



**SUSTAINABLE BLUE ECONOMY CONFERENCE 2018**

# **REPORT OF THE SIDE EVENT:**

**BUILDING THE GLOBAL MOMENTUM ON MARINE/ AQUATIC PLASTICS LITTER**

27TH NOVEMBER 2018 | KICC, NAIROBI, KENYA

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#### BUILDING THE GLOBAL MOMENTUM ON MARINE/AQUATIC PLASTICS LITTER.

This session attracted attention from delegates active in the plastic value chain from around the world. A majority of the delegates asked about alternatives to plastics such as PET and wanted to learn from other countries and experts on the best ways to manage plastic waste.

Both government and private sector were represented. The Side Event was attended by over 300 people.

## | Concept Note

Plastics are widely used in our economies and societies. However, billions of kilograms of plastics end up as waste. These wasted plastics are a threat to our environment, economic sectors and ultimately to our health. Plastics take more than 100 years to degrade and a lot of plastic waste pollutes our marine environment. The plastics polluting our environment are also valuable resources that could be put to good use. Therefore, we need to look at the use and management of our plastics in order to prevent waste and to be able to fight marine pollution. It is in the context of the Global Sustainable Blue Economy Conference which sought to promote economic growth, responsible production and consumption, social inclusion, and the preservation or improvement of livelihoods and ensuring environmental sustainability of the ocean and coastal areas that different organizations have decided to organize a side event to build the momentum on marine litter.

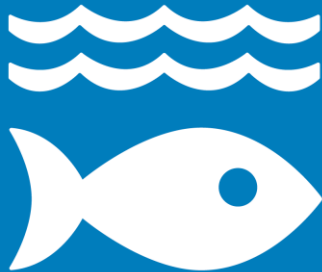
### Objectives

- Profile experiences and initiatives in plastic management both, globally and nationally.
- Promote investments and partnerships/ Action Alliances to take action on plastics across their lifecycle.
- New and renewed attention to the problem of marine/aquatic plastics litter.
- Boost current initiatives on plastics management.
- Create new initiatives on plastics management.

### Expected Outcome

- New and renewed attention to the problem of marine/aquatic plastics litter
- Boost current initiatives on plastics management
- Create new initiatives on plastics management

# 14 LIFE BELOW WATER



According to a study by Plymouth University, plastic pollution affects at least 700 marine species while other studies estimate that at least 100 million marine mammals are killed each year from plastic pollution.

Our efforts in reducing plastic pollution can go a long way in saving endangered and marine species in general and have great impact on SDG 14 and the other 16.

Source:



## KENYA'S POLICY LANDSCAPE FOR MANAGEMENT OF PLASTICS

The problem of adverse effects of plastic has been a big concern to authorities and environmental watchdogs for a long time. Various policy interventions have been put in place to address the plastics menace.

### **1. Vision 2030**

Vision 2030 picked waste management as a major national issue that needed to be addressed urgently. Plastics management was captured as a flagship project that needed to be addressed urgently. The government has provided funds to support waste management as a flagship national project. Counties have also allocated substantial sums of money for waste management.

### **2. Constitution of Kenya, 2010**

In 2010, Kenya adopted a new robust constitution. Article 42 assures all Kenyans a clean and healthy environment as a right, of course with a demand upon all of us to be responsible to safeguard this right. Article 69 obligates the government to eliminate all processes and activities that degrade the environment. Schedule 4 of the Constitution devolves waste management to Counties. Plastics are a common environmental menace and needs to be removed from the environment and both levels of government have distinct roles to play.

### **3. Policy aspects**

The Sessional Paper No. 10 of 2014 on Environment Policy prioritizes the waste management agenda with an emphasis on strengthening legislation and strategies to handle the menace. In addition, the National Solid Waste Management Strategy 2015 further elaborates actions to be taken to address the waste challenge at national and county level.

### **4. Legislation**

Waste management is further legislated in the Environmental Management and Coordination Act (EMCA) Cap 287 and its associated Waste Management Regulations 2006. This is the framework law guiding waste management in Kenya.

The 2007 budget imposed a punitive excise duty of 120%, for all plastic shopping bags. The minister enforced the move citing the need to protect the environment from further degradation. In January 2008, the Finance Bill also banned importation and manufacture of thin plastic bags less than 30 microns.

Such actions may seem positive as they attempt to increase the cost of plastic packaging bags apparently promoting production of the alternative packaging. However, experience has shown that plastic manufacturers simply pass on the cost to their clients thereby increasing the cost of end products. This has negative impact on the general cost of living.

#### **5. Gazette Notice 2356 of February 2017**

On 28th February 2017, the government issued Gazette Notice No. 2356 banning the manufacture, importation and use of plastic bags carrier and flat bags for commercial and household packaging. Enforcement of this ban has contributed greatly to cleaner environment in Kenya.

#### **6. FOC of 17<sup>th</sup> May 2018**

On 17th May 2018, the Ministry of Environment, NEMA and KAM signed a Framework of Cooperation on Take Back Scheme for PET bottles. Under this Framework of Cooperation, Parties agreed to collaborate and KAM to establish and implement a structured and sustainable “Take Back Schemes” and Extended Producer Responsibility schemes for PET bottles. This will involve collecting used plastic bottles at a fee. They will later be recycled at designated plants. The scheme also entails a programme where as many Kenyans as possible will be educated on the need to recycle plastic bottles after use. Each of the parties committed to implement specific obligations.

