

# Welcome to the Webinar series “PROs around the globe”

PAKPRO’s path to inspire a shift in consumer and industry behaviour – a mission to promote sustainable packaging practices



We will start in a few minutes!

# Presenter Profile



## Joyce Gachugi – Waweru (Mrs.)

- **Experience:** 18 Years Experience in Sustainability Management & Leadership
- **Areas:** Public & Private Sector Experience – Energy Sector, Waste Management, Carbon Asset Development, Packaging Sector
- **Regions:** Roles across US, Africa and United Kingdom
- **Education:** Environmental Science (Kenyatta University, Bsc. Hons), Public Policy (Strathmore Business School, MPPM), Circular Economy (Cambridge University), Extended Producer Responsibility (University of Copenhagen)
- **Current:** Chief Executive Officer – PAKPRO



## PROS AROUND THE GLOBE: A CASE OF KENYA

### THE PACKAGING PRODUCER RESPONSIBILITY ORGANIZATION

**PAKPRO®**



# AGENDA

01

## Introduction to PAKPRO®

- **Who we are**
- **Our Story, Values & Mission**
- **Our Strategic Objectives**

02

## Overview of the Value Chain

- **PAKPRO Categories**
- **Our Service Offering**
- **Our Processes**
- **Engagement with Value Chain**

03

## Governance & EPR Fees

- **Governance Structure**
- **Value Proposition**
- **EPR Fees**

04

## Q & A Session





# 1. Introduction to PAKPRO

## About Us

### PAK PRO: The Packaging Producer Responsibility Organization Limited

- Formerly trading as Kenya PET Recycling Company Limited (PETCO) incorporated in 2018, as a producer responsibility organization, to represent the industry's joint effort to regulate post-consumer packaging.
- Limited by Guarantee
- Not-For-Profit Organization
- Quasi Mandatory EPR
- Competitive Producer Responsibility Environment
- Operating license to be issued by NEMA under the EPR Regulations, 2022/3



# OUR STORY



## Recycling

Over 1 billion PET bottles. 25,616Mt collected



## Buy back centres COVID Relief to waste managers

Over 2000 waste entrepreneurs trading in the recovery of recyclable materials



## Fight against Marine Pollution County Government Partnerships

World-Wide Fund for Nature and Mombasa and Kiilfi Counties  
Nakuru County Government  
Garissa County Government  
Nyeri County Government

## 2023 and BEYOND

Increased Diversity of Recycled Material Substrates.  
Consumer and Industry Awareness.  
PAKPRO's expanded reach as we partner with all the 47 counties

2018-2021

2021-2022

2021-2022

2022-2023

2023



## Collector Trainings Residential Initiatives

Residential Workshops  
Organised collection Drives  
installation of bins in major spaces like markets, mall-estates.



## Response to Protected Areas

Installed bins in Michuki Park and Ngong Hills



## Legislative Engagement Stakeholder Engagements

Operations to include all non-hazardous packaging material: plastic, paper and carton, glass, aluminum and composite.  
PETCO transition to PAKPRO



# Our Mission



## Inspire

- To Inspire a shift in consumer & industry behavior toward the recycling of Packaging material;



## Value

- To Create value for post-consumer Packaging material;
- To Create shared value for stakeholders in the packaging value chain;



## Regulate

- To Provide self-regulation for post-consumer packaging material;
- To Provide our membership with the platform to comply with government regulation.





# Our Values

As an organization, our business values focus on three areas:

## People

We operate with accountability to all stakeholders and strives to conduct all activities with honesty, sincerity, care and reliability in collaboration with its members.



## Planet

We subscribes to triple bottom-line business principles and implements environmentally and socially sustainable business practices.



## Purpose

We committed to providing efficient services, creating work and entrepreneurship opportunities, especially for disadvantaged groups, through waste recovery efforts.



# Strategic Objectives

By 2025, our focus areas are guided by the following Strategic objectives:



## SHIFT CONSUMER & INDUSTRY AWARENESS

Raise awareness on circularity of packaging among consumers.

Promote Design for Recycling (DfR) among industry players for production of packaging material



## GROW COLLECTION & RECYCLING

Develop new collection models;

Create Value for recyclable post-consumer packaging to sustain the value chain;

Support existing collectors to drive collection



## DEVELOP STRATEGIC PARTNERSHIPS

Create strategic partnerships to promote the management of post-consumer packaging in Kenya;

Undertake research and development to promote industry innovations in the manufacture, collection and recycling of packaging



