



20 November 2025

THURSDAY
Venue: TBC

SUMMIT 2025

Kenya Plastic Pact

Four years in, 4 urgent targets, and
5 years to 2030! No time to waste!

The Kenya Plastics Pact has been on a bold journey—uniting businesses, policymakers, innovators, and communities in a shared commitment to **rethink plastics, eliminate plastic waste, & drive circular solutions for plastic packaging.**

The results are visible. Our members—PROs, recyclers like Mr. Green and Taka Taka Solutions, and leading businesses such as Bidco, Bidfoods, Line Plast, Silafrica, and many more—have made measurable progress in redesigning, collecting, and recycling plastics. **Yet**, we are not where we wish to be.

Accelerate

In these four years, we have moved from vision to action:



A clear road map to guide our transition.



A coastal waste program empowering waste pickers, NGOs, & CBOs.



Design guidelines for sustainable packaging.



Capacity-building through training and industry collaboration.



A targeted elimination list for problematic plastics.



The Innovation Challenge, driving new circular solutions.

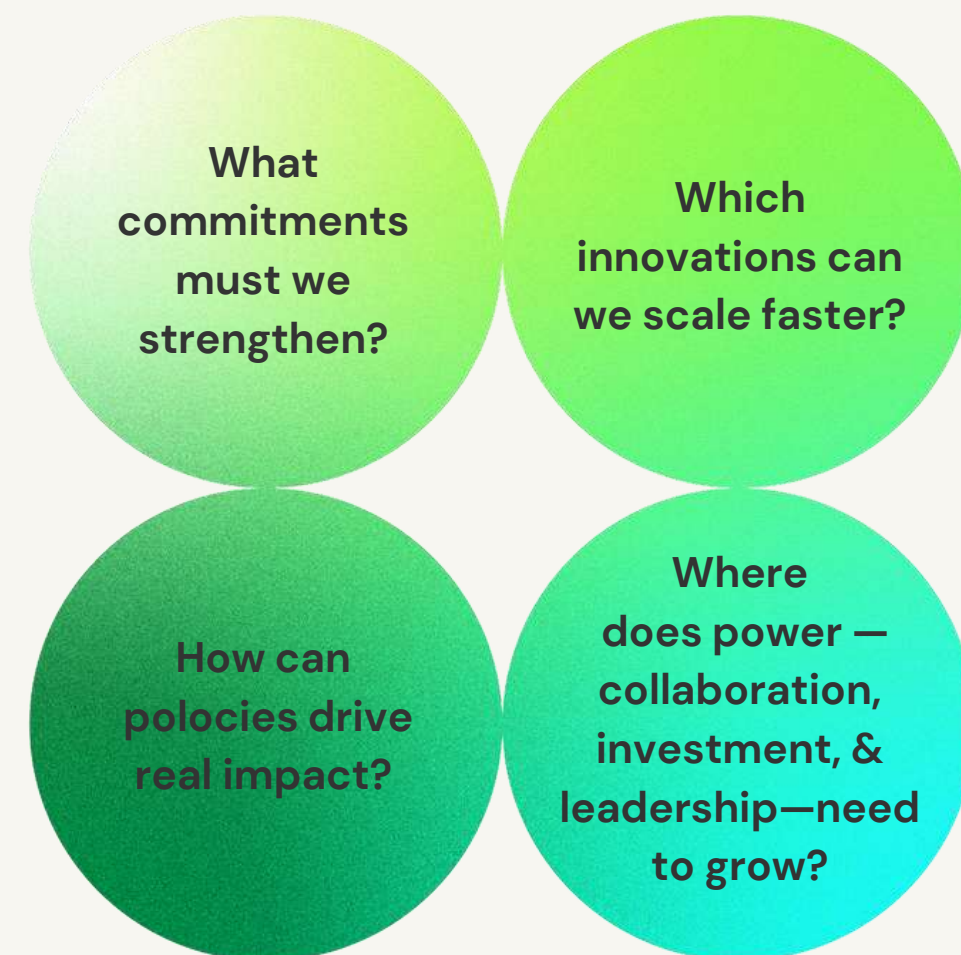


EPR implementation and strengthened regulatory frameworks with NEMA

The Next 5 Years – Scaling Up for 2030.
With just 5 years left to meet our 2030 targets, **we need to accelerate.**

This summit is about action. **We must move beyond pilots and projects to large-scale implementation.** The urgency is real. The potential is massive. The time to accelerate is **now.**

Join us as we push the boundaries of possibility, turning ambition into lasting impact.



KEY THEMES IN THE PLASTICS SPACE

EPR & GLOBAL legislation – how to make it work

Plastics Innovation – the alternatives

Community impact

Packaging – the truth about why and what

Launching new Pact – Flower Pact

Challenge – make change work

Regenerative & Low- Impact Tourism

WHY JOIN?

- Insights into circular **innovations**
- **Networking** with plastic pact members
- Collaborative vision-building sessions hands-on **workshops** for practical skills
- **Keynotes** from Plastic pact circular economy leaders

HOW TO CO-CREATE?