#### **7. Waste Management Bill and Policy of 2018**

The Ministry of Environment and Forestry is in the process of finalizing the Waste Management Bill and Policy. The Bill commits the government to put in place measures to reduce the amount of waste generated and, where waste is generated, to ensure that waste is re-used, recycled and recovered in an environmentally sound manner. In addition, the government will establish extended producer responsibility and a registry for diverse wastes. This bill and policy will be submitted to parliament for enactment in April 2019.



## 8. Draft Plastics Management Regulations

NEMA has drafted the Environmental Management and Coordination (Plastic Bags Control and Management) Regulations, 2018; which is currently undergoing public participation process. The objective of the regulations is to ensure a clean and healthy environment through prevention of pollution caused by plastic bags and promotion of alternative biodegradable packaging materials.



*“To end destruction of marine life, we need likeminded people to implement initiatives that put an end to plastic pollution in our water bodies”*

*-CS. Keriako Tobiko-*

Hon. Jonathan Wilkinson Minister of Fisheries and Oceans Canada, addresses the side event



## OPENING

| Speech: Hon. Keriako Tobiko, CS



Hon. Keriako Tobiko, Cabinet Secretary  
Ministry of Environment & Forestry

Opening the session, the Cabinet Secretary Ministry of Environment & Forestry, Kenya, Hon. Keriako Tobiko highlighted the government's and political commitment to end the plastic waste menace in the country. He referenced successes of the recent ban on plastic carrier bags which has contributed to the reduction in plastic waste that ends up into the water bodies. He said that a lot still needs to be done hence a recent collaborative framework with industry and the private sector to find sustainable solutions to other plastic waste in the country. 'Specifically, on PET, the government has a collaborative framework with KAM to allow them to establish a takeback scheme,' he said.

He continued to say that the session presented an opportunity to exchange ideas and experiences; the good, the bad and the ugly on how other countries have dealt with this global menace.

Just like climate change, the clock is ticking, we need a team of likeminded people to address this problem, he concluded.

*The plastic carrier bag ban took effect on August 28, 2017. It is illegal to use, manufacture or import plastic carrier bags in Kenya.*

Source

## GLOBAL PERSPECTIVES ON PLASTICS: PANEL

### | Charlevoix Blueprint for Healthy Oceans, Seas and Resilient Coastal Communities and the Ocean Plastics Charter

#### Ms. Isabelle Berard, Assistant Deputy Minister of Environment & Climate Change Canada (ECCC)



Ms. Berard, Assistant Deputy Minister of Environment & Climate Change Canada (ECCC) said that plastic is cheap to produce, light weight and affordable hence desirable to many sectors however, its negative effects cannot be underscored. “Globally, there is an estimated 8million tonnes of plastic that enters the ocean from land,” she said. She highlighted that the urgent need to address marine litter led to the establishment of the Ocean Plastics Charter in Canada.

### | Ocean Plastics Charter

The Ocean Plastics Charter was first adopted by Canada, France, Germany, Italy, the UK and the EU at the 2018 G7 Summit held in Charlevoix Canada. It calls on governments, industry and the public to rethink their relationship with plastics.

Therefore, Governments and Businesses that sign to the charter commit to take action toward a resource-efficient lifecycle management approach to plastics in the:

#### 1. *Sustainable design, production and after-use markets*

- Working with industry towards 100% reusable, recyclable, or, where viable alternatives do not exist, recoverable, plastics by 2030.
- Taking into account the full environmental impacts of alternatives, significantly reducing the unnecessary use of single-use plastics.
- Using green public procurement to reduce waste and support secondary plastics markets and alternatives to plastic.
- Working with industry towards increasing recycled content by at least 50% in plastic products where applicable by 2030.

- Supporting secondary markets for plastics including using policy measures and developing international incentives, standards or requirements for product stewardship, design and recycled content.
- Working with industry towards reducing the use of plastic microbeads in rinse-off cosmetic and personal care consumer products, to the extent possible by 2020, and addressing other sources of micro plastics.

#### *2. Collection, management and other systems and infrastructure*

- Working with industry and other levels of government, to recycle and reuse at least 55% of plastic packaging by 2030 and recover 100% of all plastics by 2040.
- Increasing domestic capacity to manage plastics as a resource, prevent their leakage into the marine environment from all sources, and enable their collection, reuse, recycling, recovery and/or environmentally-sound disposal.
- Working with relevant partners, in particular local governments, to advance efforts to reduce marine litter and plastics waste, notably but not exclusively in small island and remote communities, including through raising awareness.

#### *3. Sustainable life styles and education.*

- Strengthening measures, such as market-based instruments, to prevent plastics from entering the oceans, and strengthening standards for labelling to enable consumers to make sustainable decisions on plastics, including packaging.
- Supporting industry leadership initiatives and fostering knowledge exchange through existing alliances and other mechanisms.

#### *4. Research, innovation & new technologies.*

- Assessing current plastics consumption and undertaking prospective analysis on the level of plastic consumption by major sector use, while identifying and encouraging the elimination of unnecessary uses.

#### *5. Coastal and shoreline action.*

- Encouraging campaigns on marine litter in G7 countries with youth and relevant partners to raise public awareness, collect data and remove debris from coasts and shorelines globally.

[Full charter here](#)

**Mr. Iain Shuker, Practice Manager, Environment and Natural Resource Management, Africa Region.**



Mr. Iain Shuker, Practice Manager, Environment and Natural Resource Management, Africa Region

Speaking during the event the World Bank's African Region Environment and Natural Resources Management Practice Manager Mr. Iain Shuker outlined the contributions towards plastic waste management.

He highlighted the following tools used by the World bank around the world to address plastic waste menace.