## ADVOCACY & KNOWLEDGE MANAGEMENT

Influencing Policy to support the creation of a circular economy

Create a repository of data on collection & recycling



## 2. Overview of the Value Chain

## **SCHEDULE 1-LIST OF PRODUCTS & PACKAGING SUBJECT TO EPR COMPLIANCE SCHEME**

- ✓ **Composites**
- ✓ **Agricultural film**
- ✓ **Batteries**
- ✓ **Oils and Lubricants**
- ✓ **Aluminium products**
- ✓ **Plastic products**
- ✓ **Glass**
- ✓ **Electrical and Electronic Equipment (EEE)**
- ✓ **Furniture**
- ✓ **Agrochemicals and veterinary products including packaging**



- ✓ **Paper & Carton**
- ✓ **Mercury Auto Switches and thermostats**
- ✓ **Paints**
- ✓ **Pharmaceuticals products including packaging**
- ✓ **Textiles**
- ✓ **Tyres**
- ✓ **Automobiles**
- ✓ **Leather Rubber**



# PAKPRO Categories



# Our Membership



# Our Service Offering

## 1 PRODUCT TAKE-BACK & COLLECTION)

Providing take-back of packaging materials from consumers through:

- Deploying take-back from retail and points of sale;
- Recovery from residences, institutions, schools & HORECA
- Onboarding Aggregators across the country

## 2 COLLECTION PURCHASE ASSISTANCE

Providing financial support to create value for post-consumer packaging that is difficult to recover or with limited installed recycling capacity

## 4 INFORMATION & DATA GATHERING

- Data Gathering and knowledge management in the areas of consumption, collection and recycling trends
- Optimize operations through innovative technological solutions to create shared value for all stakeholders across the value chain.

## 3 REGULATIONS & PERFORMANCE STANDARDS

Through advocacy and engagement, we seek to influence policy and standards that will enhance our circularity strategy, such as:

- Design for Recycling (DfR),
- Tax Considerations and differentiation,
- Waste Levies,
- Harmonization of East African Community tariffs on waste material.

# Our Process: Take-Back & Collection

**Onboarding Collection Agents with mandatory 60% inclusion of informal sector collectors**

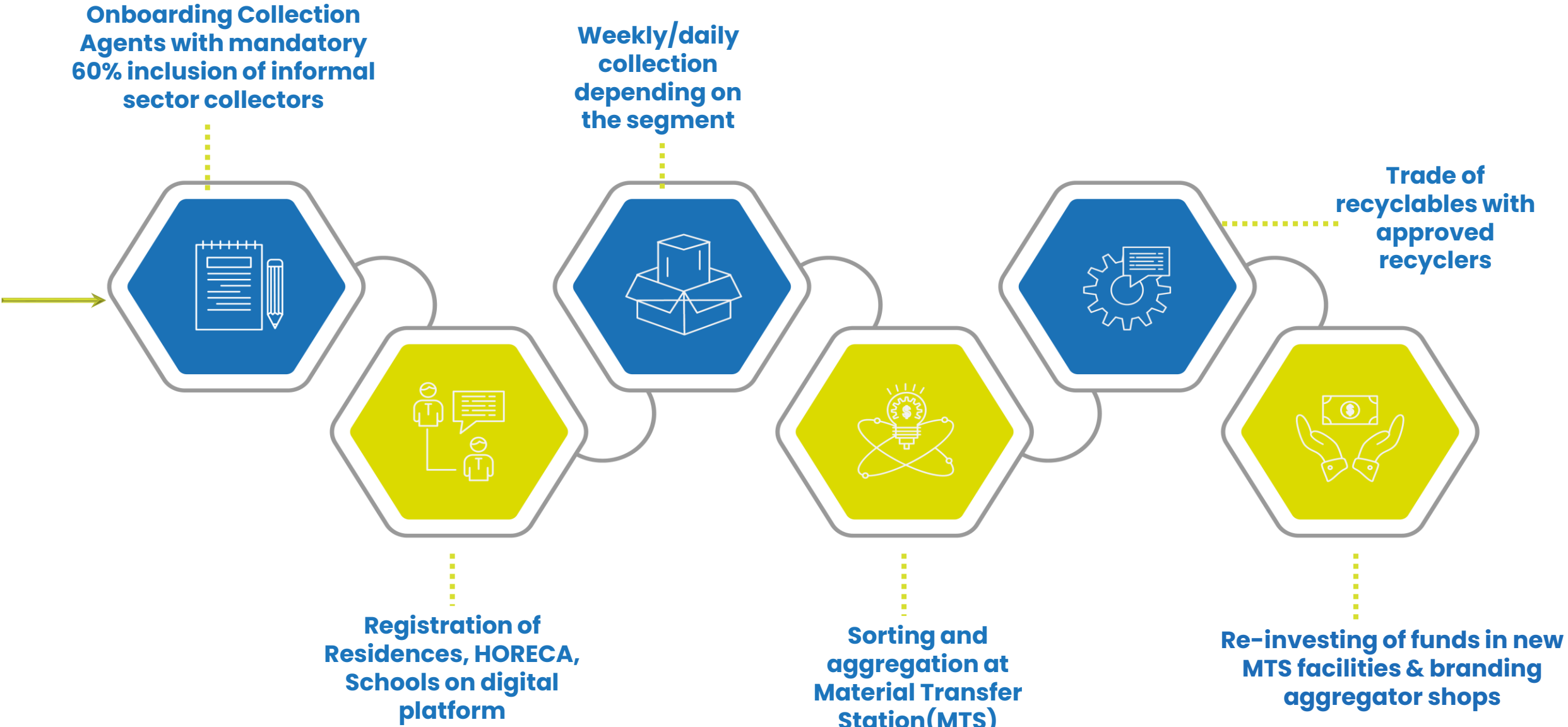
**Weekly/daily collection depending on the segment**

