSA) Foundation, the social arm of KEPSA that aims to strengthen the socio-economic transformation agenda for KEPSEA's global competitiveness. Gloria has promoted Small and Micro Enterprises (SMES), and empowered women and women groups to access finance, access markets and acquire business development skills. She holds a Bachelor of Arts in Social Work (Second Class Honors, Upper Division), and a Master of Arts degree in Armed Conflict and Peace Studies.



Mr. Alfred Osiko
Director Market Engagement
ClimateTech, GSMA

Alfred Osiko holds the position of Director, Market Engagement for ClimateTech at GSMA. He is a Sustainability, Climate Change, Environment Management, Safety & Health and Government Affairs expert with extensive experience at both national and multinational organizations working in multicultural and geographically spread-out teams.

Session Description

Circular Manufacturing for Inclusive Economies

The session on Circular Manufacturing for Inclusive Economies highlighted the **transformative potential of circularity** to strengthen Kenya's local manufacturing systems, create green jobs, and foster inclusive economic growth. Key examples across various sectors demonstrated this potential, including EcoBanana's innovative **agri-based model**, which repurposes 100% of banana fibre for sanitary pad production, thereby creating local value and empowering rural women.

Furthermore, the discussion on **the textile sector**, supported by UNEP's InTex Programme, revealed that adopting circular principles and cleaner technologies, such as a shift to solar energy, offers significant economic advantages, potentially saving manufacturers up to 71% in energy costs while reducing environmental impact.

The panel also identified **e-waste** as a valuable, though hazardous, stream that presents a major opportunity for green job creation through formalized dismantling and component recovery.

Despite the clear opportunities, panellists stressed that realizing Kenya's circular potential requires overcoming systemic challenges, particularly in managing plastic and e-waste. For plastics, which are deeply embedded in consumption, the need for long-term investment was emphasized, alongside policy measures such as tax incentives for recycled content and the adoption of effective models like a Deposit Return System (DRS).

A recurring theme was the necessity of thoughtful and accessible financing, calling for blended finance and targeted incentives to de-risk innovations and enable Small and Medium Enterprises (SMEs) to scale up. Ultimately, the session concluded that **circular manufacturing is vital for national resilience and sustainable development**, but its success hinges on concerted action: supportive policies, investment in clean technologies, and robust collaboration among all stakeholders to create the necessary enabling environment.



Circular Manufacturing for Inclusive Economies









KENYA PLASTICS PACT SUMMIT



Kenya Plastics Summit

Day two of the 10th Annual Circular Economy Conference and No Waste Festival featured the Kenya Plastics Pact (KPP) Summit, which focused on accelerating the transition to a circular economy for plastics. The summit included the official launch of the **NO SUP USE (No Single-Use Plastics)** Elimination campaign and Manual, a landmark initiative aimed at phasing out problematic single-use plastics, starting with Kenya's hospitality and tourism sectors. The manual promotes the principles of **Refuse, Reduce, Replace, Reuse, and Refill**.

Co-hosted by Sustainable Inclusive Business Kenya (SIB-K) in partnership with the Kenya Plastics Pact (KPP), the Ministry of Environment, Climate Change and Forestry, and the National Environment Management Authority (NEMA), the conference was powered by Konrad-Adenauer-Stiftung Kenya and supported by a coalition of strategic partners. The event, themed "*Reimagine: Looking Back into the Future*," convened over **300 delegates**, including policymakers, industry leaders, innovators, and youth, for a day focused on "Circularity in Action."

The day also featured two plenary sessions and five breakout sessions exploring topics such as EPR and Legislation, Circular Futures, Design Thinking in Practice, No Plastics in the MICE, Hospitality & Tourism Industry, and the Global Plastics Treaty.



Opening Performance



Kevin Atikha
(Knamics)

Kevin Atikha, professionally known as Knamics, is a live performer and storyteller specializing in African sound. He is also a professional musician and recording artist.



Spoken Word Performance



Shali Neema

Spoken Word Artist

Shali Neema is a spoken word artist and a student at Daystar University in Nairobi.



Treasure Hunt



Prackisidis Wandera

SIB & KPP



During the dedicated Kenya Plastics Pact session on Day Two of the Annual Circular Economy Conference, delegates participated in an engaging treasure hunt designed to raise awareness on the critical themes of reuse, packaging alternatives, and recycling. The exercise, which required solving three distinct clues, culminated in a remarkable achievement: one delegate successfully and single-handedly cracked all the hints and presented the treasures.

Welcome Remarks

KARIN BOOMSMA

**PROJECT DIRECTOR
SIB-K**

The opening session featured insightful addresses underscoring the urgency and opportunity of circularity for Kenya's economic resilience and environmental health.

Ms. Karin Boomsma, Project Director of SIB-K, acknowledged the progress made in eliminating single-use plastics while highlighting the challenges of making a circular economy for plastics work.

"We want to eliminate plastics that are problematic and unnecessary. This is not based on a gut feeling but on research, and it involves bringing everyone together in this space to say what is actually problematic and unnecessary," she said.

She emphasized the need to approach circularity from a design perspective to transform the linear economy into a viable and sustainable circular economy.



A Clear Roadmap for Plastic Action

Mr. Joharie Kisiangani, the digital marketing representative and sustainability Advocate at Taka Taka Solutions, spoke about their integrated waste management model in Kenya, emphasizing job creation, high recycling rates (over 90%), and turning waste into resources through composting and plastic recycling, promoting a circular economy.

He highlighted their role in transforming waste from a liability into value by collecting from households, operating sorting sites, recycling plastics into pellets, composting organic waste, and supporting waste pickers with PPE and training, thus creating green jobs and tackling pollution in Nairobi and beyond.



Mr. Joharie Kisiangani

Taka Taka Solutions

Joharie Kisiangani is a Web Developer, Marketer, and Environmental Advocate based in Nairobi County, Kenya. He currently works as a Digital Marketing Officer at TakaTaka Solutions, an organization that collects waste from households, businesses, and factories, sorting it into over 40 fractions for sustainable solutions and development.



