



**Circular  
Economy  
Conference  
& Awards  
2024**

**Catholic University of East Africa - Nairobi, Kenya**

**14 November 2024**

**PEOPLE &**

**OPPORTUNITIES**

**IN EAST AFRICA**



**SUSTAINABLE  
INCLUSIVE** BUSINESS  
THE KNOWLEDGE CENTRE AFRICA



**TheRockGroup**



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SUSTAINABLE  
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TheRockGroup

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!

As an approach to increase awareness, connect people, ideas and nature for a sustainable circular and inclusive future, Sustainable Inclusive Business (SIB-K) is organizing the 9th Annual Circular Economy Conference in East Africa, in partnership with TheRockGroup (TRG).

## Aims

- To include various **stakeholders** from different geographic regions (policies in Europe can have a big impact in Africa for example, as global is the new village).
- It is crucial to discuss and highlight **good practices** on the concept of a WE economy in East Africa, as well as the integration of the **impact on people and planet** into the business processes.
- Share and bring together **expertise and experiences** from African entrepreneurs, SME's, corporates, global partnerships, NGO's, traditional leaders, indigenous people, knowledge institutes, and governments.

## Goals

- Speed up the **transition** to a Circular Economy (in Africa), with a focus on the people.
- Provide **understanding** of the important components for a successful **roadmap** to a sustainable, inclusive, and WE economy.
- Highlight **challenges, trends, and opportunities** in East Africa to transition to a circular economy.
- **Create a bridge between youth, start-ups, businesses, communities and** the principles of a circular economy (keep resources in the loop, phase out waste, only apply regenerative models and use renewable energy) for a sustainable inclusive future.



# ACCELERATING CIRCULARITY

The 9th Annual  
Circular Economy  
Conference 2024

## THE TRANSFORMATIVE JOURNEY of connecting with the youthful generation!

### Outcomes

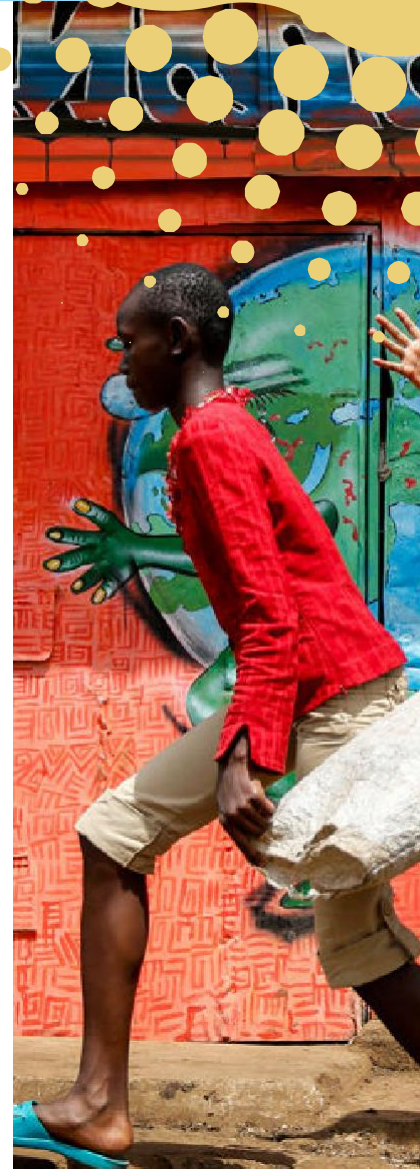
- A circular economy conference in East Africa, with a focus on people.
- We will bring together creatives, innovators, start-ups, youth, businesses, NGOs, and government agencies.
- Strategies to accelerate the transformation towards a WE Economy in various sectors such as agriculture, construction, food, waste, creativity, fashion, water will be discussed and explored.
- Business will receive direct support with workshops and masterclasses zooming in to specific topics.

### How

- While we like to set the scene, identify trends, businesses and ideas, the conference is always a **co-creation** with different partners.
- Bring together people, knowledge & ideas to explore opportunities for circular economy development in East Africa.
- Incorporate relevant people working in various sectors as they best know what the needs are and what deserves a spotlight and attention.

### Scope

- A two-day event to take place in Nairobi, Kenya on November 14th & 15th.
- Comprise of plenary sessions, panel discussions, creative spaces, Y2B (youth2Business), B2B and B2G match-making facilities, a circular expo to showcase sustainable innovations, pitching sessions, interactive workshops, a field trip and a circular economy awards to recognize trailblazers.



## Overarching conference components will be:



## Registration & participation

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

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

## Food

The food will be fully plant based and made from organic, sustainable produce. And nothing goes to waste.

