



**Circular
Economy
Conference
& Awards
2024**

14 & 15 November 2024, Nairobi, Kenya

PEOPLE &

OPPORTUNITIES

IN EAST AFRICA



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE AFRICA



TheRockGroup



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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.

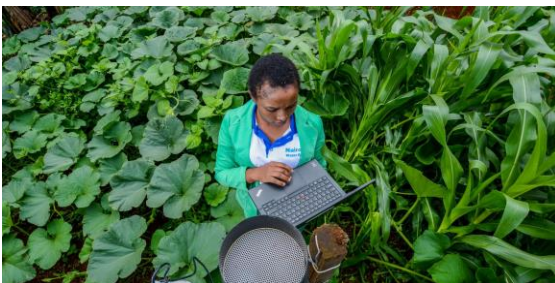
Our commitment to sustainability extends beyond human boundaries, echoing the necessity of always reserving a seat for nature at the table. Our relationship with the environment is not transactional but symbiotic.

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:



CIRCULAR ECONOMY AWARDS

And Networking

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 17 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 first day of the conference on 14th November 2024.

Awards Categories

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

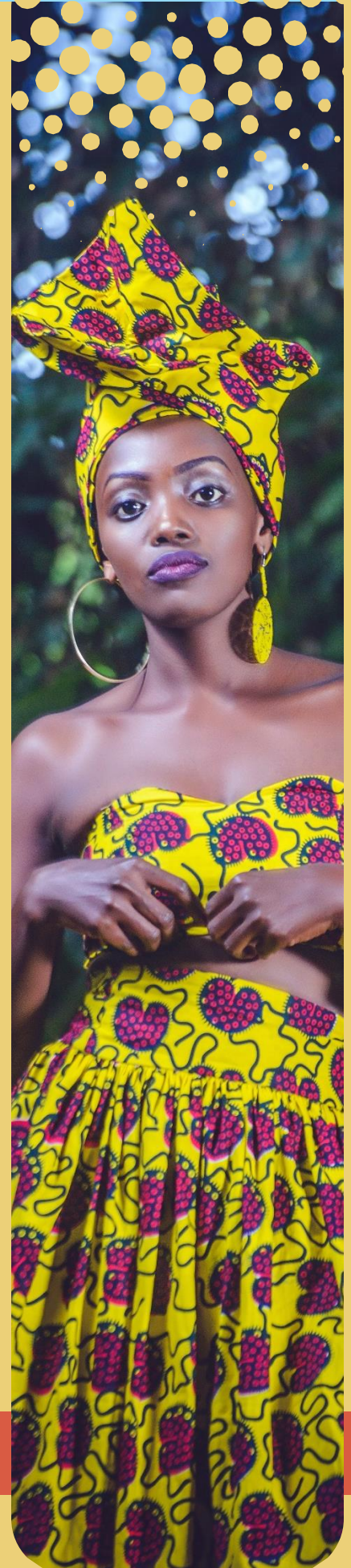
The conference aims to achieve the following outcomes:

- Create a hybrid platform for stakeholders to 'create' and exchange ideas, knowledge, and best practices, and opportunities on circular WE economy development in East Africa.
- 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 WE 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 & match making for at least 100 participants.
- Launch the Wear the Green Future project
- Launch the Lets 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 WE 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, & 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: DAY ONE

	Plenary Stage	The annual circular WE economy conference in East Africa begins!
	East African Music + National Anthem (by school choir)	By students choir
	Welcome	By hosting organisations
	MC	Introducing themes, people and engaging with audience
08h30 - 10h30	Art Statement	Entertainment
	Opening remarks	Circular Ambassador
	Changing the story	Launch of Campaign Let's be clear impact, changing packaging, changing the environment
	Startup trailer	Pitches of 8 start-ups with their 'what, why, and the need to make more impact' + awarding
10h30 - 11h45	Session 1: Choose your topic and panel & audience discussion	<ul style="list-style-type: none"> A. Circular Agriculture & Food systems B. Fashion shouldn't be fast – the environmental & social greatness of Circular Textile C. Circular Digitalisation; AI in Africa – what is happening
12h00 - 13h15	Session 2: Choose your topic and panel & audience discussion	<ul style="list-style-type: none"> D. Waste; the start and the end – Responsibilities (plastics, packaging) – can we all Be Clear? E. Circular Water – drowning or draining? F. Business 2 Business networking
13h30 - 14h30	Lunch	Light, healthy, energizing, plant-based meal; and Expo, networking, talking, post session discussions
14h30 - 16h30	BYG 2 business matchmaking	Networking sessions