A Clear Roadmap for Plastic Action



Akshay Shah, Group Executive Director at Sila Africa and Chair of the KPP Steering Committee, noted the progress achieved over the last five years in advancing circular economy principles.

"Circular Economy is poised to be Kenya's greatest economic transformation driver, establishing the nation as a global green manufacturing hub that will unleash significant investment, generate jobs across all skill levels, and unlock ecotourism. We need a clear definition of problematic plastics and must showcase that recycling can be profitable if the right environment and enforcement are in place."

Mr. Akshay Shah

**Group Executive Director
of Silafrica, and the Chair
of the Kenya Plastics Pact
Steering Committee**

Akshay Shah is the Chair of the Steering Committee for the Kenya Plastics Pact and Group Executive Director at Silafrica, a leading packaging company in East Africa. With over 30 years of experience in the plastics and packaging sector, he is a recognized leader in advancing circular-economy solutions, promoting 100% recyclable packaging, and fostering collaboration between industry, government, and the informal waste sector. At the Kenya Plastics Pact, Shah focuses on translating strategy into action, driving collective initiatives that accelerate plastics circularity across Kenya.



Watch Full Session Here 

A Clear Roadmap for Plastic Action

Discussing the implementation of Extended Producer Responsibility (EPR) in Kenya, Dr. Ayub Macharia, Director for Environmental Enforcement at NEMA, emphasized the value-chain approach and the essential role waste pickers play within it. He noted that NEMA is working closely with all actors across the value chain to strengthen the system. Dr. Macharia also urged private-sector players to develop effective mechanisms for managing the waste they generate, underscoring their critical responsibility in achieving a functional circular economy.

Dr. Ayub Macharia

Director for Environmental Enforcement at NEMA

Dr. Ayub Macharia is Director of Environmental Enforcement at NEMA. He holds a PhD in Environmental Education (Education for Sustainability), a Master of Environmental Science, a Master of Science in Strategic Leadership, and a Bachelor of Education in Botany and Zoology. With extensive expertise in environmental education and strategic leadership, Dr. Macharia leads initiatives that promote public awareness, engagement, and sustainable practices across Kenya.



Launch of the #NoSingleUsePlastics Awareness Campaign

The NOSUPUse campaign is a collaborative effort between KPP, WWF Kenya, the Kenya Bureau of Standards (KEBS), and the National Environment Management Authority (NEMA).

It aims to eliminate problematic and unnecessary single-use plastics (SUPs), particularly in the Meetings, Incentives, Conferences, and Exhibitions (MICE) and hospitality sectors, which are among the biggest contributors to plastic waste.

The “No SUP Use” campaign introduces a recognisable logo that participating businesses can display to signify their commitment to eliminating items listed on the KPP Elimination List.

Watch Full Session Here 



Launch of the #NoSingleUsePlastics Awareness Campaign





Breakout Session

WEDNESDAY
VENUE: NSK

1

EPR and Legislations –How does implementation looks like for Counties

2

Circular Futures: Communities, Collectives & Inclusive Innovation

EPR and Legislations - How does implementation looks like for Counties

This session breaks down how Extended Producer Responsibility (EPR) frameworks can be fully implemented, enforced, and made inclusive. It addresses regulatory clarity, producer compliance, community-level coordination, and alignment with global frameworks like the Plastics Treaty.



EPR and Legislations -How does implementation looks like for Counties



Meet the Speakers: EPR and Legislations



Ebenezer Amadi
Senior Program Manager, Bopinc

Strategic development leader with extensive experience in sustainable development, circular economy, climate action, WASH, ICT and health systems strengthening across Eastern and Southern Africa. Proven track record in shaping national policy, mobilizing multi-million-dollar resources, and leading multi-sector teams to deliver transformative programs. Influenced major reforms including the Climate Change Act, Sustainable Waste Management Act & Policy, and Extended Producer Responsibility Regulations, while coordinating private sector contributions to Kenya's COVID-19 response. With experience managing teams of up to 20 core staff and multiple cross-functional project teams across countries, he has successfully built coalitions between governments, development agencies, private sector, and communities to drive systemic change.



James Odongo
CEO, KEPERO

Mr. James Odongo is a seasoned project management professional who excels in driving impactful public policy projects and influencing advocacy. With a proven track record, he has successfully overseen initiatives in research, policy development, capacity-building, and resource mobilization. An adept communicator, James is experienced in fostering strategic partnerships with various stakeholders, including governments and donors, making him a key player in establishing collaborative relationships with aligned organizations. Mr. Odongo remains dedicated to continuous self-improvement, both professionally and in his personal growth. He is on a journey to establish himself as a remarkable and authentic thought leader in topical areas of Circularity and Sustainable Development.



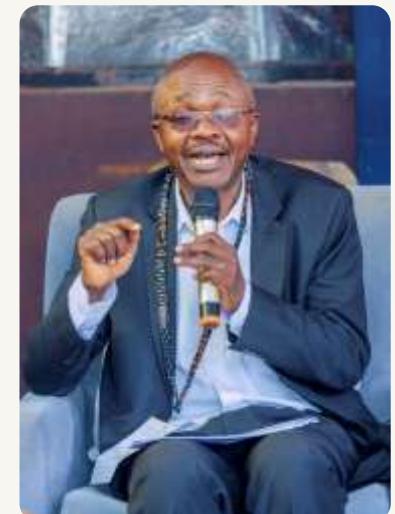
Henry Munyao
Project Officer - Circular Economy
Initiative & EPR, WWF KENYA

Henry Munyao is the Project Officer for the Circular Economy and Extended Producer Responsibility (EPR) initiatives at WWF-Kenya. He was instrumental in the 2024 gazettement of the EPR Regulations, a policy change that he helped bring about through collaboration with the government, private sector, and civil society organizations. He also works to build capacity for waste managers at the grassroots level and integrate them into circular economy models.



