

Circular Economy Conference & Awards 2024



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.

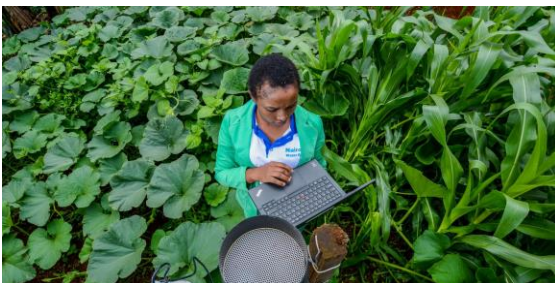
Our commitment to sustainability extends beyond human boundaries, echoing the necessity of always reserving a seat for nature at the table. Our relationship with the environment is not transactional but symbiotic.

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

07h00
-08h30

Arrival and Registration

Breakfast meetings by partners will be ongoing – invites only.

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
-09h15

Art Statement

A Sustainable Fashion Runway by Delight School & Miss Earth Kenya 2024

09h15
-09h40

Let's Be Clear Challenge

Presentation and the Official Launch of the Public Conscious Consumer Awareness Campaign.

09h40
-10h10

Plenary Remarks by Key Guests

- Shanariha Evans – Young Environmentalist and Author of “The Ocean Warrior”.
- Dr. Goerge Njenga - Founding Executive Dean, Strathmore University Business School.
- Mr. Jonathan Kinisu - Managing Director, Tetra Pak.
- Representative from Edukans.
- Mr. John Gachora, MBS - Group Managing Director, NCBA Bank Kenya.
- Dr. Jas Bedi, Chairman - Kenya Private Sector Alliance (KEPSA).

10h10
-10h30

Keynote Address & Media Briefing

Hon. Aden Duale, EGH., Cabinet Secretary - Ministry of Environment, Climate Change and Forestry.

FULL PROGRAMME: DISCUSSION SESSIONS

11h00
12h30

Round 1: Join Your Pre-selected Breakout Panel Discussion.

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.

12h40
-02h00

Round 2: Join Your Pre-selected Breakout Panel Discussion.

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.

02h00
-03h00

Lunch & Networking

Enjoy a healthy vegetarian lunch. The expo remains open.

03h00
-04h00

Business Speed Dating at the Harvest Table

- 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.

04h00
-05h00

Inaugural Circular Economy Awards Ceremony

Recognizing & celebrating trailblazers accelerating the transition to a circular economy in Kenya, focusing on 8 categories.

05h00
-06h00

Evening Refreshments & Departure

Enjoy a refreshing cold or hot drink, and exchange contacts. Guests leave at their own leisure.

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.

Session Proudly Supported By:



Moderator: Jos Reinhoudt

Speakers

1. Juliet Kennedy - CEO, Greenspoon
2. Rio Fish **TBC**
3. Brian - Zijani **TBC**
4. Shadrack Agaki-Climate Change & Food Systems, National Assembly **TBC**
5. PetLoop – Founder, Laura Stanford
6. GreenStem
7. Marie-Louise Wiegert – CEO, OnlyPlants
8. Joachim Westerveld – CEO, Biofoods **TBC**

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



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

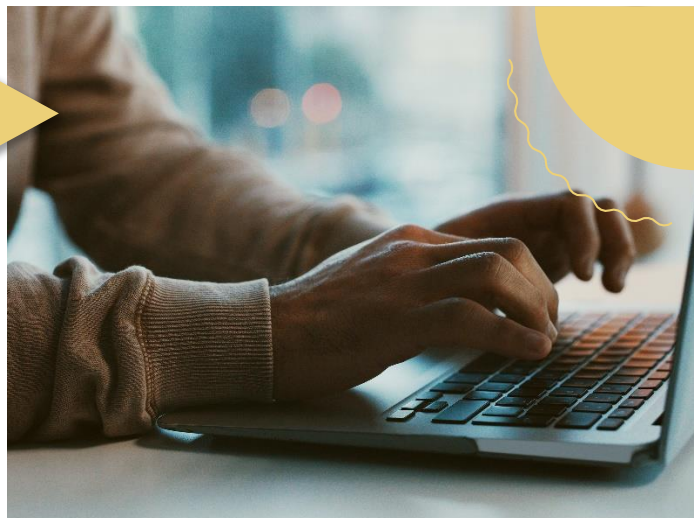
Digital technology has revolutionized how people connect, work, and innovate across the world. However, as technology evolves, ensuring equitable access remains a challenge, especially in regions like Africa, where digital divides persist. In this panel, we will explore the role of digital access as 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.

Session Proudly Supported By:

Moderator: Ebenezer Amadi - Senior Program Manager, PowerUp

Speakers

- Dr. Ehud Gachugu – Ag. Deputy CEO and Global Director for Youth and Jobs, KEPSA.
- Scott Bellows – Employment Pathways for Youth Program, USIU Africa/USAID. **TBC**
- Representative from Mastercard Foundation. **TBC**
- Mhuyanza Njeri – Director, Ukwenza VR. **TBC**
- Tonee Ndungu – Co-Founder and CEO, Tribbe Nation.





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.



Moderator: Karin Boomsma – Project Director, Sustainable Inclusive Business Kenya

Speakers

- Lisa Kibutu – Founder, ReFace
- Mr. Saitoti Meitamei, Director, Delight Technical College & Delight Africa Corporate Training Solutions
- Elmar / Or X– Founder, ACT / Or representative
- Idha Odeka – Just Fashion Transition
- Amra Turčinodžić – First Secretary Swedish Embassy
- X Industry player:
- Designer
- Robert - Edukans

Session Proudly Supported By:



EDUKANS



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 will share their insights on Kenya's journey toward better design of packaging and waste management.



Session Proudly Supported By:



Moderator: Alex Kubasu, Program Manager for Circular Economy, WWF Kenya

Speakers

1. Shereen Shaheen – Head of Corporate and Public Affairs, Grand Middle East & Africa at TetraPak.
2. Akshay Shah – Member of the Kenya Plastics Pact & Group Executive Director of SILAFRICA. **Tbc**
3. WRAP?
4. Emily Waita - Chair, KEPSA Environment Sector Board.
5. Mr Green Africa + Unilever Representative.
6. Dr. Ayub Macharia – Director of Environment Compliance, NEMA



Community-Based Solutions in the Circular Economy – what' 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.



Moderator: TBC

Session Proudly Supported By:

Speakers

1. Sonia Orwa, Country CEO, Kenya - Mr. Green Trading Africa + VSO Representative.
2. Dr. Tayba Hatimy - Founder, Baus Taka Enterprises and Participants of the Gender mainstreaming toolkit Development.
3. Ecobana representative. **TBC**
4. Eric Guantai - Nairobi Metropolitan Waste Management CBO Network.
5. Faith Supeet – Founder, Beyond Cultural Limits Foundation.
6. Joseph Lentunoyi – Founder, Laikipia Permaculture. **TBC**

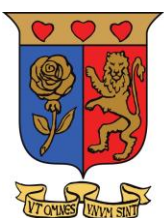


Financing Opportunities and Skills Development for SMEs in a Circular Economy

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



Moderator: Harrison Ngatia - Chief SME & Enterprise Development Officer, KEPSA

Speakers

1. Jiinue Growth Program.
2. Representative from Strathmore.
3. Sustainability Financing Institution.
4. Lucy Ngorongo – CEO, Junky Bins.
5. SME – Who has benefited from sustainable financing.



**Speed Meet –
the Harvest table –
is 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 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 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

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