

POST - CIRCULAR CONFERENCE SUMMARY

✓ 230 registered persons

✓ Click to access the recorded conference video:

<https://bit.ly/36k4CuR>

INVITED KEY SPEAKERS:



Karin Boomsma,
Director
Sustainable
Inclusive Business



Mr. Simon Mordue,
EU Ambassador
to Kenya



H.E. Amb. Maarten Brouwer,
Netherlands
Ambassador to
Kenya



Dr. Francis Owino PhD CBS,
Principal
Secretary, State
Department for
Industrialization



Chris K. Kiptoo,
CBS is the Principal
Secretary for the
Ministry of
Environment and
Forestry



**Julius Owino
aka Juliani,**
Kenyan Hip-hop
Artist and
Entrepreneur



Carole Karuga,
CEO at KEPSA



Erik Lundberg
Ambassador of
Finland to Kenya



Dr. Ayub Macharia
Director of
Education and
Awareness, Ministry
of Environment and
Forestry.



Catherine Collin
Head of Regional
Representation
East Africa,
European
Investment Bank

Sustainable Inclusive Business - The change Agent, held a Preview Webinar of our Annual **Circular Economy Conference**, which brought together companies and stakeholders to share knowledge and good practices in various sectors.

Through inspiration, initiative, facilitation and connection, the session created a platform to set goals that'll create a sustainable and inclusive economy.

We were happy to be joined by speakers and participants from Kenya, EU and internationally.

- Designing out waste and pollution
- Keeping products and materials in use
- Regenerating natural systems
- Renewable energy use
- Among other topics in a Circular Economy both in the Kenyan and global context.

On 18th September 2020, we were joined by key multi-industry stakeholders to discuss the status of Circular Economy in the world, in EU, in Africa and specifically in Kenya.

The conference provided a platform for deep dive conversations on sustainability.

INNOVATIVE SHOWCASES

<https://bit.ly/3kYr0h5>

PRESS RELEASE

KENYA TO ACCELERATE THE ADOPTION OF CIRCULAR ECONOMY

Members of the private sector were challenged during the Circular Economy Conference hosted by Sustainable Inclusive Business to champion and accelerate efforts towards a circular economy by evaluating investment opportunities with a view of maximizing limited resources in the country, while the government is encouraged to develop a solid legal framework that will support the adoption of sustainable business practices.

The virtual conference aimed to create a mind shift of the private and public sector to speed up the transition to a circular economy.

Speaking during the 6th Annual Circular Economy Conference, Ambassador of the Kingdom of the Netherlands to Kenya, Mr. Maarten Brouwers said that the private sector has a key role in driving the transition from a linear to a circular economy in which resources are valued and reused in ways that minimize environmental impacts and create decent, sustainable jobs. He encouraged the private sector to embrace the concept of 'waste to value' which will in turn create employment opportunities.



” The shift towards a circular economy is the way forward to achieving sustainable development Goal number 12 on responsible production and consumption. We need to exchange knowledge and experiences to accelerate the transition together and achieve our mutual shared goals.

He also congratulated Kenya for reducing plastic waste and called for partnerships that are based on mutual interests across the globe to help transition to a circular economy by 2050. In 2017, Kenya banned the use, manufacture, and importation of plastic carrier bags, and in 2019 banned the use of single-use plastic in select protected areas. These have significantly reduced plastic waste in Kenya.

The Director, Sustainable Inclusive Business Ms. Karin Boomsma noted that one of the key challenges in the adoption of the circular economy concept in most countries starts with the lack of inclusion of circularity into the policies as well as sector strategies. The need for proper infrastructure cannot be overemphasized, especially in waste management and the capacity for countries to recycle waste.



“ We need to create a new system and it will require a new mindset. We also need to convince our businesses and the government to change our economic value chain.

On her part, the Kenya Private Sector Alliance (KEPSA) CEO Ms. Carole Karuga said that the private sector has a collective role in increasing awareness on circular economy and its extensive benefits. The sector continues to spearhead transformative public-private partnerships, providing market-based solutions anchored on environmental, economic, and social pillars.



I am a firm believer of the cradle to cradle model, where everything is a resource for regenerating another product.

From green manufacturing, sustainable water use, regenerative agriculture, construction to tourism; industries must work together to close the loop by promoting and embracing the redesigning, repairing, recycling, reusing and reducing strategies.

Kenya has made an enviable sustainability mark internationally with the development of stringent regulatory frameworks and policies that have laid ground for extended producer responsibility.

