



KEPRO:

Kenya Extended Producer
Responsibility Organization

Jordan

September, 2022

About me:



Contact Info:

Email: priyantanna@gmail.com

+254 716 952 722

[linkedin.com/in/priyantanna](https://www.linkedin.com/in/priyantanna)



- **25 + years**
 - Steel
 - Packaging
 - Consulting
- **Education:**
 - Materials Engineer
 - MBA
 - RCM II Practitioner | TPM | WCM
- **Roles**
 - **Currently:**
 - KEPRO Technical Lead Consultant / CEO
 - CEO DRiFT (Founded 2020)
 - **Previously:**
 - Founding Chair of KEPRO
 - Co-Chair of Kenya Plastics Action Plan
 - CEO General Printers Limited
 - Reliability and Improvements Manger at ArcelorMittal

Perspective

Municipal Solid Waste Streams in Nairobi



Source: Kenya National Bureau of Statistics (NBS), 2014; Kenya Municipal Corporation (Nairobi City Council), 2014; Kenya National Bureau of Statistics (NBS), 2014; Kenya National Bureau of Statistics (NBS), 2014

COLLABORATION

COMMITMENT

CIRCULAR ECONOMY

The Waste Problem in Kenya



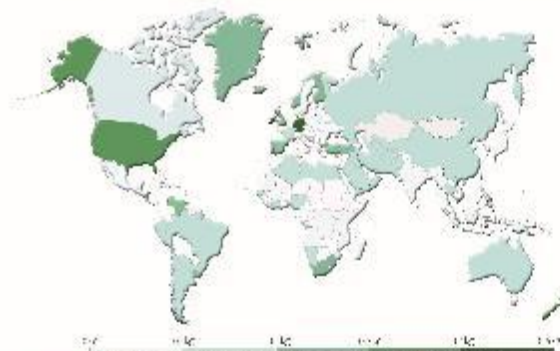
Source: Kenya National Bureau of Statistics (NBS), 2014

COLLABORATION

COMMITMENT

CIRCULAR ECONOMY

Kenya vs. Global consumption of Plastics



Source: World Bank, 2014; Kenya National Bureau of Statistics (NBS), 2014

	Industrialized	Kenya
Consumption (kg/ Person / day)	0.3+	0.03
Policy	Yes	No
Best Practice	Yes	No
Investment R&D	Yes	No
Recycle Rate	30-50%	??

COLLABORATION

COMMITMENT

CIRCULAR ECONOMY



KEPRO

Kenya Extended Producer Responsibility Organization
Collaboration | Commitment | Circular Economy

WHY WE STARTED:

- Formed to organize stakeholders
- Balance approach of Economy & Environment
- Transition from Linear to Circular Economy

WHAT WE DO:

- Waste Management “Robin Hood”
- Help increase national awareness
- Protect Kenya’s natural environment from waste and pollution

HOW WE OPERATE:

- **Membership Driven | Non-Profit | NGO**
- Support members by developing & implementing EPR schemes to manage Post Consumer Waste
- Increase recycling capacity & local value addition within Kenya
- Goal => cleaner environment & creating more jobs.
- Design to promote reuse & repair of packaging before it has to be recycled, and ultimately transition all packaging materials to circular design.



