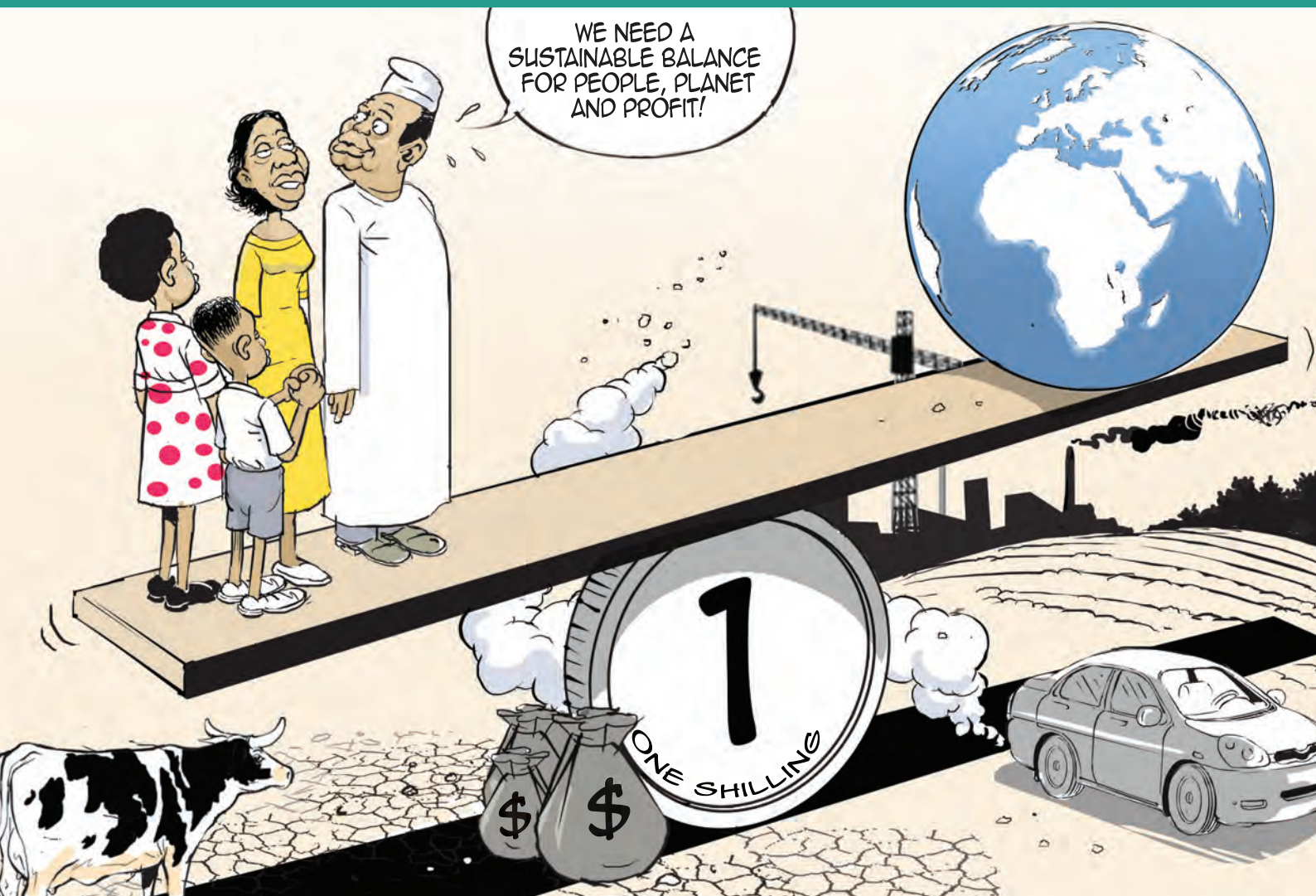


SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE ◦ KENYA

PLASTIC BOTTLE MANAGEMENT IN HOSPITALITY SECTOR REPORT

A follow up meeting of the Plastic Waste Management Mission SIBkenya



Thank you for attending the Plastic (Bottle) Management in Hospitality Meeting, a follow up meeting of the Plastic Waste Management Mission SIBkenya in collaboration with MVO NL the Embassy of the Kingdom of the Netherlands.

