

CIRCULARITY WEEK

10TH
**CIRCULAR
ECONOMY
CONFERENCE**

CELEBRATING 10 YEARS OF
**Great Milestones in
Sustainability**

FIELD
TRIPS

CIRCULAR
ECONOMY
CONFERENCE

PLASTICS
SUMMIT

NO WASTE
FESTIVAL

20th–21st November 2025

EAST AFRICA, KENYA

Reimagie



Reimagine

Where we came from, what we forgot, and what we can reimagine through circular thinking & design.

Imagine a world without bins. Imagine resources that regenerate. Imagine renewable energy. Imagine a world where everything goes around and comes around.

Resources don't have to be finite—if we design our systems in a circular way.

By making different choices and redefining what a flourishing society looks like, we can solve problems we didn't have in the past and won't want in the future. A circular approach benefits all life and the planet.



10 Years of Circular Thinking

This year, 2025, marks a decade of Sustainable Inclusive Business Kenya under the Kenya Private Sector Alliance (KEPSA).

What began 10 years ago as a CSR initiative has evolved into **sustainable, inclusive business** practices and projects that truly understand sustainability—why it matters and how collaboration is key to achieving our goals.

It also marks a **decade** of bringing everyone together at the **Annual Circular Economy Conference** to accelerate Kenya's transition to a **sustainable, inclusive, and circular** future.
Last year we asked our audience:

Would you rather go back in time or look into the future?

The audience was split 50–50. The past is fascinating—it reveals how we lived before the linear economy when waste didn't exist, products were designed to last, and meals followed the seasons.

Less was more.

At the same time, looking ahead is exciting—where innovation, especially when combined with traditional knowledge, can shape a circular, sustainable, and inclusive world locally and globally.



It also marks a **decade** of Reflecting on the past 10 years allows us to appreciate progress—the journey is often more meaningful when viewed from a distance. Looking ahead into the next 10 years sharpens our direction, strengthens collective efforts, and refines our strategies, approaches, and ambitions.

This is precisely what we will do at the:
10th Annual Circular Economy Conference EA, Kenya in 2025

This year's edition will build on **circular design, business models, pilot projects, and initiatives**, offering valuable lessons, inspiration, and connections. We will zoom in on progress, business practices, and developments from the past decade and, with this foundation, **co-create a collective vision for the next 10 years.**

Questioning the status quo, rethinking, redesigning, reimagining, and creating a circular society—we will do it with you!

Designers, government representatives, policy-makers, the private sector, entrepreneurs, academia, creatives, visionaries, artists, influencers, and environmentalists.

JOIN US!

The Circular Economy Conference

– The story so far –



A HIGHLIGHT OF THE 2024 CONFERENCE

500+ delegates



6 plenary session



1 day in person



4 pre-conference field trips



Solution & Tools



30+ expo stands



What to Expect



Engage in conversations, reflections, and expressions about the progress made over the last 10 years.



Reimage the future – shape a collective vision for the next 10 years.



Experience in design thinking.



Dissect circular business models, enterprises, and innovations.



Change your perspective.



Increase knowledge on circular economy, finance, just transition, policy, entrepreneurship, design, innovation, and technology.



Connect with existing and potential partners.



Support/endorse new circular models.



Help boost circular start-ups.



Commit and invest in circular innovations.



19 November 2025

WEDNESDAY
VENUE: TBC



KEY THEMES:

- Circular Water Systems & Resilience
- Smart Circular Technology & AI
- Regenerative & Low- Impact Tourism
- Circular Food & Soil Regeneration
- Sustainable Textiles & Closed-Loop Fashion
- Responsible Resource Use & Energy Transition

We invite **you** to think along, add, and suggest these potential topics.

HOW TO CO-CREATE

COLLABORATE & INNOVATE	<ul style="list-style-type: none">• Co-create and co-host part of the conference, a workshop or side event and support us with resources & knowledge.• Co-host/facilitate the 2025 conference and brand all materials, provide speakers, and contribute to communication, venue & organizational costs.
SHOWCASE & SHARE	<ul style="list-style-type: none">• Host an exhibit or demo:• Present innovations or solutions.• Present a case study: Highlight successful projects and lessons learned.• Demonstrate thought leadership: Contribute insights and share expertise through interactive sessions.
INSPIRE ACTION	<ul style="list-style-type: none">• Launch an initiative: Introduce a circular project, challenge, or competition.• Present a relevant good practice: Highlight successful approaches.• Pledge commitments: Make measurable sustainability goals public.

WHY JOIN?

- Engage in conversations, reflections, & expressions about the progress made over the last 10 years.
- Reimage the future – shape a collective vision for the next 10 years.
- Experience in design thinking.
- Dissect circular business models, enterprises, and innovations.
- Change your perspective.
- Increase knowledge on circular economy, finance, just transition, policy, entrepreneurship, design, innovation, & technology.
- Connect with existing & potential partners.
- Support/endorse new circular models.
- Help boost circular start-ups.
- Commit and invest in circular innovations.

