



Kenya National Consultation

*Effective policies needed to
bring SDG 12 to life!* **Antony
Kirori**
Green Pencils Ltd



#Stockholm50
www.stockholm50.global

Green Manufacturing = Green Products = Sustainable Future

2-3 JUNE 2022
STOCKHOLM
A HEALTHY PLANET FOR THE PROSPERITY OF ALL
- OUR RESPONSIBILITY, OUR OPPORTUNITY



Green Pencils Ltd is an innovative green manufacturer making products never made in Kenya before.

Our products include:

- 1) Road studs (Cat eyes) Only manufacturer in East and Central Africa.
- 2) Environment-friendly (green) pencils and pens.

Existing solutions and why these are inefficient or incomplete

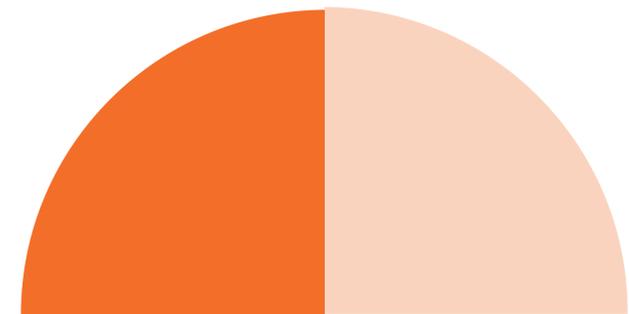
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1: Pens are made from plastic materials. Over 100 billion pens are used annually. After their useful life, they end up polluting both land and water for hundreds of years.

2: Wooden pencils are made from cedar trees. A cedar tree can live from 100 years to 5,000 years. Lifespan of a pencil is about 3 months. It is therefore highly inefficient to cut a mature tree in this time and age when substitute materials exist.

In addition, about 25% of landfill waste is paper. Therefore much better to recycle or convert this paper to wood to make pencils and other products, innovatively.



THE GOOD....

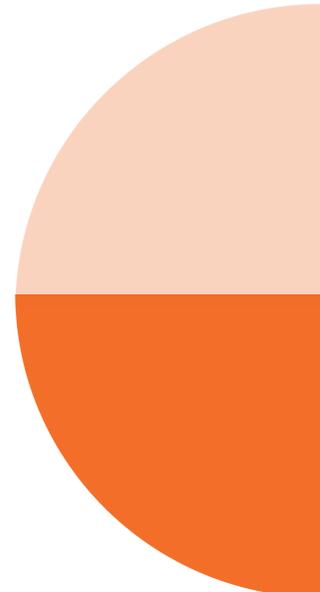
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Green Pencils Ltd was deliberately formed as a green manufacturer in 2012.

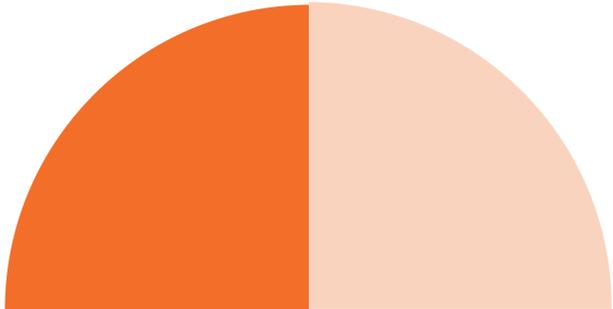
Manufacturing green products gives the populace a choice or opportunity of buying and using green products, which is sustainable. After the SDGs were formed in 2015, we were excited to note that SGD 12 was talking about us:

Responsible Consumption and Production.



Environment-friendly (green) pencils

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2012 Consumption. 2012 Production?