Christine Mwende Kivuva
Assistant Director Of Environment-
Nairobi City County Government

Experienced Policy and Research Engagement Specialist with a demonstrated history of working in environmental and natural resources management. Skilled in gender and youth integration, program evaluation, communication, report writing, and program development with a Master's Degree focused on Environmental Governance. Over 15 years of experience in developing and expanding learning partnerships and supporting science-policy engagement processes in Africa and also at the global level with a focus on integrating biodiversity, gender, climate change, and agriculture policies and programmes.



Prof. Josphat Igadwa
Moi University

Josphat Igadwa Mwasiagi has a BTECH inTextile Technology (Bharathiar, 1991), Masterof Science in Textile Engineering (ChinaTextile, 2000) PhD (Donghua, 2009). Mwasiagihas worked in Thika cloth Mills and Rivatexfactory where he served as an AssistantSpinning Master and Spinning Managerrespectively. He has worked with MoiUniversity since 1997, and he is an associateProfessor of Textile Engineering, and PI forUNEP Intex project, which seeks to promotesustainability and circularity in the textile andapparel value chain in Kenya. He haspublished over 70 publications ininternational journals and conferences.



Joyce Gachugi
CEO, PAKPRO Kenya

Joyce is a seasoned leader in sustainability, circular economy, and corporate governance with over 15 years' experience driving strategic impact across Africa's green economy. She brings a unique blend of executive leadership, boardroom governance, and hands-on expertise in Extended Producer Responsibility (EPR), ESG frameworks, and sustainable value chains. As CEO of a Producer Responsibility Organization and advisor to boards, she has led transformative initiatives spanning waste management, plastics recycling and green finance—collaborating with governments, multinationals, and SMEs to design policy frameworks, mobilize investment, and integrate smallholder and informal sector actors. She is passionate about board effectiveness and governance to strengthen decision-making, risk oversight, and accountability at both corporate and not for profit levels.

Circular Futures: Communities, Collectives & Inclusive Innovation



Meet the Speakers: Circular Futures



Ms. Wavinya Mutua
African Cities Research Consortium

Strategic development leader with extensive experience in sustainable development, circular economy, climate action, WASH, ICT and health systems strengthening across Eastern and Southern Africa. Proven track record in shaping national policy, mobilizing multi-million-dollar resources, and leading multi-sector teams to deliver transformative programs. Influenced major reforms including the Climate Change Act, Sustainable Waste Management Act & Policy, and Extended Producer Responsibility Regulations, while coordinating private sector contributions to Kenya's COVID-19 response. With experience managing teams of up to 20 core staff and multiple cross-functional project teams across countries, he has successfully built coalitions between governments, development agencies, private sector, and communities to drive systemic change.



Ms. Karen Njue
Community development expert, ECO-World

Ms. Karen is a passionate Environmental and Community Development professional driving sustainable solutions. Her professional interest encompass circular economy, environmental conservation, community development and waste management. She has led impactful projects in marine conservation, focusing on research, monitoring, and addressing marine litter; in community engagement, empowering local communities through education and capacity building; and in the circular economy, coordinating the implementation of waste recovery and recycling programs. She is committed to bridging the gap between environmental conservation and community development. Ms. Karen is currently leading a plastic recycling operations and community engagement at EcoWorld Recycling.



Dr. Tayba Hatimy
Co-founder & Executive Director,
Baus Taka Enterprise

Dr Tayba Hatimy is a dentist by profession and a passionate award-winning Social-Enviropreneur with 7 years of experience in fusing Business Development and Social Impact. She is the co-founder and executive director of Baus Taka Enterprise; a tech integrated waste management enterprise based in Mombasa County on a mission to combat marine plastic pollution while providing green job opportunities for youth and women from vulnerable communities. Baus Taka Enterprises (BTE) offers a smart digital system that guarantees high-quality and sustainable waste management solutions for residential, commercial and industrial clients in Mombasa County. Dr. Tayba is deeply committed to leveraging technology for positive oceanic transformations, inspiring both youth and women to actively engage in community-based climate action.



Mr. Richard Kainika
Secretary General,
Kenya Association of Waste Recyclers

Mr. Richard transforms waste into value through his leadership at Pure Planet Recyclers Ltd, Pura Terra Recycling Ltd, and as Secretary General of the Kenya Association of Waste Recyclers (KAWR). He champions circular economy solutions across Africa and beyond, turning waste challenges into opportunities that clean cities, protect ecosystems, and strengthen livelihoods. Guided by the principle that true success balances people, planet, and enterprise, he drives innovations that advance sustainability and elevate Africa's leadership in the circular economy.



Mr. Brian Gisore Nyabuti
Chairman, Kenya National Waste
Pickers Welfare Assoc

Mr. Gisore Nyabuti was born and raised in Kibera, where he began waste picking at the age of nine, creatively using a magnet and old speaker to collect scrap metals. At 17, he founded Slums Going Green and Clean, empowering communities to develop their own solutions. In 2019, he established the Nairobi Waste Pickers Welfare Association, followed by the Kenya National Waste Pickers Welfare Association, to protect the rights and interests of waste pickers. Through his leadership, he champions sustainable practices, community empowerment, and the dignity of waste pickers across Kenya.



Joyce Gachugi
CEO, PAKPRO Kenya

Joyce is a seasoned leader in sustainability, circular economy, and corporate governance with over 15 years' experience driving strategic impact across Africa's green economy. She brings a unique blend of executive leadership, boardroom governance, and hands-on expertise in Extended Producer Responsibility (EPR), ESG frameworks, and sustainable value chains. As CEO of a Producer Responsibility Organization and advisor to boards, she has led transformative initiatives spanning waste management, plastics recycling and green finance—collaborating with governments, multinationals, and SMEs to design policy frameworks, mobilize investment, and integrate smallholder and informal sector actors. She is passionate about board effectiveness and governance to strengthen decision-making, risk oversight, and accountability at both corporate and not for profit levels.



