The world is not flat AND one dimensional, AND living on earth isn't either

SUSTAINABLE INCLUSIVE BUSINESS
THE KNOWLEDGE CENTRE KENYA

KEPSA
KENYA PRIVATE SECTOR ALLIANCE

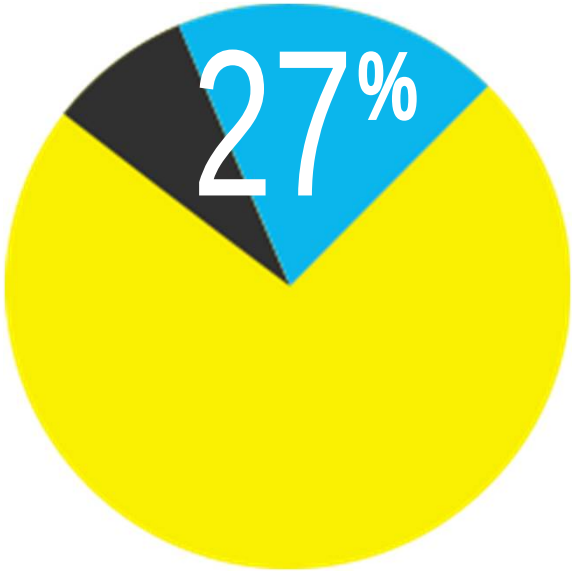
Circular economy
Linear economy

- New jobs start with a R
- Plastics and other waste streams
- Fashion
- Creativity
- System thinking

Today’s economy is linear; we take, make, and waste

8% collected for recycling

19% remaining disposed in unsanitary landfills or dumpsites



Example Only 27% of the plastic waste generated in Kenya is collected: 8% collected for recycling and the remaining 19% disposed in unsanitary landfills or dumpsites; according to an IUCN report.

Future Economy

Future Economy

The Circular Economy aims to radically limit the extraction of raw materials and production of waste.

It does this by recovering and reusing as many of the products and materials as possible, in a systemic way, over and over again.

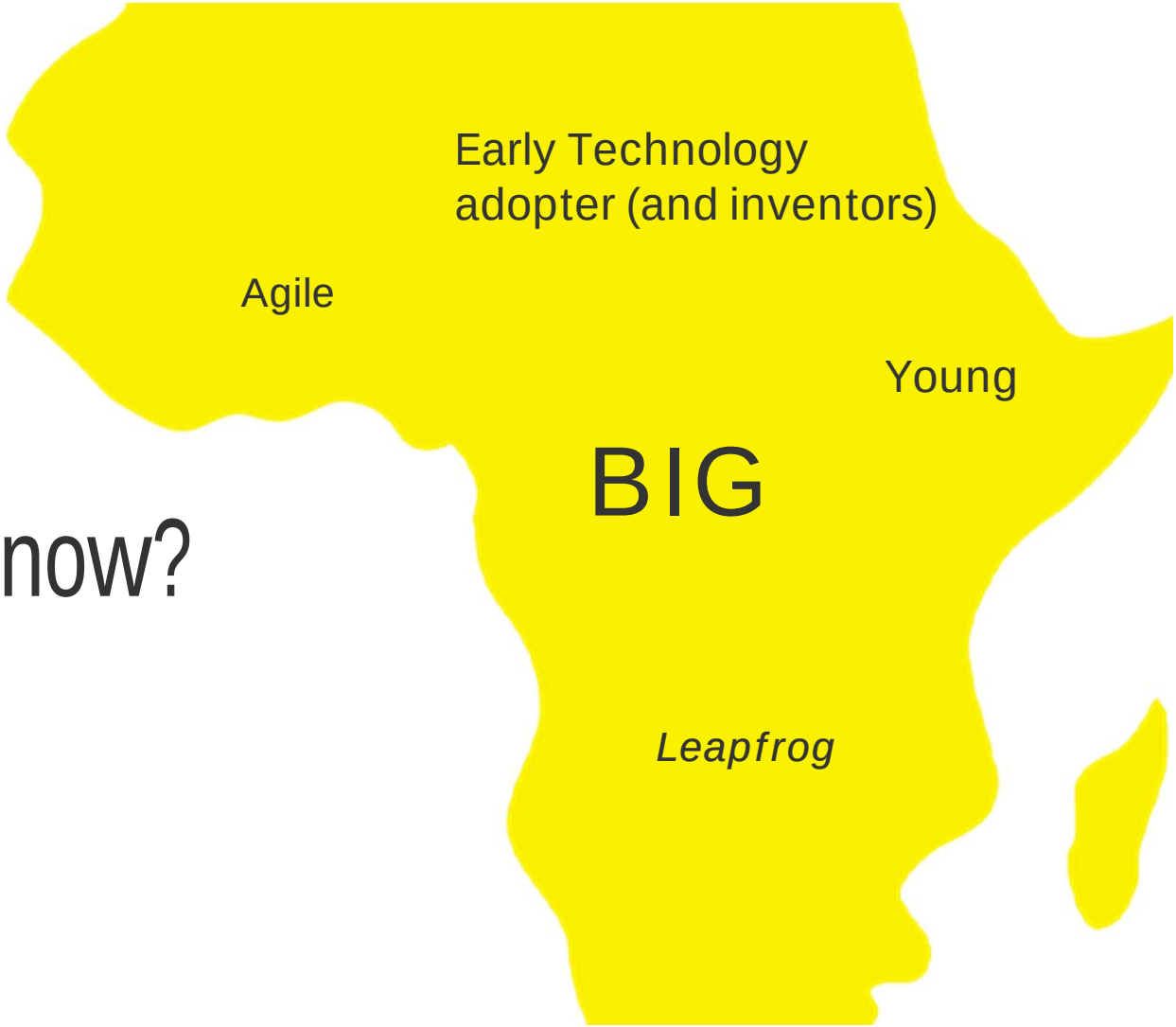
"The Circular Economy is a make/remake – use/reuse" economy. It is designed to create products with long lifespan.
It phases out waste, creates regenerative systems, maximizes value and makes use of renewable energy.

