



Kenya
Plastics
Pact

TERMS OF REFERENCE FOR THE KENYA PLASTICS PACT INNOVATION CHALLENGE SUPPORTED BY WWF-KENYA



INTRODUCTION

Our heavy reliance on plastic packaging has long been of growing concern. Over the years, plastic packaging has become an essential material for many industries and, indeed, for the economy fulfilling many essential roles, from protection, storage and transport functions. These functions contribute to sustainability, as packaging prevents damage to sensitive products and food loss. In many cases, the environmental impact of producing the packaged good is considerably more significant than the impact of producing the packaging itself. In other words, when designing sustainable packaging, the protection of products must also be considered.

In Kenya, approximately 80% of plastic packaging materials used locally are made of imported virgin polymers (processed into packaging domestically) and, to a lesser extent, domestically recycled materials, with only around 20% of packaging being imported as packed/made products¹. Additionally, of the total plastics produced in Kenya, approximately 36% are used in packaging, with approximately 85% (of the 36%) ending up in landfills or as unregulated waste². The unregulated dumping and plastic packaging ending up in landfills pose a critical and often immediate threat to countless endangered species, ecosystems and dependent socio-economic systems nationwide. The systemic challenge raised by this environmental crisis lies at the heart of the Kenya Plastics Pact (KPP).

A growing demand for greater sustainability in packaging design has been apparent in recent years. Sustainable packaging incorporates functionality and the protection of products while keeping its ecological footprint to a minimum and enabling reuse and recycling. To achieve higher material recycling rates and move towards circularity, we need to rethink the packaging design to improve its future recyclability while guaranteeing its functionality.



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THE KENYA PLASTICS PACT

Vision: a circular economy for plastic packaging where it does not become waste or end up in the environment.

Principles: **ELIMINATE – INNOVATE – CIRCULATE**

First, we define and eliminate all plastic packaging items that are unnecessary and problematic; innovate to ensure that the plastics we need are reusable or recyclable circulation (Upstream and downstream recycling and closed loop); and circulate all plastic items we use to keep them in the economy and out of the environment.

RECYCLABILITY EXPLAINED

The current legislation related to Sustainable Waste Management Act 2022 in Kenya does not clearly define recyclable. Due to a lack of a harmonised definition of recyclability, recyclability claims are not necessarily based on real-life conditions such as the availability of recycling infrastructure, market conditions and the financial viability of recycling operations.

Simply, plastic packaging is recyclable when it can be recycled. Based on the Ellen MacArthur Foundation's Global Commitment, the Kenya Plastics Pact defines the following: a packaging or a packaging component is recyclable if the post-consumer collection, sorting, and recycling are proven to work in practice and at scale.

PURPOSE OF THE DESIGN GUIDELINES FOR RECYCLABILITY IN KENYA: *PET BOTTLES AND HDPE BOTTLES & JARS*

These design guidelines for the recyclability of plastic packaging aim to provide clear recommendations to decision-makers on designing plastic packaging to be compatible with current (and future projections of) mechanical recycling infrastructure. They will be regularly updated and amended in response to Kenya's collection, sorting, recycling technologies and infrastructure changes.



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THE INNOVATION CHALLENGE

Title: #LetsBeClearChallenge for Plastic Packaging for Kenya Plastics Pact Members

The Kenya Plastics Pact aims to create a circular economy for plastics in Kenya by bringing together stakeholders to tackle plastic pollution and promote the sustainable use of plastic. As part of this initiative, the Innovation Challenge seeks to encourage existing companies using plastic packaging to innovate around their packaging in line with the design guidelines that promote circularity.

This challenge will help businesses reduce their environmental impact and provide a platform to showcase their commitment to sustainability. Overall, the Innovation Challenge is a crucial step towards achieving the Kenya Plastics Pact Roadmap towards 2030, notably Target 2, which aims to ensure 100% of plastic packaging is reusable and recyclable by 2030.

Objectives:

Overall Objective: To increase awareness, scale willingness, and ensure commitment towards the design guidelines for recyclability.

Specific Objectives:

- Encourage existing companies to adopt sustainable packaging solutions in line with circular economy principles.
- Promote innovation and creativity in designing and developing sustainable plastic packaging solutions.
- Enhance the capacity of companies to design and develop/design sustainable plastic packaging solutions.
- Demonstrate the potential for sustainable plastic packaging solutions to contribute to a circular economy.
- Measure and communicate the impact of innovation.



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The Scope

The Innovation Challenge will be open to all companies that are members of the Kenya Plastics Pact and are currently using plastic packaging in their operations. The challenge will focus on two areas:

I: Designing out coloured PET bottles and promoting clear PET bottles.

II: Designing out problematic additives in the HDPE Plastic packaging.

The Criteria

- Companies agree to sign up for the Kenya Plastics Pact targets and the reporting duty (this enables us to measure impact).
- Companies must be willing to innovate their packaging to follow the design guidelines.
- Companies agree to convert to clear PET for at least 1 product.
- Companies agree to eliminate the problematic additives in HDPE on at least one product.
- Companies agree to build capacity and guide other companies to be CLEAR.
- Companies commit to avail leadership teams from the technical product design, marketing team and executive team (decision makers) to be involved in the three-tier process of the innovation challenge.
- Submissions that meet the KPP design guidelines and demonstrate a clear understanding of the Circular Economy principles will have an added advantage.
- Submissions must declare (report) the baseline status – and after implementing, measure and report on impact report against the baselines (number/volume – change factor – etc.).
- Submissions must demonstrate the potential for scalability and replicability (and broader adaptations).
- Submissions must lead to improved and increased recycling rates for that product/material.



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The Process

- KPP and WWF-Kenya will host an info-session webinar to clarify any issues to potential companies.
- Companies will be invited to submit their proposals for sustainable plastic packaging solutions/designs per the design for recycling guidelines.
- Submissions will be evaluated by a panel of experts (WWF-Kenya & KPP Secretariat) based on the above criteria.
- Shortlisted companies will be invited to present their proposals to a panel of judges.
- Companies will be selected based on the judge's assessment of the proposals checklist to be developed.
- The companies will receive technical support to implement their proposals based on the three-step process:
 - Let's Go Clear! – Targeting the **technical product design team**.
 - Speak Clearly! – Targeting the **Marketing team**.
 - Are we Clear? – Targeting the **C-Suite**.

Value Proposition

- ❖ The companies will receive technical support across the three-tier innovation process, including product design and marketing.
- ❖ During and post the innovation challenge, the companies will have opportunities to co-communicate effectively with their potential customers on the step they are taking towards sustainable, easily recyclable packaging.
- ❖ Companies will participate in the BE CLEAR movement to boost companies' ESG ratings and the country's recycling rates.



Timeline

Activity	Date
<ul style="list-style-type: none">• Launch of the Innovation Challenge	Wednesday - May 31 st , 2023
<ul style="list-style-type: none">• Info-Session Webinar	Wednesday - June 21 st , 2023
<ul style="list-style-type: none">• Call for Submissions	Thursday - June 22 nd 2023
<ul style="list-style-type: none">• Submissions Deadline	Friday - July 21 st 2023
<ul style="list-style-type: none">• Working Group Meetings	August 7 th - 17 th October 2023
<ul style="list-style-type: none">• #LetsBeClearaChallenge Closing Session during the Circular Economy Conference	Thursday - October 26 th 2023