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KEPRO
Kenya Extended Producer Responsibility Organization
Collaboration | Commitment | Circularity | Community

THE 3RD ANNUAL KEPRO

Circular Packaging Conference 2025

21 OCTOBER 2025 | Hyatt Regency Nairobi

Concept note



www.kepro.co.ke

About KEPRO

Established in 2021, the Kenya Extended Producer Responsibility Organization (KEPRO) is a private-sector-led organization representing over 1,000 member companies in the non-hazardous packaging sector, dedicated to managing post-consumer waste for non-hazardous products in Kenya.

Operating in alignment with provisions of the Sustainable Waste Management Act of 2022, KEPRO unites key stakeholders in the packaging industry to implement Extended Producer Responsibility (EPR).

Through strategic collaborations, policy advocacy, and industry-led initiatives, KEPRO aims to accelerate Kenya's transition towards a circular economy, ensuring responsible waste collection, recycling, and resource recovery.



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Conference
Overview

The 3rd KEPRO Annual Packaging Conference serves as a high-level multi-stakeholder forum, convening industry leaders, academia, policymakers, practitioners, researchers, recyclers, investors, and environmental advocates to engage in critical conversations around sustainability, circular economy, and ethical practices in packaging under the overarching theme: " Thriving Together: People, Planet, Progress." This theme reflects on the need for compliance-driven sustainability efforts and a holistic, innovative-led approach that promotes both environmental and economic resilience.

Theme: Thriving together: People, Planet Progress



Conference
Goals

- Explore innovative opportunities in advancing the packaging waste value chain.
- Foster collaboration between producers, policymakers, civil society, academia, and the informal sector to co-develop solutions that benefit both people and the planet.
- Highlight the role of vulnerable and marginalized groups in the sustainability transition, with a focus on green jobs, social equity, and community empowerment.
- Facilitate dialogue around strengthening national and county-level policies to support regenerative development, and effective governance
- Assess Kenya's progress in implementing mandatory EPR compliance and explore policy harmonization across the East African Community (EAC).
- Empower consumer and producer responsibility in adopting ethical and sustainable packaging practices.

Key Discussion Areas

Day 1: Setting the tone:

Panel session 1:

Enabling Waste Pickers and Formalizing the Sector (45 mins)

Thematic Focus: People

Green Jobs and Social Equity

This session will examine the social aspects of transitioning to a circular economy, with a particular focus on how empowering and integrating waste pickers can drive economic value and strengthen sustainability outcomes. Key areas of discussion will include promoting social equity and inclusion, creating green job opportunities, positioning EPR as a viable business model, fostering collaboration for behaviour change, and building the capacity of waste management operators.





Presentation 01:

Case study: Packaging Waste Management case for South Africa (20 mins – Presentation and Q&A)

This presentation will showcase South Africa's approach to managing packaging waste under its EPR framework, highlighting key policies, implementation strategies, and industry collaboration. The case study will offer practical insights into how South Africa has structured its producer responsibility schemes, engaged stakeholders, and driven measurable progress in packaging waste recovery and recycling. Attendees will gain lessons that can inform regional practices and inspire scalable solutions in similar contexts.

Panel session 2:

Challenges and Opportunities in Sustainable Packaging Innovations (45 mins).

Thematic Focus: Planet

Circular Design, Return Systems and Lifecycle Assessment

This panel will delve into the technical and practical dimensions of sustainable packaging, with a focus on innovations that minimize waste, enhance traceability, and support full lifecycle responsibility. Key discussion areas will include the design and execution of packaging return schemes, the application of lifecycle assessment (LCA), and the challenges faced in implementation alongside opportunities to scale up and improve efficiency.

Presentation 2:

Case study: Successful take-back model for packaging waste/incentivization model/traceability (20 mins – Presentation and Q&A).

This case study will highlight an effective take-back system for packaging waste, showcasing how incentivization and traceability mechanisms have been used to drive recovery rates, stakeholders participation, and accountability across the value chain.

> ***"Circular design, return systems, and lifecycle assessment are smart strategies for cutting costs and creating value."***

Key Discussion
Areas

Day 1: Setting the tone:

Panel session 3:

Beyond Obligation – EPR as a Catalyst for Circular Innovation (45 mins).

Thematic Focus: Progress

Beyond Obligation - EPR as a Catalyst for Investment Opportunities

This session will explore how Extended Producer Responsibility (EPR) frameworks can evolve from regulatory requirements into powerful drivers of innovation, entrepreneurship, and investment. By moving beyond a compliance mindset, EPR presents a strategic opportunity to unlock financing for circular economy initiatives, particularly in sustainable packaging. The session will highlight Kenya's EPR journey: past, present, and future, and showcase the role of financial institutions, development partners, and private sector actors in accelerating packaging innovation. It will also spotlight inclusive financing models such as micro-lending, cooperative-based funding, and digital platforms that enable broader access to capital for circular solutions.