Ellen MacArthur, 2017

Africa

Why the time is now?

Africa is …



Is there potential in investing in a Circular Economy?

Note: it is becoming a major risk to invest in the current linear Economy: resources are finite (and will be expensive), very inequal and vulnerable model – law, costs will not be sustainable

Sustainability and Inclusion

is the new Investment Fashion!

- **New jobs start with a R**

A circular economy is based on the Principles; make sure ‘things’ go round and round and remain in use. Keeping products and materials in use and regenerating natural systems. Use renewable energy.

This requires new business models. Innovation. Rethinking materials and systems.

Opportunities and investments are mostly occurring in filling a gap and **creating a need**, but its time to **invest in the need-based solutions that define our future!**

investments
and operations!

transformation

then innovation

It starts with awareness
and education

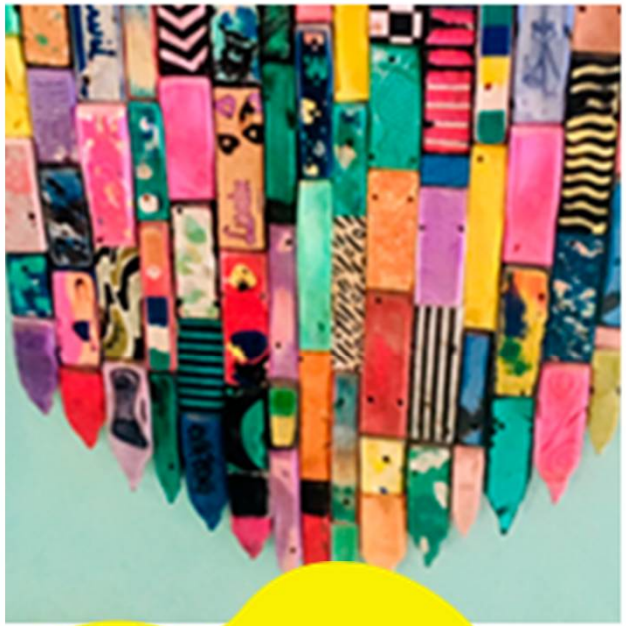
Situation

Plastics and other waste streams

What waste?
Why waste -it?
This growing impact investment market provides a basis to augment one of the world's most pressing challenges in the waste sector by providing investment opportunities by adopting the circular economy model and creating the potential for returns with an annual economy value attached to it.