SUGGESTED PROGRAMME: DAY TWO

	African Music + National Anthem	Instrumental band
	Welcome	By hosting organisation
	MC	Introducing themes, people and engaging with audience
08h30 - 10h30	Art Statement	Entertainment
	Opening remarks	Circular Ambassador
	Visionary statements	The FUTURE we want to create
	Youth statement trailer	Vision of the youth
10h30 - 11h00	Plenary session	Launch Textile insight report and the project Wearing the Green Future (skills and circular opportunities in Textile sector)
11h00 - 12h15	Practical Business Masterclasses & workshops	<ol style="list-style-type: none"> 1. New skills – what to focus on 2. Circular Creative Transformation; design thinking 3. Smart start-up plans & Business opportunity game
12h30 - 13h30	Lunch / EXPO	Light, healthy, energizing, plant-based meal; and Expo, networking, talking, post session discussions
14h00 - 15h15	Practical Q&A	From linear to circular – the examples & 100 questions session to key people
14h15 - 16h00	Feet on the ground	Regenerative tour / site visit
15h15 - 17h00	Expo & networking cocktail	Match making through Speed dating



Young & socially, environmentally ambitious? Having a great start-up to make impact for Good?

Better for us and nature? Rethinking the status quo and finding the future-proof solution? Solving 3 problems in 1 go (avoiding/no waste, creating a solution for another problem and creating a new business on top of that)?

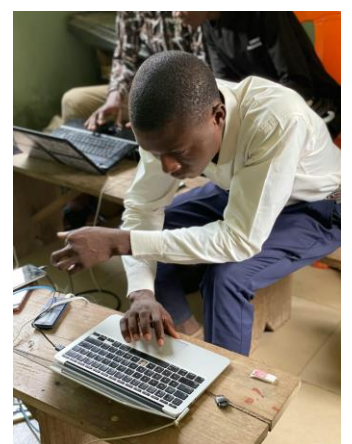
Join! Cause you are the circular mind we like to support, cheer for and grow.

The criteria – are you having business idea in the following categories:

1. Food/Organic waste solutions
2. Textile
3. Digital solutions for social impact
4. Repair, Reuse, Remake solutions

The Start-Up Challenge

Pitch the best Circular, Sustainable, Inclusive solution.



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



Circular Agriculture & Food systems

This theme will explore the opportunities for promoting circularity in agriculture through sustainable farming practices, agroforestry, carbon credits, waste reduction & reuse, and regenerative food systems.

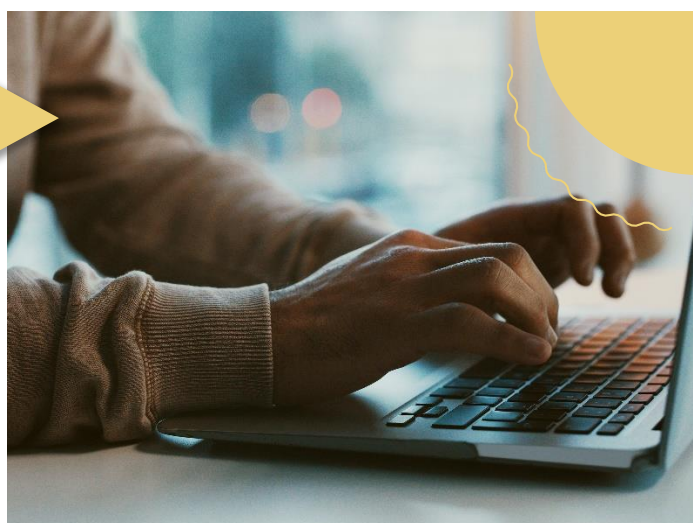
- Alternative protein feed → the next steps
- Farm waste – farm food
- Local vs Global
- All organic?
- Community and the role of distribution; let's start on the ground
- How can we make Agriculture and farming 'hot' again



Circular Digitalisation; AI in Africa – what is happening

Access to the tech that connects the world, and the care and use for the means that provide us the vehicle to join.

How can we make it circular for all, access 4 all, and circular for life? And how does AI look for the future 'work' force?





Fashion Future proof – the environmental & social greatness of Circular Textile

The only way forward in fashion is on the sustainable, circular and ethical path.

This will create opportunities for Africa to provide value addition, be a leader on organic production, durable design, circular production & manufacturing practice and post-consumer transformation.

Launching the report on Circular stakeholder mapping and assessing Circular practices amongst the industry leaders in Kenya will provide the insights we need to draw the picture for the Future

What are the opportunities for circularity, sustainability and inclusion in the Kenyan textile value chain?

Here we explore pathways to revive, rethink and boost the circularity of the sector.

Recommendations come with needs & actions for capacity building, knowledge sharing, partnerships, skills trainings, and a collective plan with a clear Green direction for the Future of Textile & Fashion in Kenya.

Here we discuss with workers, designers, manufacturers, textile producers, brand-owners, entrepreneurs, policy makers, waste collectors and recyclers in all parts of the value chain.





Waste; the start and the end – Responsibilities (plastics, packaging) – can we all Be Clear?

Reduce, reuse, refill, repurpose all starts with the R for Rethink and Redesign.