Dandora Hip Hop City Movement Founder Julias "Juliani" Owino said that our solutions must be people-centric and long term.



We have to look at the world beyond our existence," Juliani said. "We have to draw inspiration from global best practices to create local solutions as we champion for our local circular economy solutions

The EU Ambassador to Kenya, Mr. Simon Mordue said that progress can be made to a sustainable future and that the green transition will only succeed if it's global.

The circular economy aims to change the paradigm in relation to the linear economy, by limiting the environmental impact and waste of resources, as well as increasing efficiency at all stages of the product economy.

Dr. Ayub Macharia, Director of Environmental Education and Awareness in the Ministry of Environment and Forestry said that Kenya is struggling with uncontrolled dumping with the country not recycling enough, but the country is committed to a circular economy.



Many counties have very tiny waste management facilities, but, the Ministry of Environment and Forestry has mapped a future where there is a lot of reduction in waste generation, and recycling with less than 5% of the waste disposed of. We are emphasizing on waste segregation at source, proper collection and transportation of waste and waste recovery facilities for further sorting of wastes.

During the conference, the European Investment Bank represented by Ms. Catherine Collin, the Head of Regional Representation Eastern and Central Africa - European Investment Bank, re-affirmed commitment to renewable projects and said it will not support any fossil fuel investment starting 2021, but the bank has committed over €2.5 billion for the sustainable blue economy.



We are committed to supporting the implementation of the European Green Deal here in Kenya by offering financing and project preparation support for the projects that will meet the eligibility criteria.

The European Green Deal is a plan to make the EU's economy sustainable by turning climate and environmental challenges into opportunities and making the transition just and inclusive for all.

The virtual conference was also attended by the Principal Secretary State Department for Industrialization Dr. Francis Owino.

Delegates explored a range of topics including designing out waste and pollution; keeping products and material use; regenerating natural systems; and renewable use in the global context.



ABOUT SUSTAINABLE INCLUSIVE BUSINESS KENYA

Sustainable Inclusive Business Kenya is a knowledge Center established under the KEPSA Foundation through a fruitful partnership between KEPSA Foundation and MVO Nederland with the support of the Embassy of the Kingdom of the Netherlands in Kenya.

Sustainable Inclusive Business is driving and catalyzing change through inspiration, initiative, facilitation and connection. We bring companies and their stakeholders together to share knowledge and good practices and set goals to create a sustainable and inclusive economy and futureproof businesses with positive impact on People and Planet.

FOR MORE INFORMATION VISIT

<https://www.sustainableinclusivebusiness.org/>

ONLINE PUBLICATIONS

BOnline

People Daily:

<https://www.pd.co.ke/business/industry-urged-to-leverage-circular-economy-53093/>



XINHUANET

XinhuaNet (Chinese media):

http://www.xinhuanet.com/english/2020-09/22/c_139388229.htm

BUSINESS TODAY

Business Today:

<https://businesstoday.co.ke/circular-economy-6th-annual-circular-economy-conference-kenya-private-sector-alliance-kepsa-ceo-ms-carole-karuga-juliani/>

CEO AFRICA

CEO Africa:

https://www.ceoafrika.co.ke/kenya-to-accelerate-the-adoption-of-circular-economy/?utm_source=rss&utm_medium=rss&utm_campaign=kenya-to-accelerate-the-adoption-of-circular-economy

African Times:

<https://www.africantimes.co.ke/kenya-to-accelerate-the-adoption-of-circular-economy/>





WHAT DID PARTICIPANTS SAY ON TWITTER?

