

Circular Economy Conference & Awards 2024



TheRockGroup

PEOPLE & OPPORTUNITIES EVENT PROGRAMME



Thurs, 14 November 2024
8:00 AM – 6:00 PM



Catholic University of Eastern Africa
Learning and Resource Center (CUEA)

PARTNERS



In a **world** teeming with challenges, the **youth and indigenous communities emerge as the pillar of hope**, carrying the potential to **reshape our future**. Recognizing the pivotal role they play; we understand that the essence of **sustainability lies in empowering & supporting the young minds** eager to embrace change.

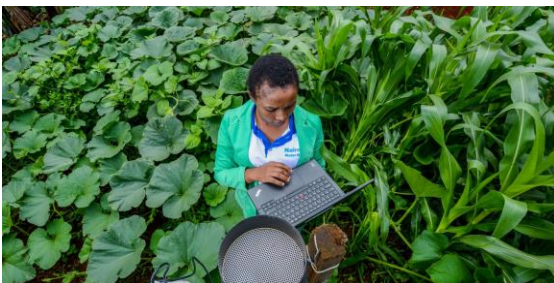
Our commitment to sustainability extends beyond human boundaries, echoing the necessity of always reserving a seat for nature at the table. Our relationship with the environment is not transactional but symbiotic.

In this journey toward a sustainable and inclusive future, creativity stands as the linchpin of **transformation**. It is the force that allows us to reimagine our world and challenges the status quo. To usher in a new era of economic models, ones that **are circular and inclusive**, we must harness the power of every sector. This vision necessitates collaboration across businesses, academia, government, NGOs, and civil society.

Sustainable inclusive business is not merely a concept; it's a collective endeavour involving diverse stakeholders. The call **to transform** is not confined to **our workplaces** but extends to the very **fabric of education**. We must redefine the way we learn, embracing new skills that align with the needs and opportunities of the next generation.

This year, the Annual Circular Economy Conference is built on the foundation of the **'WE economy'**, which lies in circularity, climate and biodiversity awareness, the strength of people power, and a commitment to ethical business values. These pillars create a reality where sustainability is not a distant goal but a tangible outcome of collective effort.

As we embark on this transformative journey, let us remember that we are not separate from **nature; WE** are an integral part of it. Our home is Earth, and as a global family, we share a common responsibility to nurture and preserve it. In unity, we wield the power to shape a sustainable, circular, and inclusive world, where the prosperity of one reflects the prosperity of all. **Together**, we are not just witnesses to change; we are its architects, forging a path toward a better future for generations to come.



The 'WE Economy'

Explained!

FULL PROGRAMME: PLENARY

07h30
-08h30

Arrival and Registration

08h30
-08h40

Opening Session

The East African and Kenyan National Anthems by a Choir.

08h40
-08h55

Welcoming Remarks

- The MC introduces the conference theme and engages with audience.
- Representative from CUEA.
- Karin Boomsma - Project Director, SIB-K

08h55
-09h10

Art Statement

Designer Deepa & Model Idah spotlight A Sustainable Fashion Runway by Delight School

09h10
-09h35

Let's Be Clear Challenge

Presentation and the Official Launch of the Public Conscious Consumer Awareness Campaign. Supported by WWF + Kenya Plastics Pact



09h35
-10h05

Plenary Remarks by Key Guests

- Shanariha Evans – Young Environmentalist and Author of “The Ocean Warrior”.
- Tonee Ndungu – Founder of Kytabu + Co-Founder and CEO, Tribbe Nation (the AI, Digital Collective)
- Dr. George Njenga - Founding Executive Dean, Strathmore University Business School.
- Mr. Jonathan Kinisu - Managing Director, Tetra Pak.
- Dr. Jas Bedi, Chairman - Kenya Private Sector Alliance (KEPSA).

10h05
-10h15

Keynote Address & Media Briefing

Representative - Ministry of Environment, Climate Change and Forestry.