Breakout Session

WEDNESDAY
VENUE: NSK

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No Plastics in the Mice, Hospitality & Tourism industry

4

Global Plastics Treaty – what is next for Ambition

No Plastics in the Mice, Hospitality & Tourism industry

This was a **highly interactive session** exploring how **mice, hospitality & tourism** can eliminate SUP.

Participants engaged 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 Kenya 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.



Meet the Speakers: No Plastics in the Mice, Hospitality & Tourism industry



Mr. Edgar Kioko
Silafrica

Edgar Mulei is an innovative Mechanical Engineer at Sil Africa and a serving member of the Kenya Plastics Pact steering committee. A distinguished problem-solver, he has clinched numerous accolades for his work, including the prestigious Hult Prize.

Edgar's expertise transcends traditional engineering, encompassing IoT, Software, Blockchain, AI, and Finance. He seamlessly blends this diverse technical knowledge with creativity and strategic vision to develop forward-thinking solutions. Whether for individuals or large-scale businesses, Edgar is dedicated to generating lasting value through the convergence of mechanical engineering and modern digital technology.



Ms. Kezy Mukiri
Zuri Event

KEZY MUKIRI is an Advocate of the High Court of Kenya, a seasoned conference organizer, speaker, and entrepreneur. She is the Founder and CEO of ZURI EVENTS, a Nairobi-based professional conference management and consulting firm established in 2007. With nearly two decades of experience, Kezy has led the delivery of high-impact international conferences, trade expos, and business meetings across Africa and beyond. She is the visionary behind the Africa MICE Summit and Africa MICE Awards and a strong advocate for sustainable event management. Her work spans multiple countries and global clients, earning her and ZURI EVENTS numerous regional and international awards.



Ms. Alice Akello
Polk Trend

Dynamic and strategic Communication and PR professional with over 5 years of comprehensive experience in crafting compelling narratives, fostering positive brand image, and optimizing digital strategies to engage target audiences. My expertise lies in aligning communications with organizational goals to enhance brand visibility and drive business growth. With a proven track record of cultivating strong client relationships and delivering exceptional customer experiences, I bring a commitment to professional ethics and a drive for impactful results in fast-paced and evolving environments.



Mr. Michael Ogumbe
Wakololo Waste Pickers

Mr. Michael Ogumbe is the CEO of Wakololo Recyclers, also identified as the Wakololo Recyclers Self Help Group, a community-based organization involved in waste management and recycling in Kenya. His role involves managing the operations of Wakololo Recyclers and playing a pivotal part in Kenya's waste management sector. He is an active participant in discussions and initiatives within the Kenyan waste management and recycling community, working with other stakeholders to promote sustainable practices and the formalization of waste pickers. His organization aims to create value from waste and has worked on projects to provide employment opportunities within the recycling value chain.



Mr. Ikreet Kenth
T3 Recycling

Mr. Ikreet Kenth is the Chief Operating Officer (COO) and Chief Technology Officer (CTO) of T3 Africa, a leading plastic recycling company in Kenya. He is a prominent figure in promoting a circular economy and sustainable waste management in the region. As COO and CTO, Mr. Kenth is instrumental in T3's operations and technological advancements, which involve converting post-consumer PET bottles into high-quality, food-grade recycled PET (rPET) resin. He represents T3 Africa as a member of the Kenya Plastics Pact Steering Committee and a Technical Committee Member at the Kenya Bureau of Standards (KEBS).



Mr. George Ireri
Expert, Soroi Collection

George Ireri is a passionate Sustainability Officer and Travelife Auditor dedicated to helping accommodation facilities and tour operators achieve their sustainability and business objectives. As Sustainability Manager at Soroi Collection, George specializes in integrating environmental and social best practices into tourism operations, enhancing efficiency, compliance, and brand reputation while creating meaningful community impact.

Global Plastics Treaty – what is next for Ambition

This was a **highly interactive session** exploring how **mice, hospitality & tourism** can eliminate SUP. Participants engaged 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 Kenya 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.



Global Plastics Treaty – what is next for Ambition



Meet the Speakers: No Plastics in the Mice, Hospitality & Tourism industry



Josephine Wawira

Corporate Communications Manager
KEPSA

Edgar Mulei is an innovative Mechanical Engineer at Sil Africa and a serving member of the Kenya Plastics Pact steering committee. A distinguished problem-solver, he has clinched numerous accolades for his work, including the prestigious Hult Prize.

Edgar's expertise transcends traditional engineering, encompassing IoT, Software, Blockchain, AI, and Finance. He seamlessly blends this diverse technical knowledge with creativity and strategic vision to develop forward-thinking solutions. Whether for individuals or large-scale businesses, Edgar is dedicated to generating lasting value through the convergence of mechanical engineering and modern digital technology.



Dr. Ayub Macharia

Director of Environmental Enforcement at
NEMA

Dr. Ayub Macharia is Director of Environmental Enforcement at NEMA. He holds a PhD in Environmental Education (Education for Sustainability), a Master of Environmental Science, a Master of Science in Strategic Leadership, and a Bachelor of Education in Botany and Zoology. With extensive expertise in environmental education and strategic leadership, Dr. Macharia leads initiatives that promote public awareness, engagement, and sustainable practices across Kenya.



Talya Shalev

International Partnership
Manager, WRAP

Talya Shalev an International Partnerships Manager at WRAP, supporting sustainability and circular economy initiatives in Africa. She co-founded Our Sustainable World, a documentary series highlighting global sustainable innovation, focusing on food systems, plastic packaging, and textiles



Ms. Anja Beretta

Director Africa Economy Programme, Konrad
Adenauer Stiftung

Mr. Michael Ogumbe is the CEO of Walakolo Recyclers, also identified as the Walakolo Recyclers Self Help Group, a community-based organization involved in waste management and recycling in Kenya. His role involves managing the operations of Walakolo Recyclers and playing a pivotal part in Kenya's waste management sector. He is an active participant in discussions and initiatives within the Kenyan waste management and recycling community, working with other stakeholders to promote sustainable practices and the formalization of waste pickers. His organization aims to create value from waste and has worked on projects to provide employment opportunities within the recycling value chain.



