

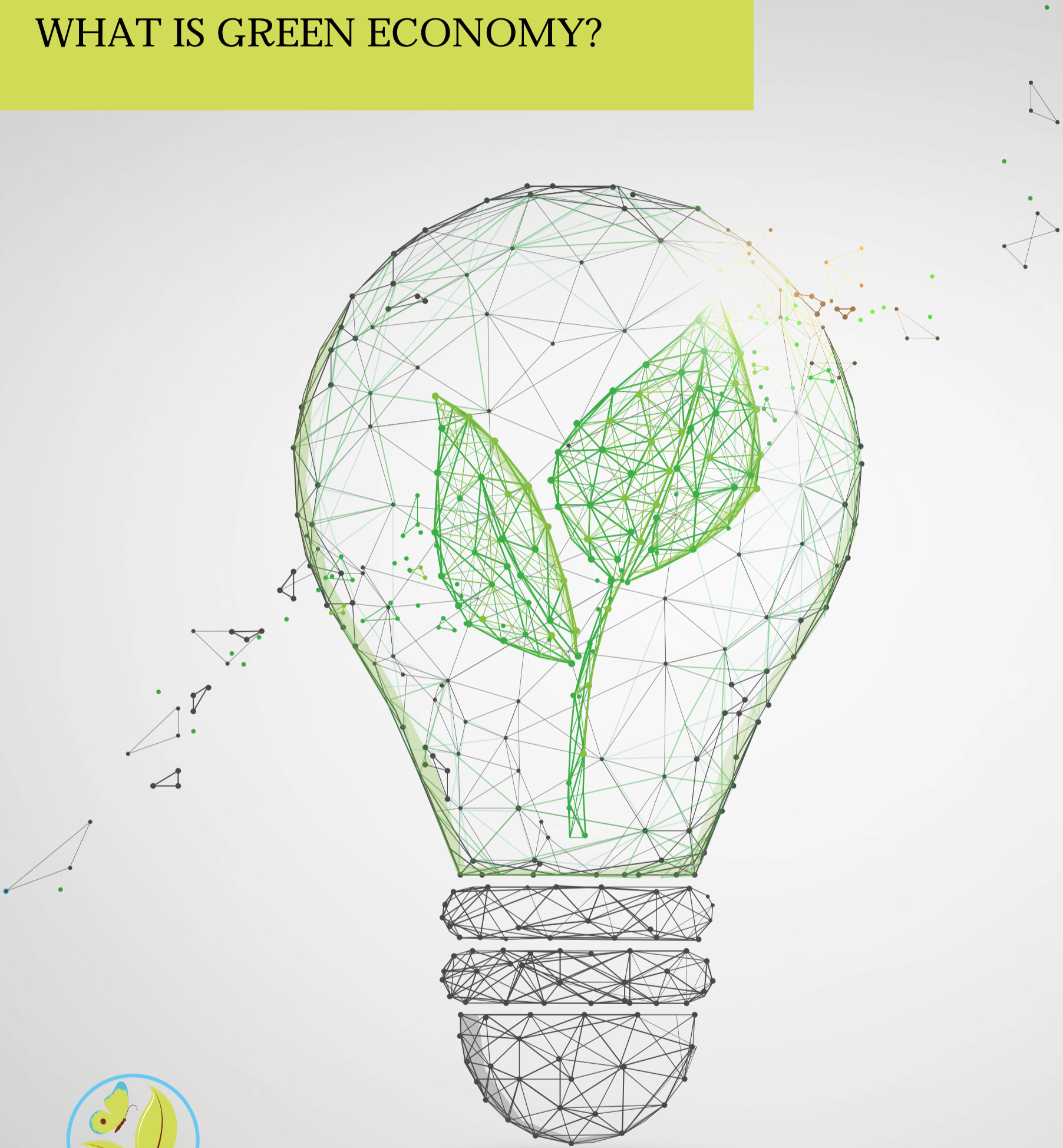
# WASTE-FREE KENYA Building the CIRCULAR ECONOMY

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WHAT IS BLUE ECONOMY?