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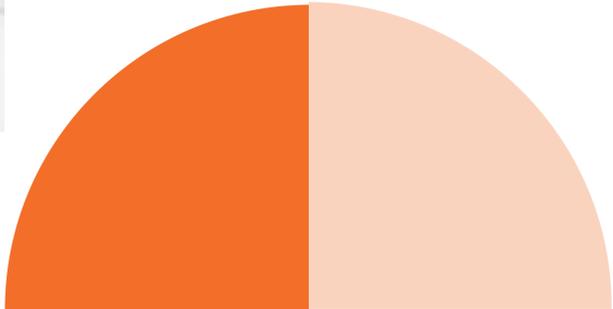
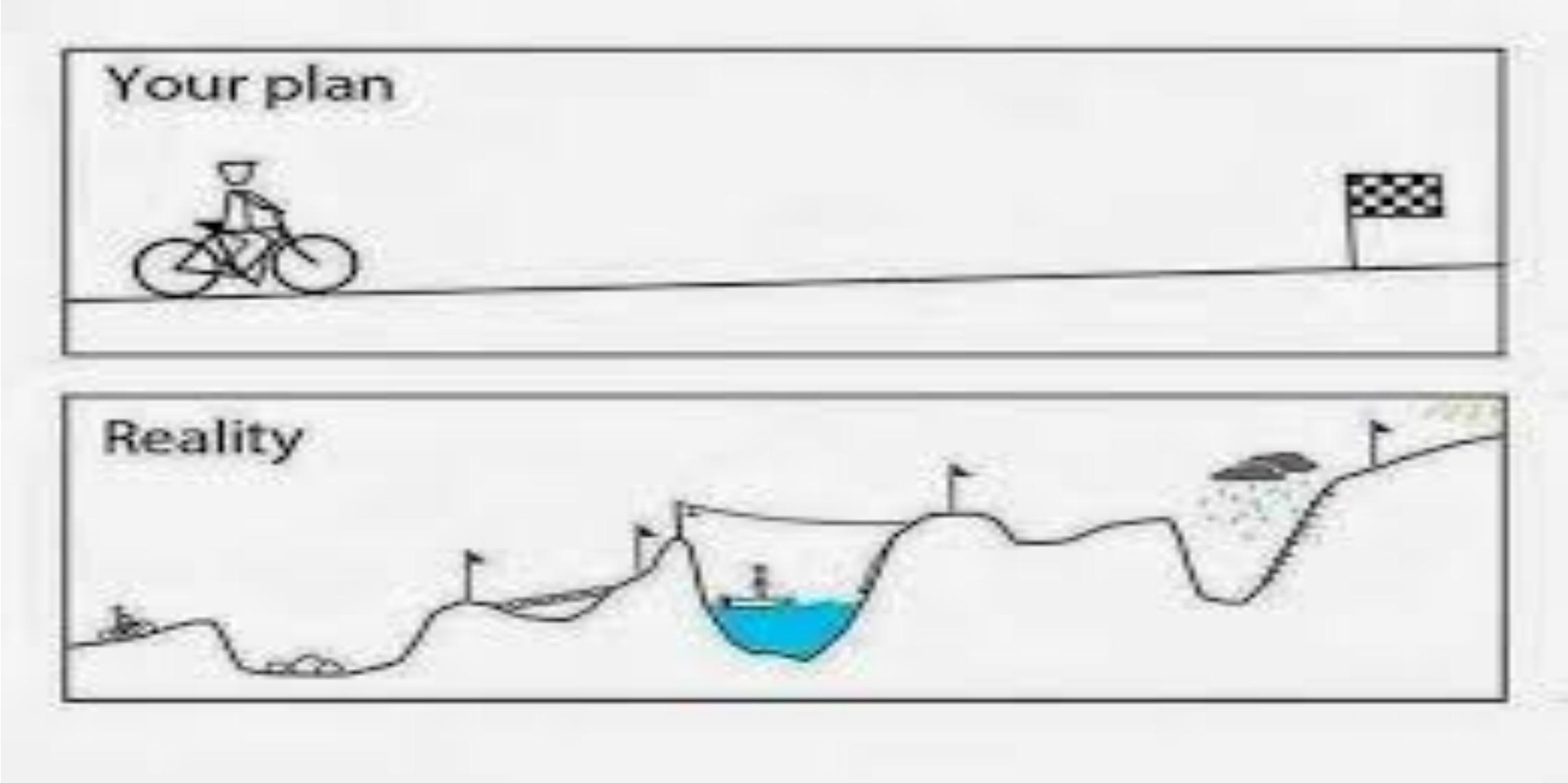


- **World population: 7 billion**
 - **Pencils used: 14 billion**
- **How many trees were cut down?**
- **How much paper could have been recycled instead of letting it go to the landfill?**



Best laid plans of mice & men....

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...THE BAD...

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Making green products is quite easy. Unfortunately, current policies do not support for their uptake in the market.

For instance, many high-level public and private officials are excited when they see our green products and even invite or encourage us to participate in the tendering processes.

However, you will find that the pencils component is only about 5% of the total tender sum, thus making it impossible for SME manufacturers to participate in both the public and private tenders.

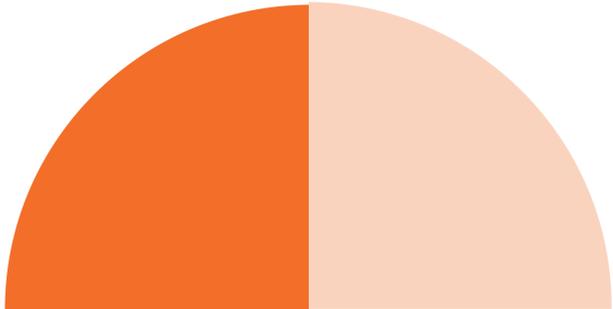
The Kenyan supermarkets also do not list products for SME Manufacturers making a few products. Advise given; when you make about 10 or 12 products, come we discuss.

OPPORTUNITIES MISSED....

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Green Pencils Ltd are the first in Kenya (and possibly the world) to:

- *Introduce pencils that are not only used for writing, but also an educative (learning) tool!*
- *Introduce mobile-billboards in the form of environment-friendly (green) pencils!*
- *You can now pass your message, repeatedly, to any part of Kenya (& the world), no matter how remote!*

This provides an excellent opportunity to UNDP and the UN to actively support innovative green manufacturers!

Policies Enacted to Support SDG 12 Effectively

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- 1) Private & Public sectors: UNBUNDLE TENDERS!** This means where there is a green product, that product should be removed from the main tender (unbundled) and advertised as a stand-alone green item. For instance, in stationery tenders, pencils should be removed from the main tender, and advertised for supply as environment-friendly (green) pencils. (PS: Can you make the “green tenders” simple please?)
- 2) Supermarkets in Kenya to stock products made by SME manufacturers, especially the green products.**

Thank you & Merry Christmas in advance!

