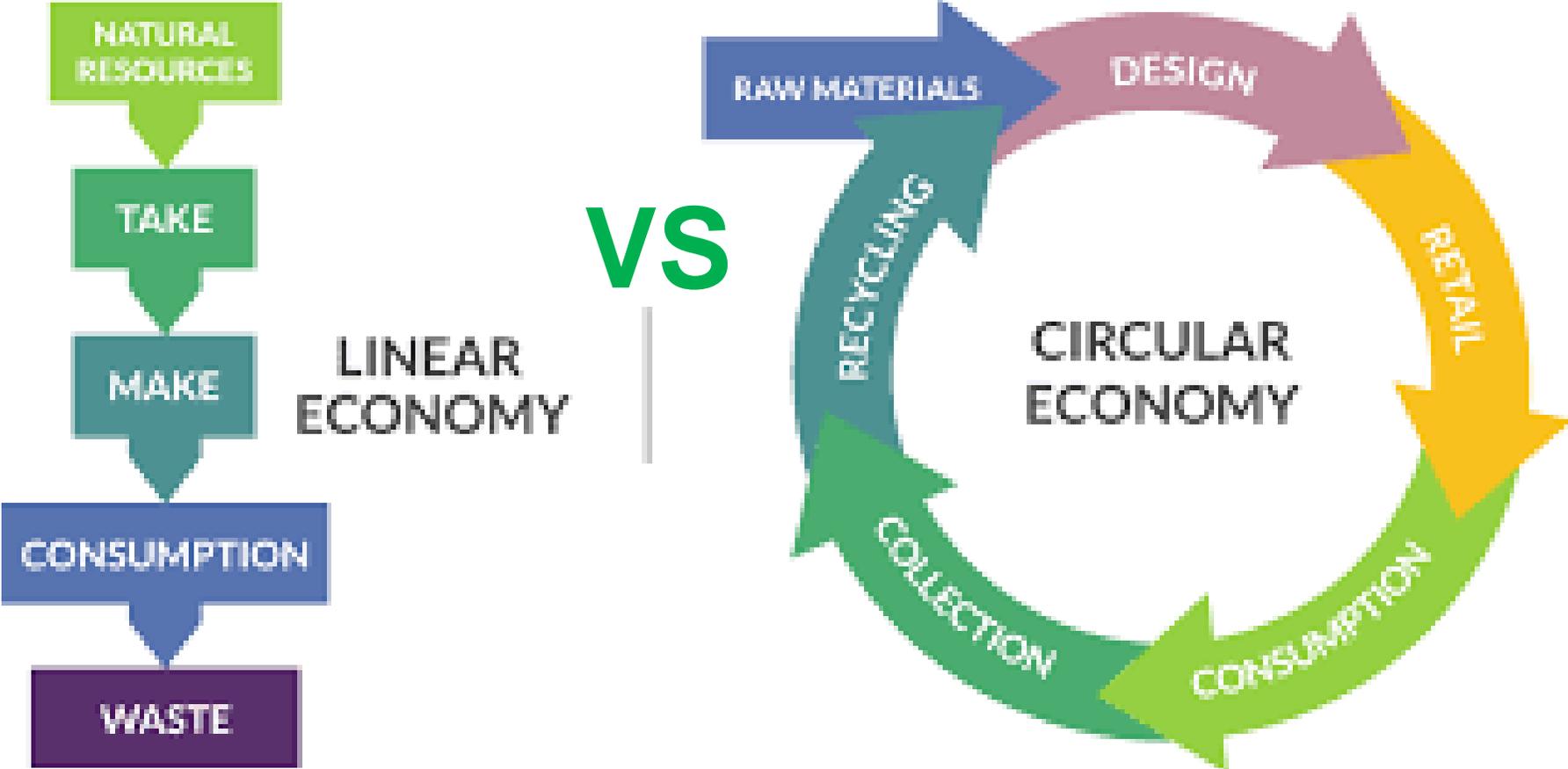


A hand holding a glowing globe is the central focus, surrounded by a circular network of icons representing various sustainable energy and environmental themes. The icons include a solar panel, wind turbines, a sun, a water drop, a fuel pump, and a leaf. The background is a blurred green, suggesting nature.

PRIVATE SECTOR PERSPECTIVES ON CIRCULAR ECONOMY IN KENYA

ARE WE DOING THINGS RIGHT?



WASTE POLLUTION: CURRENT SCENARIO



The linear economy model has led to widespread pollution through the indiscriminate dumping of waste in the environment



There is increased pressure for urgent action on the restoration of the planet and the demand for a transition towards a circular economy.



Earlier this year, the United Nations Environment endorsed a historic resolution to end plastic pollution globally

WASTE POLLUTION: CURRENT SCENARIO



CHALLENGES FACING WASTE MANAGEMENT



Inadequate infrastructure to collect, process and recycle the high volume of waste generated.