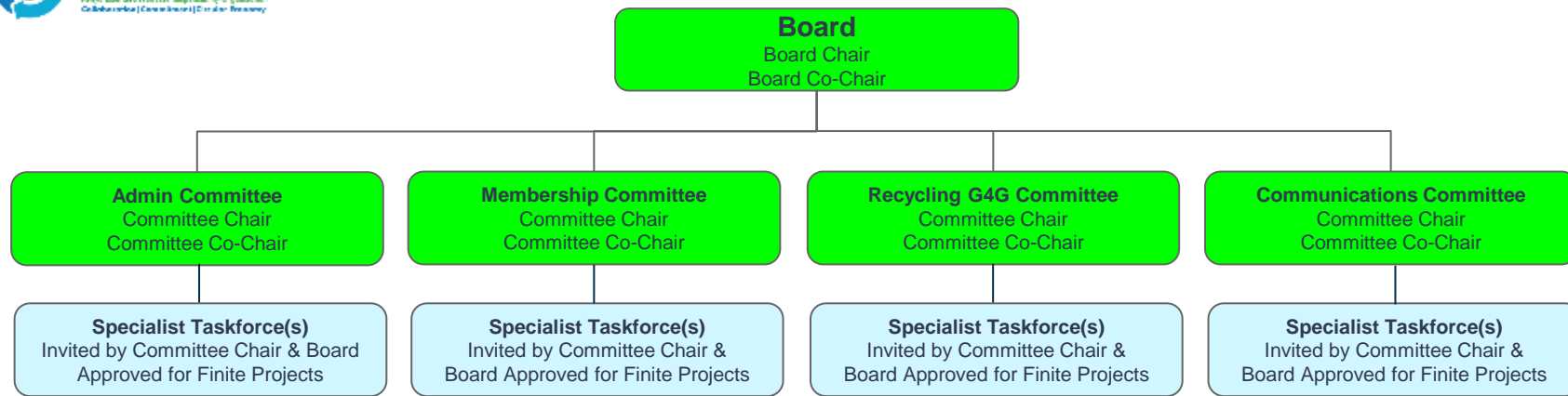
TRASH
↓
CASH

Legal Framework

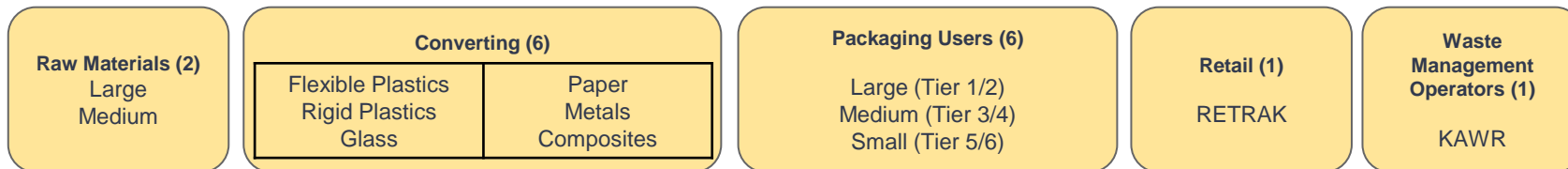
- Solid Waste Management bill signed into law July 2022 paving the way for:
 - 5 PRO's
 - Packaging Waste (KEPRO)
 - Electronic Waste
 - Automotive Waste
 - Hazardous Waste
 - Composite / All other
 - All waste to be directed to Material Recovery Facilities by municipality
 - Segregation at source
 - 6 month window to transition from voluntary to mandatory system
 - Clearly defined reporting and regulating measure
- KEPRO registered in January 2021
 - Membership Managed
 - Non Government
 - Non Profit
 - Voluntary Participation but transitioning to **Mandatory**



KEPRO Board Structure, Composition, Renewal Terms & Pre-Qualification



← VALUE CHAIN STAKEHOLDERS (16 Representatives) →



→ SUCCESSION PLANNING & CONTINUITY OF BOARD



Fee Structure

Annual Membership Fee

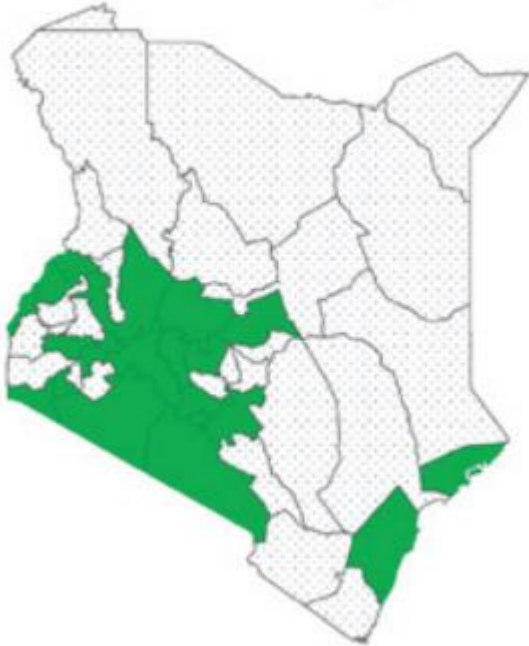
- Based on Tiers
 - 6 Tiers based on size
 - Smallest fee: 5,000/-
 - Largest fee: 500,000/-
- Used to administer the PRO
 - Overheads
 - IT / Communication etc
- Annual Certificate issued
 - Used to apply for NEMA operating Permit
- Quarterly Compliance certificate issued against random audits on volume declarations
 - Random Lottery
 - 2 from each tier
 - Backwards audit to manufacturer
- Membership Registry to be posted on KEPRO Website
 - NON compliant members will be de-registered & reported.
 - Association with de-registered members is enforceable by NEMA