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

## Drinks

Locally produced coffee & tea from the circular farmers in Kenya and lemonades made of the blossom of spring and aroma of tulips from the Netherlands.



## What is your journey and how can you share?

We will be located at a venue that provides space, and inspiration. Preferably a university, educational institute with use of theatres, classrooms and grounds for the networking, expo and food & beverage.

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

For all the ingredients to make the event itself as green, circular, positive and ethical as possible we will make conscious choices for suppliers & products.



### Decor

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



### Gifts

Are all circular and/or regenerative. Seedlings, seeds, metal straws and funky bags made out of 2022 conference banners!



### Extras

Pleasant surprises and touches will transform your heart & mind.

## EXPECTED OUTCOMES

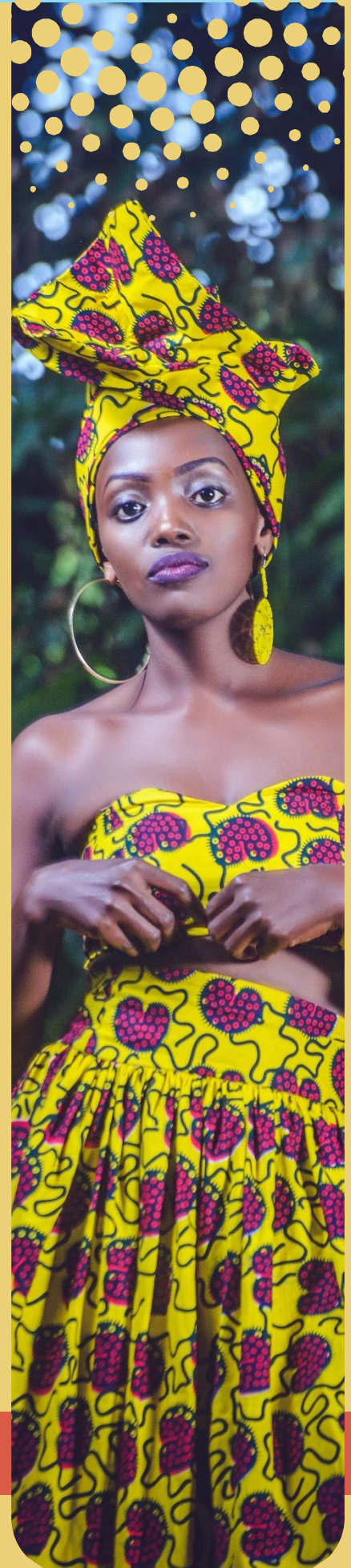
### The conference aims to achieve the following outcomes:

- Create a hybrid platform for stakeholders to 'create' and exchange ideas, knowledge, and best practices, and opportunities on circular economy development in East Africa with a focus on people.
- Raise awareness on the importance of circularity and promote collaboration among stakeholders in various sectors towards a circular economy.
- Identify opportunities and strategies to accelerate the transformation to a circular economy including the youth as central stakeholder.
- 10 Strong take-aways to be followed up.
- Showcase circular economy initiatives and start-ups in East Africa – Pitches & Awarding.
- 25 expo booths, and at least 50 participants representing a start-up or entrepreneurial initiative/ innovation.
- Provide partnership facilitation & networking
- Launch of the Wear the Green Future project.
- Launch of the 'Let's be Clear' – Campaign
- Share the insights of the Circular Opportunity in textile in Kenya assessment trend-report.
- Target: 250 on-site participants.

### Conclusion

The proposed circular economy conference in East Africa aims to bring together stakeholders from various sectors to explore opportunities and strategies for accelerating the transition towards a circular economy in the country.

The conference will create a platform for stakeholders & youth to exchange ideas, best practices, and identify opportunities for circular WE economy development. We believe that this conference will contribute significantly to promoting **sustainable inclusive future development and environmental sustainability in East Africa.**



## CALL4 SUPPORT & COLLABORATION

We'd like to include thought leaders, experts, visionaries, changemakers, frontrunners, the youth, the creatives, the designers, and the wise, and engage a broad audience with an interest in the Sustainable Circular Inclusive Ethical Future (from economy to society).

**Co-host/facilitate** the **CE Conference** and brand all materials, provide speakers, and contribute to communication, venue & organisational costs.

**Co-create and co-host part of the conference**, a workshop or side event and support us with resources & knowledge.

**Host/Sponsor a workshop**, the networking Y2B, B2B, B2G match making sessions, lunch, etc. Facilitate speakers fee and organisational costs – have your logo and profile on all communication.