- Investments and lending instruments
- Result based financing
- Development Policy Financing
- Technical Advisory

He said that the World Bank is currently, working with some governments in East Asia and Pacific countries, Eastern Europe and Sub-Saharan Africa on plastic waste management.

Some of these countries include: Philippines, China, Indonesia, Vietnam, Azerbaijan, Morocco, Argentina, Jamaica and the West Bank.

[Read more here](#)

**Mr. Stephen Harris, Special Representative of CCOA**



The Special Representative of the Commonwealth Clean Oceans Alliance (CCOA), Mr. Stephen Harris, as a keen sailor, swimmer and diver is motivated to ensure CCOA produces impactful results.

Addressing delegates Mr. Harris said that the CCOA was launched by the UK and Vanuatu in April 2018 to tackle plastic pollution in the oceans. Twenty-three Commonwealth countries have joined the CCOA since April. The CCOA is one of nine action groups tasked with driving forward the ambitions of the Commonwealth Blue Charter to protect our oceans.

He mentioned that the UK Government, supports the ambitions of CCOA through UK Aid funding worth up to £66.4 million to boost research and help countries across the Commonwealth stop plastic waste from entering the oceans in the first place. This funding includes:

- £25 million to help researchers approach the scourge of marine plastic waste from

a scientific, technical, economic and social perspective.

- £20 million to prevent plastic and other environmental pollution from manufacturing in developing countries.
- Up to £21.4 million that will be used to improve waste management and help countries develop marine litter action plans.

The Commonwealth Clean Oceans Alliance works in partnership with businesses and NGOs, such the World Economic Forum, Sky, Waitrose, Fauna and Flora International, the Coca-Cola Company and WWF to share expertise & experience.

[Read more here](#)

**Ms. Heidi Savelli, Programme UN Environment Officer Marine Litter**



Ms Heidi Savelli, Programme UN Environment Officer Marine Litter

UN Environment Marine Litter Officer Ms. Heidi Savelli has coordinated UN Environment's work on marine litter and microplastics for the last 9 years. These activities are in support of the Global Partnership on Marine Litter hosted by the Global Programme of Action for the Protection of the Marine Environment from Land-based Activities (GPA).

Ms. Savelli said that in 2012, the UN Environment sought the establishment of a UN litter management charter and introduction of free online courses designed to raise awareness and impart relevant skills on plastic waste management.

She argued that, in order to address marine litter, the UN Environment is:

- Working with governments.
- Offering free online courses.
- Promoting strategic partnerships e.g. with the International Olympic

Committee to have all athletic events free of single use plastic.

- Working with scouts from around the world to spread the message of recycling and refusing use of single use plastics across the scouts' movement.
- Provision of a free voluntary tool on the UN Environment portal which helps in collating information on plastic waste management value chain.

[Read more here](#)



**Mr. Luther Bois Anukur, Regional Director IUCN**



Mr. Luther Bois Anukur, Regional Director

The International Union for the Conservation of Nature (IUCN Eastern and Southern Africa (ESARO) Regional Director Mr. Luther Bois Anukur, said that their work is structured across three thematic regional programmes which are geared towards supporting and working alongside Governments, Civil Society and the Private Sector in addressing critical challenges and sustainably harnessing the values of natural resource at multiple levels. He mentioned that their three regional thematic programmes which are: Conservation Areas & Species Diversity; People & Landscapes; and Business and Biodiversity.

**IUCN's Approach to Tackling Plastic Issue**

- IUCN supports the implementation of the G7 Oceans Plastic Charter and the United Nations Environment Assembly resolutions on marine litter and microplastics, by undertaking gap analysis of national governance strategies and approaches, and participating in the UN Environment's Ad Hoc Open-ended

Expert group on marine litter and microplastics, and supporting the development of national plastic footprint methodologies.

- The plastic footprint methodologies will provide top-notch science-based analytics on the scale and impacts of plastic pollution at the national level. The methodology, model and data aims to adhere to Open Science principles, and to incorporate citizen science data.
- Over the next two years, IUCN will be working with partners to apply the plastic footprint methodology in 13 countries.
- The footprint results will help drive effective action by governments, businesses and civil society to reduce plastic pollution, and prevent further repercussions on biodiversity, human wellbeing and economic growth.

- At the regional level, IUCN works closely with the Nairobi Convention to strengthen science-to-policy frameworks, and are engaged in the establishment of a new regional Technical Working Group on marine litter and microplastics.

### Partnerships for Reducing Plastic Pollution

- Under its global “Closing the plastic tap” programme, IUCN is currently implementing three large scale projects across four regions to tackle the plastic pollution crisis.
- For one of its projects, IUCN is partnering with Sida, the Swedish International Development Cooperation Agency, to tackle plastic pollution in five countries.
- The marine plastics and coastal communities project or “MARPLASTICCs” equips people, businesses, and governments in Kenya, South Africa, Mozambique, Thailand and Viet Nam with tools to reduce plastic pollution and move toward a circular economy.
- The plastic pollution issue is caused by a multitude of factors, including unsustainable behaviour patterns, inexistent or unenforced legislation, inefficient waste management systems and unknown leakage sources. These varied driving factors require a multi-stakeholder approach.
- This is why all sectors of society – governments, businesses and people like you and me – need to come together, develop a better understanding of the problem and implement a diverse range of interventions at different levels, to tackle the issue.
- I cannot stress enough how important partnerships is in tackling this global crisis we are facing.
- Through MARPLASTICCs, IUCN is engaging with policymakers to understand and close the gaps in regulatory frameworks.
- The project is working with businesses to assess their plastic footprint and develop innovative solutions.
- The project also focuses on facilitating dialogue as well as implementing Public-Private Partnerships to reduce plastic leakage.
- Only by working together, as partners, can we avoid unnecessary use of plastics, eliminate waste, and prevent further biodiversity, human wellbeing and economic impacts.