Highlights

- Sustainable waste management – recovering material
- Job creation for youth within informal settlements
- Training and sensitization on waste management
- Financial inclusion with a revolving fund and interest free loans
- Development of sustainable Social entrepreneurship and micro businesses



The Creating Opportunities and Alleviating Poverty through Sustainable Trade (COAST) was a project implemented in Mombasa County and provides evidence on the appetite from the public and private sector to invest in change.

From Trash to Cash, Waste to Value – firstly get your head around it

Opportunities for investments:

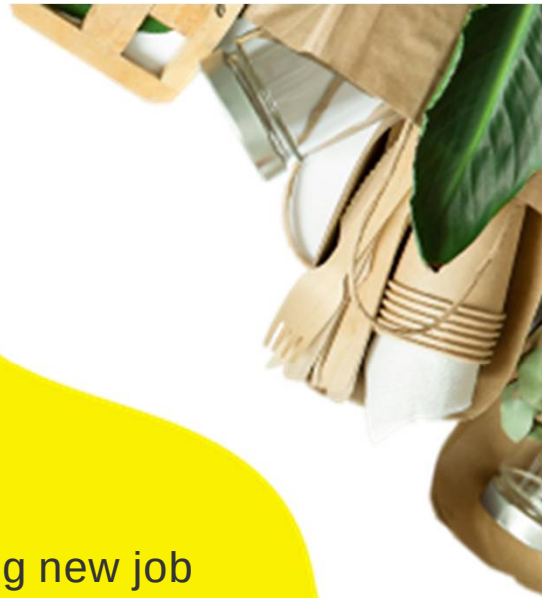
- Eliminate – Eliminate products that we don't need, or redesign them in order to reuse or recycle. Think in opportunities! ;
- Reuse: Refillables (for daily goods – cleaning materials, cooking oil, (atm model), ***fashion***
- Service models: renting instead of owning
- Preventing waste: Refurbishing, from product sales to service contract, design new and better products that make others obsolete
- To eliminate we need to Rethink – Example Greenthing Kenya, refill e- mobile stations

Innovate

double smart solutions are the new trends!

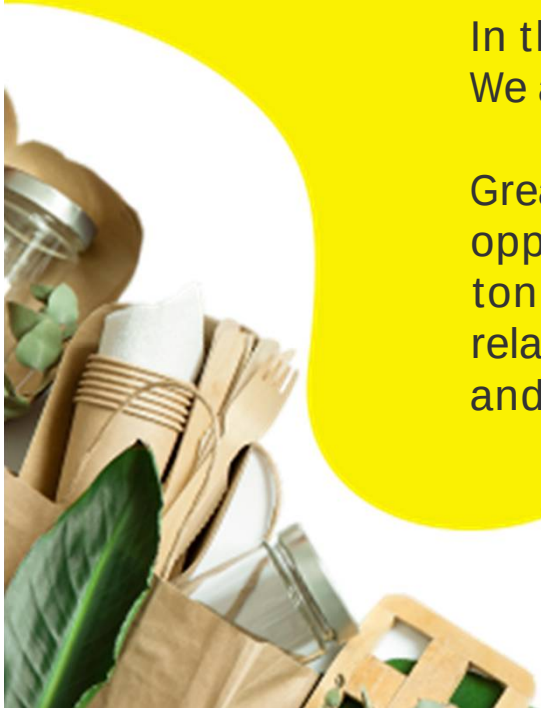
- Bicycles that recharge your phone
- Light the neigbourhood
- Natural waste into shoes
- (Plastics) waste into building 3d affordable housing

Circulate – to circulate we need a different system that brings in quality design and products into the world that last, are able to be repaired, refurbished, remanufactured and lastly recycled (up .. and last last down)