500+ Participants	30+ Expo stands
3+ Field Trips	3 Days In-person
6 Plenary Session	4 Field Trips



20 November 2025

THURSDAY
Venue: TBC

SUMMIT 2025

Kenya Plastic Pact

Four years in, 4 urgent targets, and
5 years to 2030! No time to waste!

The Kenya Plastics Pact has been on a bold journey—uniting businesses, policymakers, innovators, and communities in a shared commitment to **rethink plastics, eliminate plastic waste, & drive circular solutions for plastic packaging.**

The results are visible. Our members—PROs, recyclers like Mr. Green and Taka Taka Solutions, and leading businesses such as Bidco, Bidfoods, Line Plast, Silafrica, and many more—have made measurable progress in redesigning, collecting, and recycling plastics. **Yet**, we are not where we wish to be.

Accelerate

In these four years, we have moved from vision to action:



A clear road map to guide our transition.



A coastal waste program empowering waste pickers, NGOs, & CBOs.



Design guidelines for sustainable packaging.



Capacity-building through training and industry collaboration.



A targeted elimination list for problematic plastics.



The Innovation Challenge, driving new circular solutions.

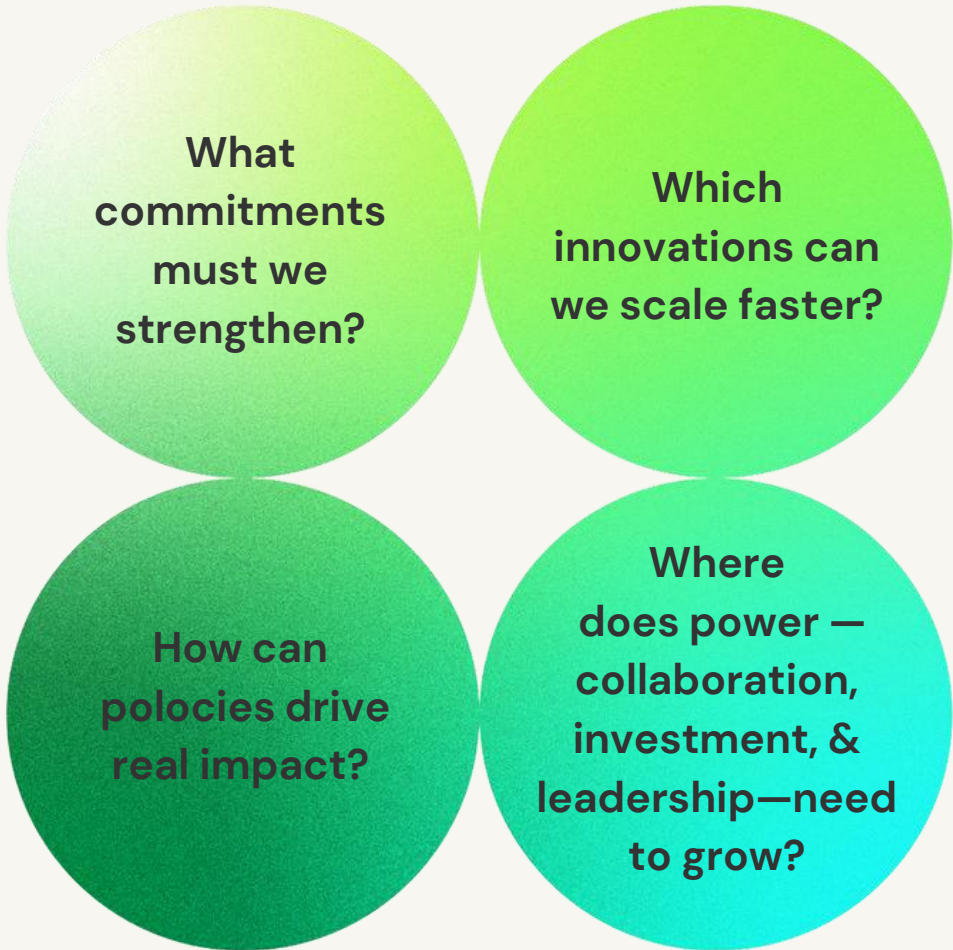


EPR implementation and strengthened regulatory frameworks with NEMA

The Next 5 Years – Scaling Up for 2030. With just 5 years left to meet our 2030 targets, **we need to accelerate.**

This summit is about action. **We must move beyond pilots and projects to large-scale implementation.** The urgency is real. The potential is massive. The time to accelerate is **now.**

Join us as we push the boundaries of possibility, turning ambition into lasting impact.



The afternoon will have a festive **opening of the NoWaste** Festival! The festival will be crowned with a launch and a music performance from a Kenyan social and environmental pop artist, using music as a communication and awareness creation tool.

KEY THEMES IN THE PLASTICS SPACE

- Circular Water Systems & Resilience
- Smart Circular Technology & AI
- Regenerative & Low- Impact Tourism
- Circular Food & Soil Regeneration
- Sustainable Textiles & Closed-Loop Fashion
- Responsible Resource Use & Energy Transition

WHY JOIN?