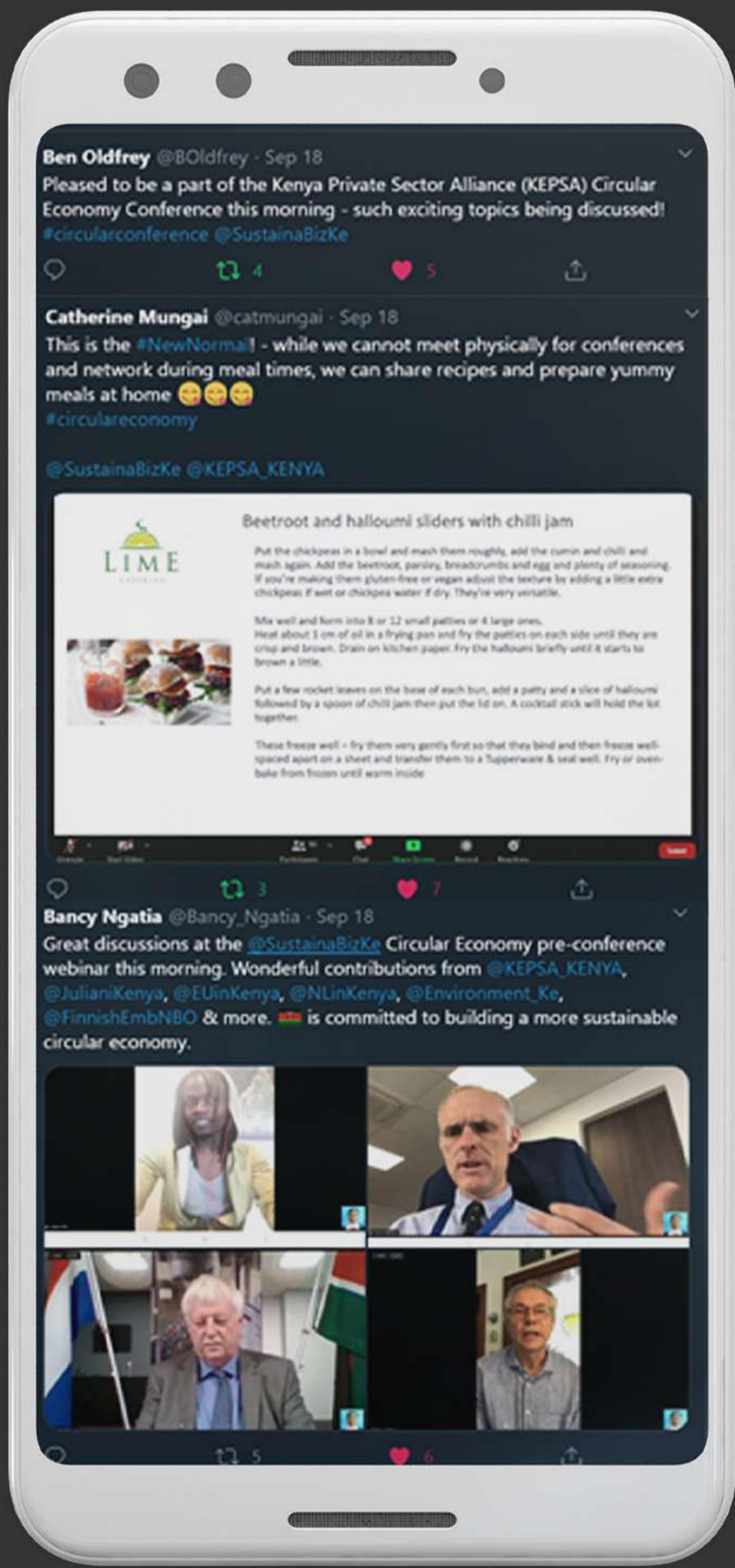


Many thanks for a very interesting conference by Sustainable Inclusive Business on #circulareconomy. #TeamEurope are very eager to share experiences and work together with #Kenya towards a #GreenRecovery," - Erik Lundberg, Ambassador of Finland to Kenya.

Thank you Sustainable Inclusive Business for organising this inspiring #circulareconomy webinar. And thank you KEPSA for your support. Netherlands Embassy in Kenya is looking forward to continue the partnership with KEPSA, the Kenyan Ministry of Environment and the European Union" - Anja Roymans, Netherlands Embassy in Kenya

Very interesting conversations and very amazing networking platform with the investors on the #TheCircularEconomyConference. Thank you for the initiative, we need more as we borrow some of the sustainable ideas," – Faith Kamene Muema, Participant.

Pleased to be a part of the Kenya Private Sector Alliance (KEPSA) Circular Economy Conference this morning. Such exciting topics being discussed!" - Ben Oldfrey, Participant.



This is the #NewNormal! While we cannot meet physically for conferences and network during meal times, we can share recipes and prepare yummy meals at home. #circulareconomy," - Catherine Mungai, Participant.

Dr Ayub Macharia on solid waste management. "Kenya isn't doing very well." 60% organic and 30% recyclable. Clear opportunity for investment and enterprise in Circularity," – Circular Design Nairobi, Participant.