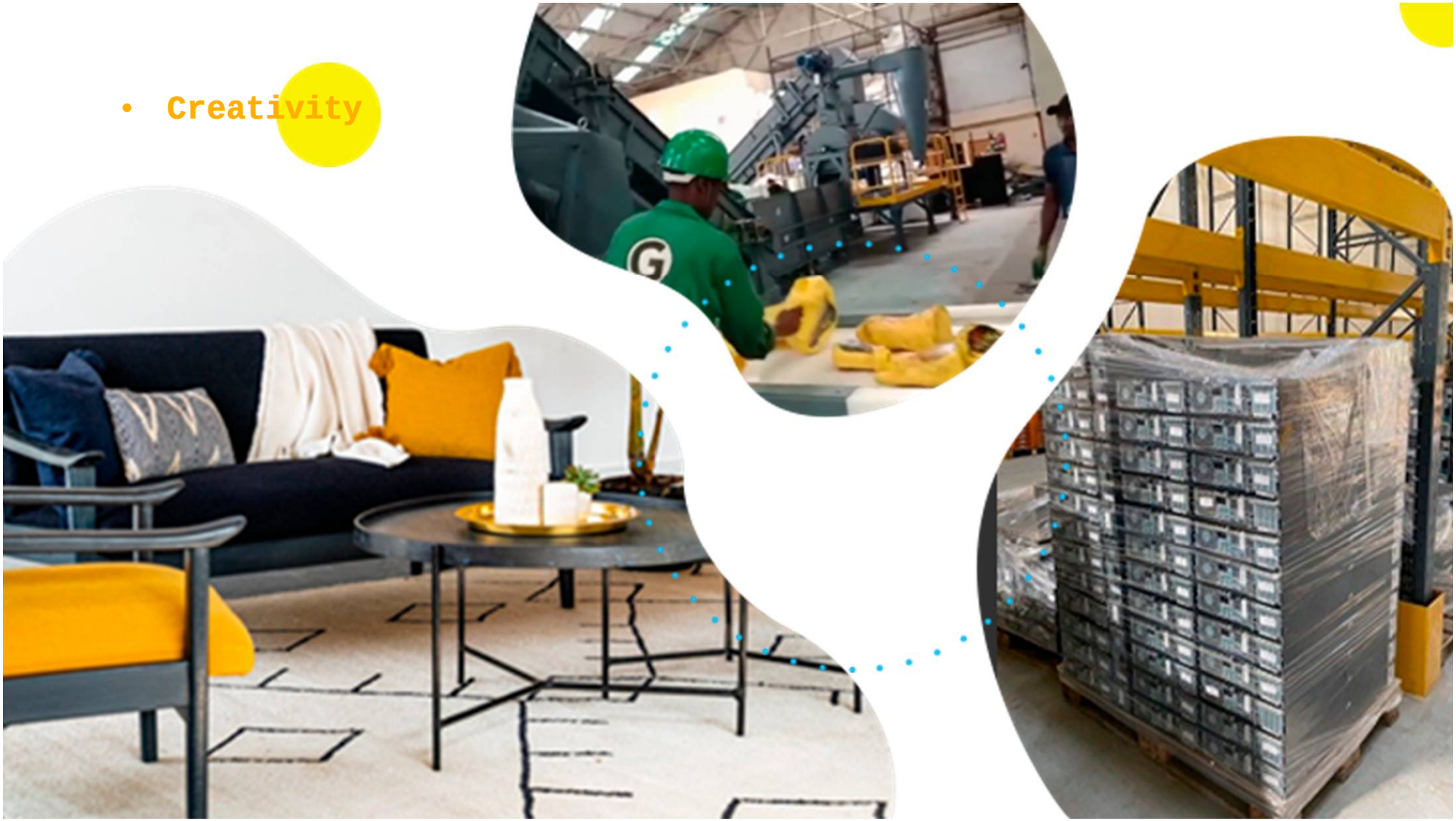
In the natural world nothing goes to waste.
We are part of the natural world.

Great thing about circulation in that it will bring new job opportunities, saves money on resources, and brings a tonne of information about use and needs and restores the relation between consumer, producers as well as people and nature, health and environment.



Example Ewaste Close The Gap, example Mr. Green, Dunia design

- Creativity



We can solve and avoid environmental pollution and at the same time creating jobs. What we need is a **mindset change and behavioural change** through training, inspiration, examples, innovation and policy push. **A new value set is necessary to define success**.

Investing in people and the environment is the only way to invest in our future!

Keeping materials and products in the loop, making sure nothing goes to waste and regenerate with your action will soon become:

- **a consumers choice**
- **a demand**
- **a criteria**
- **a law**

It is just simply the best option for all

Change needs to be smart and for this we need to ***rethink, redesign and recreate***. On the way we have a positive impact on people and planet.

Rethinking comes with imagination and creativity!

Cause what we can imagine we can create.

Thank you!

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