Dorothy Otieno

Programme Officer, CEJAD

Mr. Ikreet Kent is the Chief Operating Officer (COO) and Chief Technology Officer (CTO) of T3 Africa, a leading plastic recycling company in Kenya. He is a prominent figure in promoting a circular economy and sustainable waste management in the region. As COO and CTO, Mr. Kent is instrumental in T3's operations and technological advancements, which involve converting post-consumer PET bottles into high-quality, food-grade recycled PET (rPET) resin. He represents T3 Africa as a member of the Kenya Plastics Pact Steering Committee and a Technical Committee Member at the Kenya Bureau of Standards (KEBS).



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CIRCULAR EVENTS



#CircularityInAction



ANNUAL CIRCULAR ECONOMY
CONFERENCE
& NO WASTE FESTIVAL

See More Photos Here



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.



THE ROCK GROUP

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.



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.

Conference Supporting Partners



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.



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 Kenya Plastics Pact & Sustainable Inclusive Business Kenya will launch the Elimination of SingelUsePlastics Campaign!



Conference Supporting Partners

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

**Practical
ACTION**



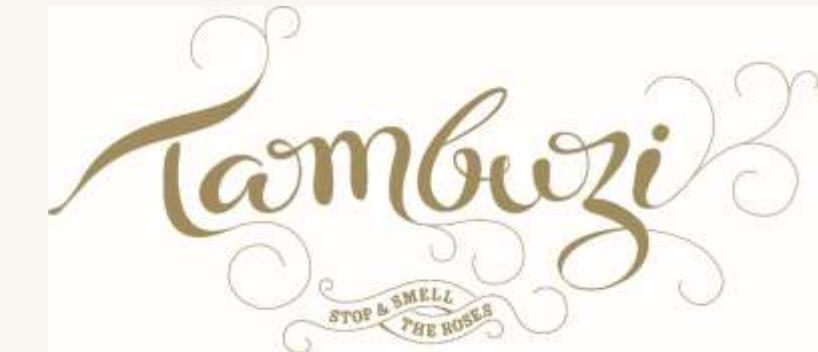
Practical Action exists to change the systems that keep people in poverty and vulnerable to the impacts of climate change, nature loss and pollution. We work alongside communities to build resilient livelihoods and thriving, inclusive societies.

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.

Bopinc (BoP Innovation Center) in Kenya is part of a global foundation helping businesses create viable, inclusive models for low-income communities (the "Base of the Pyramid"), focusing on sectors like food, energy, and water, using design thinking and market insights to bring inclusive products to market, with local presence in Nairobi for supporting startups, SMEs, and multinationals in circular economy and inclusive business. They offer expertise in distribution, marketing, and business model innovation for these underserved markets.

- Inclusive Innovation:** Develops and supports business models that include low-income people as consumers, producers, and entrepreneurs.
- Sectors:** Focus on food, water, and energy (WASH), supporting circular economy principles.
- Expertise:** Provide support in market insights, design thinking, last-mile distribution, sales networks, and demand creation for low-income segments.
- Support for Businesses:** Work with startups, SMEs, and large corporations to build commercially viable and impactful businesses.



