



NATIONAL ENVIRONMENT MANAGEMENT AUTHORITY

**REPORT ON CAPACITY BUILDING FOR JOURNALISTS ON AEHPMP
ENVIRONMENTAL REPORTING HELD AT SEMARA HOTEL IN MACHAKOS
COUNTY**

25TH TO 27TH MAY 2025



1.0 INTRODUCTION

The National Environment Management Authority (NEMA) through the department of Corporate Communication in collaboration through the support of World Bank Project (Africa Environmental Health and Pollution Management) organized for a journalists training from various media houses across different counties for capacity building for journalists on AEHPMP environmental reporting.

The purpose of the training the journalist was to strengthen their environmental reporting skills to enable them provide more informed coverage on environmental issues accurately and effectively. Environmental reporting is a complex area for most journalists and hence the need to keep them abreast on the current trending in the environmental sector.

The training was carried out from 25th to 27th May 2025 at the Semara Hotel, Machakos County. The training for journalist was organized and coordinated by the Corporate Communication Department.



NEMA staff and journalists during the training at Semara hotel in Machakos

2.0 Objectives

The objectives of the capacity building for journalists on AEHPMP environmental reporting were as follows;

- Component of World Bank (Strengthening Institution, Policy and Regulatory, Demonstration and Application Tools, Publications)
- Draft E-Waste Regulations (Electrical, Electronic & Equipment, E-waste and Extended Producer Responsibility – EPR, Licenses & Permits)
- Kenya approach to Waste Management Regulations (Licenses and Permits)
- State of Environment (SOE) 2022-2024 (Evolution of Environment Degradation)
- NEMA at a glance
- Nurturing Strategic Partnership with Media (Reporting and Developing Stories)

3.0 PRELIMINARIES

DAY 1

The Deputy Director Corporate Communication, Mr. Evans Nyabuto welcomed the Participant. He introduced a comprehensive programme for the two days training urging the journalist to be proactive in reporting environmental matters.

a) Component of World Bank

The training began with the journalist being walked through the Component of World Bank Project which was well presented by Mr. Newton Osoro, the environmental specialist for the project- who stated that the project aims at Strengthening Institution, Policy and Regulatory, Demonstration and Application Tools, Publications.

He defined E-Waste as any device (Electrical, Electronic and Equipment) that is discarded and that have reached the end of their useful life. This includes items like computers, mobile phones, televisions, and household appliances. E-waste emphasizes the electronic components and materials that these devices contain, many of which can be toxic if not handled properly.

E-waste causes air pollution, soil and water pollution as a result of heavy metals like mercury, there's need to dispose E-waste at designated points. Programme to manage or handle E-waste has been put in place by the government. This has been done through policy interventions by gazettment of regulations, training and involving the community.

Gaazetted Regulations like Waste Management Regulations which includes E-waste (Electrical, Electronic Equipment's Waste), and Extended Producer Responsibility (EPR). They were familiarized on the restrictions and prohibitions of waste management. Highlighting the critical role the media's played in Environment matters bridging the gap between policy, public awareness, and accountability. This ensured that journalists' understanding of key environmental policies and regulatory frameworks in Kenya was well explained. In this effect participants were taken through an overview and key highlights on environmental regulations. They were also informed of the restrictions and prohibition of the Regulations and Storytelling techniques essential for impactful environmental journalism.



NEMA Ag. Director Legal Services, Erastus Gitonga speaking to the journalists during the training

b) Draft E-Waste Regulations

Mr. Erastus Gitonga, walked the journalist through draft E-waste Regulation. He gave an overview and highlight of the regulation. By introducing the EWaste Regulation and Extended Producer Responsibility he also told them about the restriction and prohibitions of handling E-waste.

Importers of E-waste must obtain all approval from NEMA and should be labeled to ensure no dumping of E-waste. Producers are also required to register and be issued with compliance certificate annual. The producer is expected to declare to the Authority the total E-waste that they will be handling and list the type of products. They are also expected to separate/segregate the waste and in case they intend to establish a collection center they must register

c) Kenya approach to Waste Management Regulations

Mr. Francis Chwanya, who is in charge of waste department at NEMA, introduced the journalist on the type and level of waste as municipal waste and hazardous waste. According to Environmental Management and Coordination Act, (EMCA), waste is any matter solid, liquid, gaseous or radioactive material prescribed to be waste and includes hazardous waste, non-hazardous waste, industrial waste, and other categories. EMCA and its related regulations emphasize proper waste management practices, including segregation, collection, transportation, and disposal, with a focus on minimizing environmental impact.

Kenya prohibits importation of hazardous waste and encourages segregation of waste from hazardous and non-hazardous waste. To effectively handle waste, the journalists we given a list of licenses issued by NEMA namely; License to transport waste; whereby vehicles transporting waste should be well labeled, covered, have a tracking document and dispose of waste at designated sites etc., own operate waste disposal site can be an incinerator, recycling plants or transfer station which must meet certain approval conditions and finally permit to export waste that involves transboundary movement of waste which is guided by Basel Convention.

