



**SUSTAINABLE
INCLUSIVE** BUSINESS
THE KNOWLEDGE CENTRE KENYA

#RETHINK BUSINESS
#CIRCULAR ECONOMY
#CHANGE THE STORY



4th Annual Private Sector Conference on Sustainable Inclusive Business

2019

Karin Boomsma
Sussy Wanjala
Llyord Gitau
Pracksidis Wandera

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INTRODUCTION



Every year we look back and we look forward and we see a lot of change and progress has been made, and there is still a lot to do.

Last year we discussed issues like waste management, impact on land, infrastructure and biodiversity and people's skills. This year we can share the progress. On Waste Management we identified the key impact areas and are now ready to draft the Action Plan together with identified partners on E-Waste and PET Bottles.

On circular Economy, we now share the principles beyond the waste aspect. We look at Resources, Redesign materials, Redesign business models, Refurbishment, Remanufacturing and Recycling and we are developing road maps with partners in construction and tourism. Recovering materials, Rethinking the use of materials are now even in the new Waste Management Bill.

We all believe in the Circular Economy and we understand that resources, nature and people are all connected. This year found the collective solutions to close gaps. We tried to make sure everyone can pair up and find their match, start building that platform where all green, sustainable construction materials come together, create a plan where the hospitality/tourism industry will not only pledge but communicate to the consumer and have their waste and materials management taken care of, start including everyone in investing in trees and restoring landscapes (our homes), find the answers to skills and people power to build a Sustainable Future.

”

We have reached a moment in time that we need to change. Change the way we think, the way we execute business practice and the way we measure success.



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EXPERTISE FROM THE KEYNOTE SPEAKERS

OPENING REMARKS



AMB FRANS MAKKEN

Embassy of the Kingdom of the Netherlands, Nairobi

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Ambassador Frans Makken

The ambassador is not only a representative of the Netherlands but a true ambassador of Sustainable Inclusive Business. He appreciated the Sustainable Inclusive Business Annual Conference and the relationship between KEPSA Foundation and the Embassy which is fruitful because of Sustainable Inclusive Business, Kenya.

With his team at the embassy, they have gone through a Sustainable Business Scan and gone ahead to create a Sustainability Strategy for the embassy in Kenya and started to implement some like recycling and lighting. Rank Your Embassy-Mission Sustainable is a Dutch Challenge to encourage embassies around the world to practice what they preach when it comes to sustainability, and thereby help to achieve the SDG's. if you want to know more about this challenge, or how you can make your embassy/organisation more sustainable, contact us.



“I would like to make it a tradition to think non-traditional, to reinvent, invent and renew”

- ◆ Waste is an input: What some of us will consider waste could be an important input in upcycling or recycling for another.
- ◆ Circular Economy can help us create sustainable jobs and competitive economies.
- ◆ The cost of plastics is felt later while the benefits are immediate, circular economy model can help address this.

KEYNOTE ADDRESS



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“ The Ministry of Environment and Forestry is committed to Promote Green Growth, Circular Economy, and Climate Change Actions ”

DR. PACIFICA OGOLA

Director of Climate Change Programmes Coordination at the Ministry of Environment and Forestry, Kenya

The Government of Kenya has developed and is implementing the National Climate Change Action Plan 2018-2022. It identifies seven climate change response Priority areas; Disaster risk management, Food & Nutrition Security, Water & the Blue Economy, Forestry Wildlife and Tourism, Health and Sanitation, Manufacturing, Energy and Transport. These Priority areas focus on steering the country towards a low carbon climate resilient development pathway.

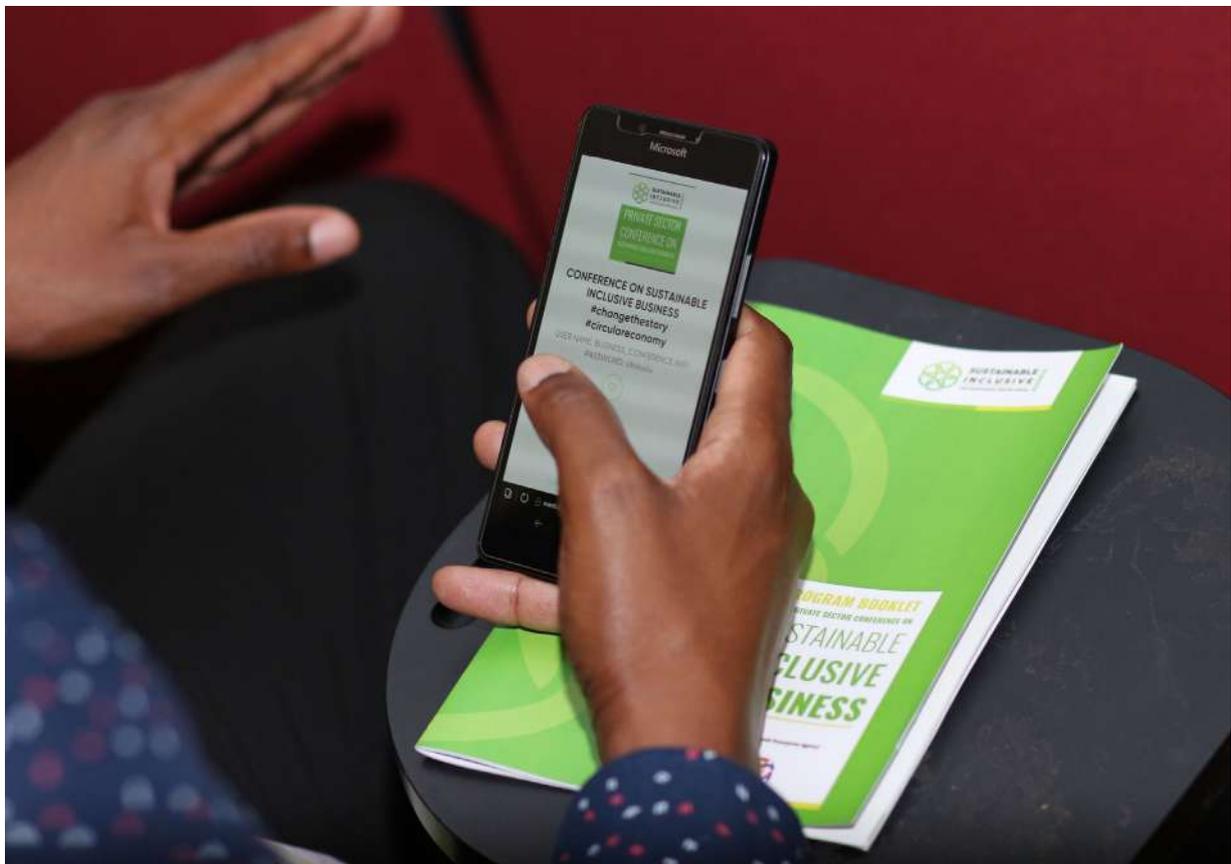
Forestry Wildlife and Tourism, Health and Sanitation, Manufacturing, Energy and Transport. These Priority areas focus on steering the country towards a low carbon climate resilient development pathway. She lauded the Private Sector for making great sustainable plans for their businesses which contribute to the achievement of this goal.

Representing the Cabinet Secretary Ministry of Environment and Forestry Hon. Keriako Tobiko, Dr Pacifica Ogola delivered the Keynote address outlining efforts of the Ministry in embracing Circular Economy, Sustainable Practices and pushing for laws and policies that help the country reduce its carbon footprint.

Did you know?

80% of our population depend on solid fuels for their day to day energy needs. Most of these fuels are wood and timber related fuels. For Kenya to attain a minimum of 10% forest cover as committed by the president, we need to use alternative fuels, construction material and also have voluntary targets as citizens, businesses and government.

If you like to set a voluntary target to plant trees or reduce fuel consumption, #changethestory is the movement for you. This movement, backed by an upcoming tool will allow you to set your goal and track your achievement using data, and at the same time contributing towards the larger goal of the movement. Please feel free to contact the Sustainable Inclusive Business Kenya team to know more about #changethestory and how you can plug in.



WELCOME ADDRESS

”

“Let’s pull together, let’s align the shift, and let’s take off, in this circular and sustainable ship that holds many fortunes for the people of Kenya, for the economy and for the environment.”