Indiscriminate littering



Lack of public awareness on sound waste management practices



EFFECTS OF WASTE POLLUTION

Flooding due to clogged drains

Respiratory diseases when burned

Contamination of water bodies

Harming and killing fisheries and wildlife

Increased transmission of vector-borne diseases



PRIVATE SECTOR PERSPECTIVES

PRIVATE SECTOR PERSPECTIVES

The private sector comprises including manufacturers, importers, convertors, distributors, retailers etc,

We play a big role in the introduction of products into the environment, and subsequently, waste.

We must consider the impact of our operations on the environment and society and take appropriate action to alleviate the negative impacts.

We recognize that transitioning towards the circular economy is critical.

The circular economy provides us with the much-needed roadmap to take full responsibility for waste management.

It will reduce resources we consume, increase the recyclability of our products, and use secondary raw materials made from post-consumer waste.



Sustainable design



Sustainable consumption
and production



Resource and energy
efficiency



Sustainable waste
management through
EPR Schemes

WHAT ARE WE DOING?

BENEFITS OF A CIRCULAR ECONOMY



Minimized waste generation into the environment

Greater resource productivity

Clean environment

Improved public health

Production of energy

Job creation

Increased revenues from circular activities

Increased innovation.



PRIVATE SECTOR INITIATIVES

SAMPLE INTIATIVES



PETCO, Kenya's first voluntary producer responsibility organisation which runs PET industries extended responsibility schemes.

Kenya Extended Producer Responsibility Organisation (KEPRO), that RETRAK is a member of.

KEPRO provides waste management operators incentives and subsidies FOR converting flexible post-consumer waste plastic with a focus on bread bags into a secondary raw material.

They carry out collection, sorting, cleaning, and conversion of waste into pellets which are sold to manufacturers as a secondary raw material.



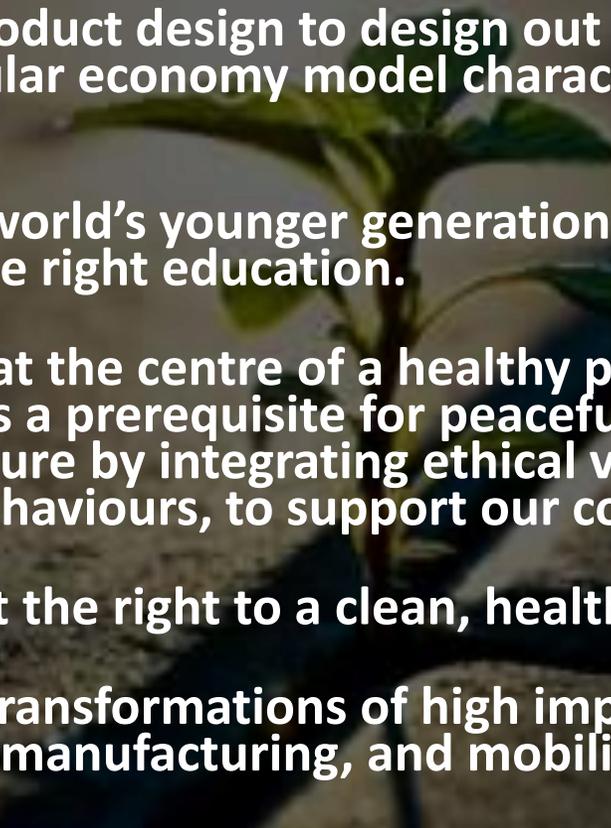
**WHAT MORE CAN
WE DO?**



THERE'S MORE WE CAN DO

Retailers:	Provide consumers with durable goods of high quality to reduce wastage	Innovate on management and disposal of the waste coming from our outlets	Engaging with manufacturers to push for reduced packaging and reduced consumption of virgin raw materials
Establish collection points at our outlets combined with consumer awareness programs on recycling, sorting.	Manufacturers:	Shift to making sustainable packaging	Rethink product design to design out waste
Increase use of secondary raw materials	collaborate with the government to conduct civic education and public awareness on sustainable waste management	Increase product durability and recyclability	When it comes to fashion, the future should be in the reuse and recovery of textile, efficient production, and new business models.



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- **The private sector must rethink product design to design out waste, increase product durability and recyclability, and adopt a circular economy model characterised by sustainable production and consumption.**
 - **It is crucial that we empower the world's younger generation who are inheriting the daunting problem of climate change with the right education.**
 - **We must place human well-being at the centre of a healthy planet and prosperity for all, through recognising that a healthy planet is a prerequisite for peaceful, cohesive and prosperous societies; restoring our relationship with nature by integrating ethical values; and adopting a fundamental change in attitudes, habits, and behaviours, to support our common prosperity.**
 - **We must recognise and implement the right to a clean, healthy and sustainable environment**
 - **We must accelerate system-wide transformations of high impact sectors, such as food, energy, water, buildings and construction, manufacturing, and mobility**

A stylized illustration of a globe held by two hands. The globe is circular and features a pattern of green and teal colors representing continents and oceans. The hands are a reddish-brown color and are positioned at the bottom, cupping the globe. The text "THANK YOU" is written in white, bold, uppercase letters across the center of the globe.

THANK YOU