Monthly Usage Declaration Fee

- Fees determined via EPR Councils
 - Representation from across the value chain with objective to balance economics vs environment
- Brand owners: 10/- per kg declared
- Manufacturers: 0.3/- per kg declared
 - Cross check mechanism
- **Criteria for EPR Subsidy Distribution**
 - Recyclers brought on through stringent TOR process and contracts
 - Monthly declaration of recycled (Value Added) volumes
 - Pay 15/- per kg
 - Payment made on Valid ETR sales
 - Encourage innovative methods support informal sector
 - Funding Allocation
 - 60% G4G
 - 30% Impact Activity
 - 10% Contingency



RECYCLING G4G



- 13 Contracted Recyclers
- Focus on flexible post consumer plastics

Headline Figures (March 2021 – July 2022):

- Ksh 37.8M Paid to recyclers + VAT
- 6,409 Tons Recycled
- 4,541 Tons Post Consumer waste
- 3,962 Tons pellets
- 1,158 Tons Bread Bags (25.5%)
- Q4 mobilizing to set up EPR councils for:
 - Flexible Plastics
 - Rigid Plastics
 - PET
 - Glass
 - Paper
 - Metal
 - Composites

MEMBERSHIP



- 351 Members YTD (Voluntary)
- 10,000 + Members expected by 2023 as we move to **MANDATORY**



- Quarterly Townhall's to update
- Annual General Meeting to report and elect new Board of Directors



- Fees reviewed Annually
 - Membership Fee (annually)
 - EPR Fee (monthly)
 - EPR Fee based on material fraction
 - Higher fees set for harder to recycle materials



COMMUNICATIONS



- **Monthly Impact Activities with partner recyclers and CBO's (Community Based Organizations)**



- Focus on Awareness & Education

- Managing membership & stakeholder expectations







ADMIN & TREASURY



- Stringent oversight of:
 - Governance & Ethics
 - Budget / Finance
 - Hiring
 - Policy Framework
 - Strategy