MS FAITH NGIGE

Public Private Dialogue Office, KEPSA

Ms Faith Ngige representing the Ms Carole Kariuki CEO KEPSA appreciated the long-running relationship between KEPSA and the Embassy of the Kingdom of the Netherlands in supporting Sustainable Inclusive Business and sustainability programs in general. Through Sustainable Inclusive Business, KEPSA Foundation has reached at least 2000 businesses inspiring them to adopt the New Way of doing business away from the traditional CSR, to People, Planet, Profit focused.

The linear model of growth based on taking, use and



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dispose of, has been the dominant economic model of the 21st Century. It relies heavily on the use of large quantities of natural resources, use of cheap and easily available materials and quickly disposing of those products to get new ones. This model is reaching its limits.

Thus, besides Sustainable Inclusive Business, KEPSA is playing a major role in encouraging sustainability and circular economy model through some of its other programs like the Partnership For Growth (P4G) and the Plastics Economy Program.

The transition to a more circular economy holds major potential for enhancing the competitiveness of businesses in Kenya where resources are used in a more sustainable way.

INTRODUCTORY REMARKS

Ms Karin Boomsma the Project Director, Sustainable Inclusive Business was delighted by the many attendees who were attending the conference for at least more than once. 28% of the attendees had attended before. This was an indicator that sustainability and inclusiveness are at the heart of most businesses.

It is the People that drive them in a change in People, Planet and Profit. It is people that decide how we go about the economy and the way we live. It boils to choices, a new mindset and new values that we all embrace. To change the story we all should join in.

So, why Rethink and Change the Story and where does Circular Economy fit? This is about bringing sustainability together by

- ◆ **Keeping materials in use by asking yourself; can I reuse it, can I repair it, can it be refurbished, can it be recycled. Upcycling and Recycling.**
- ◆ **Design out waste**
- ◆ **Regenerate natural system; Organic waste can become fertilizer to grow food to feed people and animals.**

We can redesign electronic products so as it is easy to repair and put them apart for repair. We can choose to buy products that are minimally packaged especially with non-biodegradable material. We can choose to eat less meat which has been proven to have a high negative impact on the planet.

Meat products provide 75 per cent of the daily requirement of 15 key nutrients with average carbon emissions of 248 grams of CO₂ equivalent (g), whereas the equivalent amount of energy from vegetables provides 375 per cent of the 15 recommended daily requirement but with average carbon emissions of 787 g. 70% of arable farmlands are used to grow animal products.



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”

“We are all in the same sustainability journey”

Ms Karin Boomsma

Project Director, Sustainable Inclusive Business

EWASTE CHALLENGE



”

“68 People & Businesses committed to sending their Ewaste to the WEEE Centre.”

MR BRAM OVER
& MR BONIFACE MBITHI

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The E-Waste Challenge was a call by the WEEE Centre represented by its General Manager Mr Boniface Mbithi and Close the Gap represented by the Impact Manager Mr Bram Over, to the delegates to consider sending their Electronic Waste to the Centre for Recycling.

WEEE CENTRE

The WEEE Centre is the biggest E-Waste handling facility in East Africa, with over 100 collection points and over 5000 tonnes of E-Waste collected to date. It offers recycling services, Secure Data Destruction, IT Asset Recovery, IT Asset Disposition and Training to the general public, business, learning institutions, government and NGOs. Our e-Waste management process meets the highest standards set by the National Environmental Management Authority (NEMA) for waste electrical and electronic equipment.

CLOSE THE GAP

Close the Gap is an international social enterprise that aims to bridge the digital divide by offering high-quality, pre-owned computers donated by European companies to educational, medical and social projects in developing and emerging countries. Close the Gap provides high-quality refurbished IT equipment for social and educational projects in emerging and developing countries, acting as an end-to-end logistics manager that coordinates the many partners active in the supply chain to ensure the IT projects are implemented successfully. This includes monitoring the refurbishment process, transport, export/import process, distribution, installation and maintenance, and local collection and recycling. In Kenya, Close the Gap has partnered with the WEEE Centre to enhance efficient and effective management of Electronic Waste.

WASTE TO WEAR



Model + Designer: Shallet Ndinya

The Trash to Treasure Fashion Show was led by Waremba Wasanii who designs outfits out of waste to sensitize the public on waste issues.



PLENARY

FROM LEFT :

- ◆ Nancy Ogonje, EAWLS
- ◆ Michael Lwoyelo, Sanergy
- ◆ Boniface Mbithi, WEEE Centre
- ◆ Bram Over, Close the Gap
- ◆ Andrew Musingo, CocaCola
- ◆ Colin Forbes, Base Titanium and
- ◆ Teddy Kinyanjui, Seed Balls

SUSTAINABLE SOLUTIONS FOR URBAN SANITATION

”

103,200 Number of people reached every day

MICHAEL LWOYELO

Managing Director, Sanergy

Sanergy is a full value chain approach to addressing the sanitation crisis by offering sustainable solutions for urban slums.



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1. It builds affordable sanitation products designed specifically for urban slums, and franchise them to community members to serve all residents.
2. Professionally collects sanitation waste from the community by handcarts and trucks. The Handcarts are also used to deliver toilets deep in slums.
3. We convert the waste at a centralized facility into valuable end-products such as organic fertilizer and insect-based animal feed.

How Sanergy uses Circular Economy Model to solve solid waste management issues 90% of all sanitation waste generated in Kenya is not properly disposed and treated. Nairobi county generates approximately 4500 tonnes of Solid waste, 2000 tonnes of which is organic.

Sanergy builds high quality but low-cost sanitation facilities; Employs young people to maintain. It collects the waste, treats it and uses it to make organic fertilizer which is helping approximately 3000 farmers increase their annual yields by over 30%. Sanergy is currently serving 100,000 city residents in this program. It is currently working with hotels and restaurants in Nairobi to collect their organic waste. Sanergy has used a solid waste problem to create sustainable solutions for farmers, the environment and create hundreds of jobs.

SUSTAINABLE AND INCLUSIVE BUSINESS

Shared Values for People & Planet in
the Mining Sector

MR COLIN FORBES

*Colin Forbes, General Manager Environment &
Community Affairs, Base Titanium*



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Located in Kwale County, 50km south of Mombasa, it operates Kenya's largest mine, which was officially awarded flag-ship project status under Kenya's Vision 2030 national development blueprint. Sharing on Sustainability and Inclusive Business at the Mine, Mr Colin Forbes challenged the delegates to think about all the products they use, they are either mined or grown. We all have to consider the mining as it has an impact on our lives, he said. Titanium ores, similar to the ones mined at Base Titanium are used in our day to day lives; to make teeth fillings, paint, lipstick etc.

Community Engagement -

It took time to understand how the community interacts with the environment. In the years preceding the establishment of the mine, it resettled over 500 families, 67% of its 1200 employees are from the local community. The major economic activity in Kwale is farming. Most farmers are subsistence farmers. Base Titanium is working with other partners to train farmers and help them move to commercial agriculture. It also has a training program designed to benefit nonskilled workers from the community who join the company.

Post Mining Planning -

Base is already thinking of ways to rehabilitate areas where mining has ended. This includes e.g. post 'income' economy for the community and employees as well preserving the ecosystems biodiversity in a nursery for restoration purposes.

Environmental Management -

It has invested resources to ensure that the mine does not only comply with local and international environmental management requirements but practice it and do a little more to protect the environment and rehabilitate areas that mining has closed.

Ethical Transaction -

Base Titanium chooses to be open and transparent with its stakeholders.



It is necessary that we all conduct ourselves in a way that provides customers and consumers with reassurances of the source of the product."

THROWING TREES

Nairobi uses about 700,000 kilos of charcoal every day. The use of these solid fuels is a big contributor to deforestation in Kenya. Seedballs Kenya is making an effort to reverse that and help the country increase its forest cover to the desired level of 10%.

MR TEDDY KINYANJUI

*Teddy Kinyanjui, Sustainability Manager,
Cookswell Jikos LTD*

Seedballs Kenya is producing low-cost afforestation technology. Each ball costs one shilling compared to seedlings that cost 50 shillings on average. The seed balls are an excellent way to help forests replenish naturally.



