

CIRCULARITY WEEK



**SUSTAINABLE
INCLUSIVE**
BUSINESS
THE KNOWLEDGE CENTRE KENYA



TheRockGroup

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

30th September 2026

11TH

**CIRCULAR
ECONOMY
CONFERENCE**

Resilience



Open Dialogues



Repair & Remake Workshops



Circular Exhibitions



Harvest Tables

In Partnership with



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**.

11TH
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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**.

11th Circular Economy Conference | Programme

07:30 – 08:30	Registration	
08:30 – 10:00	Opening Plenary	Creative impressions Inspiring stories - Hand in Hand Soft Launching The Circle Bale unpacking + intro Second-Hand-Clothing- market (Kenya study + stories) EPR, Plastics and the way forward Blooming Conversations
10:00 – 11:30	Breakout Sessions	The Social-Economic Side of Circularity: Systems & Material Flows Blooming Conversation (Roundtable – invite only) Textile Circularity – the Second-Hand-Market
11:30 – 12:00	Tea & Juices & Expo	
12:00 – 13:00	Circularity in Action Expo	Voices from the ground Hand-in-Hand Innovations in the Spotlight
13:00 – 14:30	Local Lunch & EXPO	
14:30 – 16:00	Afternoon Breakout Sessions	Circular Economy & Finance A Different Financial Model EPR: What is the Current Status, Story and Reality of the Impact?
16:00 – 16:45	Closing + Expo	

11th Circular Economy Conference

Building Local Resilience Through Circular Systems



From Waste to Materials. From Challenges to Opportunities. From Policy to Practice.

When **participants arrive** at the Kenya Circular Economy Conference 2026, they won't be walking into a conference about waste. They will be stepping into a conversation about materials, social-economic opportunities, environmental solutions and open exchange of knowledge, insights, networks and inspiration.

Across Kenya, businesses, communities, innovators, policymakers, and entrepreneurs are already creating circular solutions. This conference brings these stories, systems, and opportunities together—not through theory, but through practical experiences, honest dialogue, and meaningful collaboration.

The focus is simple: **How do we build resilient local economies by seeing materials, people, and resources differently?**

Throughout the conference, participants will move through a series of interconnected experiences that demonstrate how circular economy is already creating jobs, reducing waste, strengthening businesses, and improving communities across Kenya.



Breakout Session

1

**The Social-Economic Side of
Circularity: Systems & Material
Flows**

2

**Textile Circularity – the
Second-Hand-Market**

Topics | Breakout Sessions

The Social-Economic Side of Circularity: Systems & Material Flows



1

Real change happens when systems make it possible.

This session explores how **communication, policy, incentives, and infrastructure work together to encourage source separation, responsible consumption, and new ways of thinking about materials.** Through honest conversations and community stories, material flows– participants will explore what it truly takes to make circularity work. Sometimes the biggest circular opportunities come from better connections.

This session also explores how businesses can **exchange materials, repurpose by-products, and extend product lifespans through collaboration.** Through practical case studies and matchmaking opportunities, participants will discover how circular partnerships create value for everyone.

Live – practicing on a circular business canvas.

Textile Circularity – the Second-hand Market



2

Kenya's second-hand textile sector is one of Africa's largest circular economy systems, creating jobs, extending the life of textiles and providing affordable clothing to millions.

This extended morning session **presents the first findings from a new study on Kenya's second-hand textile** value chain, exploring working conditions, circularity, product quality, social and economic opportunities, environmental impacts and the challenges facing the sector. The findings will be tested and enriched through reflections from Kenyan stakeholders and international experts joining virtually, creating an open dialogue on what the research means for the future of Kenya's circular textile economy and identifying priorities for further action.

The session starts with a plenary live Mitumba showcase featuring two second-hand clothing businesses, including bale opening demonstrations and an exhibition highlighting the value, quality and diversity of Kenya's circular textile market.

Breakout Session

3

**Circular Economy & Finance –
A Different Financial Model**

4

**EPR: What is the Current
Status, Story and Reality of
the Impact?**

5

**Blooming Conversation –
Horti-Cultural Expert Round
Table (**invite only**)**

Topics | Breakout Sessions

Circular Economy & Finance – A Different Financial Model



ClimateKIC

3

Circular economy is not a funding gap—it is a different way of creating value.

This session explores how SMEs can transition to circular business models, how investors can assess circular opportunities, and how corporates can support entrepreneurs solving sustainability challenges. Practical workshops and finance clinics will help turn ideas into action. This is a cross-sectoral session. On how circularity makes business sense and how viability and sustainability are grown. Led by the **The Circle (initiative of Climate KIC & Growth Africa)**—a growing community connecting circular economy innovators, businesses, investors and ecosystem partners across Africa.

EPR: What is the Current Status, Story and Reality of the Impact?



4

Extended Producer Responsibility (EPR) is reshaping Kenya's plastics value chain, but what is the reality on the ground? This session provides a frank status update on implementation, lessons learned, emerging challenges and opportunities, and what is needed to ensure EPR delivers meaningful environmental, social and economic impact.

Bringing together **Kenya Plastics Pact members** & supporters, government, Producer Responsibility Organisations (PROs), the **Kenya Association of Manufacturers (KAM)**, WWF, businesses, recyclers and entrepreneurs, this session will explore how EPR can become an enabler of circularity, innovation and investment rather than simply a compliance obligation.

Blooming Conversation



5

The Horti-Cultural expert round table on setting priorities and shaping a practical short term future plan on how to push circularity & sustainability beyond compliance in Kenya.

This is an invite-only session.

Florensis

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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