KEPRO Strategic Roadmap

- Our True North
- One page guiding document

<p>Q1-0201 (2019-2020) 2020-21</p>  <p>What is unique about KEPRO?</p> <ul style="list-style-type: none">• Our purpose is to create an annual plan with all our stakeholders by 2017• Our model based on global best practices designed for local context & is led by industry• Work at the regional level that all provide expertise to the stakeholders <p>Our Core Values</p> <ol style="list-style-type: none">1. Collaboration: To work together, collaborate & bring people with different backgrounds together2. Commitment: All strategies, policies & actions are sustainable & are implemented3. Creativity: Develop & Seek New Strategy in Keeping with the Recycling Economy <p>MILESTONES TO 2020</p> <table border="1"><thead><tr><th>2020</th><th>2021</th><th>2022</th></tr></thead><tbody><tr><td>Expand Focus to Municipal</td><td>Single Use Plastic Packaging</td><td>All Single Use Packaging</td></tr><tr><td>40%</td><td>60%</td><td>80%</td></tr></tbody></table> <p>Linear Economy Move Flows</p> <table border="1"><tr><th>Majority</th><th>Minority</th><th>Minority</th></tr></table> <p>Recycling Economy Move Flows</p> <table border="1"><tr><th>Majority</th><th>Minority</th><th>Minority</th></tr></table> <p>Circular Economy Move Flows</p> <table border="1"><tr><th>Majority</th><th>Minority</th><th>Minority</th></tr></table>	2020	2021	2022	Expand Focus to Municipal	Single Use Plastic Packaging	All Single Use Packaging	40%	60%	80%	Majority	Minority	Minority	Majority	Minority	Minority	Majority	Minority	Minority	<p>OUR TRUE NORTH</p> <p>Purpose: Accelerating the growth of our Recycling Economy, leading to a Circular Economy for the state of our future generation through education, training and investment. Our strategic vision is to increase our recycling rate to 80% by 2020, & to create a Circular Economy that will add value to all stakeholders in the recycling process while also adding a long-term economic benefit to the recycling industry through the creation of jobs and economic stability by supporting local businesses & providing economic stability to the Recycling Economy.</p>  <p>KEPRO'S PRO & EPR MODEL</p> 	<p>DEFINITIONS OF ORIGINAL, RECYCLED & CIRCULAR ECONOMY</p>  <p>Original Economy: The flow of primary resources through production to provide goods and services to consumers.</p> <p>Recycled Economy: The flow of materials that have been recycled into new products.</p> <p>Circular Economy: A system of production & distribution that eliminates waste through the continual reuse of resources.</p> <p>Our Vision: To create a circular economy where all resources are used, and no material is wasted. Our goal is to create a recycling economy that is profitable, sustainable, and creates jobs. Our vision is to create a circular economy where all resources are used, and no material is wasted. Our goal is to create a recycling economy that is profitable, sustainable, and creates jobs. Our vision is to create a circular economy where all resources are used, and no material is wasted. Our goal is to create a recycling economy that is profitable, sustainable, and creates jobs.</p>																					
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<p>MAJOR CHAIN STAKEHOLDERS KEPRO & KEPRO ENGAGEMENT</p> <p>Raw Material Suppliers (e.g. pulp, steel, plastic) & upcycle materials (e.g. cardboard, old tires)</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way <p>Manufacturers (e.g. food and beverage, plastic, metal, etc.)</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way <p>Wholesale Distributors (e.g. hardware, food, etc.)</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way <p>Retailers (e.g. hardware, food, etc.)</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way	<p>KEPRO'S PROVEN EPR MODEL</p> <p>1. Collaborate with all stakeholders in the recycling process to create a new product that can be used in a new way</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way <p>2. Collaborate with all stakeholders in the recycling process to create a new product that can be used in a new way</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way <p>3. Collaborate with all stakeholders in the recycling process to create a new product that can be used in a new way</p> <ul style="list-style-type: none">• Run a waste-to-energy plant that transfers its by-product into materials to create a new product• Collaborate with us to create a new product that can be used in a new way	<p>KEPRO MANAGEMENT TEAM</p> <table border="1"><thead><tr><th>2017-2018</th><th>2018-2019</th><th>2019-2020</th></tr></thead><tbody><tr><td>Chairman: Brad C. Jones</td><td>Chairman: Brad C. Jones</td><td>Chairman: Brad C. Jones</td></tr><tr><td>CEO: Don D. Jones</td><td>CEO: Don D. Jones</td><td>CEO: Don D. Jones</td></tr><tr><td>Executive Director: Don D. Jones</td><td>Executive Director: Don D. Jones</td><td>Executive Director: Don D. Jones</td></tr><tr><td>Finance: Don D. Jones</td><td>Finance: Don D. Jones</td><td>Finance: Don D. Jones</td></tr><tr><td>Marketing & Outreach: Don D. Jones</td><td>Marketing & Outreach: Don D. Jones</td><td>Marketing & Outreach: Don D. Jones</td></tr><tr><td>Operations: Don D. Jones</td><td>Operations: Don D. Jones</td><td>Operations: Don D. Jones</td></tr><tr><td>Public Affairs: Don D. Jones</td><td>Public Affairs: Don D. Jones</td><td>Public Affairs: Don D. Jones</td></tr><tr><td>Recycling: Don D. Jones</td><td>Recycling: Don D. Jones</td><td>Recycling: Don D. Jones</td></tr><tr><td>Technical: Don D. Jones</td><td>Technical: Don D. Jones</td><td>Technical: Don D. Jones</td></tr><tr><td>Waste: Don D. Jones</td><td>Waste: Don D. Jones</td><td>Waste: Don D. Jones</td></tr></tbody></table>	2017-2018	2018-2019	2019-2020	Chairman: Brad C. Jones	Chairman: Brad C. Jones	Chairman: Brad C. Jones	CEO: Don D. Jones	CEO: Don D. Jones	CEO: Don D. Jones	Executive Director: Don D. Jones	Executive Director: Don D. Jones	Executive Director: Don D. Jones	Finance: Don D. Jones	Finance: Don D. Jones	Finance: Don D. Jones	Marketing & Outreach: Don D. Jones	Marketing & Outreach: Don D. Jones	Marketing & Outreach: Don D. Jones	Operations: Don D. Jones	Operations: Don D. Jones	Operations: Don D. Jones	Public Affairs: Don D. Jones	Public Affairs: Don D. Jones	Public Affairs: Don D. Jones	Recycling: Don D. Jones	Recycling: Don D. Jones	Recycling: Don D. Jones	Technical: Don D. Jones	Technical: Don D. Jones	Technical: Don D. Jones	Waste: Don D. Jones	Waste: Don D. Jones	Waste: Don D. Jones						
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AGM Report