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“

“I hope this conference sheds more light on what we can all do to make Kenya and the world a better place”



CIRCULAR ECONOMY

“We believe in doing business the right way, not just the easy way”

MR ANDREW MUSINGO

Andrew Musingo, Public Affairs and Communications
Director, CocaCola



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Coca Cola is continuously looking for ways to sustainably manufacture and sell its products. It looks at solutions that benefit all value chain actors; consumers, retailers, distributors, partner etc. In this spirit, it has released its first integrated Business and Sustainability Report. Some of its priority areas include:

- ◆ **Sugar reduction** - The Goals is to reduce the amount of sugar used in its beverages.
- ◆ **A world without waste** – Coca Cola’s goal is to recycle 1 bottle for each they produce to ensure a 100% collection and recycling of the PET bottles they produce by the year 2020. Currently, it recycles 58% of the PET it produces. The company is also exploring alternative, sustainable packaging to reduce its carbon footprint.
- ◆ **Water Stewardship** – The Coca Cola company has aimed to use water sustainably by replenishing 100% of all the water they use. All the waste water from its facilities is collected, treated and reused. This goal has been achieved 5 years ahead of time.
- ◆ **Community** – Coca Colas goal is to employ at least 5 million women across the value chain.
- ◆ Forging partnerships with peers in the industry to collect, recycle and find sustainable alternatives. This has led to the establishment of PETCO Kenya an organisation meant to bring PET value chain actors to help collect and recycle the bottles.

To create effective circular economy models in this sector, there needs to be;

- ◆ Incentives to encourage collection.
- ◆ Extended Producer Responsibility Schemes (EPR) that encourage manufacturers and other plastic producers to be responsible for the waste they generate.
- ◆ EPR scheme levies to enable the Schemes such as PETCO to develop a collection and recycling value chain.

SAVING THE MARA RIVER

Kenya and Tanzania's economies depend heavily tourism, most of which takes place in the Mara and Serengeti National Parks. The Mara River passes through these National Parks. It supports about 1.1 million people and livelihoods both downstream and upstream.

Sadly, the river is drying up due to:

- Massive deforestation in the upper Mau escarpment.
- The abstraction of water for to irrigation.

The death of this river could spell doom to rich biodiversity that thrives on the existence of the river., tourism industry that thrives on the existence of this ecosystem and livelihoods that benefit from this river.

The East African Wildlife Society is calling out all stakeholders to join hands in salvaging this ecosystem. Some of the initiatives that would help save the river include:

- Immediate reforestation plan for 1200 hectare in the Mau forest .
- A complete stakeholder mapping to identify key players in the Mara Ecosystem.
- A comprehensive feasibility study on how the Mara River can be saved.



Side by side comparison of the MaraRiver before and after.



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MS NANCY OGOJJE

Nancy Ogonje, Executive Director of East African Wildlife Society



“Change your mind. Change the Story, Create the Future. Together!”

MR MARCEL SCHREURS

Managing Director

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Maji Milele / Water Forever

Maji Milele Ltd. is the first subsidiary company of Water Forever; Based in Nairobi, but aim to provide services all over Kenya. Their mission is safe water for all Kenyan people and not only for a few years, but ‘forever’, meaning ‘Maji Milele’. Providing maintenance of prepaid water points is their main service. Related to this service Water Forevr is an exclusive distributor of Tagmeter prepaid water meters and offer 100% transparent Community Savings Accounts.

All the Sustainable Inclusive Business aspects we are addressing are based on issues we have created over the past. Our current Economy and Business models are not a Future Proof.

Rethink & the SDGs

All the Sustainable Inclusive Business aspects we are addressing are based on issues we have created over the past. Our current Economy and Business models are not a Future Proof. Basically the SDGs define the most permanent global issues we have to solve #Together. If you look at what you can Improve to have a POSITIVE Impact on People, Planet and Profit you will be able to see that you contribute to the SDGs as well. Plastic Take Back & Recycling: 12.

Sustainable production and consumption. Sustainable Inclusive Business likes to encourage you to set Business GOALS and identify the SDGs you are contributing to. Cause those problems are affecting all of us.

Einstein had a very wise saying: “ you cant solve problems with the same thinking as you used creating them”. We clearly need to Rethink!





WORKSHOPS

THEME: CIRCULAR ECONOMY

WORKSHOP: IT: FROM ACCESS TO EWASTE & EWASTE CHALLENGE

Close the Gap, MDF Training and Consultancy, National Industrial Training Authority, Crosswise Works and GoodUp have partnered for The LEAP2 programme which aims to push Kenya's circular economy with Circular Economy Hub (CEH) in Mombasa. The CEH is a 1500m² social enterprise consisting of three pillars: manufacture, innovate and educate. Manufacture consists of The Factory where electronics are used, re-used and e-waste is managed with minimal impact on environment, job opportunities are created and better working conditions for the people of Mombasa will be achieved.

Innovate consists of the Innovation Space that organises Demo Days, Co-creations and Incubation-Challenges to support manufacturing and e-waste innovations, start-ups and local businesses that will contribute to alleviate Kenya's societal challenges. And thirdly, educate consists a learning centre for training of ICT professionals, educating organisations and individuals on e-waste management, sustainable working conditions and circular economy principles.

LEAP2 aims to create 50 direct jobs and 300 indirect jobs by the year 2022. It will also build the capacity of more than 2200 ICT related professionals across the value chain partners of the CEH and raise awareness of at least 10.000 people in the Mombasa region to the health, safety and environment hazards of WEEE and the importance of properly maintaining and disposing of it.

Workshop Moderator:

Floris Van Zuilekom from MDF

A consultancy firm with over 30 years of experience in providing management training, advisory and evaluation services worldwide; building on existing knowledge and experiences to create long lasting effects. These services are diverse but have three things in common – they are inspired by new concepts and theories, are practical, and lead to new insights with implementable tools to empower individuals, networks and organizations.

THE SPEAKERS:

1. **Michael Koech – Safaricom.**
2. **Bonnie Mbithi – WEEE Centre**
3. **Bram Over – CLOSE THE GAP**

Driven consumerism and the perceived need for new phones, computers and other electronics, E-waste is the fastest growing streams of waste. With the growth in technology there is a continued increase in the number of devices produced and used by populations, this hence brings us to our problem on how to deal with electronic waste as a way to protect the environment and create a circular economy.

Statistically, we produce around 50 million tonnes of e-waste globally 20% of which is collected and recycled. In Kenya, the figure is around 44,000 tonnes of which only about 1% is recycled. The rest of the waste is dumped, traded and sometimes recycled under inferior conditions.

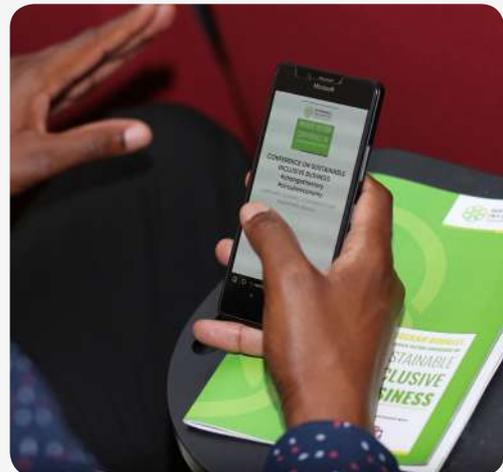
some of the major challenges in the management of e-waste are:

1. **Misinformation and lack of awareness**
2. **Lack of sorting and segregation at cost.**
3. **Processing and machinery cost.**
4. **Lack of proper regulatory framework**

At the wake of these challenges Technology companies in Kenya such as Close the Gap, Safaricom and WEEE centre are partnering to come up with lasting solutions. Safaricom has partnered with WEEE centre on two major fronts:

- 1. The company gives WEEE centre their electronic products once they have served their time.**
- 2. All Safaricom shops countrywide act as collection centres for all types of electronic waste from the general public.**

Close the Gap is also partnering with WEEE Centre to open refurbishing plants for computers both in Nairobi and Mombasa that shall later be distributed to needy schools in Kenya. Other suggested Solutions included creating public awareness on the importance of electronic waste management through the media and other available platforms such as the conference. Proper policies are also going to set straight how we manage electronic waste. And as we discussed in the workshop it was clear that the government needed to hasten the signing of the technology amendment in parliament.



Here's what you can do!

Join the 68 companies who joined on 17th May - Call the WEEE Centre, they will come to where you are to collect the electronic waste.

Separate at source! This makes it easier to collect the E-waste and reduces damage on sensitive E-parts.