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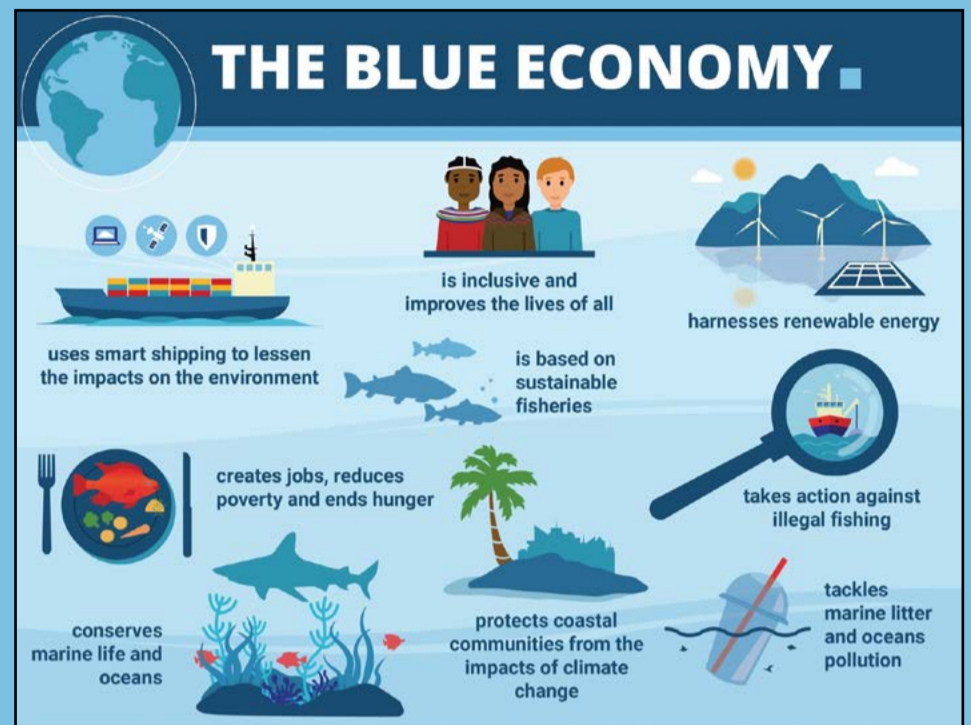
WHAT IS GREEN ECONOMY?



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## WHAT IS BLUE ECONOMY?

**// Sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem. //**



The Blue Economy is the “Sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem.” The Blue Economy model aims for improvement of human wellbeing and social equity, while significantly reducing environmental risks and ecological scarcities. It is a new development mindset and its essence is to develop marine economy while protecting marine ecosystem well and to achieve sustainable utilization of marine resources.

### Main Components of the Blue Economy?

The blue economy has diverse components, including established traditional ocean industries such as fisheries, tourism, and maritime transport, but also new and emerging activities, such as offshore renewable energy, aquaculture, seabed extractive activities, and marine biotechnology and bioprospecting.

### Blue Economy in Kenya

Kenya’s Blue Economy comprises an array of maritime resources including the living resources (capture fisheries, aquaculture, mangroves, corals, seagrasses, seaweeds, and Artemia), the non-living resources (marine minerals including salt, offshore oil, and gas), the renewable resources (wind energy, tidal energy, solar energy, and blue biotechnology), and trade and commerce (tourism, shipping, maritime transport, and ports).

To harness the Blue Economy opportunities, Kenya has established the State Department for Fisheries, Aquaculture and the Blue Economy to co-ordinate the development of policy, legal, regulatory and institutional framework for the fisheries industry and the blue economy. The state department also oversees the overall policy for exploitation of agro-based maritime resources.

Kenya has an abundance of untapped maritime resources along its coast. The Kenyan Government through the Blue Economy Secretariat and its partners, launched the Go Blue initiative in Kenya. The four-year programme aims to protect Kenya’s coastal ecosystems while creating environmentally friendly jobs in a host of industries, including recycling, tourism and small-scale fishing. It is designed to foster a “sustainable blue economy” in six coastal counties and generate more than 3,000 jobs for youth and women alone. Go Blue will focus on helping coastal communities develop those resources in a way that is sustainable and that provides economic opportunities for women and youth. The initiative will bring inclusive, integrated and sustainable approaches to economic growth, while developing new work streams, like small-scale fisheries, waste recycling, aquaculture or tourism, and technical skills in blue economy sectors, strengthening value chains and tackling regional bottlenecks.

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# WHAT IS A CIRCULAR ECONOMY?

A circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible that aims at tackling global challenges like climate change, biodiversity loss, waste and pollution. In the traditional waste management system, materials move through a linear “make-use-dispose” process where they are manufactured from raw resources, consumed and ultimately sent to a dumpsite.