[Read more here](#)

## IMPLEMENTATION/ACTION - KENYAN EXPERIENCE ON PLASTICS

### | Plastic Bags Ban implementation and Experiences

#### Director General Prof. Geoffrey Wahungu



The National Environment Management Authority-Kenya (NEMA-K) Director General Prof. Geoffrey Wahungu remarks surrounded plastic carrier bags ban implementation and experiences in Kenya.

Through the implementation of the plastic carrier bags ban since 28<sup>th</sup> July 2017 the following lessons have being learned:

- Favourable legislative framework. To implement a ban such as this, there has to be a favourable legislative framework in this case the constitution of Kenya 2010 and the Environmental Management and Co-Ordination Act (2015) empowers the Cabinet Secretary to make such a decision.
- Strategic partnerships to accelerate its implementation. For instance, NEMA and the Ministry of Environment forged partnerships with many organisations and agencies like UN Environment who offered support in the various stages of implementation.
- Awareness creation resulting to Kenyans being informed of the negative impact of plastics on the environment.
- Availability of data to help in decision making and earn support of others e.g. the Judiciary when the private sector launched a case in court.
- Regional cooperation thus preventing cross border infiltration of plastic carrier bags. The EAC region has a plastic bag ban in place that has been implemented by all countries apart from one.
- Stakeholder consultation. There's need for wide consultation amongst the industry stakeholders to also address other types of plastics not covered in the ban.

[Read more here](#)

**Ms. Wambui Mbarire, CEO RETRAK**



Ms. Wambui Mbarire, CEO RETRAK

The Retailers Association of Kenya (RETRAK) CEO Ms. Wambui Mbarire spoke on the experiences of retailers on the plastic bag ban. She mentioned that RETRAK was the hardest hit by the ban on plastic carrier bags as most of its members used the bags as advertising platform. Inversely the plastic carrier bags cost most retail outlets a lot of money in some cases close to, rent and overheads. She however, retaliated that retail outlets now appreciate the ban not just because it has led to a decline on the amount of plastic that ends up in the environment but also because it has helped them bring down their operational costs owing to the high costs incurred in purchasing the plastic bags.

The ban has also brought out the best in customers as they are willing to bring their own sustainable carrier bags when shopping.

She said that RETRAK and its members have a role to play in managing the plastic waste menace especially on the End Producer Responsibility (EPR) scheme. Retail outlets can form perfect locations to implement take back schemes where customers can return their used PET bottles. They can also be excellent centres to raise awareness on such models. RETRAK can also work closely with institutions such as NEMA to implement future directives or bans such as that on the plastic carrier bags.

[Read more here](#)

## | Proof of Impact of Plastic Management Policies

### Mr. Steve Trott, Projects Development Manager



Representing Mr. David Olendo of Kenya Conservation of Aquatic Resources the Watamu Marine Association (WMA) Projects Development Manager at Mr. Steve Trott gave his remarks on community development and empowerment through marine litter collection. He said that WMA has an initiative that targets the community, tourism and environment sectors to promote advocate for the protection and preservation of Watamu Marine Park and Reserves.

He said that WMA is also exploring participatory and co-management potential with the managing authorities and agencies through member groups and business ventures and partner projects in Watamu and the surrounding areas.

It is involved in ocean clean-up activities and the trash collected is used to make craft.

Its major activities include:

- Tackling marine litter menace through youth and community involvement.
- Exploring ways to turn the plastic waste problem into an opportunity.
- Turning plastics into valuable products.
- Engaging in partnerships that enhance this projects.

[Read more here](#)

[Session Notes](#)

**Ms. Phyllis Wakiaga, CEO, Kenya Association of Manufacturers (KAM)**



The Kenya Association of Manufacturers CEO Ms. Phyllis Wakiaga said that KAM being the representative organisation for manufacturing value-add industries in Kenya, is involved in many major efforts that designed to manage plastic waste responsibly.

She said that since the ban on plastic carrier bags was effected, KAM has worked with its members and other stakeholders to find alternatives and foster partnerships that help us establish long term solutions to plastic waste. An example of such partnership is one with PETCO that helps us establish a take back scheme.

**INIATIVES TO ADDRESS OTHER FORMS OF PLASTIC POLLUTION E.G. PET**

- KAM is promoting re-cycling and anti-littering on social media and the media in general.
- KAM and members have been involved in clean-up drives in four counties – Nairobi, Narok, Eldoret, and Mombasa and has also partnered with other bodies like The Friends of Nairobi National Park in similar exercises.
- Youth engagement: signed a partnership agreement with Dandora Hip-Hop City under the stewardship of a renowned Kenyan artist Juliani. This is a community based initiative that is working to keep Dandora free of PET litter and continue to explore similar initiatives with youth groups across the country.
- Other partnership agreements KAM has signed are with the National Transport and Safety (NTSA), and Kenya Association of Waste Recyclers (KAWR). These are intended to address the prevalent practice of roadside littering and the KAWR is committed to put members to task on their role in collection of PET deposited at designated collection sites.

[Read more here](#)

## CALL TO ACTION

### | Plastic Soup Surfer

#### Mr. Merijn Tinga



Mr. Merijn Tinga Founder, Plastic Soup Surfer

The Plastic Soup Surfer founder Mr. Merijn Tinga is the founder explained how he fights plastic pollution using his surfboard as a weapon with a goal to stop the increasing plastic pollution of the marine environment.