Great discussions at the Sustainable Inclusive Business Circular Economy pre-conference webinar this morning. Wonderful contributions from KEPSA, Juliani, European Union in Kenya, Netherlands Embassy in Kenya, Kenyan Ministry of Environment, Finland Embassy in Kenya & more. Kenya is committed to building a more sustainable circular economy," - Bancy Ngatia, Participant.

Kenyan musician Juliani says it is time to redefine change to fit everyone. Look at the world beyond our existence by creating something that will live beyond our generation," Pracksidis Wandera, Participant.



● In which sector are you working?

Research	Waste management	Inter-governmental Organization
Agriculture	Nature conservation	Agriculture-Tea
Tourism - specifically tour operations	Consultancy	international consulting for sustainable development
I am in the farming sector	Waste	Agriculture
Solid waste management	Plastic waste upcycling and recycling	Catering
Regenerative agriculture	Circular economy	Food waste
Agriculture: Regenerative and circular inclusive businesses integrating socio-economic, market systems in landscapes restoration, sustainable livelihoods	Rainforest Alliance is a global NGO that is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities	Sustainability, education, agriculture
Innovation on health	Conservation	Change of Attitudes
Recycling and converting of plastics	Agriculture	Telecommunications
Plastic		
Environment and climate; Financier	Agriculture	Plastic waste recycling
Conservation	Solid waste management	Non-Governmental Organization
NGO- Sustainable Agriculture Standard Certification	Sustainability Business, Education, Agriculture	Agriculture

● What has been the biggest change for your organisation due to Covid?

remote working
 working from home
 cancellations
 environmental challenge
 given business more time
 repatriation
 less physical contacts
 increased technology use
 less travel
 reduce incomes for farmer
 innovation and resilience
 delays
 not able to reach farmers
 drop in demand
 redundancies
 social awareness
 closure of schools
 disrupted markets
working remotely
 labor immobility
 behavior change
 timelines shifting
 international work online
 seeds
 uncertainty
 bananas
 digitizing operations
 partnerships and collaborate
 rethinking our lifestyle
 losing clients
 exploring further afield
 closure of hotels
 chia
 anxiety among employees
 lack of funding
 funding
 group support stalled
 no travel
 no earnings

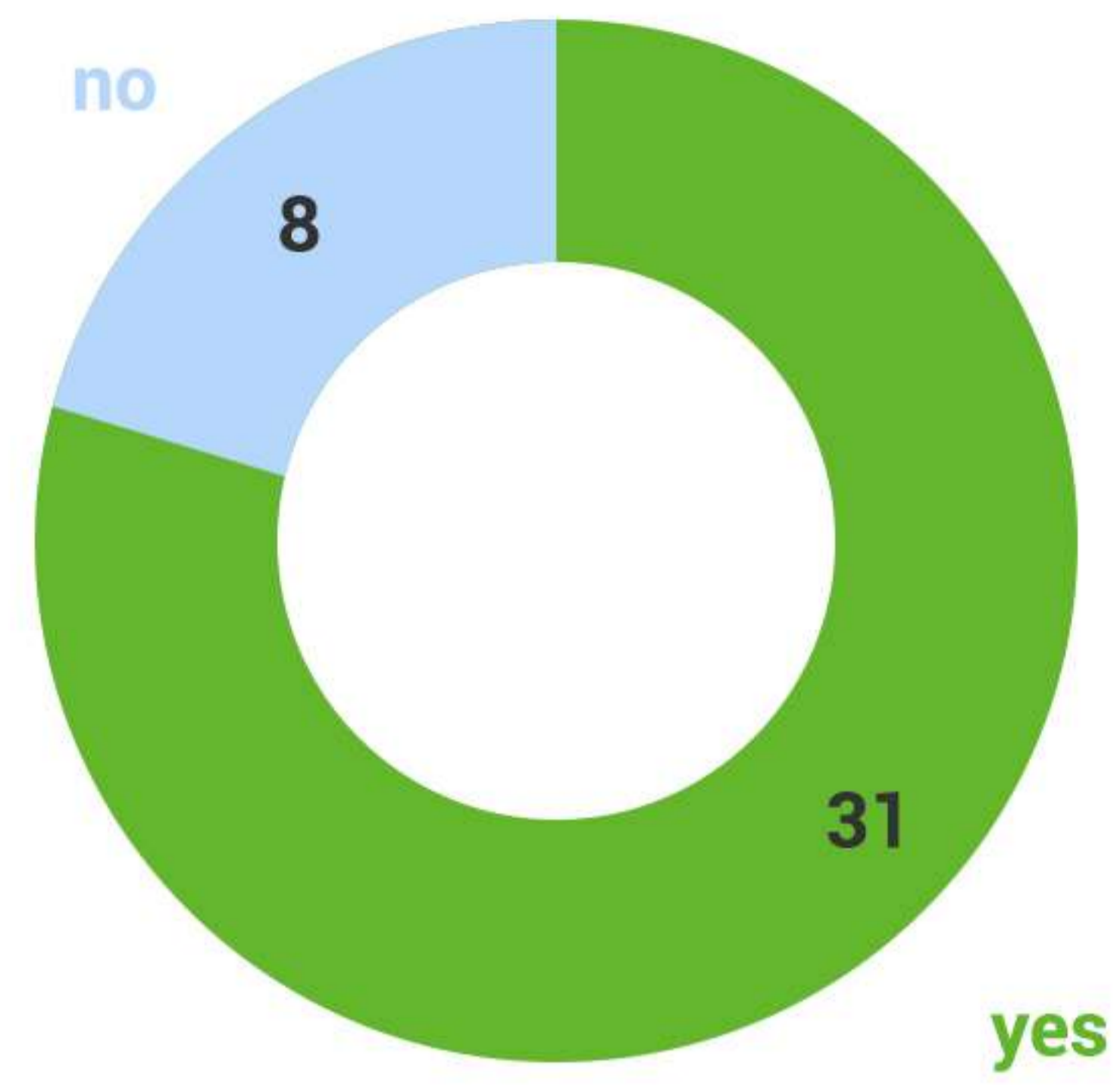
● What is in your opinion essential to #build back