Allocate your time and expertise to **speak and share** during the conference (**invite-only**).

Engaging your **networks and sharing** the invitation and program.

Take care of live **broadcasting costs**.

**Publish** about the content on **social media**.

**Mobilise resources** to bring online workshops to the next level with half day **live events/ roundtables**.





# SUGGESTED PROGRAMME: 14 November 2024

|              |                                                              |                                                                                                                                                                                                                                                                                                                                                           |
|--------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|              | Site event                                                   | Breakfast meeting 07.00-08.30 – invite only                                                                                                                                                                                                                                                                                                               |
|              | East African Music + National Anthem (by school choir)       | 08.30 By students' choir                                                                                                                                                                                                                                                                                                                                  |
|              | Welcome                                                      | 08.40 By hosting organisations                                                                                                                                                                                                                                                                                                                            |
|              | MC                                                           | 8.50 Introducing themes, people and engaging with audience                                                                                                                                                                                                                                                                                                |
|              | Art Statement                                                | 09.00 Entertainment                                                                                                                                                                                                                                                                                                                                       |
| 08h30 -10h00 | Opening remarks                                              | 09.05 Circular Ambassador                                                                                                                                                                                                                                                                                                                                 |
|              | Changing the story                                           | Launch of Campaign Let's be clear impact, changing packaging, changing the environment                                                                                                                                                                                                                                                                    |
|              | TBC                                                          | Launch Textile insight report and the project Wearing the Green Future (skills and circular opportunities in Textile sector)                                                                                                                                                                                                                              |
|              | TBC                                                          | Parade of the nominated Best Circular Business Initiatives 2024 + voting                                                                                                                                                                                                                                                                                  |
| 10h00 -11h30 | Session 1: Choose your topic and panel & audience discussion | <ul style="list-style-type: none"> <li>A. Circular Agriculture &amp; Food systems</li> <li>B. Digital Access &amp; Tech Connectivity – The Role of AI in Shaping Africa's Workforce</li> <li>C. Circular Opportunities in Kenya's Textile Industry: Pathways to a Sustainable, Circular &amp; Inclusive Future</li> </ul>                                 |
| 11h45 -13h15 | Session 2: Choose your topic and panel & audience discussion | <ul style="list-style-type: none"> <li>D. Packaging in a Circular Economy in Kenya: EPR Guidelines, Innovation, &amp; the Future of Waste Management</li> <li>E. Community Based Solutions: Empowering Youth &amp; Women Through Local Innovations</li> <li>F. Financing Opportunities &amp; Skills Development for SMEs in a Circular Economy</li> </ul> |
| 13h30 -14h30 | Lunch                                                        | Light, healthy, energizing, plant-based meal; and Expo, networking, talking, post session discussions                                                                                                                                                                                                                                                     |
| 15h00 -16h00 | The Wrap Up – 100 speed questions session                    | Real people, experts, inspirators, innovators, creatives, policy makers, government employees, leaders, CEO's, entrepreneurs – all in one space. Be ready and ask ask ask. Your question displayed on the screen and an answer live and straight from the panel.                                                                                          |
| 16h00 -19h00 | Awards & Networking Ceremony                                 |                                                                                                                                                                                                                                                                                                                                                           |

The specific topics that will be highlighted during the Conference with innovations, inspiration, information and discussions are:



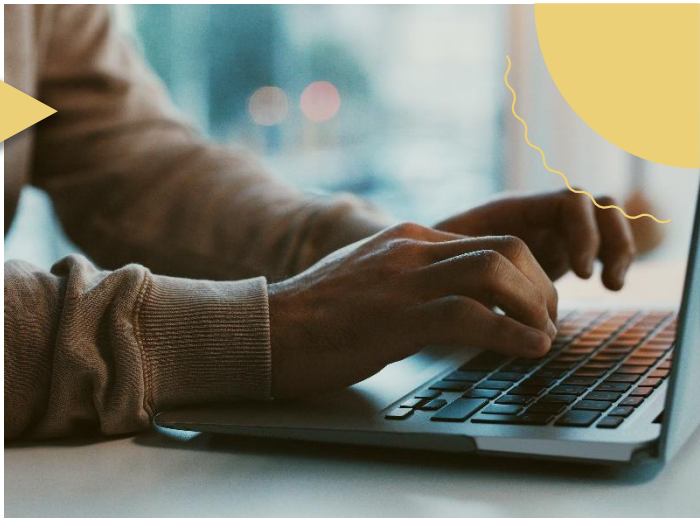
### Circular Agriculture & Food systems

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. →



### 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 principles of circularity. Furthermore, we'll examine how the rise of Artificial Intelligence (AI) will reshape Africa's workforce, influencing skills development, job creation, and sustainability.