**Aim:**

A circular economy aims to eliminate waste, not just from recycling processes, but throughout the lifecycles of products and packaging. A circular economy aims to maximize value and eliminate waste by improving the design of materials, products, and business models. A circular economy goes beyond recycling. The goal is not just to design for better end-of-life recovery, but to minimize the use of raw materials and energy through a restorative system. In a circular economy, the value of products and materials is maintained for as long as possible. Waste is minimized and resources are kept within the economy when a product has reached the end of its life, to be used again to create further value.

**Circular Economy is an economy in which participants strive to:**

1. Minimize the use of raw materials
2. Maximize the useful life of materials and other resources through resource recovery
3. Minimize waste generated at the end-of-life of products and packaging.

**How Will We Achieve a Circular Economy?**

**1. A circular economy calls for a culture change.**

Our relationship with the products and services we purchase will be changed fundamentally in a circular economy. Producers will be required to produce products for easier repair, reuse, remanufacturing and recycling. To shift to a circular economy, we need to change our views about waste, to recognize the value in materials we would have sent to dumpsites and acknowledge the influence of the linear economy on our lifestyle choices.

**2. A circular economy calls for a group effort.**

To achieve this shift, we will need the support and cooperation of all partners, including municipalities, producers, waste management service providers and consumers. Kenyans from all walks of life will have to develop a culture of waste reduction, reuse and recycling. New,

innovative operating methods and opportunities to maximize the use of materials will come from cross-sectoral collaboration and bold leadership, and will be built on existing efforts. Education and awareness are essential to nudge these changes and will be critical to support an increased public participation.

**3. A circular economy calls for strong leadership.**

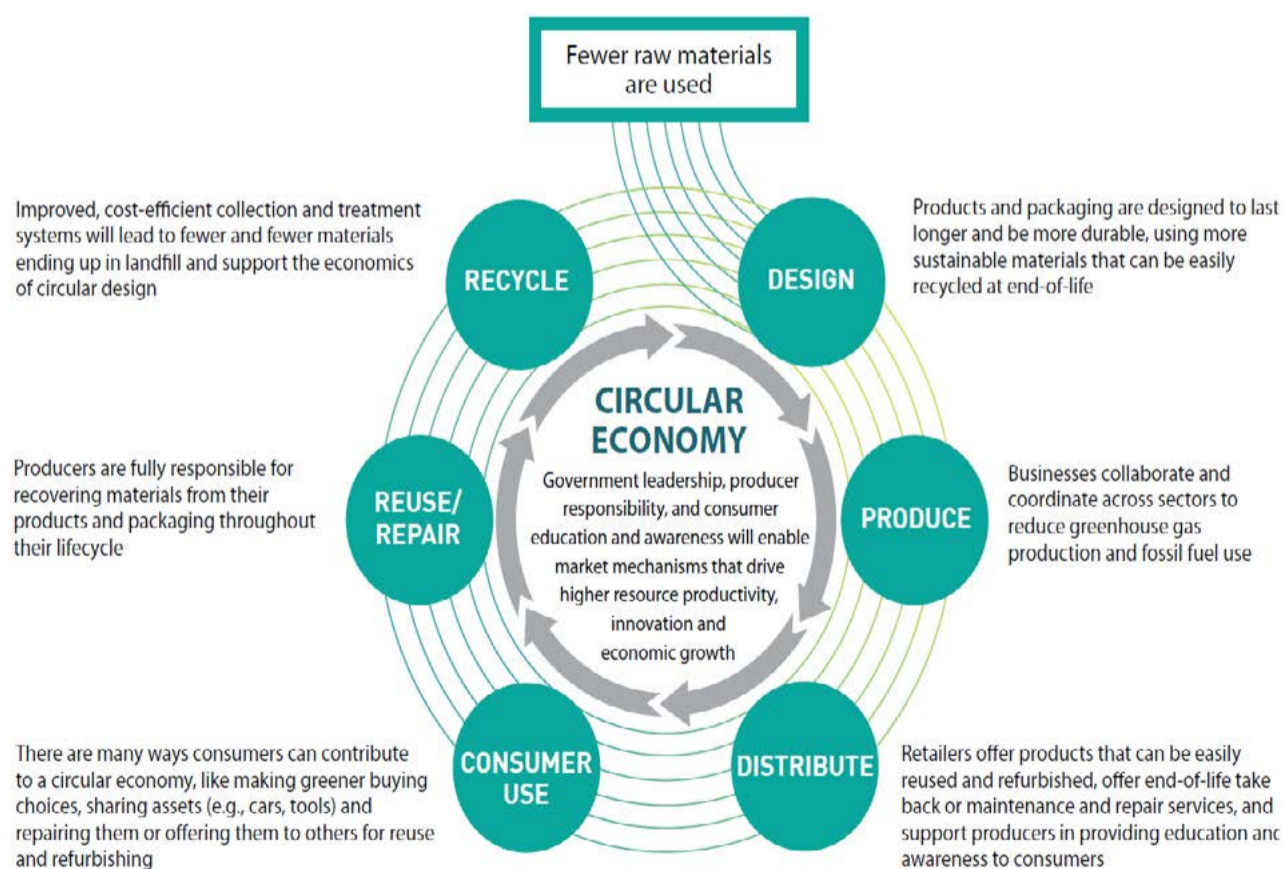
Scaling up to a circular economy will require government leadership. We need to change and develop the necessary policy framework. Traditional views about waste lead to a framework focused on end-of-life management and an inefficient diversion system. This has stalled progress in resource recovery and waste reduction. The Government of Kenya, has put a number of successful policy directions towards circular economy, including the GESIP, Sustainable waste management policy and Bill and the draft Extended Producer Responsibility Regulations that promote circularity. Some case studies of Circular economy activities in Kenya include;