> *"Extended Producer Responsibility isn't just about compliance, it's about taking ownership, driving innovation, and building a circular economy that works for both business and the planet."*

Presentation 3:

Relevance of the EU Packaging and Packaging Waste Regulations (PPWR) to Kenya's context (20 mins - Presentation and Q&A).

This presentation will examine the key provisions of the EU's Packaging and Packaging Waste Regulations (PPWR) and their implications for Kenya. It will highlight opportunities for alignment, trade readiness, and how local stakeholders can draw lessons from the EU's regulatory approach to strengthen packaging sustainability and compliance frameworks in Kenya.

End of Day: EPR Success Stories

To close the day, this session will spotlight real-world success stories of EPR implementation from both local and international contexts. Speakers will share practical experiences, lessons learned, and measurable impacts achieved through effective EPR strategies. The session aims to inspire stakeholders with tangible examples of how EPR can drive environmental, social, and economic value when embraced as a business opportunity not just a compliance requirement.







Expected Session

Outcomes

By convening this high-level dialogues, the conference seeks to:

- Generate industry-wide recommendations for overcoming EPR compliance challenges.
- Develop a roadmap for regional EPR harmonization across East Africa.
- Encourage innovation in sustainable packaging materials and design methodologies.
- Strengthen partnerships among government, industry players, and the informal waste sector.
- Enhance knowledge-sharing on emerging technologies and investment opportunities.

KACPC seeks to bring awareness, inspire action!



Awards Gala Diner:

The Sustainability, Packaging Innovation & Circular EconomyAwards,

SPiCE Awards 2025



KEPRO is proud to present the second edition of the Sustainability, Packaging Innovation & Circular Economy Awards (SPiCE Awards), a key highlight of the III KEPRO Annual Circular Packaging Conference 2025.

Following the success of the 2024 edition, this year's awards will celebrate impactful leadership, innovation, and collaboration driving Kenya's circular economy. Aligned with the theme "Thriving Together: People, Planet, Progress," the SPiCE Awards will honor individuals, businesses, and institutions making measurable strides in sustainable packaging, recycling, and environmental stewardship.

Awards Gala Diner Details

Theme:

Futuristic Frontiers – All Black Edition

Time:

6:00 PM - 10:00 PM

Venue:

Hyatt Regency, Westlands, Nairobi

Award Categories

5

Theme:

Futuristic Frontiers - All Black Edition





For the 2025 SPiCE Awards, we embrace the theme ***"Futuristic Frontiers – All Black Edition"*** to honour bold innovation and forward-thinking in sustainable packaging. As we look ahead to the future of circularity, this theme captures the spirit of progress, disruption, and design excellence. The all-black aesthetic represents power, elegance, and the depth of possibility, a visual tribute to those leading us toward a smarter, cleaner, and more circular tomorrow.

This is also a call to reimagine what's possible when sustainability meets creativity, and when purpose is woven into every product, process, and package. "***Futuristic Frontiers***"also symbolizes a shift from compliance to innovation, from waste to value, and from obligation to opportunity. This year, we're not just celebrating impact; we're spotlighting the visionaries shaping the next era of packaging and circular economy in Kenya and beyond.

Award Objectives

- Recognize excellence and innovation in sustainable packaging and circular economy practices.
- Inspire adoption of circular economy principles across value chains and industries.
- Encourage compliance with Kenya's Sustainable Waste Management Act (2022) and 2024 Extended Producer Responsibility (EPR) regulations.
- Amplify success stories that demonstrate tangible social, economic, and environmental benefits.
- Foster collaboration among producers, recyclers, civil society, and consumers.

Award Categories

01 Excellence in Sustainable Packaging Innovation



Award Objective

To recognize outstanding achievement in developing packaging solutions that are innovative, environmentally responsible, and aligned with circular economy principles. This award celebrates designs that balance functionality and efficiency with sustainability including recyclability, reusability, and reduced environmental impact. It aims to inspire industry-wide innovation and highlight packaging as a powerful driver of positive change.

Target Group

Packaging Manufacturers, Designers, Product Developers, and Brand Owners.