Design for circularity will allow us to work on all the R's.

The best examples of design for circularity, the newest policies supporting this, and interesting initiatives. With launch of Let's be Clear Campaign and the impact of Rethinking & Redesigning.

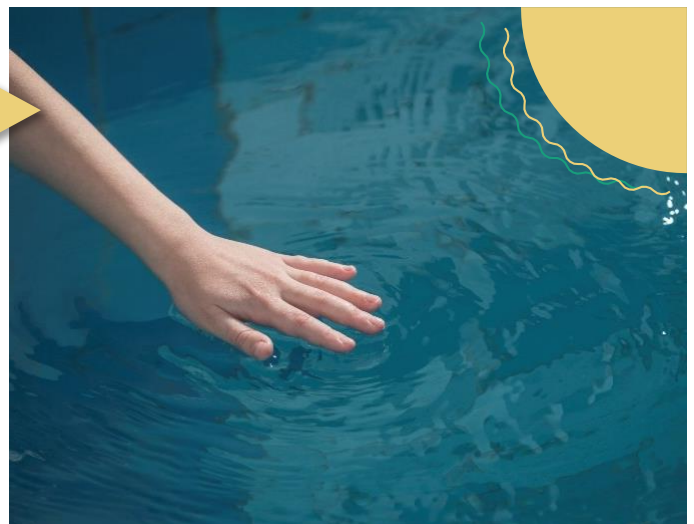
How to make good design the new mainstream? The push from the Global Plastics Treaty to align policies, strategies and actions. Eliminate, Reuse, Refill and recycle.



Circular Water – drowning or draining?

This theme will focus on exploring opportunities for circularity in the water sector through sustainable water use, water harvesting, water treatment, and water recycling.

Which most important water scarcity threats can be prevented with solid policies and plans? Community based solutions, Private Sector Action





Smart start-up plans & Business opportunity game

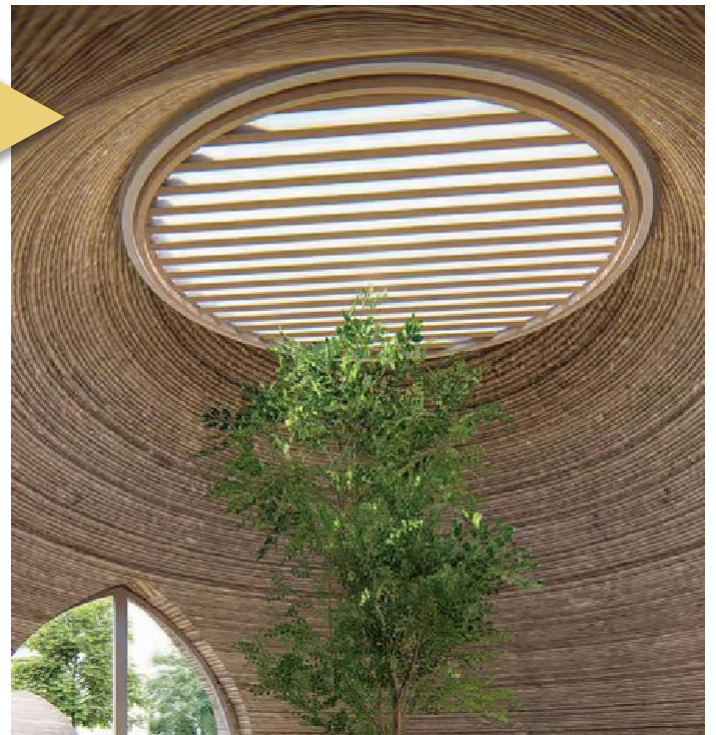
How do you start – right from the beginning.

- A new thinking framework
- Mapping more than the traditional enablers, partners and players in a value chain
- Opportunity game, rethinking the business opportunities.
- How does a circular business model look like and how do you plan?



New skills – what to focus on

New systems and opportunities in the circular economy require different skills not only from employees, but from employers and businesses as well. What are they? How do you learn, train and apply these qualities and new values.





Circular Creative Transformation; design thinking

Changing systems requires design thinking, system thinking and a birds-eye view with strong creative skills. How can the future look like? What would make ideas, innovations, solutions, start-ups last and become the new norm?

This is a workshop on Design Thinking. Actively work on cases that provide you the insight to be the change in your area of influence and impact.



From linear to circular – the examples & 100 questions session to key people

Imagine – just ask.

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.



2024

9th 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 (Co-Host / Powered By) 1 Day € 20,000+ (or shared)	Communication & Media / AV Partner € 10,000+	Investment/ Corporate Partner € 10,000+	Expo & Networking Partner € 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



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Partnership

Value Proposition

	B2B match making session € 5000+	Co-Host topical track/sessions (max 8x) € 3000+	Side-event Breakfast Costs € 2,000+	Expo tables 25 € 750 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



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