SPREAD THE MESSAGE TO INDIVIDUALS AND CORPORATES

Global Examples

FairPhone is revolutionizing the concept of E-waste – they design phones that last, both their original designs and in their easy reparability. They also refurbish phones; each factory-refurbished Fairphone undergoes full functionality testing and performs just like new – repackaged with a new battery. Each phone tells a story of long-lasting design, fair materials, good working conditions and reuse and recycle capabilities.

HP is moving into the product as a service business model by focusing on leasing, renting and other service contracts for ink, print and PC services. For example, HP's ink subscription service, HP Instant Ink, has more than 1 million subscribers in six countries. The service ensures customers never run out of ink when they need it, and that they can recycle used cartridges more efficiently (returned cartridges are fed into HP's closed loop recycling program). Compared with conventional business models, printers using this service generate up to 67 percent less materials consumption per printed page.



WORKSHOP PARTNERS



Delegates keenly follow the session





WORKSHOPS

**THEME: CLIMATE CHANGE,
FOOD, LAND & WATER , BIODIVERSITY.**

**WORKSHOP: GROUNDWORK (EXTRACTIVES,
FARMING AND LANDSCAPE RESTORATION)**

Moderator: Doris Mwirigi, CEO at ESAL

Energy Solutions Africa Limited (ESAL) is an East Africa focused solutions provider that prides itself in offering cutting edge tools to equip key players in the energy, oil and gas sectors both within the public and private sector with quality, relevant and timely knowledge and information to guide decision making as well as investments.

SPEAKERS

1. **Colin Forbes, General Manager Environment and Community Affairs - Base Titanium**
2. **Neil Helling - Oserian Development Company**
3. **Eddy Verbeek - Florensis Kenya**
4. **Embassy of the Earth**
5. **John Kariuki - BIDCO East Africa**
6. **Nancy Ogonje - EAWLS**

While for some businesses, the direct link between their business operation and the impact on environment can be unnoticed or hard to see, in the Extractive industry it is the first thing you will see. Digging for natural resources will leave an impact on the Environment as well as the communities around. But not only Extractives, the impact of agribusiness, pastoralist is very often leaving its marks on the land.

Once biodiversity is imbalanced, once soil is exhausted, the value for People, Planet and Profit is gone. It is time to restore and rebalance; and that is very possible, with better results for all and a sustainable outlook on life. For a business that requires natural resource mining, **here are points to note:**

Mr Teddy Kinyanjui

- ◆ **Solutions to deal with the impact that mining has on Land are very complex. This needs good systems to deal with the issue in making sure that there is sustainability in the long term.**
- ◆ **A plan has to be put in place in order to restore the land to a state that the community is able to get value out of it. Restore that land back to its agricultural fertility.**
- ◆ **It takes a lot of research and trials because biodiversity is a complex combination - water, indigenous tree and animal species and local knowledge and expertise**
- ◆ **Due to the involvement of important habitats (Farmlands, Forests, Rivers, Hills), all stakeholders have to be involved.**

For Base Titanium, which has the largest indigenous tree nursery in East Africa, a baseline study was very important to understand the land/environment before mining. The baseline study revealed threatened tree species around the mining area that was to be removed. A lot of research and trials has been done to enable deal in the best way possible with biodiversity in general.

“The vision is to restore landscapes and to remain invisible. The land should remain an economic provider for communities. Its not only about environmental and community, but also economics of it” – Colin Forbes

Are you in mining and extractives, horti/floriculture, agribusiness and would like to measure your impact and increase your positive impact on people, planet and profit? The **Boost Better Business** (B3) program, by @sustainabizke and Blab East Africa. Contact our team and enjoy a great opportunity to **BOOST YOUR BUSINESS** with a **FULL ASSESSMENT**, assistance on improvement plan, training, peer benchmarking and 6 months of improvement.



WORKSHOP PARTNERS





WORKSHOPS

THEME: CLIMATE CHANGE, FOOD, LAND & WATER , BIODIVERSITY.

WORKSHOP: THE CHEERFUL SESSION ON ONE OF THE MOST URGENT GLOBAL ISSUES - CLIMATE CHANGE & BIODIVERSITY.

Before it's too late. wwf

SPEAKERS:

- ◆ **Terrasol Blackfly - Talash Huijbers**
- ◆ **Eddy Verbeek - Florensis Kenya**
- ◆ **Jonathan Bamber - Burton & Bamber (Sweet Tunda)**

Agri/Horti/Flori total green value chain (nature as the new pesticides, renewable energy, waste becomes food and ultimately energy).

Sustainable implicates food security and safety and that reflects both to a healthy earth / soil, nutritious produce and safe food. How can thinking circular lead to super sustainable production with no waste and safe food? It all starts with soil and your inputs and added value, all of which will be outputs. For instance, natural pest control will lead to flower waste that can be eaten by the cattle and the manure can then be used to fertilize the flowers.

Are we using our sources and inputs responsibly? This is not only about how we take care of the sources but also where and how we access them. Is all the water responsibly sourced?

Are we using trees as fossil fuel? Are we growing our own forest, more than what we use? What is the carbon footprint of our processes? By impacting our water and land we change Climate, Biodiversity; we need to sustain ourselves. Without biodiversity there is no food security and with Climate change we cannot have resilience.

HERE ARE THE LATEST'S INNOVATIONS:

- Biological Pest Control - Using chameleons to control pests by Florensis
- Waste that is quality enough to be animal feed – Oserian Dev. Company
- Pest plants (like the Hyacinth) that are becoming paper, building materials and energy
- Nutrient upcycling - creating animal protein that does not compete with the food/fuel by using organic waste products using bugs, specifically the black soldier fly. This little insect will eat most organic waste solving bio waste and problem of animal feed – Insecti Pro
- Beef without killing a cow – regenerating protein cells to produce beef <https://www.buzzworthy.com/worlds-first-lab-grown-meatball/>
- Turning left over fruits into juices and snack bars – Sweet Tunda
- Bread waste that is now a beer. <https://www.youtube.com/watch?v=Xe3f9zUKuho>

Cheers! to the smart innovation that makes us responsible, securing food, and eliminating waste.

<https://youtu.be/p6GvFA5t5Pg>



WORKSHOP PARTNERS





WORKSHOPS

THEME: PEOPLE POWER

**WORKSHOP: MEET & GREET: YOUTH ON A MISSION -
WHAT DRIVES THEM? UNIVERSITIES - WHAT FEEDS
THEM? MEET & GREET: THE BUSINESSES, WHAT ARE THEY
LOOKING FOR?**

Liesbeth Bakker - CEO & Business Development at The Entrepreneurs Hub

The Entrepreneurs Hub is an incubator/accelerator supporting entrepreneurs, startups and SMEs from all different sectors with the knowledge, skills and ecosystem to start, grow and scale their business. We offer a variety of in-house and partnership programs and activities building strategic, operational and commercial excellence with a focus on business acumen, people development and technological innovation.

Ronald Berkhuisen – Coach and Change Manager

He has experience in leading holistic change management programmes and projects for national government and city councils. Most change programmes are aimed at a better collaboration of partners in the 'value chain' processes such as logistics, safety and waste management. Partners in these programmes are usually businesses, universities, other government agencies and institutes.

Peter Ndungu – Cofounder, Great Minds Challenge

Peter, infuses latest research, creative tools of storytelling, design and systems thinking and advisory to co-create in finding future proof solutions for African growth and development.

SPEAKERS:

- ◆ **Derek Bbanga – Public Image Consultant**
- ◆ **Steven Bernard – New Generational Leadership**

There is a well-known difference between the knowledge young graduates have when they're leaving university and the skills they need in their first and future jobs. Employers try to bridge that gap by training on the job, internal or external training programmes or by letting the young employees grow into the job by themselves.

This was a panel of different stakeholders discussing the development and sustainability of human capital in the current business market. These were the Academia, Incubators and Business Executives.

Three very important questions were asked during the workshop:

1. Are students able to successfully transition from the school system to the job market?

Yes, it is possible but rarely happens. Students are barely prepared for the work environment, mostly jumping in with the bright hope of doing exceptionally well, getting promoted and making good money. They aren't aware or prepared for the long working hours, work ethic, organizational cultures and very slow rate of growth that many jobs/careers possess. This gives them a headache in adapting to the new environment and learning how to interact as well as the ins and outs of the field while on the job over a very short probationary period.

Three very important questions were asked during the workshop:

2. Why is there a gap in knowledge between when you're in school and when you go to the job market?

Universities teach a lot of hard theory but fail to teach certain essential skills that are needed in the workplace such as how to do taxes and negotiation skills.