In 2017, he built a surf board from PET bottles and sail from the Netherlands to the UK.

*“In February 2017 we collected 60.000 signatures which urged the government to implement Deposit Fee on small plastic bottles. When presenting the petition in parliament we surprised the politicians by having them sign a resolution. This official ‘Plastic Soup Surfer resolution’ has now become the basis for new policy”*

To beat plastic pollution in our oceans, Merijn proposes the following solutions:

- To take on plastic pollution, we must address our behaviour and our now way of life.
- Develop systems that work for a 100% collection and recycling of plastics.
- Add value to waste. Forty countries in the world have already done it, the others can do it too.
- Political commitment.
- Will of recyclers, consumers and industry.
- Advocate deposits as much as possible.

[Read more here](#)

**Mr. John Waithaka Mwangi, Chairman PETCO Kenya**



PETCO Kenya chairman Mr. John Waithaka Mwangi said that PETCO has adopted the PETCO South Africa model which has proven to be successful in managing PET waste in South Africa. Its objective is to minimize the environmental impact of post-consumer PET by:

- Achieving sustainable growth in PET plastic collection and recycling; supporting existing and encouraging new collection and recycling initiatives;
- promoting a strong focus on consumer education and awareness.

PETCO's model is centred around two key activities:

- a) Subsidy Mechanism
- b) Consumer Awareness

PETCO's strategic objectives are:

- Identify and contract End-use Recyclers;
- Provide a subsidy to End-Use Recyclers to sustain demand for bottles;
- Provide technical assistance and support to waste collectors and pickers – baling equipment, collection carts, tricycles, sacks, capacity building;
- Partner with collectors to broadcast collection stations and trading centres;



## Oceans Plastics Charter, A Call to Action for More Countries, Businesses and Organisations to Endorse and Support the Charter

### Hon. Jonathan Wilkinson, Minister of Fisheries and Oceans Canada



Hon Jonathan Wilkinson, the Minister of Fisheries and Oceans Canada

The Minister of Fisheries and Oceans Canada, Hon Jonathan Wilkinson mentioned that the Government of Canada has allocated \$100 million in funding commitments to support the objectives of the Ocean Plastics Charter. This includes:

- \$65M for the World Bank's PROBLUE initiative.
- \$20M for the G7 Plastics Innovation Challenge.
- \$6M for the Global Plastics Action Partnership via the World Economic Forum

Stopping the flow of plastics waste in our marine environment continues to require action by all, including all levels of governments, but also international organizations, youth, industry, and civil society. Canada is pleased that Kenya amongst other countries and 20 companies have endorsed the Oceans Plastics Charter. A lot more needs to be done to keep our oceans and water bodies clear of plastic.

Some of the quick wins include:

- Countries and states pushing politicians towards zero waste (circular economy)
- Consumer products companies should reduce on the amount of plastic they use
- Develop collection systems and points
- Encourage individuals especially the youth to take part in clean-ups and incentivise the process.
- More businesses and states signing up to the Ocean Plastics Charter.

## KEY POINTS

- 1 Rethink:** The best way to manage the negative effects of plastic waste in the world is to Rethink the use of it. When do you need single use plastic and if it is not necessary (and there is no collection / waste management system in place for it) stop using it (e.g. straws). If the use is essential than Rethink material choice in order for it to decompose or being able to recycle 100% (e.g. PET into PET bottle for same business (circular). The unessential and unmanaged and non-recyclable and non-collectable plastics should not be used. In EU there will be a stop on single use plastic and that will encourage everyone to Rethink plastics. It is not to get rid of Waste it is to Rethink material use and management of it.
- 2 Reduce:** Businesses especially in manufacturing use a lot of plastic especially in multiple packaging and so do consumers use, single use plastic. There is an opportunity to reduce.
- 3 Manufacture recyclable plastic:** There is a lot of plastic in the market that cannot be recycled or that is difficult to recycle. Manufacturers should find alternatives to this kind of plastic.
- 4 Recycle:** after reusing, comes Recycling. Material should be recyclable but also there should be a system in place that will make sure those recyclable materials are BEING recycled. A recyclable plastic in the ocean will still kill life in water. Recycling needs collection system, sorting and recycle manufacturing. One great way of leaving plastics with a value and therefor being collected is a deposit system. E.g. PETCO an industry association is already working to establish a Take Back Scheme which manufacturers can take advantage of to get involved in a model that creates an efficient collection and sorting system. Canada has a well-developed take back scheme which we can learn from.
- 5 Build capacity and infrastructure on waste management:** We can have excellent collection systems and sorting but without knowledge and skills on recycling and the necessary infrastructure, the process will not be complete. These we can learn from experienced countries like Canada, The Netherlands, Denmark.
- 6 Political commitment:** Governments should rally behind calls to put an end to plastic pollution and support efforts to find alternatives, manage existing plastic and reduce on use.
- 7 Sign up to the Ocean Plastics Charter.**

## ABOUT PARTNERS

### Canada

Canada sees the health of the world's oceans as critical to the economic, social and environment well-being of the planet. This theme was a core component of Canada's 2018 G7 presidency as reflected in the Charlevoix Blueprint for Healthy Oceans, Seas and Resilient Coastal Communities and the outcomes of the 2018 G7 Ministerial Meeting: Working Together on Climate Change, Oceans and Clean Energy.