Showcase & Share

- **Host an exhibit or demo:** Present innovations or solutions.
- **Present a case study:** Highlight successful projects and lessons learned.
- **Demonstrate thought leadership:** Contribute insights and share expertise through interactive sessions.

Day 2 : Plastics & Packaging

08:30–09:00

Arrival & Regenerative Welcome

Herbal tea, *regenerative coffee* (*find the producer*) and foraged fruit breakfast

09:00–09:30

Morning Plenary: A Clear Roadmap for Plastic Action

The day begins with the launch and review of an **update** on ‘where we are’ guiding Kenya’s circular plastics & packaging transition.

09:30–10:00

Innovation Spotlight: The Circular Plastics Challenge & Awareness Campaign

This spotlight celebrates breakthrough innovations in packaging, waste management, and reuse systems

10:00–11:00

Tea & Juices + No Waste Expo

11:00–13:00

Breakout: Choose One

1. EPR & Legislation
2. Community Impact – Coastal Plastics
3. Flower Pact – Sector specific Plastic Action

13:00–14:00

Local Lunch & Networking Tables + No Waste Expo

A zero-waste lunch featuring ancient grains, climate-resilient crops, and produce from regenerative farms.



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Day 2 : Plastics & Packaging

14.00–15.30

4. NoWaste Workshop; Women in Waste + Creativity

14:45–15:30

5. Panel: Plastics, Tourism & Regeneration

This session highlights efforts to reduce single-use plastics in eco-lodges, marine tourism, and conservation areas, while promoting regenerative tourism models.

15:30–16:15

Closing Activation: Make Change Work – Collective Commitments

The day concludes with an inspiring showcase of innovation, a public vote on the Plastics Challenge winner, and the launch of a **Digital Commitment Card** for organizations and individuals to track progress toward their 2026 plastics goals.

NoWaste Workshop Expo + Drinks





Plenary Session

THURSDAY
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Session Description

A Clear Roadmap for Plastic Action

The day begins with the launch and review of an update on 'where we are' guiding Kenya's circular plastics transition. This session introduces:

- Sustainable packaging design guidelines
- A refreshed list of problematic plastics to eliminate
- Progress metrics toward national and Pact targets for 2026

Ideal contributors include:

- National environmental authority
- Secretariat team from the Plastics Pact
- Private sector packaging representatives
- Sustainability-focused NGOs or business alliances





Breakout Session

THURSDAY
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Session Description

1. EPR & Legislation – Making It Work on the Ground

This session breaks down how Extended Producer Responsibility (EPR) frameworks can be fully implemented, enforced, and made inclusive. It addresses regulatory clarity, producer compliance, community-level coordination, and alignment with global frameworks like the Plastics Treaty.

Speakers

TBC

- Environmental and regulatory agencies
- Industry associations
- Local waste recovery service providers
- Civil society and informal sector representatives



Breakout Session

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Session Description

2. Community Impact – Coastal Plastics

Coastal initiatives & action in the spotlight

New results, CBO efforts, Material Recovery Facilities, Local waste pickers' stories, Business development and Grassroot entrepreneurs in action. With voices of the youth, NGOs, and CBOs in Kenya's marine and island communities.

Speakers

TBC

- Local NGOs and CBOs in coastal regions
- Representatives from the floriculture + export packaging industry
- Circular economy facilitators
- Sector-specific working groups or partnerships



Breakout Session

THURSDAY
Venue: TBC

Session Description

3. Launch of the Flower Pact

The launch of the Flower Pact, a voluntary agreement focused on redesigning plastic use within Kenya's Flori (and Horti)culture sector.

Speakers

TBC

- Flower farms
- Agricultural department Embassy
- KPP secretariat



20 November 2025

Thursday
VENUE: TBC

4. No Waste Workshop + Expo

The Festival will create a space for women, youth, artists, collectors, and recyclers to bring their ideas to life by setting up innovative showcases of services and products that add value to waste, highlighting the potential of recycling and upcycling.

Art pieces, fashion items, repurposed furniture, etc, will form part of the creative collection of transformed waste materials created by community-based initiatives. will feature a public display of their work through a fashion show (catwalks) with repurposed fabrics, art exhibitions from recycled pieces, etc.

The most outstanding exhibitions will have a chance to explain the vision behind their work, inspire others, and encourage more women to be waste-preneurs.



NoWaste Workshop

During the Plastics Summit we will organise a workshop for 50 women entrepreneurs in the waste sector. It will involve practical sessions on developing entrepreneurship skills, including business planning, marketing strategies, leadership, and financial management.

The hands-on sessions will reference the Gender Mainstreaming Toolkit to empower women to find their voice and place in the sector.

Why join?

How to
co-create?

What to
expect?



Breakout Session

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Session Description

5. Plastics, Tourism & Regeneration

Tourism offers both a challenge and opportunity for circular plastic solutions. This session highlights efforts to reduce single-use plastics in eco-lodges, marine tourism, and conservation areas, while promoting regenerative tourism models.

Speakers

TBC

- Eco-tourism operators
- Conservation-based organizations
- Tourism regulatory bodies
- Community-based tourism groups

REGISTRATION & PARTICIPATION

When you participate, we like you to contribute to the event. What do you bring?