3. How can we help make the situation better?

This one was answered mainly by the Incubators and Business Executives. They said that the only way to assist students in moving forward to the job market is to continuously have the corporate world work with the educational institutions so as to give an indication of the changes happening in the corporate world. This will help reduce the large school to work gap of learning that currently exists thus streamlining the transition of the student into the corporate world.

YOUNG TALENT

Realize that you are a creative resource at the workplace and play your role and interact with the people around you, the business culture, business goal/vision and bring a new constructive mindset to your role. Before focusing on the skills gap you are not able to fill, think about these:

- ◆ **Is it about readiness for a job or readiness for the workplace/world at large?**
- ◆ **Credentials are not enough, build a culture and internalize work ethic**
- ◆ **It does not have to be a degree, technical skills are lacking in the market**
- ◆ **Are you adding value to your work (intrapreneurship) or are you existing in the job?**

Ivy Muchoki: <https://www.youtube.com/watch?v=MOB2V8nocAE>

BUSINESSES

Historically, academia are the slowest changers in the world because of the basic foundations they are committed to. Business on the other hand are in the business of change to survive: dynamic, agile and quickly adapt to changing externalities. Business can then lead by not hiring credentials but hire:

■ **Character** ■ **Ethics** ■ **Vision** ■ **Culture**

that are in line with the business culture and mentor the skills into the person.

Due to the nature of this challenge (gap), we (business) might not be able to change academia today. We need to ask ourselves: what can we do today to empower this very talented workforce? There is no one size fits all answer to this question; every business has a different nature and a different need. It could be:

- ◆ **Internships**
- ◆ **Mentorship for specific roles**
- ◆ **Management training**
- ◆ **Technical training**
- ◆ **On the job training**
- ◆ **Throw them into the sea and let them learn to swim**

THE GREAT MINDS CHALLENGE TALK

The GMC was made to improve the workplace for not only the business but also the people in it. It's also about empowering a new generation of leaders in Africa with innovative, future-proof ideas which is something that is needed in Africa in urgency especially with the emphasis of the circular economy and skills development among the youth. GMC takes your dream, assigns you a business coach and a business plan to see if you can achieve your dream.

They work with highly experienced coaches and experts from Kenya, USA and Netherlands to improve the working environment of your organization through a two-month program of learning and implementation of new sustainable, future-proof skills. They then opened the floor for two of their coaches to give some insight. Contact us to sign up or sign up your young talent for the GMC.

TIPS BY DEREK BBANGA - PUBLIC IMAGE CONSULTANT

Here are some ways a person gives off energy:

- ◆ **Getting in touch with your own mood:**
An awareness of how you feel is very important and quite vital in knowing what energy you give off at any given time.
- ◆ **Awareness of others:**
One has to be aware of the people around them and the fact that they may not always feel good and thus they could influence negative energy.
- ◆ **Being authentic:**
Authenticity is a very key component in managing your energy. This is because someone who is perceived as inauthentic and/or fake automatically triggers negative energy from the people around him/her.
- ◆ **Self-management:**
Managing your emotions is key in good mood management. This is because you shouldn't make everyone feel bad because you're in a bad mood.
- ◆ **Using emotional data (emotional reasoning):**
This is the use of all the emotional information you have at that time to produce the best feeling and manage emotions to the best levels possible at that time.

<https://youtu.be/uuAVoi-SwrA>



WORKSHOP PARTNERS





WORKSHOPS

THEME: CIRCULAR ECONOMY

**WORKSHOP: REDESIGN, UNPACK - REPACK
RETAIL CHALLENGE, NEW IN FASHION**

Moderator: Mr. Daniel Paffenholz; CEO, Takataka Solutions

TakaTaka Solutions is a Nairobi-based waste collection and resource recycling business. Its mission is to provide affordable and environmentally friendly waste management services to all income areas. TakaTaka Solutions was founded in 2011 to overcome the existing waste management situation in Nairobi and beyond, they guarantee to recycle 95% of the Waste they collect.

- ◆ **Mr Joachim Westerveld; Executive Chair, Bio Foods**
- ◆ **Ms Gupreet Kenth; CEO, Trash Thread Textile (T3)**
- ◆ **Ms Lena Padis; Head of Administration, Finance & Sales, Mr Green Africa**
- ◆ **Ms Wambui Mbarire; CEO, Retrak**

While some challenges asked for changes and partnerships, other challenges ask for a total makeover. Out of the box thinking, redesigning and researching.

This was a live think tank – a brainstorm with users, manufacturers, designers and researchers about packing materials. We explored not only different materials or material use but also different business models. Fashion as the way ‘to package’ ourselves is an interesting one to look at in terms of dying processes, recycling, take back and ways to enjoy consciously fast fashion with embracing a different business model. The outputs lead to opportunities to create action around and present to businesses that are investigating their place in the circular and new economy. Let’s rewire our brain and Design.

IMPORTANT INSIGHTS:

- The national and county governments have to put in place regulations and incentives that will bring about behavioural change among the citizenry as bans are not effective and efficient in bringing about behavioural change. The proposed new Waste Management Bill, which involved private sector participation, considers this factor but is still in the process of law-making.
- To tackle micro-plastics, integration of industries is important to prevent leakages into the water, air and soil. This is such that output from one industry directly becomes input to another. In addition to this, there is need for extensive research on how the microplastic already in circulation can be contained, this is not only a Kenyan agenda, but a global one.
- The extra costs from using recycled products ought not be pushed to consumers. It is a business responsibility to close the loop in the value chain. To change behavior, consumers need incentive as opposed to punishment.
- Consumers are the most important in ensuring that recycling is effective. The consumers have the biggest impact and can take steps to start changing their mindset on the use of plastics. Governments and companies should therefore focus on awareness creation.

CURRENT TRENDS AND EXAMPLES IN THE INDUSTRY:

- The Retailers Association of Kenya (RETRAK) acts as the voice of the retail industry. Since the realization that the current replacement of the plastic carrier bags are more harmful to the environment and the value too little to have an impact consumer behavior, they are in discussion with NEMA to increase the value to Kes.10, Kes.20 or even Kes.50 to encourage “bring your own bag” behavior as they discuss other viable alternatives.
- Trash Thread Textile (T3), converts PET waste to textile. Their main challenge in this upcycling process is the sorting of the collected plastics in accordance with the 7 types of plastic. Ms Gupreet proposed that this process could be eased by ensuring that companies that manufacture plastics use codes on each of the plastics for easier identification.

- Mr Green is trades recyclable material to achieve tangible social and environmental impact. They work with collectors of post-consumer waste whose major trading points are in slum areas as well as suppliers of post production waste. Mr Green endeavours to integrate informal waste collectors into their value chain to improve the social impact. They fairly source recycled material materials for local and international markets. Additionally, the lack of a culture of waste separation in the country poses a challenge in the sorting and recycling of the collected waste.
- Bio Foods has been on a quest to reduce the amount of plastic they use in their bottles. This quest led them to create lighter bottles and to now having a recyclable bottle made from clear plastic which is more valuable when being recycled. Bio Foods also reduces waste and recycles 98% of its industrial waste and hopes they will encourage other companies in the dairy business to follow suit.
- Taka Taka Solution is pick waste from whatever source, transports them to a sorting location, sorts them into 14 different waste streams and distributes to recyclers. In this way, 95% of the waste is recycled and all the organic waste is composted.
- The Tribe & Trademark Hotels are implementing circular solutions, starting with the quickwins to those that require investment. For instance, using water jars and dispensors instead of plastic; using metal straws; converting discarded linen into laundry bags and recycling water.

Sunworld Safari's have completely eliminated plastic from their operations. Here's how: https://www.youtube.com/watch?v=e_z4eFJR9kg



WORKSHOP PARTNERS





WORKSHOPS

THEME: CIRCULAR ECONOMY

WORKSHOP: GREEN CONSTRUCTION B2B SPACE

Moderator: Ruth Onkangi, National Construction Authority

The National Construction Authority (NCA) is a government organisation which regulates, streamlines and builds capacity in the construction industry.