EDITORIAL: Delaying plastic bottle ban is welcome move

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A MAN CLEANS PLASTIC BOTTLES BY THE BANKS OF RIVER NDARUGU IN NAKURU COUNTY. FILE PHOTO | NMG

[Read Article](#)

The Plastic Bottle Ban Status

- The Ministry of environment is pursuing a take back scheme that will involve the collection of waste plastic bottles and resell for the purpose of recycling.
- This plan will be implemented following the good practice example of [PETCO S.A](#) but only picking aspects relevant to the Kenyan market.
- The National Environmental Management Authority (NEMA) will by April 2018 issue a policy guideline on the plastic bottles take back scheme.

THE FOCAL POINTS:

1. Policy & Implementation

There is currently no specific policy on plastic (bottle) waste, however, NEMA has promised to issue one by April 2018.

Existing policies on general waste management are good, and only lack implementation. There is no waste management system in place. Enforcement being a challenge, businesses can self-regulate their waste management practices based on their business values.

2. Collection & Distribution

Waste (plastic) collection is not organized. Every business/household makes individual effort to get rid of their waste. Retailers in malls cannot dictate their own methods as they do not own the premises; taking care of their own waste means an extra cost for more space for waste management processes like sorting and storage.

There is need to have certainty of volumes for collectors, in order to meet cost margins upon sales. Decentralized solutions make volumes low. There lies an opportunity to create business models out of it for instance, an ease of collection system.

Distribution of waste is expensive. Environmental friendly transport facilities are very costly, and decentralized collection worsens the situation. It was highlighted that PET bottles consume much space yet go for a very low price.

There is currently no segregation at source. Distributors incur the segregation costs themselves **as no recycler will take 'dirty' waste. If collectors can be empowered** and users are informed, this problem will be solved. There is need for a mind-set shift.

Ideas from meeting:

- Collective Collection of waste area wise or business wise for ease of coordination, less organisational effort, and less collection and distribution costs for the collecting company.
- The Mara was identified as one such area, with the businesses being hotels. An idea to use weekly/monthly supply trucks to take back waste to the collector instead to going back empty.

Interesting players:

Takataka Solutions - Solutions is a waste collection and resource recycling business with a mission to provide affordable and responsible waste management services to individuals and enterprises.

Mr. Green - Mr. Green Africa has digitalized their entire waste supply chain by using a mobile application to collect and trade recyclable waste while achieving a tangible social and environmental impact by integrating informal waste workers into their supply chain and therefore are their only fair and reliable trading partner.

Tigoni Refuse - An enthusiastic start-up based in Tigoni, Kiambu who engages young people in collection and sorting of waste. Tigoni Waste is keen on recycling opportunities especially on PET.

3. Recycling

China having banned the import of plastic, it is a great opportunity to invest in recycling as most of the volume will now remain in Kenya.

It is important to also question the circularity of the product: Once it has reached the end-of-life, where does it go? Can it be re-used, recycled or up-cycled?

Insights from meeting:

It's all about value creation (e.g. some plastic may be expensive to recycle but might be great to upcycle: PET bottle into tiles, fabric, brushes, and water tanks). Note - PET is too expensive to become fuel and also not environmental friendly.

4. Extended Producer (user) responsibility

The EPR proposal (attached) is a good starting point for businesses but requires collaborative efforts. EPR is all about partnerships and closing loops - therefore you need to look at the complete value chain. What is the gap and what do you need to close it? It is about making a start - together by including your consumer, your employees and inspiring or engaging with other businesses and key players.

Example

Collector || willing users - hospitality/retail/academia etc. || Collection system (Mobile APP/Coordination etc.) || Recycler

Highlight:

Immediate action to be in better control of their Plastic (Bottle) Waste Management for the service/hospitality

1. Use glasses and water jugs / water dispensers instead of plastic water bottles during meetings.
2. Use a new way of marketing communication: Communicate the positive impact of your business practices and choices to employee suppliers and other business relations.
3. Introduction of refillable bottles - during long meetings, safaris etc.
4. Set up a collection - recycling system for current plastic use. (other topic -> collection and recycling of glass)
5. If you use or buy PET bottles, always choose the transparent ones.
6. Have your waste collected by a waste collector that ensures separation and recycling.
7. Start separating your waste in wet and dry in the kitchen.