- You can offset your carbon by planting 5 trees, or support one of the local offsetting options.
- You can support the conference with promoting one of your green, sustainable, circular products or services.
- You make tasty dried fruit snacks out of cosmetic rejects? Share the flavour of circularity and promote your product at the same time.

FOOD

The food will be fully plant based and made from organic, sustainable produce. And nothing goes to waste.

Organic leftovers will become food for another round of delicious dishes later on. What goes around comes around.

DRINKS

Locally produced coffee & tea from the circular farmers in Kenya and lemonades made of the blossom of spring and aroma of tulips from the Netherlands.



DECOR

Greenery and zero net flowers, reused fabrics, chairs and the beauty of recycled plastic items.



GIFTS

Are all circular and /or regenerative. Seedlings, seeds, metal straws and funky bags made out of 2022 conference banners!



DECOR

Pleasant surprises and touches will transform your heart & mind.

We will be located at a venue that provides space, and inspiration. Preferably a university, educational institute with use of theatres, classrooms and grounds for the networking, expo and food & beverage.

**THE EVENT
WILL BE AS
SUSTAINABLE &
CIRCULAR AS
POSSIBLE IN
ITSELF!**

For all the ingredients to make the event itself as green, circular, positive and ethical as possible we will make conscious choices for suppliers & products.

Conference Organizing Partners



SUSTAINABLE INCLUSIVE BUSINESS

Sustainable Inclusive Business Kenya is a knowledge Center established through a fruitful partnership between the Kenya Private Sector Alliance (KEPSA) and MVO Nederland with the support of the Embassy of the Kingdom of the Netherlands in Kenya. SIB-K spearheads the adoption of sustainable and circular business practices in Kenya through impactful knowledge-sharing and strategic collaborations.



KENYA PRIVATE SECTOR ALLIANCE

The Kenya Private Sector Alliance (KEPSA) is the apex body for the private sector in Kenya. KEPSA brings together local and foreign business associations, federations, chambers of commerce, professional bodies that are sectoral umbrella bodies, and individual sectoral business membership organizations, corporates, from multinationals to large and medium-sized companies, SMEs, and start-ups from all sectors of the economy, across all parts of the country.

This gives KEPSA a reach of over 2 million businesses directly and indirectly. KEPSA also serves as the national focal point of the East Africa Business Council (EABC), the umbrella body of businesses in East Africa. It hosts the International Chamber of Commerce (ICC) Kenya Chapter, a member of the ICC with a reach of over 45 million businesses globally.



THEROCKGROUP

The Rock Group (TRG) is an ambitious agency driving the transition towards a sustainable economy and society. We believe that fair and sustainable business can and should accelerate this transition. Therefore, we work on entrepreneurial solutions with innovators, companies, civil society, knowledge institutes, and policymakers.

TRG has decades of experience in supporting businesses with their Sustainability Strategy, ESG, Compliance, Impact Measurement and Improvement Plans, Materiality Matrices, development of new sustainable businesses, and sustainability education (academia, master's).



Sponsors and Collaborators | Partnership Opportunities

Any partnership opportunity can be **tailored to the need and budget of the organisation**.

Sponsorships **in kind** which will cover event costs are very welcome.

We would like to keep the ticket price as low as possible to keep the **event inclusive and accessible to all**, as this is not a commercial event. As such we are looking for amazing sponsors to assist us with **making this event a success**.

Overall Event Sponsor	Co-Host	Media/ Comms	Breakout / side event	Expo & Networking Space Partner
Euro 20,000	Euro 15,000	Euro 3,000	Euro 4,000	Euro 1,000 – 50,000
Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions	Panellist slot in discussions
Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials
Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website
Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit
10 Registration tickets	8 Registration tickets	7 Registration tickets	6 Registration tickets	5 Registration tickets
Media visibility and quote	Media visibility and quote			
Plenary Speaker slot				

Sponsors and Collaborators| **In-kind Partnership Opportunities**

Any partnership opportunity can be **tailored to the need and budget of the organisation.**

Sponsorships **in kind** which will cover event costs are very welcome.

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Venue (2 days)	Food & Drinks (2 days)	AV/Tech AV/Tech	Networking space
Euro 7,500	Euro 8,000	Euro 6,000	Euro 10,000
Panellist Slot in discussions	Panellist Slot in discussions	Panellist Slot in discussions	Panellist Slot in discussions
Brand mention in materials	Brand mention in materials	Brand mention in materials	Brand mention in materials
Logo on materials and website	Logo on materials and website	Logo on materials and website	Logo on materials and website
Banner placement at summit	Banner placement at summit	Banner placement at summit	Banner placement at summit
10 Registration tickets	8 Registration tickets	7 Registration tickets	10 Registration tickets
Media visibility and quote	Media visibility and quote		
Plenary Speaker Slot			



Celebrating 10 years of Great
Milestones in Sustainability

Pre-registration



PRE-REGISTRATION & GETTING IN TOUCH

If you'd like to pre-register, learn more about the events and how to become a partner or sponsor, please reach out and we will send more information and arrange a call.

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