FULL PROGRAMME: DISCUSSION SESSIONS

10h30 11h45	Round 1: Join Your Pre-selected Breakout Panel Discussion.	<ul style="list-style-type: none">1. Circular Agriculture & Food systems.2. Digital Access & Tech Connectivity – The Role of AI in Shaping Africa's Workforce.3. Circular Opportunities in Kenya's Textile Industry: Pathways to a Sustainable, Circular & Inclusive Future.
12h00 13h15	Round 2: Join Your Pre-selected Breakout Panel Discussion.	<ul style="list-style-type: none">1. Packaging in a Circular Economy in Kenya: EPR Guidelines, Innovation, & the Future of Waste Management.2. Community Based Solutions: Empowering Youth & Women Through Local Innovations.3. Financing Opportunities & Skills Development for SMEs in a Circular Economy.
13h30 14h30	Lunch & Networking	Enjoy a healthy vegetarian lunch. The expo remains open.
15h00 16h00	Business Speed Dating at the Harvest Table	<ul style="list-style-type: none">• The theme for the Harvest Table is “How to grow and scale circular businesses.”• Make professional connections with experts, inspiring young minds, innovators, creatives, policy makers, government representatives, leaders, CEO’s, entrepreneurs – all in one space – a speed dating space.
16h00 17h00	Inaugural Circular Economy Awards Ceremony	Recognizing & celebrating trailblazers accelerating the transition to a circular economy in Kenya, focusing on 8 categories.
17h00 18h00	Evening Refreshments & Departure	Enjoy a refreshing cold or hot drink, and exchange contacts. Guests leave at their own leisure.

MEET THE SPEAKERS



Wanjira Maganjo
Master of Ceremonies

Wanjira is a communications expert with 12+ years in PR, focused on environmental awareness.



Karin Boomsma Project
Director: Sustainable
Inclusive Business-K (KEPSA)

Karin champions the Circular Economy to drive positive change and innovation through sustainable business strategies.



Shanariha Evans
Young Environmentalist and
Author of "The Ocean Warrior"

A talented musician, author, and Kenyan Climate Ambassador, inspiring the young generation through her art.



Mr. Jonathan Kinisu
Managing Director: TetraPak.

Experienced leader in packaging and energy, driving growth and sustainability in East Africa for 15+ years.



Dr. George Njenga
Founding Executive Dean:
Strathmore University Business
School

Dr. Njenga is a seasoned governance lecturer, consultant, and leader with extensive experience in strategy.



Dr. Jas Bedi
Chairman: Kenya Private
Sector Alliance (KEPSA).

Textile graduate and award-winning CEO recognized for business excellence a



Representative
Ministry of Environment,
Climate Change and
Forestry

CONFERENCE TOPICS



Circular Agriculture & Food systems

Agriculture is the backbone of many African economies, yet it faces significant challenges in terms of sustainability, market access, and youth engagement. To transform agriculture and food systems, we must make farming more desirable, strengthen connections between farms, markets, and collective distribution systems, and promote regenerative and circular farming practices. This session will explore how we can rethink agriculture in a way that values waste as a resource—extending food's lifecycle from human consumption to soil enrichment and biogas production, while also showcasing innovative products derived from organic waste, such as medigel, cosmetics, and more.

**Session Proudly Supported with
food during conference by:**



Speakers

Juliet Kennedy	CEO - Greenspoon
Benard Ochieng Oile	Quality Assurance and Safety Manager - Rio Fish Limited
Shadrack Agaki	Climate Change & Food Systems communication consultant - Office of the Member of Parliament Kenya
Laura Stanford	Founder - LoopPet
Marie-Louise Wiegert	CEO - OnlyPlants
Rosalid Rwaru	Safety Sustainability - Biofoods
Delia Stirling	Brown's Food – Grove and Meadow

Moderator

Ebenezer Amadi	Senior Program Manager - Bopinc
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CONFERENCE TOPICS



Digital Access and Tech Connectivity: The Role of AI in Shaping Africa's Workforce

Digital technology has revolutionized how people connect, work, and innovate across the world. However, as technology evolves, ensuring equitable access remains a challenge, especially in regions like Africa, where digital divides persist. In this panel, we will explore the role of digital access as a key driver of economic inclusion, focusing on how technology can be made accessible for all while embracing the principles of circularity, more so, with increased access to electronics and as a result generated electronic waste. Furthermore, we'll examine how the rise of Artificial Intelligence (AI) will reshape Africa's workforce, influencing skills development, job creation, and sustainability.