Nature	Collaboration	Lifestyle /behaviour change
Rethink our designs	Planning	For future generations
Consumer awareness and behaviour change	Balance economic Growth with Social Inclusion and environmental protection	Collaboration no one can go at it alone
let's do it	better ideas	go circular
Requires to be informed by data and sound science	Nrave political commitment to LONGTERM sustainability/ profit	Rethinking sustainability as a collective
Our biggest obligation right now is to secure the future of coming generation since we ha spoiled ours	Community-based circular economics focusing on local production, waste management and innovation	Don't restrict policy space to implement circular economy by agreeing to restrictive trade rules in a free trade agreement with USA World Trade Organisation etc
Teaching our children and community members to view waste as a resource	Contest specific measures rather than blanket	
Change attitudes	People	Use this crisis to make real changes in systems. So date to leave the old business models and organiational models Embrace the risks that seem abstract but are real and build new ways of doing that avoid these risks
Circularity Green manufacturing Proper legislation	New thinking and approach to solving problems	
Conservation	Communication	greater awareness of our direct environment
Designing products and programmes with the end-use or goal in mind	Collaboration	More support and subsidies for farmers with partnerships
Refill, reuse, reduce, recycle	Way of the future	

● What would you like to keep' post COVID?

Working from home and reducing transport costs for conferences	Webinars	Policy space to implement circular economy
An open mind. Optimism	Less traffic	ncreased technological use and reimaging Africa
Humanity	Remote working options for reducing pollution	Less traffic
Less travel	Online meetings to reduce travel and reduce our carbon footprint	Real human interaction. Physical encounters instead of a fully online society
A bit of Virtual meeting	Virtual communication	Online meetings. Better hygiene practice.
greater awareness of hygiene	Cleanliness and more hygiene minded	Flexible to work and do things remotely
The less rigid way of doing business and working from home. It's not all about 9-5	Viewing waste as a resource	Accessibility through technology
Health awareness and staying active	The major lesson I learned from this COVID period is how to make our projects activities sustainable and not donor-dependent	The slowing down and getting to appreciate the things that have been ignored... It has been refreshing for me
Restored nature		

- **A system change is needed**
- small adjustments wont work - do you agree?



- **What is Circular Economy about?**

1

a. Design out waste and pollution

3

b. Keep products and materials in use

2

c. Regenerate natural system

34

d. All of the above

- **What is waste?**

×

✓

×

×

a. Useless
dirty stuff

b. Things we
have labeled as
not needed or
wanted anymore

c. Anything
in the dustbin

d. Anything
on the landfills



SPECIAL THANKS TO:

Embassy of The Netherlands and Wazawazi Co Ltd and GreenThing Kenya for the goody bag made of recycled banners and only reusable goodies!