- Insights into circular **innovations**
- **Networking** with plastic pact members
- Collaborative vision-building sessions hands-on **workshops** for practical skills
- **Keynotes** from Plastic pact circular economy leaders

HOW TO CO-CREATE?

Showcase & Share

- **Host an exhibit or demo:** Present innovations or solutions.
- **Present a case study:** Highlight successful projects and lessons learned.
- **Demonstrate thought leadership:** Contribute insights and share expertise through interactive sessions.



21 November 2025

FRIDAY
VENUE: TBC

No Waste Festival

The Festival will create a space for women, youth, artists, collectors, and recyclers to bring their ideas to life by setting up innovative showcases of services and products that add value to waste, highlighting the potential of recycling and upcycling.

Art pieces, fashion items, repurposed furniture, etc, will form part of the creative collection of transformed waste materials created by community based initiatives. will feature a public display of their work through a fashion show (catwalks) with repurposed fabrics, art exhibitions from recycled pieces, etc.

The most outstanding exhibitions will have a chance to explain the vision behind their work, inspire others, and encourage more women to be waste-preneurs.



NoWaste Workshop

During the festival we will organise a workshop for 50 women entrepreneurs in the waste sector. It will involve practical sessions on developing entrepreneurship skills, including business planning, marketing strategies, leadership, and financial management.

The hands-on sessions will reference the Gender Mainstreaming Toolkit to empower women to find their voice and place in the sector.

Why join?

How to
co-create?

What to
expect?

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.



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!



DECOR

Pleasant surprises and touches will transform your heart & mind.

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.

Conference Organizing Partners



SUSTAINABLE INCLUSIVE BUSINESS

Sustainable Inclusive Business Kenya is a knowledge Center established through a fruitful partnership between the Kenya Private Sector Alliance (KEPSA) and MVO Nederland with the support of the Embassy of the Kingdom of the Netherlands in Kenya. SIB-K spearheads the adoption of sustainable and circular business practices in Kenya through impactful knowledge-sharing and strategic collaborations.



KENYA PRIVATE SECTOR ALLIANCE

The Kenya Private Sector Alliance (KEPSA) is the apex body for the private sector in Kenya. KEPSA brings together local and foreign business associations, federations, chambers of commerce, professional bodies that are sectoral umbrella bodies, and individual sectoral business membership organizations, corporates, from multinationals to large and medium-sized companies, SMEs, and start-ups from all sectors of the economy, across all parts of the country.

This gives KEPSA a reach of over 2 million businesses directly and indirectly. KEPSA also serves as the national focal point of the East Africa Business Council (EABC), the umbrella body of businesses in East Africa. It hosts the International Chamber of Commerce (ICC) Kenya Chapter, a member of the ICC with a reach of over 45 million businesses globally.



THEROCKGROUP

The Rock Group (TRG) is an ambitious agency driving the transition towards a sustainable economy and society. We believe that fair and sustainable business can and should accelerate this transition. Therefore, we work on entrepreneurial solutions with innovators, companies, civil society, knowledge institutes, and policymakers.

TRG has decades of experience in supporting businesses with their Sustainability Strategy, ESG, Compliance, Impact Measurement and Improvement Plans, Materiality Matrices, development of new sustainable businesses, and sustainability education (academia, master's).



Sponsors and Collaborators | Partnership Opportunities

Any partnership opportunity can be **tailored to the need and budget of the organisation**.

Sponsorships **in kind** which will cover event costs are very welcome.

We would like to keep the ticket price as low as possible to keep the **event inclusive and accessible to all**, as this is not a commercial event. As such we are looking for amazing sponsors to assist us with **making this event a success**.

Overall Event Sponsor	Co-Host	Media/ Comms	Breakout / side event	Expo & Networking Space Partner
Euro 20,000	Euro 15,000	Euro 3,000	Euro 4,000	Euro 1,000 – 50,000
Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions
Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials
Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website
Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit
10 Registration tickets	8 Registration tickets	7 Registration tickets	6 Registration tickets	5 Registration tickets
Media visibility and quote	Media visibility and quote			
Plenary Speaker slot				

Sponsors and Collaborators | In-kind Partnership Opportunities

Any partnership opportunity can be **tailored to the need and budget of the organisation.**

Sponsorships **in kind** which will cover event costs are very welcome.

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Venue (2 days)	Food & Drinks (2 days)	AV/Tech AV/Tech	Networking space
Euro 7,500	Euro 8,000	Euro 6,000	Euro 10,000
Panellist Slot in discussions	Panellist Slot in discussions	Panellist Slot in discussions	Panellist Slot in discussions
Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials
Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website
Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit
10 Registration tickets	8 Registration tickets	7 Registration tickets	10 Registration tickets
Media visibility and quote	Media visibility and quote		
Plenary Speaker Slot			



Celebrating 10 years of Great
Milestones in Sustainability

PRE-REGISTRATION & GETTING IN TOUCH

If you'd like to pre-register, learn more about the events and how to become a partner or sponsor, please reach out and we will send more information and arrange a call.

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