- ◆ **Gikonyo Gitonga the KEPSA Lands, Physical Planning and Housing Sector Board Chair.**
- ◆ **Robert Kiplagat who is the technical director at Machine Technique Solutions.**
Zara Kassam, KUWA
- ◆ **Madhur Ramrakha, the Board Treasurer at the Kenya Green Building Society that focuses on sustainability in the construction space**
- ◆ **Remco Rolvink, landscape architect and urban planner at DASUDA**
- ◆ **Kariba Moko partner at MOAD capital, a real estate company focusing on ownership of homes at affordable rates**

THE DISCUSSION:

Kenya can achieve Green construction by embracing modern and sustainable building solutions and methods such as; construction recycling, use of electric and precision building and construction technologies that reduce wastage of materials and minimize the need for intense labour and time. These elements could contribute to the achievement of the Big Four Agenda on Affordable Housing. Also, recycling and upcycling in deconstruction where there is re-use of useful material when buildings and other forms of permanent and semi-permanent structures are put down.

There is also a need to increase awareness amongst Kenyans, businesses and the building and construction sector to understand circular economy and how they can embrace it. The building and construction, together, can implement efficient recycling and upcycling programs that promote circular economy. An industry drive will inspire more Kenyans to embrace the practice and eventually include other industries.

Thirdly, the panel admitted that collaboration is key so as to push the agenda of circular construction. This was discussed and was only said to be possible by connecting the demand for construction materials with the supply of the same. Additionally, another ambition was working with the government, where it was noted that the Big 4 Agenda that is seen to be the main agenda for the current government can be Challenges.

One major issue that was seen is academia where it was said that there needs to be a change in the country's education curriculum. This is because there is a knowledge gap where many citizens are seen to prefer to get rid of things than to recycle them. However, the blame cannot be put on them as the country's education system lacks the capacity to fill the knowledge gap in circular economy.

Another challenge seen was the need of developing states such as Kenya, wanting to industrialize instead of investing in circular economy. This is seen as a challenge as countries or rather leaders of these countries see that they can waste a lot of material with the hope of recycling in the future.

Additionally, enforcement of policies is seen to be weak. This comes despite the agreement that the country's policies are quite good and have a strong sense of viability and practicality. However, those seen in power are not pushing the agenda of greening the construction industry. Even though efforts are made, it is not quite enough to notably contribute to greening this industry.

OPPORTUNITIES

According to new research by construction blog Bimhow, the construction sector contributes to 23% of air pollution, 50% of the climatic change, 40% of drinking water pollution, and 50% of landfill wastes. In separate research by the U.S. Green Building Council (USGBC), the construction industry accounts for 40% of worldwide energy usage, with estimations that by 2030 emissions from commercial buildings will grow by 1.8%.

If we can change the Construction sector into a green, sustainable and circular economy 50% of all our sustainability work is done! The negative impact on the environment is tremendous and the good news about that is, if we are able to turn it around, the positive impacts are humongous as well.

And the good news is we can. This sector is great to apply circular principles where we Rethink, Redesign (with in mind the next use after the first), Reuse, Repair, Refurbish (Treat) and Recycle materials. It also provides local manufacturing and employment through the RRRRRR cycle. Technology, innovation and different business models are available to optimize Sustainable Construction and save costs at the same time. Great green and smart innovations arise everyday. Most of the raw materials in the construction industry are recyclable. Steel, glass, sand, cement and wood are all recyclable materials. This will create a local 'remanufacturing' collecting, recycling market that creates jobs.

Besides taking care of our natural resources we will also decrease the impact on the environment if we change to renewable energy sources, secondly with changing the way of production and the type of energy and materials we use, we will decrease the negative impact on air-pollution and in general health impacts. Once green construction is a fact, people will live and work in green building and that would enhance the positive impact of many people and many businesses that otherwise would work and live in non sustainable buildings.

THE NEEDS AND GAPS ARE CLEAR!

The construction sector in its full cycle is not linked, connected, aware, depending or working together. From different players and stakeholders in the sector, the architect for example is not aware of material choices available, the contractor doesn't know that recycled material is available and doesn't know where to leave the construction waste. The real estate agent doesn't know the benefits of green buildings and or doesn't know where to find qualified property to market and promote sustainable housing / buildings.

We have identified as a need to first focus on building network and knowledge platform: B2B - bring all the available sustainable (green) construction parties together and move the industry towards sustainable and environmentally construction. On top of benefits for the environment and the re-sourcing value sustainable green building have a very positive impact on the health of people using the building. Once that has proven its value it would be time to communicate beyond business and make costumers aware of sustainable housing, benefits in costs, loans and so forth.

This is an opportunity for you to join us and be part of the move the sector to create a Sustainable Construction Platform/Space.

- ◆ Knowledge brought together (on- and offline)
- ◆ (Green) businesses in construction Space (producers, users, recyclers all brought together)
- ◆ Innovation arm to improve key challenges and design and practice 1 full circular solution (e.g. no water wasted, by treated waste water for construction and treated again...)
- ◆ Form a coalition with mutual goals and advise, lobby and influence stakeholders



WORKSHOP PARTNERS





Moderated by: Kezi Mukiri, Zuri Events

Zuri Events is a leading champion of Sustainable Event Management (SEM) within the East African region.

Zuri helps organisations develop and implement SEM Plans in their conferences and business events

Panellists:

- ◆ **Faith Ngige - PPD KEPSA**
- ◆ **Shaileen Shah - Tribe/Trademark Hotel**
- ◆ **Gabriella Nowak- Sunworld Safaris/KATO,**
- ◆ **Gurpreet Kenth - T3**
- ◆ **Edith Mbigi - IUCN.**

WHO DEFINES WHAT WASTE IS?

The 2006 waste regulation does not give responsibility to individuals to manage their waste, however, the proposed New Waste Management Policy seeks ways and means of reducing waste and give citizens the ability to determine what waste is. Every county must handle its own waste or collaborate with other county governments on possible ways to dispose of waste. Landfilling and recycling should be encouraged.

“The private sector must do what they can from within their own spaces.”

- ◆ **The way forward is education that gives consumers the opportunity to make informed decisions**
- ◆ **Programs must focus on 90% of the population who are middle and low income**
- ◆ **The approach needs to be multifaceted i.e. targeting and involving all stakeholders**
- ◆ **Recycling is tough and it's hard work because it costs money**
- ◆ **We must come up with solutions that don't require importing**

The hospitality / tourism sector is the key to change behaviour. It is the ultimate sector to make a positive change with the biggest exposure possible. Every citizen, every consumer and every business will have encounters with this sector. This is why we developed the R5 toolkit (Refuse, Reduce, Reuse, Replace Recycle). Email Us to learn the practical steps your business can take to have visible positive impact, raise awareness, have financial impact, create jobs and become a frontrunner to inspire others at the same time.

TRENDS AND EXAMPLES IN THE ROOM:

The Tribe and Trademark Hotels:

Because of people constantly being on the go, the need and demand for plastic utensils have increased. The Tribe & Trademark Hotels no longer uses plastic bottles, they have switched to metal bottles that are given to tourists on arrival, and they have also swapped to metal straws which are reusable. When the Trademark Hotel was opened, old bed linen was used to make laundry bags. Solar panels, steam boilers for washing machines and a sewage disposal treatment plant have been installed. Grey water is recycled to be used for the toilets. Pallets used to ship in goods have been reused to make furniture. Partnership with Synergy has been formed. Food waste in the hotel is used to make fertiliser.

Sunworld Safaris & Mara Bush Camp:

is now completely plastic-free since 2018. They banned the use of single-use plastic bottles in favour of metal ones which tourists can refill from a dispenser and have also banned cling wrap and swapped it for bee wax covers. Makes fresh yoghurt and jam which are stored in glass jars. Grey water is filtered through wetlands.

KATO Environment Committee:

There now exists a KATO Environment Committee. Between September and November 2019, all members aim to have changed from plastic to other recyclable and environmentally friendly materials. They are now using kikapu as a waste bag. KATO Environment Committee supports a specific slum by taking about 180 students on 3-5 trips a year to educate them about conservation and has an environment sticker at National Parks and game reserves for people to be able to report any environmental issues and violations

T3:

There is a lot of interest to recycle in Kenya. T3 is currently collecting PET bottles and has a capacity of collecting half a billion a year partnering with cafes and restaurants. Coca-Cola is its greatest recycling partner. They give people organic bags which they can fill with recyclable materials and give them to T3 for converting into textile.