Speakers

Nelly Githaka TBC

Head, Global Partnerships & Community Engagement, Avala AI

Bonnie Mbithi

CEO - WEEE Centre

Ian Muthomi

CEO - Visiondrill

Gathukia Mwangi

Co-Founder - Ukwenza VR

Moderator

Gracemary Muchiri

Project Manager - Ajira Digital Program

Session Proudly Supported
By:



CONFERENCE TOPICS



Circular Opportunities in Kenya's Textile Industry: Pathways to a Sustainable, Circular, and Inclusive Future

The textile industry is one of the largest contributors to environmental degradation globally, but it also holds significant potential for transformation. In Kenya, the future of fashion lies in embracing sustainability, circularity, and ethical practices. By leading in organic production, durable design, and circular manufacturing, Kenya has an opportunity to add value to its textile value chain while addressing global challenges. This session will assess circular practices among industry leaders, offering insights into how the Kenyan textile sector can embrace circularity, inclusivity, and sustainability. An **explorative conversation** with designers, educators, activists, NGO's, Entrepreneurs, Government agencies and active contributors in the room.

Session Proudly Supported By:



EDUKANS



Speakers

Lisa Kibutu	Founder - ReFace
Mr. Saitoti Meitamei	Director - Delight Technical College & Delight Africa Corporate Training Solutions
Idah Odeka	JUST Fashion transition Environmental Lead
Amra Turčinhodžić	First Secretary - Swedish Embassy
Maisha by Nisria	Designer
Robert Njoroge	Business Development Expert - Edukans
Deepa Dosaja	Designer
Tally Einav	UNIDO
Nathalie Naina	Communication manager Africa Collect Textiles (ACT)

Moderator

Karin Boomsma	Project Director: Sustainable Inclusive Business Kenya
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CONFERENCE TOPICS



Packaging in a Circular Economy in Kenya: EPR Guidelines, Innovation, and the Future of Waste Management

As Kenya commits to a more sustainable future, the role of plastics, packaging in the circular economy has become a critical issue.

With the introduction of Extended Producer Responsibility (EPR) guidelines and the global push for packaging waste reduction, Kenya is at the forefront of regional efforts to rethink packaging production, consumption, and recycling.

This session will explore the challenges and opportunities posed by Kenya's new EPR guidelines, the importance of design guidelines, innovation, and the need for a cohesive national regulatory framework in alignment with National Sustainable Waste Management Act of 2022. Panelists will share their insights on Kenya's journey towards better design of packaging and after-use management.

Session Proudly Supported By:



Speakers

Shereen Shaheen	Head of Corporate and Public Affairs Grand Middle East & Africa - TetraPak
Muthu Ravi	Member - Kenya Plastics Pact & CEO- SILAFRICA
Dr Ayub Macharia	Director of Environmental Enforcement - NEMA
TBC	Rep Ministry of Environment Rep Ministry of Finance
Anita Shah	Founder CEO - GreenStem
Tayla Shalev	International Partnerships Manager - WRAP
Dr Jackson Koimbori	Head Consult, Circular Economy and Climate Change -KEPSA
Sonia Orwa	Kenya Country CEO - Mr Green