**1. The Case Study - Design Innovation:**

In February 2020 Unilever launched its first plastic packaging (for its “Sunlight” product) made from 100% recycled flexible materials. They will be marketed in Kenya and the rest of the East African sub-region. This initiative is part of the wider “U-Turn [3] Waste Management Project” run by this corporation since 2018 (Unilever, 2020).

**2. A Zero Waste Case Study: Kilifi Moringa Estate:**

Kilifi Moringa has an innovative 360 degrees approach enshrined in its production process (Kilifi Moringa, 2020). The company grows moringa trees and produces a variety of products from the leaves and seeds. Kilifi Moringa produces seed cake from pressing oil which is currently being tested for the production of biogas. The cake can be used as organic fertiliser as it is rich in nitrogen and phosphorus for improving soil fertility. Once the moringa oil has settled, the by-product is a sludge or mud that is used to make facial masks for the beauty industry.





## WHAT IS GREEN ECONOMY?

A Green Economy is defined as low carbon, resource-efficient and socially inclusive economy which aims at reducing environmental risks, managing ecological scarcities and aims for sustainable development without harming the environment. A Green Economy is driven by the desire to achieve growth in employment and income through investment which ensures that the infrastructure and assets allow reduced carbon emission and pollution, energy and resource efficiency is enhanced, and biodiversity is conserved.

### What are the six pillars of Green Economy?

The 'Green Development' theme has identified six strategic pillars: climate change, resource saving and management, circular economy, environmental protection, ecosystem protection and recovery, water conservation and natural disaster prevention.

### Why is Green Economy important?

A Green Economy is a clean, environmentally friendly economy that promotes health, wealth, and well-being. A Green Economy is dependent on sustainable development – which means growing our economies in ways that benefit, not sacrifice, social justice and equity as well as the environment.

### Characteristics of Green Economy

- Green economy facilitates sustainable development.
- It is resource and energy-efficient.
- This economy creates decent work and green jobs.
- It respects planetary boundaries or ecological limits or scarcity.
- It involves integrated decision making.
- It is equitable, fair and just – between and within countries and between generations.
- It protects biodiversity and ecosystems.

### How can we promote Green Economy?

A transition to a Green Economy involves expanding green production and markets; reducing depletion of natural resources and degradation of ecosystems caused by economic activity; and increasing reliance on low-carbon energy supply to mitigate climate change.

### What is Green Economy in Kenya?

Kenya's key policies and programmes supportive of a Green Economy include investments in renewable energy, promotion of resource-efficient and cleaner production, enhanced resilience to economic and climatic shocks, pollution control and waste management, environmental planning and governance, and restoration of forests.

Kenya's long-term development goals are outlined in Kenya Vision 2030. The vision seeks to create "a globally competitive and prosperous country with a high quality of life by 2030."

Kenya has taken several steps towards a green economy and developed a strategy that seeks to consolidate, scale up and embed green growth initiatives in national development goals. The Green Economy Strategy and Implementation Plan (GESIP) provides the overall policy framework to facilitate a transition to a green economy and outlines the need to mainstream and align green economy initiatives across the economic, social and environmental spheres.

#### Case Studies of Green Economy activities

Kenya's Green economy programmes cut across several sectors which include among others; Geothermal Power production in the Rift Valley, Wind power generation in Ngong and Kipeto Hills in Kajiado County and Turkana Wind Farm, solar power generation in Garissa and Kilifi Counties. In the private sector, Strathmore University has also installed solar power and is able to generate power for its own consumption.



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