IUCN:

IUCN implements its plastics related actions under the banner of its global “Close the Plastic Tap” Programme. A number of initiatives are implemented under the programme, including the Marine Plastics and Coastal Communities –(MAR-PLASTICCs) which runs actions in Kenya, Mozambique, South Africa, Thailand, and Vietnam

Our overall approach is crafted around reframing the plastic pollution issue, from being a marine one since all plastic originates from land-based sources. We work with global and national actors to develop credible data and analytics, undertake economic and policy assessments, set standards and methodologies, and last but not least, engage the private sector to drive goal-oriented engagement at different levels.

Our business engagement strategy is to encourage transformational and demonstrable change at company / sector level in how plastic leakage is valued and managed by business. It is our desired goal that business makes a shift from actions geared towards legal compliance and visibility-oriented hotspots, to addressing, leakages across whole value chains.

This requires deliberate action through integrating international best practices and solutions, such that they, become the new norm—thereby resulting in transformational and systemic change at scale.

At the national and local level, we operationalize our approach through supporting local level Circular Economy projects that involve business, and other actors to transform various company commitments into business action plans to reduce plastic leakage. Under MARPLASTICCs, we just launched a call for proposals to support local initiatives to the tune of USD 50,000 to scale actions.

[HTTPS://YOUTU.BE/FFNA0ZZC_Q0](https://youtu.be/FFNA0ZZC_Q0)



WORKSHOP PARTNERS





WORKSHOPS

THEME: BUSINESS VALUE

**WORKSHOP: BUSINESS RESOURCES:
FINANCE - FEARS & FACTS**

Moderator: Agnes Makena & Rachael Wangari Intellecap

Through its Practice Areas, Intellecap provides a broad range of Investment Banking, Consulting and Research Services to Clients around the world. Intellecap has strategic Initiatives designed to contribute to building and catalyzing the social

Panellists:

- ◆ **Jackson Kiplagat - WWF**
- ◆ **Paul Kiundu - Equity Bank**
- ◆ **Amos Mutiya - B.lab EA.**
- ◆ **Patricia Mulinga - K.W.S.F**
- ◆ **Emily Kinuthia - NIC Bank**
- ◆ **Joan Kamau - African Management Initiative**
- ◆ **Peter Scott - Burn Manufacturing**
- ◆ **Martha Karimi - Edge Consulting company.**

How can finance make all the difference? It is the starting point of a business and the reason to sustain. Therefore finance can have a big impact. It is the most powerful incentive there is. It can force and drive change and turning risks into investments. Its access to all opportunities.

INSIGHTS:

Investing and/or making loans cheaper for businesses that have a positive impact on the environment would work, sustainable and would lower existential risks. Innovations that solve issues and drive sustainable inclusive business should be rewarded because they will ultimately reward sustainable and green growth.

It is time for businesses to move from financial based capital to integrate human capital, consumer capital and natural capital. A business that pays attention to these, now critical aspects of the ecosystem is creating a thriving atmosphere for itself now and in the future.

Understanding social capital is vital for any firm's sustainability, today, consumers are aware and have so much access to a business' information. It can ideally have positive or negative impacts on the society and environment depending on how it is managed.

Do consumers care about impact? Yes, consumers do, and that is why you may find them so much invested in an organization's product quality, service delivery and feedback.

Social capital revolves around three major pillars

- ◆ Participation.
- ◆ Creating and Maintaining Trust.
- ◆ Resources Gained through these practises.

How do you harness and leverage this capital to drive business and investments?

By understanding social capital and its impact ie low public relations chemistry can lead to damaged company/organization image. Hence by working together by forming partnerships and utilizing all players in your ecosystem to build social capital.

What is your perception of Human capital?

By working with a team you have to achieve your goals. It is facilitated by taking advantage of the skills we possess and High functioning personalities within the business. This builds stronger culture and ecosystems for business sustainability.

How to achieve/realize Human capital within a business?

Get people involved in innovations and create space for them to add value in the organization. As a business, it is also important to value your employees and keeping your promises to them (Employee Value Propositioning). It is also important to increase productivity and efficiency by identifying and maximizing on people's talents. Are there links or programs to be developed within the People Power pillar? For instance, Sustainable Inclusive Business Kenya has the possibility of implementing the Xperience/ Xpert pool – a platform to link Academia to Business and Experts that want to boost their CV and gain work experience to business.

[HTTPS://YOUTU.BE/FFNA0ZZC_Q0](https://youtu.be/FFNA0ZZC_Q0)



WORKSHOP PARTNERS



NETWORKING SESSION



Delegates sat to network on Business Resources and Finance.



Delegates sat to discuss and exchange ideas on recycling, Ewaste and Circular Economy



Many Private Sector Players would like to ChangetheStory by doing something that increases their impact on People & the Planet.



Let's think the 5 R's in Sustainability: Refuse, Reduce, Reuse, Repurpose, Recycle,

#ChangeTheStory

Wildlife, Environment, Land, Water, Food, Soil, Climate, Biodiversity is actually all: Planet. Well balanced Nature is the key measure of the health of any ecosystem, and of our entire planet. It is the sum total of the interdependence between all life forms and the conditions needed to sustain life. To date we are discovering a big disconnection between people and planet. People do not relate to nature and environment as their home, business ground and cycle of life. And for those reasons there is not real responsibility.

NIC Bank has started to ChangeTheStory with a promise / statement to plant 30 million trees. These are the ChangeTheStories we are looking for. They need to be proven with data before the promise and the goal. Goals have to be measurable and all data needs to be transparent and clearly showing the change. NIC has decided to 'open up' the campaign. Currently we have found keen partners in CocaCola, Bidco, EAWLS, UAP, WWF, Green belt Movement and more.

#ChangeTheStory

Business Frontrunners that change data. That change the story and have a positive impact on the Environment beyond their own business interest. #ChangeTheStories solve urgent local issues and contribute to the Global Environmental issues.

- **No. 1. ChangeTheStory** is all about **REFORESTING / TREE GROWING** (planting and growing trees) and **RESTORING LANDSCAPES** to take care of our water towers, generate oxygen, regenerative ecosystems, carbon emission compensation, stop erosion and bring back biodiversity.
- Your ambition must be a big statement to Reforest, Grow Trees, Restore landscapes that makes all the difference and **ChangeTheStory**.
- The total, combined ambition we will **CAMPAIGN** about, collectively as a Consortium to ChangeTheStory on Tree coverage. On the platform we can provide information around the multiple initiatives that lead to the combined **DATA** promise. Here people can find information about why, where, how and their role and call for action and track the progress.

The 5Rs of Sustainability

#MAKETHEDIFFERENCEFORGOOD

What are we talking about to tackle and implement?

Lets keep it simple so that we can have a great number of facilities joining. This we can all do, easily. And its better for everyone.

RETHINK (Refuse, Redesign, Replace, Reduce)

- ◆ REFUSE THE STRAW #sip it (or use alternatives)
- ◆ REUSABLES, jars and e.g. cotton storage bags
- ◆ RECYCLING PET: or if not possible replace by glass or refillable/reusable materials
- ◆ CUTLERY: Plastic Cutlery by bamboo, metal
- ◆ NAPKINS: use napkins that contain NO plastic or that are recyclable or biodegradable
- ◆ TAKE-AWAY use biodegradable or recyclable (or recycled) material (re-use) or reusable materials (and give discount for own Take Away materials, change for responsible Take Away materials.
Bring your own refillable and get 10% or sell refillables with great deal..
- ◆ COFFEE & TEA (bags, cups, packaging) by coffee & tea suppliers that provide coffee and tea in completely biodegradable and or recyclable packaging RE-USE
- ◆ CLEAN AND RE-USE materials when you can for all kind of purposes RECYCLE
- ◆ SEPARATE WASTE: PET, Film, Food, Soap, for Recycling (and down/up)

CLOSING REMARKS

“The 4th Private Sector Conference was a success, giving us all an opportunity to learn and share knowledge. Lets all be encouraged to hurry up and Rethink Business. The Circular Economy journey has begun.



MS. KARIN BOOMSMA

Project Director Sustainable Inclusive Business

SPECIAL THANKS TO MDF & SPECIAL DISCOUNT FOR OUR PARTNERS

MDF AFRICA



MDF Training and Consultancy found great value in participating in such a progressive and sustainable event. As moderators of several workshops, we learned a lot about the circular economy and how we all can take contribute. We saw and recognised plenty of valuable projects and business ideas that reuse or make efficient use of the valuable resources that we have here in Kenya.

