



Designing out waste in Kenya, and how to promote it

By Wekesa Zablon, Circular Design Nairobi

YouTube live-stream on 12 May 2021, 4 pm WAT

revolve.media/circular

ceipafrika.org

circulardesignnairobi.com

As regards a more circular economy, the situation in Kenya is ...

1. **First and foremost, the need for a roadmap**
2. **Diverting waste resource from landfills**
3. **Need for**
 - Extended Producer Responsibility schemes & business models for plastics
 - Packaging standard to guide manufacturers in industry
 - Materials audit in construction industry to get a real picture of resource utilization and due to a boom in construction
4. **Exploring opportunities to enhance Value addition in the agriculture sector**
5. **Human resource in urban townships and cities (especially young people) is underutilized**

Our main communication and engagement challenges are

- 1. Demonstrating the economic roadmap for how circularity can be sustainable**
- 2. Gaining and ensuring Buy-in from key stakeholders and industry leaders on: Why Now?!**
- 3. Clear commitment to (how to) finance Kenya's transition to circularity**
- 4. MSMEs and community-based interventions and mapping strategies for use cases**

We address these communication & engagement challenges by ...

- 1. Investing in circular scenarios, using experiences to showcase possible future outcomes**
- 2. Building confidence through well-documented research & phased implementation strategy**
- 3. Creating an environment where risk can be understood - and involving stakeholder in the development of new financial instruments for circularity & addressing risks**
- 4. Highlighting Use-cases for the concept - even when we know they might not exist three or five years from now**



**What is YOUR QUESTION
about our circular economy
communication challenges?**

Thank you !

revolve.media/circular

ceipafrika.org

circulardesignnairobi.com