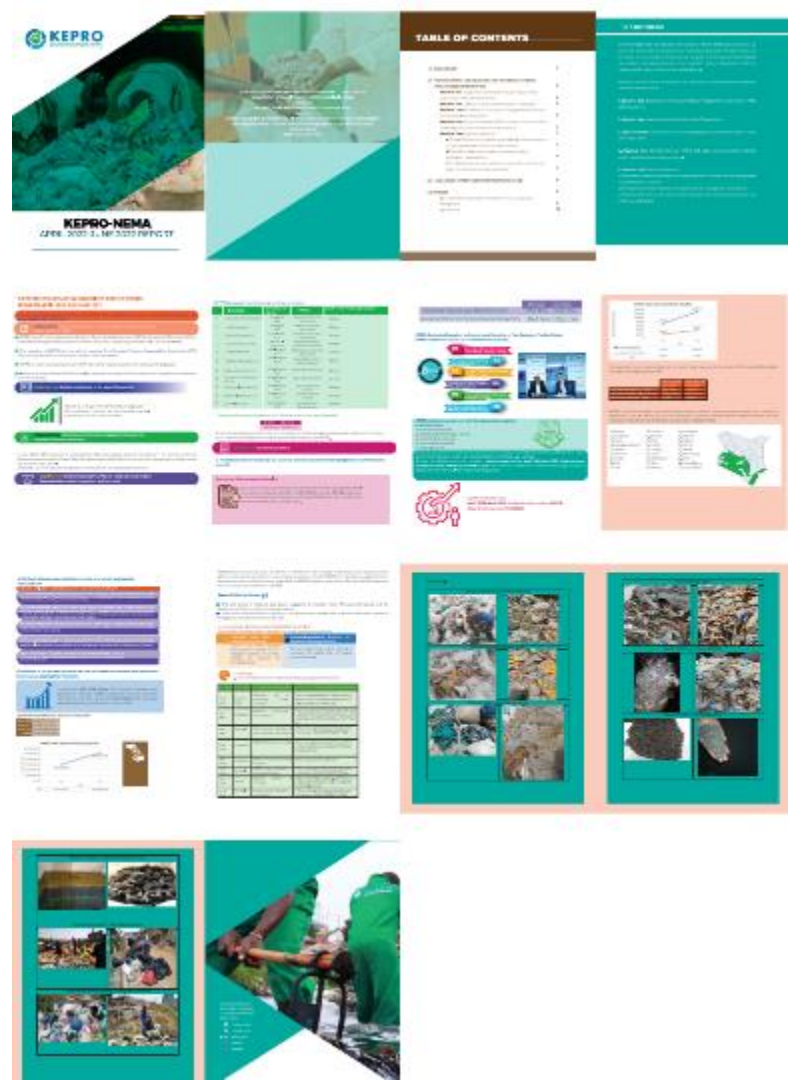
KEPRO Membership H1 Report

- Report out to membership quarterly
- Key achievements
- Town Hall
- Social Media / Email



KEPRO NEMA Report

- Report to NEMA Quarterly
- Objective based updates on progress, issues and actions



Challenges	Solution
<ul style="list-style-type: none"> • Voluntary system 	<ul style="list-style-type: none"> • Solid Waste Management legislation and EPR Regulations will require Mandatory participation
<ul style="list-style-type: none"> • Education & Awareness 	<ul style="list-style-type: none"> • Schools Project • Community Engagement / Working with informal sector • X - Prize
<ul style="list-style-type: none"> • Segregation at Source 	<ul style="list-style-type: none"> • Solid Waste Management Bill
<ul style="list-style-type: none"> • Design for Recyclability 	<ul style="list-style-type: none"> • Working with KPP (Kenya Plastics Pact)
<ul style="list-style-type: none"> • VAT (Value Added Tax) [16%] 	<ul style="list-style-type: none"> • Need to reduce to 5% or Zero Rate to formalize sector
<ul style="list-style-type: none"> • Recycling Capacity & Capability 	<ul style="list-style-type: none"> • Appetite for investment awaiting successful implementation of SWM Bill
<ul style="list-style-type: none"> • Software to manage data • Membership Registration • Membership Monthly Declarations • Recyclers Monthly Declarations 	<ul style="list-style-type: none"> • KEPRO Developing Custom Software • To be launched Q4 2022
<ul style="list-style-type: none"> • Talking • Trash 	<ul style="list-style-type: none"> • Walking • Cash

Thank you ...



Contact Info:

Email: priyantanna@gmail.com

Mobile: +254 716 952 722

[linkedin.com/in/priyantanna](https://www.linkedin.com/in/priyantanna)



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