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

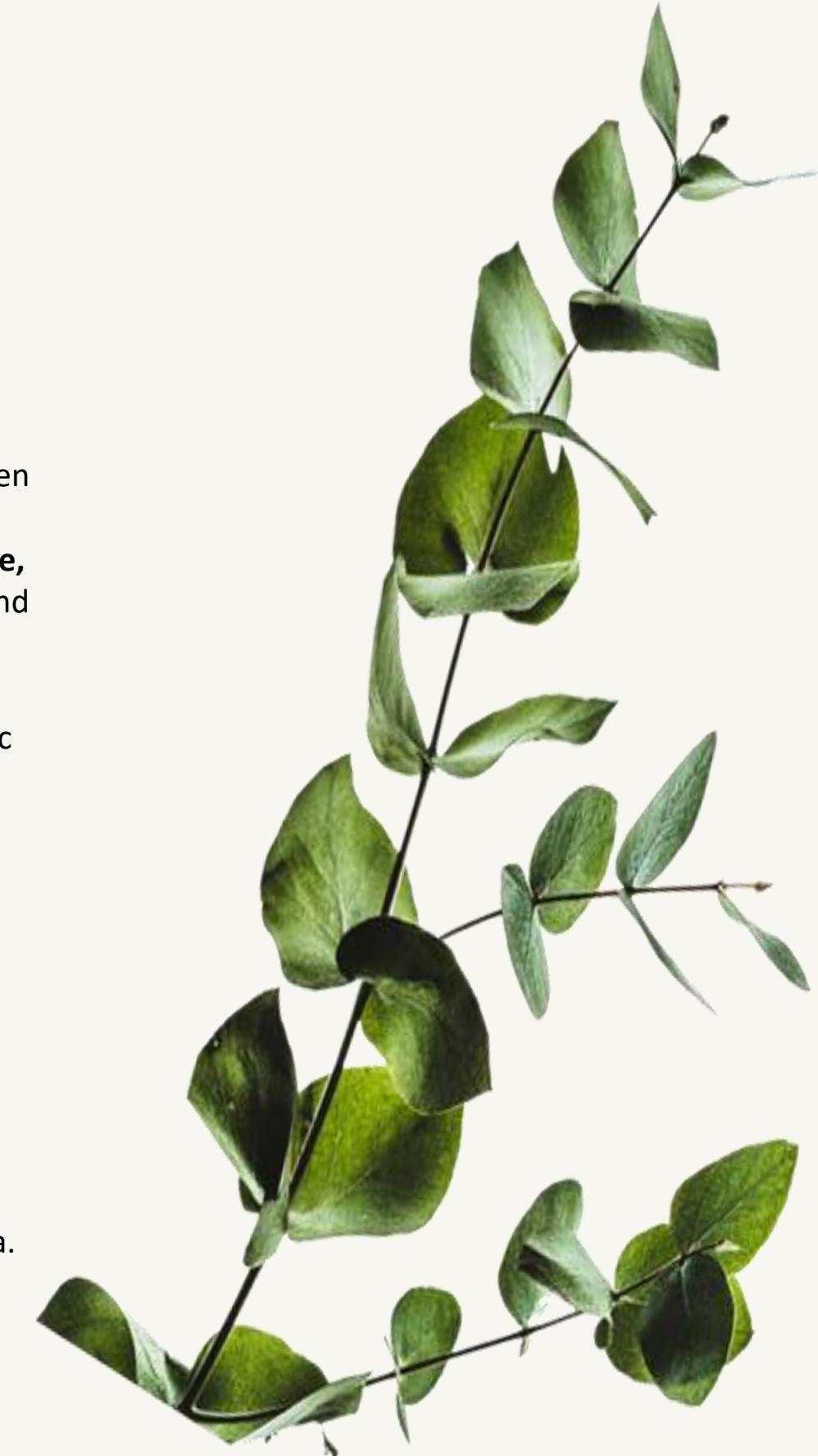


The Kenya Climate Innovation Center (KCIC) is a social impact organization committed to supporting micro, small, and medium enterprises (MSMEs) and entrepreneurs that are developing innovative, climate-resilient solutions. KCIC provides a holistic, country-driven support model that includes **incubation, 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.





Africa Collect Textiles Ltd



Lenel Leather

Africa Collect Textiles (ACT) is a pioneer in building a circular fashion ecosystem in Kenya and Nigeria by collecting, sorting, and repurposing used textiles and footwear. Their mission is to divert textile waste from landfills and rivers, creating green jobs and promoting environmental conservation.

ACT's work addresses the significant issue of textile waste in Africa, where countries like Kenya bear the brunt of the global second-hand clothing trade without adequate infrastructure to manage the waste.



Eco Charge Ltd

Eco Charge produces sawdust briquettes as an eco-friendly alternative to charcoal and firewood. Located in Isinya, Kenya, the company sources sawdust from various regions, reducing overreliance on traditional fuels and mitigating deforestation. These briquettes offer clean cooking energy, reducing smoke emissions and utilizing sawdust waste that would otherwise be an environmental concern. Eco Charge's innovative approach promotes sustainability and addresses environmental challenges. It has a production capacity of 8 tons per day against a demand of 75 tons. This calls for an increase in production capacity.



Ricky Bags Africa

Ricky Bags (BY ROKA) Limited is a company dedicated to creating stylish and sustainable bags. Driven by a passion for environmental stewardship and social impact, the enterprise specializes in upcycling waste materials, primarily discarded PVC billboards, banners, and leather scraps, into durable and aesthetically pleasing products. By employing low-waste production methodologies, Ricky Bags not only minimizes its ecological footprint but also actively contributes to economic empowerment through local job creation and skills training initiatives.



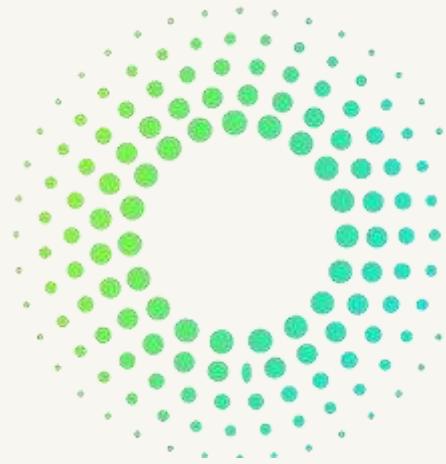
Rio Fish Ltd

Rio Fish promotes sustainable aquaculture practices in response to challenges such as climate change, overfishing, and population growth, which have led to a decline in fish stocks. The company integrates data-driven smart farming through an app-based system to enhance efficiency in fish production. In addition, Rio Fish conducts training on fish husbandry and biosecurity to strengthen climate resilience while promoting food and nutrition security as well as the economic empowerment of local communities. The company also supports farmers by aggregating their produce and providing a ready market through an e-commerce platform that enables women traders to reach customers beyond their physical marketplaces.



Greens Pencils Ltd

Green Pencils is a trailblazer in sustainable stationery. Established in 2004, the company's journey began with extensive R&D, leading to a breakthrough in 2012. Notably, Green Pencils operates on a bootstrap model, showcasing financial resilience and independence. At the heart of Green Pencils' success lies its innovative production process, converting recycled paper into high-quality pencils. This eco-conscious approach not only minimizes waste but also champions environmental preservation. Overall, Green Pencils exemplifies the potential for businesses to lead in sustainability while maintaining financial stability.



Rilly's Leather Enterprises

Rilly's Fish Leather is a pioneering company that revolutionizes the fashion industry by transforming fish waste into high-quality leather. Specializing in the processing of discarded fish skins, Rilly's Fish Leather offers a sustainable alternative to traditional leather production methods. This innovative approach not only reduces waste in the seafood industry but also minimizes environmental impact by repurposing materials that would otherwise be discarded. It processes 1.8 tons of fish waste monthly. Through its commitment to innovation and sustainability, Rilly's Fish Leather is leading the way towards a more sustainable and ethical fashion industry.



Progreen Innovations Limited

Progreen Innovations Limited transforms non-recyclable plastic waste into clean, affordable diesel and petrol using patented KEBS-certified co-pyrolysis technology, processing about one ton weekly. Sourced from over 35 waste pickers and local businesses with above-market rates to encourage participation, their fuel products serve industries and farmers, offering 15–20% cost savings without engine modifications. The company also develops carbon-black briquettes and syngas cooking fuel as sustainable byproducts. Led by CEO James Muritu and supported by a Fundraising Manager, Progreen tracks its impact through CO2 reductions, job creation, and waste diversion, aiming to scale production to 15 tons per week by 2025.