DAY 2

a) State of Environment (SOE) 2022-2024

Dr. Charles Lange gave a lengthy talk on the State of environment report in Kenya. He started by giving a brief component of environment which include the biotic environment comprising of all living things. He gave the situational analysis of the environment comparing the past and current status. He also tackled the global

scenarios which are common in the environment. His parting shot was that each and every one should safeguard the environment.

b) Nurturing Strategic Partnership with Media



Corporate Communication Deputy Director, Evans Nyabuto responding to queries from journalists during the training in Machakos

Introduction on media reporting was done by Paul Ogembo who said that media reporting, Electronic Waste (E-waste) and developing stories. In reporting, give an account of something (whether written or spoken) that you have observed, heard, done, or investigated. In journalism, reporting must be factual, accurate, objective, and neutral, balanced and has ethical considerations. He noted journalists need to embrace-Beat reporting- S where journalist/reporter choose an area of interest and becomes a specialist in that area like science or environment

Reporting on E-waste requires interpretative journalism which goes beyond the basic facts of an event or topic to provide context, analysis, and possible consequences. It is when a reporter gives meaning and relevancy for the audience to understand the

topic. Interpretative reporting develops as the result of careful thought and analysis of an idea which provides deeper public understanding.

Mr. Ogembo stated that there are many rules to writing a good story and good writers/journalists/reporters follow them like using a storyboard, which is a sketch of how to organize a story and a list of its contents from the first to the last paragraph. This defines the parameters of a story within available resources and time, organize and focus a story and figure out what medium to use for each part of the story.

The journalists were tasked to write an environment story on the topics they had been trained. They were divided into four groups.

c) Use a storyboard to develop a story from the presentations

On a sheet of paper, sketch out what the main story will look like and the elements it will include;

- What is the nut graph?
- What is the context of the story?
- Where is the golden quote?
- What are the links to the other sections of the story?
- What multimedia elements do you want to include?
- What video, audio, pictures or graphics would best tell each part?
- What is the concluding paragraph?

4.0 Questions and Answers

The following questions were raised and responded to during the training by various experts;

1. How to ensure Kenya doesn't become a dumpsite for E-waste?
 - a. Management of Electronic Waste
 - b. Annual compliance certificate
 - c. Declare Tonnage
 - d. Disclose commodities
2. Where fire occurs in slum like Kibera, whose responsibility is it?
 - a. Obligation of Recyclers who needs approval according to EMCA waste transport license
 - b. If donation all equipment must bear year of manufacturing
3. Where should we take E-Waste?
 - a. Should be taken to collection designated Ewaste centers
4. Are there incentive for disposing E-waste and considering the distance to designated collection center?
 - a. No set rules or laws on providing incentives
 - b. its individual obligation to dispose of Ewaste designated collection centers
5. Why does Authority emphasis on E-waste instead of improving EPR?
 - a. The regulation on Ewaste was gazetted before EPR regulation which is currently with a consultant
6. What happens to donation from government? Who's responsible of government?
 - a. Theres an agency in place that deals with counterfeit that survey on consignment the involves nema
7. Has NEMA tried to partner with county?
8. What requirement for donation for school, churches?
9. What stage is the draft EPR regulation?
10. What measures are taken against transfer of responsible end of life equipment?
11. What mechanisms has NEMA put in place for recycling?

12. What or how long are going to actualize policy on waste management?
13. If there is a framework or policy on waste management?
14. Who bears the cost of waste segregation?
15. Where was benchmarking done for waste segregation?
16. What stage is the draft at all?
 - a. Final stage

5.0 ACHIEVEMENT

Environment stories were written and journalists promised to write more stories on environment more so on E-Waste. Since the media have a high reach, this would more impactful.

The following stories were written as part of the training as the trainer showcased how to develop titles for different environmental reportages;

1. MRF: NEMA's Game Changer in Waste Management – Nairobi Daily
<https://nairobidaily.co.ke/2025/05/26/mrf-nemas-game-changer-in-e-waste-management/> (removed later from the official site) (published but later removed as it was part of learning)
2. Residents of Mitheu, Machakos decry the rising respiratory health complications due to E.Waste Dumping Site (not published online)
3. Title: How Eastleigh Residents in Machakos Are Struggling with Cable Burning and Toxic Pollution (not published online)
4. Why failure to sort waste could land you in jail ^{IGP}

<https://www.kbc.co.ke/why-failure-to-sort-waste-could-land-you-in-jail/> (Still available online)

6.0 WAY FORWARD

- Journalist from other Regions (Nyanza, Western, Coast etc.) to be taken through capacity building for journalists on AEHPMP environmental reporting.
- It was agreed that NEMA will be engaging the trained pool of journalists whenever there is need to report environmental stories particularly on e-waste.
- Trained journalists to developed interest and regularly write stories on e-waste.

7.0 CONCLUSION

More training of journalists should be organized to ensure the journalists are more informed on current environmental issues to be able to report regularly and accurately. Most importantly, the e-waste sector is ever evolving and there is need to be up to date on progress being made nationally and globally on this critical stream of waste.