### INITIATIVES

Two significant initiatives that Canada has recently spearheaded to address marine plastic pollution include the Ocean Plastics Charter, which has been endorsed by 10 governments and 19 business and organizations such as Coca-Cola, Unilever, Nestle Canada, Walmart, and IKEA; in addition to the G7 Innovation Challenge to Address Plastic Marine Litter, which aims to incentivize the development of innovative social or technological solutions for a more sustainable management of plastics throughout their lifecycle in order to increase resource efficiency and to reduce marine plastic pollution. Canada has pledged \$20 million in support of the G7 Innovation Challenge and over \$12 million to fund Canadian innovations that help stop the flow of plastics to the oceans.

### Ministry of Environment & Forestry

The Ministry of Environment and Forestry is Kenya's Ministry in responsible for the facilitation of good governance in the protection, restoration, conservation, development and management of the environment and natural resources for equitable and sustainable development. Its vision is to create a clean, healthy, safe and sustainably managed environment and Natural resources. The ministry is currently under the able stewardship of Hon. Keriako Tobiko as the CS. It has the following departments and divisions; Administration, Directorate of Environment, Directorate of Natural Resources and Kenya Meteorological Department.

## National Environment Management Authority (NEMA)

The National Environment Management Authority (NEMA), is established under the Environmental Management and Co-ordination Act No. 8 of 1999 (EMCA) as the principal instrument of Government for the implementation of all policies relating to environment. EMCA 1999 was enacted against a backdrop of 78 sectoral laws dealing with various components of the environment, the deteriorating state of Kenya's environment, as well as increasing social and economic inequalities, the combined effect of which negatively impacted on the environment. The supreme objective underlying the enactment of EMCA 1999 was to bring harmony in the management of the country's environment.

## EMBASSY OF THE KINGDOM OF THE NETHERLANDS, NAIROBI

The Embassy in Kenya represents The Kingdom of the Netherlands and promotes its interests in Kenya. It supports citizens, companies, knowledge institutions, development- and civil society organisations. It also informs non-Dutch people who have an interest in The Netherlands concerning general, business or cultural affairs. One of the Embassy's goals is to promote Sustainability and Inclusiveness in Kenya hence the tremendous support to Sustainable Inclusive Business, and other initiatives like the Blue Economy conference that contribute efforts towards helping Kenya become Sustainable and Inclusive. It has a strong leadership that believes in making the world a better place.

## World Bank

For the World Bank, tapping the full potential of the Blue Economy is an important priority and integral to meeting our goals of reducing extreme poverty and boosting shared prosperity while ensuring social and environmental sustainability. Marine and plastic pollution are part of the World Bank's overall Blue Economy program, which takes a multi-pronged approach to ensuring the protection and sustainable use of marine resources. The World Bank's Blue Economy portfolio is \$4.1 billion, with a pipeline of \$1.5 billion, and projects range from implementing large regional fisheries programs in Africa and the Pacific, to tackling all sources of marine pollution. World Bank interventions

to combat marine pollution combine policy reform, investments, innovative financing tools, behaviour change by consumers and industry, and private sector engagement, customized to each country.

## INITIATIVES

- The World Bank recently launched PROBLUE, a new multi-donor trust fund that will support healthy and productive oceans by tackling marine pollution, managing fisheries and fostering the sustainable growth of coastal economies. Partners include Norway, Denmark, Canada, Sweden, Iceland, Germany, France, and the EU.
- The World Bank pioneered the Sustainable Development Bond series, highlighting the critical role of Water (SDG6) and Ocean Resources (SDG14).
- Recent World Bank analytical work on marine pollution includes the following publications: Marine Pollution in the Wider Caribbean: Not a Minute to Waste (soon to be published); and What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050.

### Commonwealth Clean Oceans Alliance (CCOA)

With a vast marine estate across the Commonwealth, the Commonwealth Heads of Government Meeting Summit offered a huge opportunity to act collectively to protect the marine environment and create a lasting legacy. Our oceans are now under extreme stress and face numerous threats. With around 12.2 million tonnes of plastic making their way into our oceans each year, plastic pollution is one of the biggest challenges facing the marine environment. The UK and Vanuatu believe that we can build upon the work of the Commonwealth Blue Charter leading to the Commonwealth having a direct and significant positive impact on tackling this problem.

To create change on the global stage, the UK and Vanuatu have brought together a group of member states to form the Commonwealth Clean Oceans Alliance (CCOA). This group is one of the Commonwealth Blue Charter “action groups”, and over the following years will work to tackle plastic pollution of the oceans. The Blue Charter is the underpinning framework: it sets the mandate, the clear level of ambition and the political will to drive the marine environmental agenda. CCOA is working to deliver that mandate within the context of plastic pollution of the oceans, by encouraging members to commit to one or more of the following ambitions:

- Ban of the sale and manufacture of microbeads in rinse-off cosmetic and personal care products by 2021
- Significant reduction of single-use plastic carrier bags by 2021
- Take steps to eliminate all avoidable single-use plastic waste

These ambitions are supported by a request for CCOA members to sign up to (and implement) the London Protocol, the UN Clean Seas campaign, and the Global Ghost Gear Initiative as means of meeting their commitments under SDG14.

### The United Nations Environment Programme (UN Environment)

The United Nations Environment Programme (UN Environment) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment. UN Environment's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. The United Nations Environment Assembly is its governing body. Marine litter and microplastics has been at the top of the political agenda since 2014 when the first marine plastic debris and microplastics resolution was adopted by UNEA. So far, three resolutions have been adopted on this topic, which stressed the importance of long-term elimination of discharge of litter and microplastics to the oceans and of avoiding detriment to marine ecosystems and the human activities dependent on them from marine litter and microplastics. It also urged all actors to step up actions to “by 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution. To facilitate this process, a reporting tool was developed in order to receive inputs from Member States and Major Groups and Stakeholders an actions to achieve this goal.