Green At Mind

Green at Minds is an enterprise based in Kakuma refugee camp, Turkana. It has two major brands of products, the SALVA JIKO which is a single model of clean cookstoves with three sizes; small, standard and medium. The second brand is Relief Stoves, made double and are able to accommodate over two dishes at the same time. The design of most products are from customer's feedback with the vision of fulfilling the deepest desire of customers. The business also produces carbonized briquettes for the promotion of clean fuel, sold from 1Kg to 50Kg bags, which are well appreciated for their long burning hours. They source food waste from local market and households while scrap metal is sourced from Nairobi.



Carbon Zero Mobility

Carbon Zero Mobility (CZM) is a registered Kenyan e-mobility company providing sustainable transport solutions. Established in 2021, the company focuses on the development, local assembly, and distribution of electric vehicles, leveraging Kenya's high share (over 90%) of renewable energy in its electricity mix to ensure genuinely zero-emission transportation. CZM aims to contribute to Kenya's climate goals, which include reducing greenhouse gas emissions by 32% by 2030.



Rock electronic waste solutions Ltd

Rock Electronic Waste Solutions Ltd is a licensed e-waste management company committed to the safe identification, collection, sorting, and disposal of electrical and electronic waste, mitigating environmental pollution and health risks associated with improper disposal. The company sources e-waste from individuals and corporates, refurbishing reusable items while dismantling end-of-life products to recover valuable materials such as metals, plastics, motherboards, and batteries. Partnering with licensed local and international service providers, Rock ensures responsible recycling and export of electronic fractions, including urban mining of precious metals in Europe.



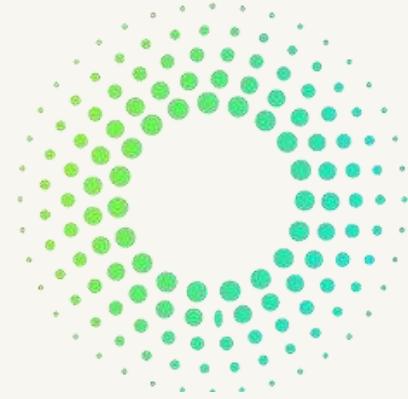
Limu Plastic Recyclers Ltd

Limu Plastic Recyclers Ltd is a business-to-business enterprise specializing in the conversion of agricultural, industrial, and post-consumer plastic waste into high-quality recycled plastic granules. These granules—comprising High Density Polyethylene (HDPE), Low Density Polyethylene (LDPE), and Polypropylene (PP)—are supplied to plastic manufacturers for the production of new plastic products, promoting a circular economy and reducing environmental pollution. The company sources raw plastic waste from waste pickers and aggregators, contributing to income generation in the informal waste sector..



Lakegen limited

Lakegen produces biodiesel from oil crops and waste oil, creating renewable fuels (B100, B40, B20) and embracing a circular economy by repurposing all by-products into items like detergents, animal feed, and future goods like bioethanol and medicines for sale to farmers, transport, and industries.



Harcourt agri eco farm

Harcourt Farm collects organic waste that is fed to the bsf larvae hence reducing dumpsites. The bsf larvae absorbs leachate from waste reducing ground water pollution, it also reduces organic carbon found in the waste a component of methane hence reducing green house gases emissions.



Nice Hatch Incubators

Nice Hatch Incubators designs and manufactures automatic composting machines that convert organic waste into nutrient-rich compost within 24 hours using controlled heating, aeration, and biological agents. Targeting urban households, small businesses, institutions, and farms, the machines offer a hygienic, low-energy, and efficient alternative to traditional composting. The company also sells the compost produced and provides Composting-as-a-Service. With ongoing pilot projects and plans for mass production, Nice Hatch aims to promote sustainable waste management and climate



Brazama Holdings Ltd

Brazama Holdings Ltd is a privately owned company specializing in the production of organic fertilizers under the brand Supreme Organic Fertilizer. The company sources raw materials from various organic wastes such as slaughterhouse remains, animal waste, plant residues, and fruit market waste to create an all-organic supplement designed to provide essential nutrients for healthy plant growth while revitalizing the soil ecosystem. Committed to sustainable agriculture and environmental stewardship, Brazama Holdings supports improved soil health and productivity.



Afrowema

AfroWema is an ethical and social impact sustainable fashion brand born in Kibera (Kenya), the largest slum in Africa. They contribute to the empowerment of artisans in this community and create new employment opportunities through new and used local materials. They create clothing and accessories that not only reduces the impact on the environment but is also mindful of the people who work with their brand. They produce fashion that is ethically made and environmentally friendly. Afrowema's motto is to Save the Planet with Style.



Greenthing

Founded with a simple but powerful idea: everyday products can spark big conversations and even bigger change. Our founder, Nelly Gesare, the founder of Greenthing 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. They believe every small action counts, and together, we can build a greener, cleaner future for Kenya and the world.



BCL - Maasai BeadWork

Maa Beadwork was launched in 2013 at the request of Maasai women who felt they were not benefiting from the conservancies, as rent payments are largely passed only to men. The ladies wanted to be connected to the tourist market in the Mara, and to camp managers who seek high quality local produce for their shops. Established to create sustainable alternative livelihoods for women living around conservancies in the Maasai Mara, Maa Beadwork helps women access clean water, install a solar power system to provide lighting for homework, and enable their children to start their education.



SweetnDried



Zuri Events

At Zuri Events, they specialize in designing and executing sustainable events that are both impactful and environmentally responsible. They take a comprehensive approach to eco-conscious planning that includes; Waste Reduction Strategies from digital invitations to reusable materials; Energy-Efficient Solutions including smart lighting, minimal energy setups, and sustainable logistics; Eco-Friendly Vendor Sourcing that involves working only with suppliers who share their green values; Paperless Operations by Leveraging technology to minimize printing and waste; and Sustainable Décor & Setups using beautiful, biodegradable, and reusable materials. Their goal is simple: to deliver events that inspire - while preserving the planet.