Opportunities in general

- Research (the true current state of waste management in Kenya)

It would be helpful to map collection points / companies and recyclers of hospitality waste as well as sustainable alternative products like metal straws instead of plastic straws.
- **Awareness creation, to change people's mind-set** and create intrinsic value for segregation.

There is need for support and concepts on how to use positive marketing-communication for change, without compromising the needs/feelings of consumers.
- Create a business model that creates value for across the value chain

Make your impact in reducing waste or better managing it visible in terms of costs and positive impact as well as brand strengthening.
- A multi-stakeholder approach to the EP(user)R

Focus on what the Hospitality Industry can start now (procurement, replacement, visible management through clear communication).

- Incentives, innovation to make collection an industry initiative

You can start with suppliers that support and assist you in take back options, and better alternatives for recycling.

Outputs of the meeting - designing ambition, action and next steps

1. Knowledge Sharing

- Staying tuned on developments on Waste Management in general
- Mapping of collectors, recyclers, like-minded good business practice and alternative products
- General knowledge on different types of plastics and their features and impact
- Interesting articles, links to reports, websites and initiatives, Eg Serena water bottling on the spot

2. Partnerships

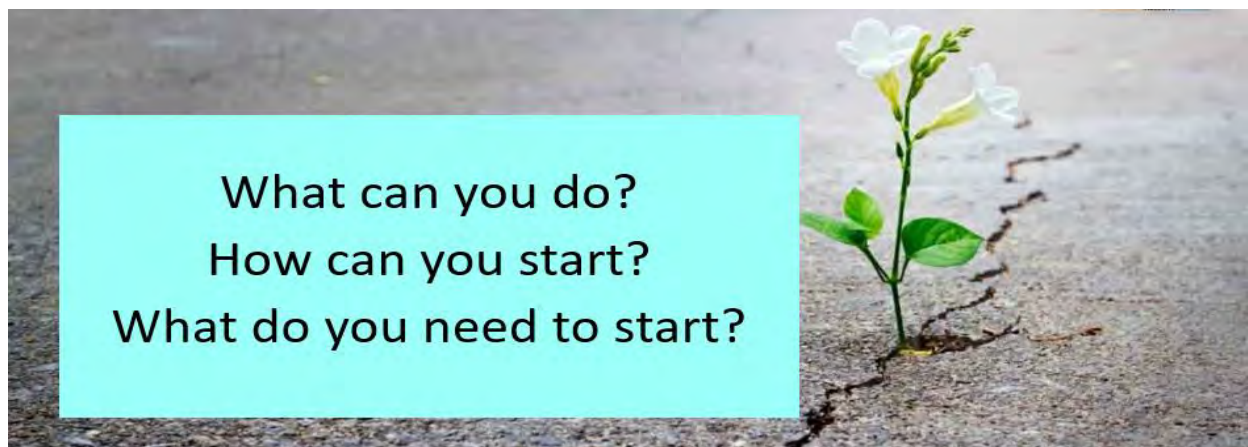
- Support KEPSA Sector Board Environment with suggestions to draft and design private sector input for Policy and Implementation Plan
- Creating different groups for different challenges

3. Business / program support







- Creative input for positive marketing - communication concepts (eco-package deals for events / F&B packages, school curriculum, positive consumer awareness etc...)
- Starting a group to design mini recycling plant SIB-Kenya, Rusinga Schools, Dormans & TakaTaka Solutions
- Match making for specific waste solutions or alternatives (e.g. straw and fizzy water, suppliers willing to bring back waste from Mara and other remote places)

4. Events

Cross sectoral events around different aspect of Plastic Waste Management with multi-stakeholders for immediate business linkage and solution. (Upcoming Sustainable Inclusive Business Conference 4 May 2018)



Types of plastic bottles - To help you understand your Plastic Waste Management better.

Symbol	Code + Meaning	Details
	PET - Polyethylene	Can be recycled over and over / Colored PET is problematic to recycle / Light weight PET is good for recycling yet very light weight PET is problematic
	HDPE - High Density Polyethylene	Can be recycled but takes higher heat than PET
	PPVC - Plasticized Polyvinyl Chloride	Can be recycled
	LDPE - Low Density Polyethylene	Can be recycled
	PP - Polypropylene	Can be recycled
	PS - polystyrene	Polystyrene (PS) can be recycled Expanded Polystyrene, labelled as EPS cannot be recycled

Let's Change, Work Together