### INITIATIVES

- The Global Partnership on Marine Litter (GPML) was launched in June 2012 at Rio + 20 in Brazil. The GPML, besides being supportive of the Global Partnership on Waste Management, seeks to protect human health and the global environment by the

reduction and management of marine litter as its main goal, through several specific objectives. The GPML is a voluntary open-ended partnership gathering international agencies, Governments, NGOs, academia, private sector, civil society and individuals.

- UN Environment launched Clean Seas (#CleanSeas on social media) in February 2017, with the aim of engaging governments, the general public and the private sector in the fight against marine plastic pollution. Over the next five years, we will address the root-cause of marine litter by targeting the production and consumption of non-recoverable and single-use plastic by engaging individuals, civil society groups, industry and governments. The campaign contributes to the goals of the Global Partnership on Marine Litter.
- New Plastics Economy Global Commitment is led UN Environment and the Ellen MacArthur Foundation, and engages the world's largest packaging producers, brands, retailers and recyclers, as well as governments and NGOs. It supports the above-mentioned initiatives.

## IUCN

Marine plastic pollution is one of the most widespread threats to our environment, economy and societies. Every minute, the equivalent of one truckload of plastic is released into the oceans which ultimately infiltrate the ocean food chains, severely affecting the health and livelihood of both marine ecosystems and coastal communities. IUCN's work to provide public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Since 2014, IUCN has been involved in various plastics initiatives, including the Azores Project, Odyssey Project, the Monaco Stakeholder Platform, Beyond Plastic Med Taskforce, Plastic footprint calculators, and currently implements the Baltic Solutions Plastic Pollution Project, Plastimed, MARPLASTICCs, Plastic Waste Free Islands. The "Marine Plastic and Coastal Communities" (MARPLASTICCs) initiative, implements actions in Africa and Asia, specifically in Kenya, Mozambique, South Africa, Thailand, and Vietnam. The initiative, funded by the Swedish International Development Cooperation Agency (Sida) works to equip people, businesses, and governments with the tools to reduce plastic pollution to the marine environment and move toward a circular economy.

In order to reduce plastic leakages into the environment, a different set of solutions and collaboration among diverse stakeholders along the life cycle of plastic are required. For example, IUCN is working with its partners to launch a standard plastic footprint methodology that will

provide best of class science-based analytics on the scale and impacts of plastic pollution at the national level. The footprint results will help drive effective action by governments, businesses and civil society to reduce plastic pollution, and prevent further negative impacts on biodiversity, human wellbeing and economic growth. IUCN extends an invitation to interested partners on how to partner in applying the footprint.

## INITIATIVES

- MARPLASTICCs - Marine Plastics and Coastal Communities, 2017-2020, Sida
- Azores Project, 2015-2016, Galifrey Foundation
- Monaco Stakeholder Platform, Swedish Postcode Lottery
- Baltic Solutions to Plastic Pollution Project, 2017-2019, Swedish Postcode Lottery
- Plastimed, 2017-2019, MAVA
- PlastiCoco, 2017-2021, AFD
- Plastic waste-free Island, 2017-2022, Norad
- PlastiMed BeMed, 2017-2023, Foundation Prince Albert II De Monaco
- Plastic waste-free Island Med, PRIMAT foundation

### Kenya Association of Manufacturers (KAM)

Kenya Association of Manufacturers (KAM) is the representative organization for manufacturing value-add industries in Kenya. The Association provides an essential link for cooperation, dialogue and understanding with the Government and other key stakeholders by representing its members' views and concerns through fact-based policy advocacy.

The Association spearheads Kenya's economic development by advocating for a stable and conducive business environment and the enactment of sound national and regional policies to facilitate local industry's competitiveness.



## INITIATIVES

KAM's plastic sector players were hugely impacted by the recent ban on single-use plastics bags. The Association is rallying its members and stakeholders to support the implementation of Extended Producer Responsibility (EPR) schemes embedded in long term government policy and regulatory frameworks.

As such, KAM has partnered with the Kenya PET Recycling Company Limited (PETCO Kenya) in order to address the environmental impacts associated with post-consumer PET.

KAM, recently signed a Framework of Cooperation (FOC) with the national government that aims to foster management of PET bottles in Kenya. Through the FOC, KAM commits to support the implementation of take back schemes and EPR models as well as environmental education and awareness programmes.

### The Retail Trade Association of Kenya (RETRAK)

The Retail Trade Association of Kenya (RETRAK) is the voice of the retail industry with the main objective being to provide retailers with a central representative body to put across their agenda and retail trade concerns to government agencies, parliament and other bodies for their benefit

Our members avail consumer packaged goods (CPG) and fast-moving consumer goods (FMCG) to customers. While some of our members' deal in different amounts, a large number of Kenya's retailers supply low-cost products that are in constant high demand; products that are non-durable, and have short shelf lives.

A quick scan of RETRAK's membership will reveal that each and every one of us is passionate about the low margin - high volume game. Although competition is fierce and profit margins are slim, each one of our members is a solution provider at heart; each is keen to garner and keep customers for life, and we all have an intimate insight into the lives of those that frequent our establishments.

Under the overall umbrella of the Kenya Private Sector Alliance (KEPSA), RETRAK is the largest and premier retail trade association in Kenya. Strategic stakeholders include the retailers themselves, consumers, parent organizations like KEPSA, and regulators like the Ministry of Trade, Industry and Cooperatives. We represent small and large supermarkets, discount and specialty outlets, merchants, grocers, and expect to bring on board Kenya's Internet retailers.

