

CIRCULARITY WEEK



**SUSTAINABLE  
INCLUSIVE** BUSINESS  
THE KNOWLEDGE CENTRE KENYA



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INCLUSIVE** BUSINESS  
THE KNOWLEDGE CENTRE KENYA



**Kenia  
Plastics  
Pact**

**TheRockGroup**

**11<sup>TH</sup>**

**CIRCULAR  
ECONOMY  
CONFERENCE**

*Resilience*

# CELEBRATING 11 YEARS OF **Great Milestones in Sustainability**

**30<sup>th</sup> September 2026**



Open Dialogues



Repair & Remake Workshops



Circular Exhibitions



Harvest Tables



# 2025 Conference Highlights

**400+**  
Delegates



**30+**  
Speakers



**25**  
Exhibition Expo



**2 Days**  
In Person



**Circularity in Action**



**Hands on Sessions**

**No Waste Expo**





# 11th Circular Economy Conference

## Why This Matters

Across Africa, communities and businesses are navigating increasing global uncertainty—shifting trade dynamics, resource constraints, and economic pressure. In this context, **local resilience is no longer optional**.

The circular economy offers more than environmental benefits. It presents an **alternative system**—one that moves away from overproduction, overconsumption, and extractive growth, toward **thriving societies rooted in local value creation, resource consciousness, and collaboration**.

This conference is designed as a platform for practical dialogue, collaboration, and action to growing need to **simplify, localise, and activate circular solutions** that work within African realities.

## Theme: **Resilience**

*Circularity is not just about managing resources—it is about **redefining how economies function and who they serve**.*

By focusing on local material flows, human-centered design, and collective action, this conference aims to move beyond ideas and **build the foundations of resilient**, inclusive, and regenerative economies across Africa.

The goal is simple: **connect the right people, around the right opportunities—and make it happen**.

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## Objective

- Action Circularity Strengthen local economies through connected material flows
- Support inclusive job creation and entrepreneurship
- Cause collaboration across sectors and regions
- Simplify circularity language and tools for wider adoption

At its core, the event is about **making circularity tangible, practical, and human-centered**.

Question:  
How does the circular economy function and who does it serve?

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



This conference builds on years of convening in Southern and East Africa and responds directly to this moment: **less theory, more practice; less fragmentation, more collaboration**.



# Topics | Key Discussion Themes



We're putting you in the director's chair. What conversations do you want to be a part of this year?"

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



**Vote Here**



## 1 Local Solutions for a Resilient Africa

Localized circular systems that prioritize regional production, optimize material flows, and regenerate natural capital, thereby building self-sufficiency and inclusive growth.

## 2 From Material Streams to New Value

Redesigning material flows to transform by-products into valuable inputs, and unlocking new circular economic opportunities for enhanced resource resilience.

## 3 Rethinking Materials and Resource Use

Championing durable, regenerative, and locally sourced materials to eliminate waste, regenerate nature, and build resilient resource use.

## 4 Smarter Systems, Not More Production

Redesigning systems to reduce dependency on overproduction and consumption.

## 5 Learning from the Past to Build the Future

Integrating indigenous knowledge and low tech practices for resilient, and regenerative solutions for the future.

## 6 Technology that Supports, Not Replaces

Using AI and digital tools to enable circular systems while keeping people at the centre

## 7 Circular Jobs and Entrepreneurship

Unlocking new circular jobs and entrepreneurial pathways for youth, SMMEs, and informal sectors.

## 8 Making Circularity Happen

Translating circular economy ambition into tangible action, real collaboration and scalable implementation

## 9 Cities & Communities as Circular Ecosystems

Designing cities and communities as vibrant circular ecosystems where materials, people, and ideas flow locally and sustainably



# 11th Circular Economy Conference| How it Works

## Target participants

Entrepreneurs and SMMEs

Corporates and industry leaders

Policymakers and development agencies

Researchers and practitioners

Community organisations and informal sector actors

Youth and innovators

The conference intentionally brings together **diverse actors across the system** to enable real collaboration.

## What to Expect



New **cross-sector partnerships and collaborations**



Practical **circular business models and pilots**



Increased **visibility of local innovations and entrepreneurs**



Actionable **campaigns and initiatives** ready for implementation



Stronger **regional networks focused on circularity in practice**

## Conference Approach & formats

- **Repair & Remake Workshops**  
Hands-on sessions to fix, rebuild, and extend product lifecycles.
- **Material Matchmaking Sessions**  
Facilitated exchanges linking businesses around material streams and by-products.
- **Campaign Creation Labs**  
Co-develop practical campaigns that participants can implement immediately.
- **5-Minute "One Sentence" Conversations**  
Fast, focused exchanges to pitch needs, ideas, or collaborations.
- **Harvest Tables**  
Shared meals featuring indigenous and local foods, fostering informal dialogue and connection.
- **Circularity Labs**  
Interactive spaces for prototyping solutions and testing business ideas.
- **Find-Your-People Networking**  
Curated sessions connecting participants based on shared challenges and opportunities.
- **Open Dialogues ("Conversations with Frank")**  
Honest, jargon-free discussions focused on real-world experiences and solutions.



# Sponsors and Collaborators | Partnership Opportunities

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

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

We would like to keep the ticket price as low as possible to keep the **event inclusive and accessible to all**, as this is not a commercial event.

As such we are looking for amazing sponsors to assist us with **making this event a success**.

This platform enables you to:

- **Access real local innovation and entrepreneurs**
- **Identify new supply chain and business opportunities**
- **Position your organisation as a leader in practical circularity**
- **Build partnerships that go beyond the event**
- **Support visible, measurable local economic impact**

## Circular Space Partner Euro 10,000

Provide a venue or adaptive space that hosts workshops, labs, or demos.

Impact: Your space becomes a **living circular hub**

## Creative Partner Euro 3,000

Provide designers, decorators, photographers, videographers, audio engineers

Impact: Makes the event **memorable, immersive, and shareable**

## Exhibition Partner Euro 10,000

Sponsor or bring **real, interactive solutions**—products, prototypes, demos

Impact: Participants **see, touch, and experience** circular innovation

## Organisational Partner Euro 1,000 – 25,000

Support the **operational backbone**—staff hours, logistics, coordination

Impact: Ensures **smooth execution and measurable results**

## Experience Partner Euro 10,000

Fund F&B, hands-on labs, harvest tables, experiential stations

Impact: Supports **participant engagement, networking, and local suppliers**

**“Don’t just sponsor. Make it happen.”**

The future of circularity in Africa is local, practical, and collaborative. This conference is where it starts to take shape.

## Sponsorship Value

Sponsors will receive:

- Strategic visibility within a **highly targeted ecosystem**
- Direct access to **deal flow and collaboration opportunities**
- Opportunities to **host sessions, labs, or challenges**
- Brand alignment with **action, innovation, and local impact**





## SUSTAINABLE INCLUSIVE BUSINESS

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



## KENYA PRIVATE SECTOR ALLIANCE

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

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



## KENIA PLASTICS PACT

The Kenya Plastics Pact is an ambitious, collaborative initiative that brings together stakeholders across the whole plastics value chain to transform the current linear plastics system into a circular economy for plastics. All stakeholders involved sign up to a joint set of ambitious and time-bound targets, ensuring that this collaboration will drive significant change by 2030. Progress will be monitored and publicly reported every year. Collective efforts and targets will speed up the transition.



## THEROCKGROUP

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

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





## PRE-REGISTRATION & GETTING IN TOUCH

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

Pre-Registration



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