WEEE Centre

Sweet N Dried Enterprises Limited (SnD) is a young woman-led company based in Kenya, specializing in processing of dried fruits, vegetables and indigenous flours for both retail and wholesale markets. Our head office is in Kamutiria in Tharaka-Nithi County, with branches in Chuka and Mwingi. Sweet N Dried sources raw materials directly from smallholder farmers in the agriculturally rich Mt. Kenya and lower eastern regions of Kenya, working with over 3,000 family farms. With their processing plant in Kamutiria which is located within the fruit farming community, processing is done at source but following internationally certified food safety standards. They are currently guided by Hazard Analysis and Critical Control Points (HACCP) standards in processing. Their products are also certified by the Kenya Bureau of Standards (KEBS).



WEEE Centre

WEEE Centre is an electronic waste disposal and recycling company based in Nairobi, Kenya and has various collection centers in regional cities in Kenya. Electronic waste is collected from communities, taken to its nearest collection centers, and later taken to the main processing facility in Nairobi. Here, waste is taken apart, recycled, repurposed or dismantled and separated into various material types like plastics, copper, rubber and many others. These are sold to manufacturers who reuse them.



EcoWorld



Nazawa Water

At EcoWorld Recycling, they pioneer environmental stewardship and community empowerment by providing sustainable plastic waste management solutions to increase plastic waste recovery rates in the Kenyan coastal region. Their goal is to accelerate the transition to a plastic circular economy by building sustainable partnerships, fostering dialogue, awareness creation, and implementing replicable cutting-edge plastic collection/buy-back systems and recycling initiatives. Through partnerships and collaborations with local community women and youth groups, businesses, NGOs and County Governments, we strive to create a lasting social, economic and environmental impact to the marginalized people in the informal waste sector.

Nazawa Water Filters is a social enterprise that provides safe, simple, and affordable household water purification solutions to low-income households without the need for boiling or electricity. The company's mission is to provide access to safe drinking water to everyone, everywhere.



Greenstem Products

Green Stem Products Ltd is a Kenyan company that manufactures and sells plastic-free, home-compostable packaging made from sugarcane byproducts and agricultural waste. Their mission is to combat plastic pollution by creating sustainable alternatives that are toxin-free, tree-free, and ethically sourced, supporting a circular economy. The company is based in Thika, Kenya, and was founded in 2021.



Laikipia Permaculture Centre

The Laikipia Permaculture Centre (LPC) is a Kenyan organization that operates as both a limited company and a Trust, dedicated to promoting sustainable living, permaculture practices, and community empowerment, with a special focus on women's groups in the Laikipia County. It serves as a research, training, and demonstration site for regenerative agriculture and climate-resilient livelihoods.



Loop Pet Food

Loop Pet Food is a Kenyan-based company and Africa's first circular pet food business, creating healthy, affordable, and sustainable pet meals from agricultural by-products and insect protein. Their mission is to provide nutritious, delicious, and planet-friendly options for pets while contributing to a circular economy.



Kiseki Ltd

Kiseki Limited is a Kenyan social enterprise that champions the circular economy through innovative waste management solutions, operating under the mantra "Living tomorrow, today". The company, founded in 2018, provides sustainable environmental solutions with a commitment to zero waste to landfill.



Pure Plant Organics

Pure Plant Organics Limited is an innovative agricultural company based in Nairobi, Kenya, dedicated to rejuvenating soil health and promoting sustainable farming practices. The company specializes in producing a nutrient-rich biochar-based soil amender by transforming organic waste into a valuable resource. Their signature product, the Pure Plant Soil Amender, improves soil structure, enhances water retention, and balances pH levels, fostering a rich, fertile environment where plants can thrive.

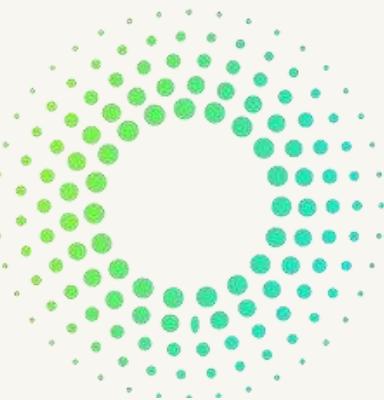


Ziada Solutions

Ziada Solutions is a climate-smart, fully circular agri-processing business championing circular and sustainable practices along the banana supply chain. They promote a transformative approach to agri-waste while advancing sustainable development, supporting rural communities and contributing to a cleaner and greener future. Their approach encompasses the purchase of banana stems, typically wasted after harvest, and bananas at above-market prices to produce natural fibres, enriched soil conditioners (biochar), and paper.



Deed Technologies



Elixir Biotech

Deed Technologies is a Nairobi, Kenya-based IT/ITES BPO company specializing in providing quality refurbished computer hardware and software solutions, IT services, and IT consulting across East Africa. They also focus on sustainability through carbon-neutral products and solutions for various sectors, including education and healthcare.



Zuphifarm Enterprises

Zuphifarm Enterprises is a pioneering Kenyan agricultural company dedicated to promoting sustainable and eco-friendly farming practices while empowering smallholder farmers through training, technology, and market access. The enterprise focuses on organic produce, resource optimization, and innovative solutions like Black Soldier Fly (BSF) farming to build a resilient agricultural sector and enhance food security.



Eckeka Ltd

ECKEKA is a sustainability intelligence platform that helps food and beverage manufacturers, packaging producers, recyclers, and Producer Responsibility Organisations (PROs) in Africa make their plastic packaging measurable, traceable, and circular. ECKEKA solves this with an AI-powered platform that:

- Tracks plastic packaging at SKU level, giving companies real-time visibility into their footprint.
- Automates compliance reporting tailored to local EPR laws and global ESG frameworks.
- Scores and benchmarks packaging recyclability to guide design and reduction strategies.



Biztimam Technologies

Biztimam Technologies is a dynamic, Kenya-based technology company specializing in comprehensive digital and technical solutions that empower organizations to operate more efficiently, connect more deeply, and scale with confidence. With a strong foundation in software development, system integration, and technical support, Biztimam bridges innovation with reliable execution. At the Annual Circular Economy conference the company will provide EASYQnA a platform for mass feedback collection.