Moderator

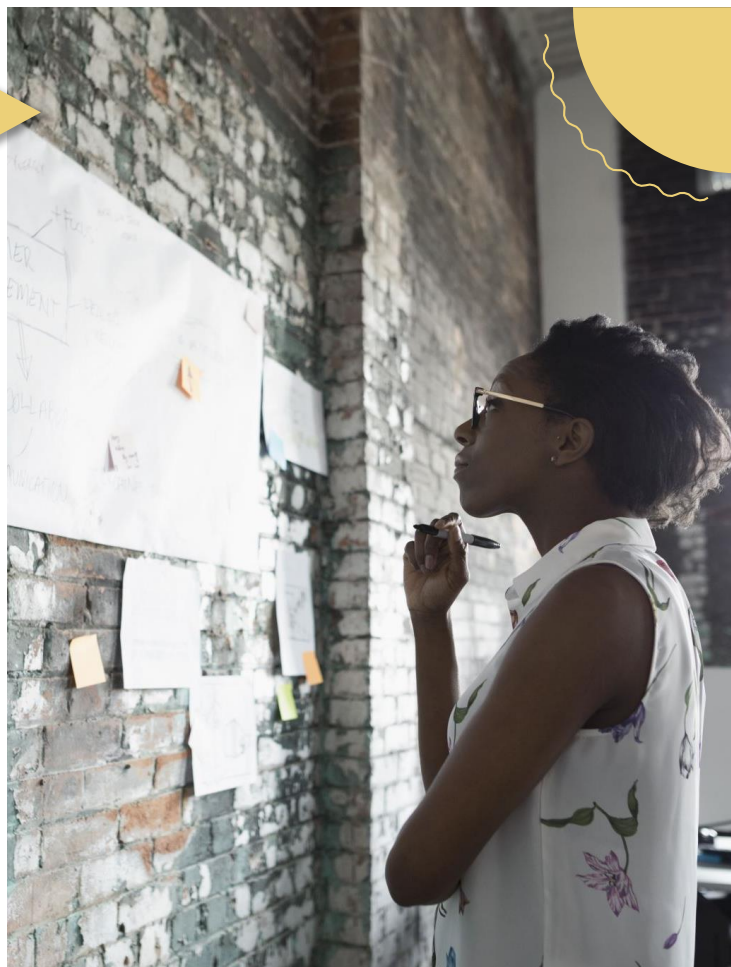
Alex Kubasu	Program Coordinator, Circular Economy Initiative - WWF Kenya
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CONFERENCE TOPICS



Community-Based Solutions in the Circular Economy – what's happening on the ground

Across Kenya, communities are at the heart of circular economy innovations, particularly through the leadership of youth and women in waste management, water harvesting, and sustainable agriculture. In coastal areas like Mombasa, regions such as the Rift Valley (Maasai), and Laikipia's permaculture movement, local solutions are transforming lives and environments. This session will spotlight stories from the ground, showcasing how community-based organizations (CBOs) are driving sustainable solutions through upcycling, recycling, and skills-based craftsmanship. We will also explore how these grassroots initiatives can align with businesses and community needs to create a sustainable, inclusive, and regenerative future.



Speakers

Sonia Orwa	Kenya Country CEO - Mr. Green Trading Africa.
Dr. Tayba Hatimy	Founder: Baus Taka Enterprises & Participant of the Gender mainstreaming toolkit Development
Eric Guantai	Nairobi Metropolitan Waste Management CBO Network
Faith Supeet	Founder - Beyond Cultural Limits Foundation
Vera Kloettchen	Circular Economy & Climate Consultant

Moderator

Veronica Ndung'u	Africa Monitoring and Communications Officer - International Tree Foundation
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CONFERENCE TOPICS



Financing Opportunities and Skills Development for SMEs in a Circular Economy

According to the Kenya Private Sector Alliance (KEPSA), Small and Medium Enterprises (SMEs) form the backbone of most economies, accounting for 90 per cent of businesses globally. They are critical for employment creation, output production, and economic growth. In Kenya, SMEs play a vital role in the economy, contributing over 80% to employment creation and accounting for about 33.8% of the country's gross domestic product (GDP). Moreover, as the world moves toward addressing urgent climatic challenges, SMEs are also expected to play a critical role in the transition to a circular economy—a system where products, materials, and resources are kept in use for as long as possible, minimizing waste.

While the opportunities of the circular economy are vast, access to financing remains a key challenge for SMEs eager to embrace circular business models. This session will identify and explore innovative financing mechanisms that can empower SMEs in the East African region to unlock the potential of circular and innovative solutions. It'll bring together leaders in finance, the private sector, and SMEs who have successfully unlocked financing opportunities and those who are still struggling. An engaging discussion with the audience will also tap into resident experiences among the participants.