Criteria

01 INNOVATION/ORIGINALITY
Demonstrates a significant departure from conventional packaging methods.

02 ENVIRONMENTAL PERFORMANCE
Incorporates eco-friendly materials and reduces resource consumption.

03 SCALABILITY
Potential for adoption across industries or markets.

04 MEASURED IMPACT
Evidence of reduced carbon footprint, waste generation, or improved recyclability.

Award Categories

02 Excellence in Packaging Recovery & Recycling Systems

Award Objective

To reward organizations that have implemented effective, innovative, and inclusive systems for packaging recovery, recycling, or material reclamation. This award highlights impactful approaches that close the loop enhancing circularity, reducing waste, and driving collaboration across the packaging value chain. It also aims to showcase scalable models that promote environmental responsibility while creating



Target Group

Recycling Companies, Producer Responsibility Organizations, Logistics Providers, and County waste Management Partners

Criteria

01 OPERATIONAL EFFECTIVENESS
Demonstrated success in logistics, recovery rates, and process efficiency.

02 COLLABORATION
Cross-sector partnerships that enhance impact and scale.

03 INNOVATION
Deployment of technology or methods improving traceability, sorting, or material yield.

04 ENVIRONMENTAL OUTCOME
Evidence of waste diversion, resource conservation, or circular reintegration.

Award Categories

03 Public Awareness & Behavior Change Award

Award Objective

To recognize strategic communication, education, and advocacy efforts that have significantly improved consumer or stakeholder awareness and behavior around sustainable packaging and waste management. This award celebrates impactful campaigns and initiatives that inspire lasting mindset shifts, promote responsible consumption, and empower communities to actively participate in the circular economy.



Target Group

NGOs, Civil Society Organizations, Media Agencies, Advocacy Groups, and Education Institutions.

Criteria

01 AUDIENCE REACH
Breadth and depth of campaign exposure

02 ENGAGEMENT QUALITY
Evidence of stakeholder participation and message retention.

03 INNOVATION IN DELIVERY
Use of creative tools, platforms, or formats to convey sustainability messages.

04 DOCUMENTED OUTCOME
Demonstrated shifts in knowledge, attitudes, or behaviors.

Award Categories

04 Circular Business Impact Award

Award Objective

To recognize enterprises that have successfully embedded circular economy strategies into their core operations, creating measurable impact across commercial performance, environmental stewardship, and policy leadership. This award honors businesses that demonstrate how circularity can drive innovation, profitability, and system-wide transformation while setting new standards for sustainability in the private sector.



Target Group

Large Corporations, Manufacturers, Producer Associations, and integrated Waste Value Chain Actors

Criteria

01 FINANCIAL PERFORMANCE
Evidence of improved revenue, cost efficiency, or return on investment from circular initiatives.

02 STRATEGIC INFLUENCE
Contributions to sector transformation, policy engagement, or national EPR alignment.

03 BUSINESS MODEL INNOVATION
Integration of circularity into the core business strategy.

04 SCALABILITY & REPLICABILITY
Clear pathways for expansion, adoption, or replication in other sectors or regions.

Award Categories

05 Data-Driven Take-Back Excellence Award

Award Objective

To honor organizations that have established robust, transparent, and technology-enabled take-back systems for post-consumer packaging. This award recognizes excellence in reverse logistics, traceability, and data-driven reporting — showcasing how smart systems can enhance accountability, optimize recovery, and support evidence-based decision-making in the circular economy.



Target Group

Brands, Retailers, Aggregators, Technology Providers, and Compliance Scheme Operators.

Criteria

01 SYSTEM DESIGN
Structure and coverage of the take-back program

02 DATA INTEGRATION
Use of digital tools to track collection volumes, material flows, and compliance.

03 TRANSPARENCY
Quality reporting and data accessibility for stakeholders.

04 IMPACT EVIDENCE
Quantifiable outcomes in material recovery, emissions reduction, or cost savings.

Eligibility

Open to companies, SMEs, startups, community-based organizations, academic institutions, and individuals operating in Kenya. Projects must have been initiated or active within the last 24 months.

Award Criteria

The awards will overall be judged by an expert panel based on the following overarching criteria, with specific considerations for each category

- Alignment with category criteria
- Quality and depth of supporting evidence
- Degree of innovation and originality
- Measurable environmental, social, and/or business impact
- Replicability and scalability of the initiative
- Contribution to national or sectoral sustainability goals

Application Process

Eligibility

- Open to companies, SMEs, community groups, academic institutions, and individuals within Kenya.
- Initiative applying must have been implemented or active within the last 24 months.

Submission Requirements

Applicants must submit:

- A completed online application form.
- Provide a detailed description of the company or initiative (max 1,000 words) detailing objectives, implementation, and successes
- Supporting documents (photos, data, testimonials, certifications, etc.)

Timelines

Call for Application

September 1st, 2025

Submission Deadline

October 10th 2025

Shortlisting and Jury Review

October 11th 2025 – October 17th, 2025

Award Ceremony

October 21st 2025, after the conference

Why should you participate?

Participating in the KEPRO Sustainability Awards offers the following benefits:

Recognition and Prestige: Be celebrated as a national leader in sustainability, circularity, or innovation, an endorsement that enhances your brand reputation across industries and sectors.

