



# THE 3RD ANNUAL KEPRO Circular Packaging Conference 2025

21 OCTOBER 2025 Hyatt Regency Nairobi

## Contact Us

KAM BUILDING, MWANZI RD, OPP. WESTGATE

**P :** +254 795 177205

**E :** [info@kepro.co.ke](mailto:info@kepro.co.ke)

**W :** [www.kepro.co.ke](http://www.kepro.co.ke)



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## Concept note



# 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, both people and the planet.



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

## Panel session 01:

**From Awareness to Action: Consumer Behaviour as the Engine of EPR Success**

**Thematic Focus: People  
My Waste, My Responsibility!**

**Panel Discussion 35mins**

This session looks at how changing people's daily habits is key to making Kenya's Extended Producer Responsibility (EPR) work. The law under Section 13 of the Sustainable Waste Management Act, 2022, requires producers to take care of waste from their products. But this will not succeed unless households and communities also take part. We chose "Consumer Behaviour as the Engine of EPR Success" because it fits directly with the People part of our theme *Thriving Together – People, Planet, Progress*. Producers and government can set up systems, but it is the actions of ordinary people that decide whether waste is sorted, recycled, and reused.



## Presentation 01:

**3 Short presentations (10 mins)**

This session will feature three presentations highlighting research and initiatives on consumer behavior, and their role in advancing the success of EPR from the following organizations:

### 1. Kenya Alliance of Resident Associations (KARA)

KARA will focus on how resident associations mobilize households for waste segregation and awareness.

### 2. M-taka Waste Solutions Ltd

M-taka will describe how their tech platform and outreach campaigns change consumer habits in urban communities.

### 3. Kenya Extended Producer Responsibility Organization (KEPRO)

KEPRO will outline its Consumer-led transformation initiatives on segregation pilot and lessons learned.

**Q&A 5 mins**

## Panel session 2:

**Challenges and Opportunities in Sustainable Packaging Innovations.**

**Thematic Focus: Planet  
Circular Design, Return Systems and Lifecycle Assessment**

**Presentation 10 mins**

**Topic: Packaging waste management case for South Africa**

This session will feature a presentation from a South African Producer Responsibility Organization who will present a case study on take-back systems and lifecycle assessments. Their insights will shed light on how South Africa's approach compares to Kenya, offering lessons and opportunities to strengthen sustainable packaging solutions locally."

## Panel Discussion 35 mins:

The session will explore how circular design, return systems, and lifecycle assessment can be leveraged to reduce environmental impact while enhancing business resilience and consumer value and incentives. Panelists will share insights from diverse sectors industry, academia, policy, and entrepreneurship highlighting how collaboration, innovation, and systems thinking are essential to achieving the goals of circularity.

**Q&A 5 mins**



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

# Key Discussion Areas

## Panel session 3: EPR as a catalyst for investment opportunities

**Thematic Focus: Progress Investment opportunities and global policies**

SESSION PROUDLY SPONSORED BY:



**Presentation 10 mins**

**Topic: Relevance of the EU Packaging and Packaging Waste Regulations (PPWR) to Kenya's context**

In this session, we will have a presentation from Denmark on the Relevance of the EU Packaging and Packaging Waste Regulations (PPWR) to Kenya's Context.

The discussion will shed light on how global regulatory frameworks can inform Kenya's approach to sustainable packaging, offering key lessons, opportunities, and insights for local stakeholders.



*“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.”*

## Panel Discussion 35 mins:

This session will explore how Extended Producer Responsibility and related regulations are not simply compliance obligations but enablers of innovation, investment, and competitiveness within Kenya's waste management and packaging ecosystem.

EPR fees, when effectively channeled, provide reliable financing for recycling infrastructure, waste collection, and innovation. This creates opportunities for entrepreneurs, investors, and recyclers while strengthening circular business models. Rather than hindering growth, EPR fosters a level playing field and opens the door for businesses to gain competitive advantage through sustainability leadership

## 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 Economy Awards,

### 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:**  
*To Be Discussed*
- 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.

01

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

02

**03 SCALABILITY**  
Potential for adoption across industries or markets.

03

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

04



# 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.

01



#### 02 COLLABORATION

Cross-sector partnerships that enhance impact and scale.

02



#### 03 INNOVATION

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

03



#### 04 ENVIRONMENTAL OUTCOME

Evidence of waste diversion, resource conservation, or circular reintegration.

04



# 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

01



#### 02 ENGAGEMENT QUALITY

Evidence of stakeholder participation and message retention.

02



#### 03 INNOVATION IN DELIVERY

Use of creative tools, platforms, or formats to convey sustainability messages.

03



#### 04 DOCUMENTED OUTCOME

Demonstrated shifts in knowledge, attitudes, or behaviors.

04



# 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.

01



#### 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.

03



#### 04 SCALABILITY & REPLICABILITY

Clear pathways for expansion, adoption, or replication in other sectors or regions.

04



# 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

01



#### 02 DATA INTEGRATION

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



#### 03 TRANSPARENCY

Quality reporting and data accessibility for stakeholders.

03



#### 04 IMPACT EVIDENCE

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

04



## 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

July 21st 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** of Innovation & Tech in Packaging Design, **Mtaa Safi Initiative** - Winners of Packaging Recovery and Recycling **M-taka Waste Solutions Limited** - Winners of Small and Medium Enterprise (SME) Circularity.



Joseph Nguthiru - CEO Hyapak



Benson Abila - CEO M-Taka Solutions Ltd

# 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 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.

# 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, backdrops, 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, backdrops, 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:

Email: [communications@kepro.co.ke](mailto:communications@kepro.co.ke) / [winnie@kepro.co.ke](mailto:winnie@kepro.co.ke)

Call: 0795 177205 / 0113809298