Session Proudly Supported By:



Strathmore
UNIVERSITY
BUSINESS SCHOOL



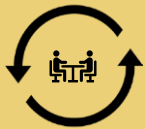
Speakers

Mary Mulili-HSC TBC	MD/CEO - United Bank of Africa (UBA KENYA)
Lucy Ngorongo	CEO - Junky Bins.
Gregor Pannike	Founder and Managing Partner - Agema Analysts
Nzambi Matee TBC	Founder - Gjenje Makers
Laila Kassam	Investment Officer – Grassroots Business Fund
Karina Faßbender	Managing Director – Circle Innovation

Moderator

Peris Wangui	Project Officer- Jiinue Growth Program
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CONFERENCE ACTIVITIES



Speed Meet – the Harvest table the place where you meet to introduce and share your business needs

When was the last time you went to a meeting – where you immediately shared what you need?

The theme for the Harvest Table is “**How to grow and scale circular businesses.**” With a 10 min intro, we kick-off!

For one hour, we will facilitate the most exciting speed networking session. This highly efficient and time-saving approach will help you meet as many participants and as quickly as possible.

Make professional connections with experts, inspiring young minds, innovators, creatives, policy makers, government representatives, leaders, CEO's, entrepreneurs – all in one space – a speed dating space.

During a speed networking session, participants will be seated across one long table. They will have 30 seconds to share name + organization + 30 sec for their need. Round of speed meet the one you like to talk to for 5 min.

The session will continue until everyone has had a chance to meet and speak with each other. Participants are encouraged to take notes and exchange business cards or contact information with those they are interested in connecting with further.

Come ready to network and share your business innovations, your revolutionary ideas, and ask away as many questions as possible to your fellow business speed dating counterparts.





Circular
AWARDS

And Networking Ceremony

The inaugural Circular Economy Awards and Networking, in partnership with Rondure Advisory Limited, a boutique consultancy firm offering innovative approaches to sustainability and strategic business solutions in Africa, offer an opportunity to celebrate trailblazers accelerating the transition to a circular economy in Kenya. Specifically, the awards will contribute towards raising awareness about leading individuals and organizations promoting circular economy practices in Kenya.

The event is planned with an initial 8 thematic categories ranging from leadership to practical solutions aimed at promoting a circular economy. Nominations are currently underway, and the winners will be announced and awarded at the awards ceremony during the conference on 14th November 2024.

2024 CATEGORIES

- The Circular Economy Campaign/Community Action of the Year
- The Circular Economy's Most Innovative Project of the Year
- The Circular Economy Best EPR Scheme of the Year
- The Circular Economy SME of the Year (Food, Agriculture, textiles)
- The Circular Economy Technology Disruptor of the Year
- The Circular Economy Financier of the Year
- The Circular Economy Leader of the Year
- The Circular Economy Young Champion of the Year Award

To Nominate, visit: www.circulareconomyawards.com

CIRCULAR ECONOMY AWARDS 2024

EXPANDING THE LOOP

www.circulareconomyawards.com

ON | 14th, Nov

POWERED BY



PROGRAMME FOR THE AWARDS CEREMONY

16h00
16h05

Official welcome and start of Circular Economy Awards Ceremony

MC

16h05
16h10

A brief introduction to the Circular Economy Awards.

Rondure Advisory

16h10
16h50

Presentation of the Awards



1. Circular economy Campaign/Community Action of the Year Award.
2. The Circular Economy's Most Innovative Project of the Year Award.
3. The Circular Economy Best EPR Scheme of the Year Award.
4. The Circular Economy SME of the Year Award (Food, Agriculture, Textiles).
5. The Circular Economy Technology Disruptor of the Year Award.
6. The Circular Economy Financier of the Year.
7. The Circular Economy Young Champion of the Year Award.
8. The Circular Economy Leader of the Year Award.

16h50
16h55

Keynote Address

Mr. Mamo Boru Mamo - Director General, National Environment Management Authority (NEMA)

16h55
17h00

Vote of thanks and closing

Rondure Advisory

17h00
18h00

Refreshments, Networking & Departure

All