Strategic Visibility: Get featured during the SPiCE Gala and in post-conference publications, social media highlights, and national media coverage.

Knowledge Exchange: Connect with peers, experts, and policymakers to share ideas, best practices, and partnership opportunities that can unlock new solutions.

Policy and Compliance Alignment: Demonstrate and benchmark your compliance with Kenya's EPR framework and Sustainable Waste Management Act, positioning your organization for regulatory readiness and leadership.

SPiCE Awards 2024 Highlights



2024 SPiCE winners highlight:

Slums going Green and Clean - Winners of the Consumer Education and Awareness Award, Haco Industries Limited - Winners of Circular Economy Leadership, Chemolex Limited - Winners of Innovation & Tech in Packaging Design, Mtaa Safi Initiative - Winners of Packaging Recovery and Recycling and ***M-taka Waste Solutions Limited - Winners of Small and Medium Enterprise (SME) Circularity.***



Joseph Nguthiru - CEO Hyapak



Benson Abila - CEO M-Taka Solutions Ltd

Sponsorship
Opportunity

The 3rd KEPRO Annual Circular Packaging Conference is an event bringing together industry leaders, policymakers, and sustainability experts to promote innovation in circular packaging solutions.

Why Partner With Us?

A partnership with KEPRO 2025 offers your organization:

01

Targeted Exposure

Promote your brand to industry leaders, policymakers, and professionals actively seeking solutions in the industry.

02

Networking Opportunities

Engage directly with key stakeholders during exclusive events.

03

Thought Leadership

Align your brand with innovation and global progress.

2024 KACPC
Event STATS

The 3rd KEPRO Annual Circular Packaging Conference is an event bringing together industry leaders, policymakers, and sustainability experts to promote innovation in circular packaging solutions.

ATTENDANCE

500+

SESSIONS

6

SPiCE WINNERS

12

WATCH VIDEO

WATCH KACPC II VIDEO HIGHLIGHTS

Purchase a
BOOTH



PREMIUM 6X3 BOOTH - KES 25,000

STANDARD 3X3 BOOTH - KES 15,000



MEMBER:

Early Bird KES: 1,500

Regular KES: 2,000

NON MEMBER:

Early Bird KES: 2,500

Regular KES: 3,000



Sponsorship

Tiers

PLATINUM SPONSOR

1,000,000

- Premium logo placement across all marketing materials (print, digital, banners, backdrops, livestreams).
- Complimentary 6x3 booth in prime location.
- Exclusive banner placement on main stage (max 2).
- Keynote session named in your honor (e.g. “Opening Keynote Presented by [Your Company]”) + opportunity to moderate.
- Opportunity to present an award at the SPiCE Awards Gala.
- Full-page ad in conference program.
- Corporate table of 12 at the SPiCE Awards Gala.
- 2 Featured sponsor spotlight posts on KEPRO’s social media pages
- Media exposure, including TV/radio interviews and press features.
- Access to delegate list (name, org, role; with consent).
- Access to an exclusive breakout -resting lounge for VIP’s only
- Inclusion in post-event report as Platinum Thought Leader.
- Certificate of Appreciation.

SUBSCRIBE

GOLD SPONSOR

500,000

- Prominent logo placement across all marketing materials (print, digital, banners, backdrops, livestreams).
- Complimentary 6x3 booth.
- Banner placement at conference podium (max 2).
- Opportunity to moderate a session.
- Opportunity to present an award at the SPiCE Awards Gala.
- Half-page ad in conference program.
- Corporate table of 9 at the SPiCE Awards Gala.
- 1 Featured sponsor spotlight posts on KEPRO’s social media pages
- Media exposure, including TV/radio interviews and press features.
- Recognition in post-event report.
- Certificate of Appreciation.

SUBSCRIBE

SILVER SPONSOR

250,000

- Logo placement across all marketing materials (print, digital, banners, back-drops, livestreams).
- Complimentary 3x3 booth.
- Banner placement at venue entry points.
- Opportunity to speak in a session.
- Quarter-page ad in program.
- Corporate table of 6 at SPiCE Awards Gala.
- Mention in sponsor spotlight social media carousel.
- Recognition in post-event report.
- Certificate of Appreciation.

SUBSCRIBE

BRONZE SPONSOR

150,000

- Logo placement across all marketing materials (print, digital, banners, back-drops, livestreams).
- Complimentary 3x3 booth.
- Banner placement at venue entry points
- 1/8-page ad in conference program.
- Corporate table of 3 at SPiCE Awards Gala.
- Mention in sponsor spotlight social media carousel.
- Recognition in post-event report.
- Certificate of Appreciation.

SUBSCRIBE

To Purchase or Inquire please reach out to communications desk:

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