### **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 launch the report on Circular Stakeholder Mapping and assess circular practices among industry leaders, offering insights into how the Kenyan textile sector can embrace circularity, inclusivity, and sustainability.





### **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 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, and the need for a cohesive national regulatory framework in alignment with National Sustainable Waste Management Act of 2022. Panelists from Tetrapak, the National Environment Management Authority (NEMA), WWF, Producer Responsibility Organizations (PROs), NGOs, start-ups, recyclers, and SMEs will share their insights on Kenya's journey toward better design of packaging and waste management.



### **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.





## 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. Many face difficulties securing the funds needed to invest in sustainable solutions, re-engineer supply chains, and adopt innovative technologies. Traditional financial instruments often don't align with the unique needs of circular economy ventures, and this is where we must bridge the gap.

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.



# CIRCULAR ECONOMY 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 7 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.

**To Nominate, visit:**

[www.circulareconomyawards.com](http://www.circulareconomyawards.com)

# CIRCULAR ECONOMY AWARDS 2024

EXPANDING THE LOOP

Powered By



2024

9<sup>th</sup> ANNUAL

# Circular Economy Conference in Kenya

## Partnership

### Value Proposition

- Speaker slot during the high-level plenary session
- Co-create part of the content
- Panelist slot on one of the thematic discussions
- Brand mention and acknowledgement on all conference communication material
- Your company logo is featured on all branding material and the conference website
- Company banner placement during the conference
- Media visibility through interviews and a quote in the official press release
- Complimentary registrations

|                                                                                   | Overall Partner<br>(Co-Host /<br>Powered By) 1 Day<br>€ 20,000+ (or<br>shared) | Communication &<br>Media / AV Partner<br>€ 10,000+ | Awards Ceremony<br>/<br>Corporate Partner<br>€ 10,000+ | Expo, Session &<br>Networking Partner<br>€ 7,500+ |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------|---------------------------------------------------|
| Speaker slot during the high-level plenary session                                | ✓                                                                              | X                                                  | X                                                      | X                                                 |
| Co-create part of the content                                                     | ✓                                                                              | ✓                                                  | ✓                                                      | X                                                 |
| Panelist slot on one of the thematic discussions                                  | ✓                                                                              | ✓                                                  | ✓                                                      | ✓                                                 |
| Brand mention and acknowledgement on all conference communication material        | ✓                                                                              | ✓                                                  | ✓                                                      | ✓                                                 |
| Your company logo is featured on all branding material and the conference website | ✓                                                                              | ✓                                                  | ✓                                                      | ✓                                                 |
| Company banner placement during the conference                                    | ✓                                                                              | ✓                                                  | ✓                                                      | ✓                                                 |
| Media visibility through interviews and a quote in the official press release     | ✓                                                                              | ✓                                                  | X                                                      | X                                                 |
| Complimentary registrations                                                       | 40 people                                                                      | 15 people                                          | 15 people                                              | 10 person                                         |



2024

9<sup>th</sup> ANNUAL

# Circular Economy Conference in Kenya

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|                                                                                   | B2B match making session<br>€ 5000+ | Co-Host topical track/sessions (max 8x)<br>€ 3000+ | Side-event Breakfast Costs<br>€ 2,000+ (without breakfast costs) | Expo tables 25<br>€ 200 per table |
|-----------------------------------------------------------------------------------|-------------------------------------|----------------------------------------------------|------------------------------------------------------------------|-----------------------------------|
| Speaker slot during the high-level plenary session                                | X                                   | X                                                  | X                                                                | X                                 |
| Co-create part of the content                                                     | ✓                                   | ✓                                                  | X                                                                | X                                 |
| Panelist slot on one of the thematic discussions                                  | ✓                                   | X                                                  | ✓                                                                | X                                 |
| Brand mention and acknowledgement on all conference communication material        | ✓                                   | ✓                                                  | ✓                                                                | X                                 |
| Your company logo is featured on all branding material and the conference website | ✓                                   | ✓                                                  | ✓                                                                | ✓                                 |
| Company banner placement during the conference                                    | ✓                                   | ✓                                                  | ✓                                                                | ✓                                 |
| Media visibility through interviews and a quote in the official press release     | X                                   | X                                                  | X                                                                | X                                 |
| Complimentary registrations                                                       | 7 people                            | 5 people                                           | 5 people                                                         | 2 person                          |