## INITIATIVES

Our largest members, the Supermarkets, were the largest distributors of plastic carrybags and flatbags. We got into the discussion of how this would be reduced in 2014, when we started lobbying members to agree to start selling carrybags. This was solved for the sector by the Ban in 2017. We are keen to encourage sustainable alternative packaging in support of the environment for future generations.

### Plastic Soup Surfer

Merijn Tinga is a surfer, biologist and visual artist. As the Plastic Soup Surfer he paddles and windsurfs against the tide to draw attention to the problem of plastic pollution and bring about real solutions.

He focusses on prevention and seeks behavioral change, new legislation and for the issue to be on the agenda of the corporate world. The 'plastic soup' in our oceans is a result of the way we handle plastics on land.

The Plastic Soup Surfer combines record attempts on surfboards made from plastic litter with creative legal instruments to confront industry and policy makers. He was recently ranked #85 in the Dutch Sustainable Top 100 for his push towards deposits in the Netherlands. He is currently working on a new documentary about the role plastic plays in our society.



PETCO KENYA is the trading name of the KENYA PET Recycling Company Limited, a company incorporated to represent the Kenyan PET plastic industry's joint effort to self-regulate post-consumer polyethylene terephthalate (PET) recycling. PETCO's unique model is built on the simple principle of an industry driven and financed environmental solution for post-consumer PET plastic. The PET plastics industry acknowledges that the convenience and life-saving qualities of plastics aside, a solution for post-consumer plastic packaging is critical in order to minimize its impact on the environment.

PETCO Kenya Recognises:

- a) That, recycling is a commodity business exposed significant cycles;
- b) That, in order to sustain & grow PET bottle collection, there is a need to create constant demand;
- c) That, recyclers need support during adverse economic cycles;
- d) That, funds are needed from industry to support recyclers

## Sustainable Inclusive Business

Sustainable Inclusive Business Kenya is a knowledge Center established under the KEPSA Foundation through a fruitful partnership between KEPSA Foundation and MVO Nederland with the support of the Embassy of the Kingdom of the Netherlands in Kenya. Sustainable Inclusive Business supports businesses to become Sustainable and Inclusive. We help you improve your business practice and encourage you to take responsibility for your full business impact. We help you define your business goal and facilitate the process of achieving this goal. We support businesses to improve their practices and take responsibility for their full business Impact. We promote, support and enable businesses to thrive.

The New Business Mind set is about being Future Proof! It is all about good business DNA that grows the 3Ps (People, Planet and Profit). Business is the biggest driving force behind any country's economy. We are therefore mandated to take care of the environment and the people. We have to ensure our footprint does not leave disaster in its wake. You have to ask yourself, WHATS MY BUSINESS GOAL? How can we support you to achieve your GOAL, grow your responsible business practice and improve your Business? Improving your business is always a win! We believe every business can contribute to a sustainable economy!

### OUR FOCUS

- Business & Biodiversity
- Circular Economy
- People
- Redefining Value



## IN THE NEWS

The Side Event drew a lot of attention from delegates, the public and the media. Here are some news pieces inspired by the side event:

Source	Link
Nederland Wereld Wijd	<a href="#">Read here</a>
IISD	<a href="#">Read here</a>
Kenya Forum.net	<a href="#">Read here</a>
IUCN	<a href="#">Read here</a>
NEMA	<a href="#">Read here</a>

### Important Links

- <https://pm.gc.ca/eng/news/2018/11/28/statement-prime-minister-sustainable-blue-economy-conference>

## THE SESSION IN PICTURES



Session's MC, Mr. Johnstone Mwakazi shares a word with Mr. Merijn Tinga before start of the session.



Fully packed auditorium as the session begins.



Ms. Isabelle Berard, Assistant Deputy Minister of Environment & Climate Change Canada (ECCC) speaking.



Dr Harry from Nigeria engages the panel during the Q&A session.



Ms. Nicholas Simpsons from Barbados, engages the panel during the Q&A session.



Hon. Jonathan Wilkinson, Minister of Fisheries and Oceans Canada, call to action.



Mr. Merijn Tinga, of the Plastic Soup Surfer shares his story and plausible approach to fighting plastic pollution in our oceans.



Mr. John Waitthaka Mwangi, Chairman of the PETCO KENYA Board of Directors gives a presentation on PETCO's progress since inception in 2017





PS Ministry of Environment and Forestry, Mr. Ali Noor Ismail and on the right is Mr. John Konchellah NEMA Board Chairman arriving at the Side Event.



Hon. Keriako Tobiko, CS Ministry of Environment & Forestry responds to a question.



Ms. Phyllis Wakiaga, CEO Kenya Association of Manufacturers speaking at the session.



The National Environment Management Authority-Kenya (NEMA-K) Director General Prof. Geoffrey Wahungu speaking at the session.



Reusable water bottle, provided for by the Embassy of the Kingdom of the Netherlands in Nairobi.



Mr. Steve Trott of Watamu Biz, shares his insights and efforts he is making in ocean clean up in Watamu, Kenya.



From Left: Dr. Ayub Macharia, Ms. Anja Roymans, Ms. Joyce Gachuhi, Mr. Peter Manyara, Ms. Phylis Wakiaga, Mr. Steve Trott, Mr. Merijn Tinga, Ms. Karin Boomsma, Ms. Wambui Mbarire, Hon. Jonathan Wilkinson, Hon. Keriako Tobiko and Mr. Luther Bois Anukur

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