As MDF, we want to work with your organisation and networks to help bring your ideas to life. We do this by giving you the right tools to develop your ideas into winning proposals, to help you advocate for better policies that promote a circular economy, or to give you the skills to monitor your projects in order to set you firmly on to the path of achieving your sustainable goals.

The tools and approaches we utilise are directly implementable. Our consultants have years of experience to draw on and the capability and sensitivity to guide you through your various project phases to ensure that you achieve lasting results. This way we empower your organisation and networks to increase your green impact!

To get started, we are offering all participants of the SIB conference a 10% discount for any of our 2019 management training courses at our regional locations in Nairobi, Goma, and Accra. Please go [HERE](#) to review the upcoming English courses, and [HERE](#) for the French courses. If you find a course that is suitable for you please register [HERE](#), or contact us via mdfesa@mdf.nl

We look forward to working together
atoward a better future.

IN THE NEWS



THE STANDARD

NO MEAT AND BOTTLED WATER FOR DELEGATES AT MEETING

Delegates attending a business conference in Nairobi were recently taken aback when they arrived for lunch to find there was no meat at any of the serving points. Earlier in the morning at the opening of the 4th Private Sector Conference on Sustainable Inclusive Business, many of them were surprised when they learnt that no bottled water would be served.

All delegates had been advised to bring reusable water bottles, but a majority of them seemed not to have gotten the memo...[Read more](#)

BUSINESS NEWS TODAY

NO MEAT, BOTTLED WATER FOR BUSINESSMEN AT KEY CONFERENCE

Delegates attending the 4th Private Sector Conference on Sustainable Inclusive Business (#Sustainabilityconference2019) held at the United States International University (USIU), Nairobi on Friday last week was a little taken aback when they arrived for lunch to find there was no meat being served at the function.

That compounded on another unusual thing that they had found out earlier in the day, no bottled water was being served at the event, all the delegates had been advised to carry with them re-usable bottles but they made light work of the advisory opinion...[Read more](#)

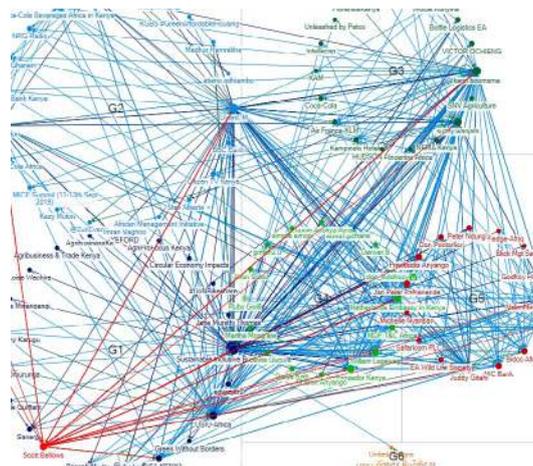
SOCIAL MEDIA

#Sustainabilityconference2019

#CircularEconomy is not an option. It is an imperative. Its antithesis, Linear Economic Model is simply take, make, waste. It's a threat to sustainability
 @FredGori

#sustainabilityconference2019 happening at @USIUAfrica. Great opportunity to improve social mobility projects. #changethestory #rethinkbusiness #circulareconomy
 @_nakaniwa

#twitter



Our MD Michael Lwoyelo showcasing how we're solving the #wastemanagement crisis in #Nairobi via the #CircularEconomy at the #Sustainabilityconference2019.
 @Sanergy

Karin Boomsma, Director & Project Coordinator gives the opening remarks. She urges us all to join the journey towards a more sustainable economy in our own little way #ChangeTheStory
 @NLiKenya

Rethinking our business strategies for a more productive society #Sustainabilityconference2019
 @HudsonWamenya



THE DAY IN PICTURES



Delegates registering for the conference.

We need to shift the way we design economic opportunities so we can work within the world's resources



Amb. Frans Makken of the Kingdom of the Netherlands speaking



Ms Brenda Odallo and Ms Faith Ngige



Mr Mucai Kunyiha, Vice Chair KAM chats with fellow delegates



Delegates during a network session.



Delegates during a network session.



A journalist Chats with Ms Anja Roymans of The Embassy of the Kingdom of the Netherlands



Sustainable Lunch



Olivia Stol and Barbara Kui entertain with the song sustainable world

There is no such thing as away, when we throw something away, it goes somewhere. we must change the concept of waste



Ms Gabriella Nowak on Sustainability at Sunworld Safaris



Delegates contribute during a workshop session



Delegates at the networking



A delegate getting a serving of the sustainable lunch



Mr Johnstone Mwakazi, the event MC opening the forum



Ms Karin Boomsma poses with the volunteers



Ms Brenda Odallo, of the Embassy of the Netherlands Orange Corner .

TIPS AND TRICKS FOR SUSTAINABLE EVENTS

The conference was sustainably organised. Some of the notable sustainable things include:



Water was served in glasses and delegates were requested to bring their own water bottles. This was made possible by; Water Forever and Lifestraw by providing water dispensing stations.



Wonderful vegetarian lunch. Consumption of meat and other animal products is proven to contribute to the carbon footprint. Across the world, huge tracks of land are required to grow food to feed animals for us to feed on them. A lot of water, chemical fertilisers and medicines are used to make this possible.



We avoided the bulk printing of conference materials. We only had a handful of the conference material while the rest was made accessible digitally.



We ensured that all the waste we generated was sent to a recycling facility. TakaTaka Solutions offered waste bins that were station across the venue for delegates to dispose of their waste. This was later sent to their facility for sorting and recycling.



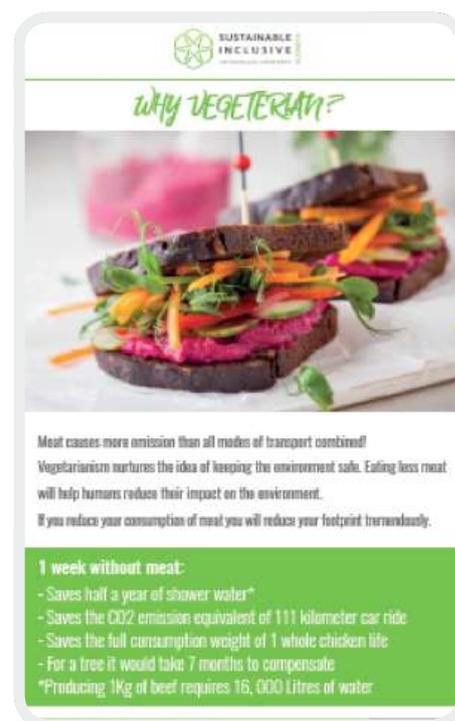
In the spirit of Circular Economy, all delegates received a beaded lanyard made from recycled paper.

Sustainable is not only good, but it is also fun, beautiful, different and inspiring!

#CHANGE THE STORY TIPS & TRICKS

Did you know that the carbon footprint of tourism and hospitality contributes a lot of pollution through transportation, accommodation, food and beverages, souvenirs, clothing, cosmetics and other goods? At SIBkenya we wish to reduce your footprint in meetings and communicate the new norms and have a great new marketing tool at the same time by:

- ◆ Offer to replace single-use plastic bottled water with dispensers (use of a glass), carrying one's refillable waterbottles (this helps to amount of water wasted)
- ◆ Recycling the waste of your event
- ◆ Replacing plastic straws by environmental alternatives or not – just 'sip it' ;)
- ◆ Use of biodegradable napkins, take-away materials, coffee/tea capsules, bags, packaging
- ◆ Use of biodegradable takeaway
- ◆ Use paper badges (use recyclable paper badges)
- ◆ Offer fun keycards made of recycles paper
Use daylight during the event as much as possible – solar meeting
- ◆ Offset your car emission by donation to (plant tree initiative)
- ◆ Having a nursing room (for breastfeeding, expressing milk) – to include and welcome nursing women as well.
- ◆ Suggest vegetarian delights! And Fresh flowers
- ◆ Get feedback online –live– from your audience by using technology to share
- ◆ Make sure you impose 'good' sustainable standards upon your suppliers.



- ◆ You show the appreciation for the time your guest takes to be here. The guest feels different – you have paid attention to details and paid attention to the impact of the event on people and the planet.
- ◆ Reduce the footprint of guest – gives a feel good.

Doing things differently brings inspiration and engagement and creates a Memorable event.
- ◆ Providing creative invitations, and reports will make you be able to start awareness for meeting/event pre and post as well.
- ◆ Today – sustainability looks beautiful!



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