**Trade of recyclables with approved recyclers**

**Registration of Residences, HORECA, Schools on digital platform**

**Sorting and aggregation at Material Transfer Station (MTS)**

**Re-investing of funds in new MTS facilities & branding aggregator shops**





# Our Process: Collection Purchase Assistance

*“Applicable materials: PET\*, Laminates\*, Used Beverage Cartons, Flexible Plastics – LDPE, PP & EPS*



## EOI FOR RECYCLERS

Put out an annual expression of interest for recyclers



## EVALUATE & CONTRACT RECYCLERS

Assess recyclers capacities, cash flow and market contracts/agreements.



## MATERIAL FLOW VERIFICATION AUDITS

Use third party verifier and auditor to undertake material flow audits with contracted recyclers



## REPORTING & ISSUANCE OF CERTIFICATES

Report monthly member recycled volumes and annual performance certificates



# Our Process: Regulations & Performance Standards

Through advocacy and engagement, we seek to influence policy and standards that will enhance our circularity strategy, such as:

- ❑ **Design for Recycling (DfR) guidelines;**
- ❑ **Packaging Standards;**
- ❑ **Tax Considerations and differentiation;**
- ❑ **Relief on inter-county waste levies;**
- ❑ **Member Awareness on the Plastic Treaty;**
- ❑ **Harmonization of East African Community tariffs on waste material.**



**East African Community**  
One People, One Destiny



**National Environment Management Authority**



**Kenya Bureau of Standards**  
Standards for Quality life



**The Council of Governors**  
*48 Governments, 1 Nation*



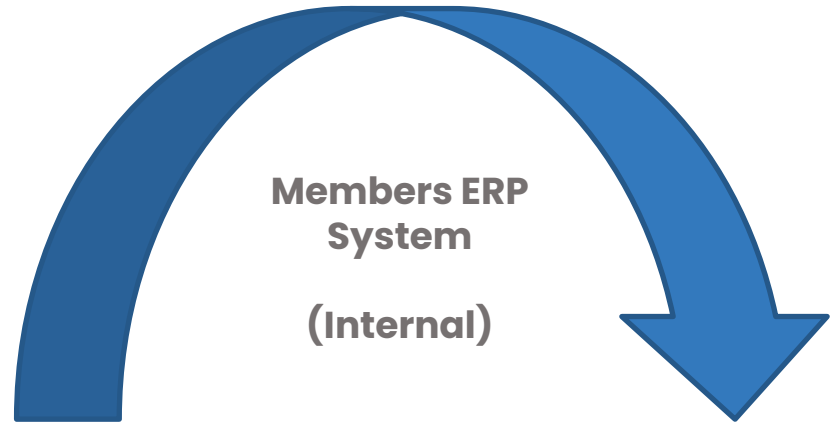
**Konya Plastics Pact**



# Our Process: Information & Innovation

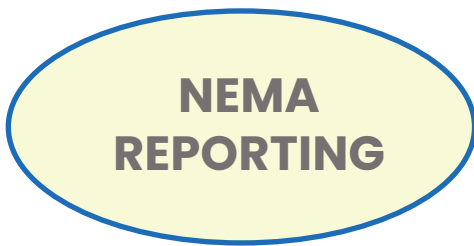
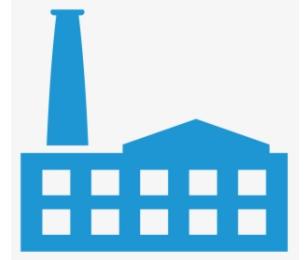


**RECYCLING  
DATA**



**Members ERP  
System  
(Internal)**

**PRODUCTION  
DATA**



**NEMA  
REPORTING**



**External/Internal  
Digital Platform**

**COLLECTION DATA**



# Engagement with the Value Chain



## Biz Na Taka Mtaani

**Target:** 100,000+ Waste Aggregators

**Scope:** Across Kenya

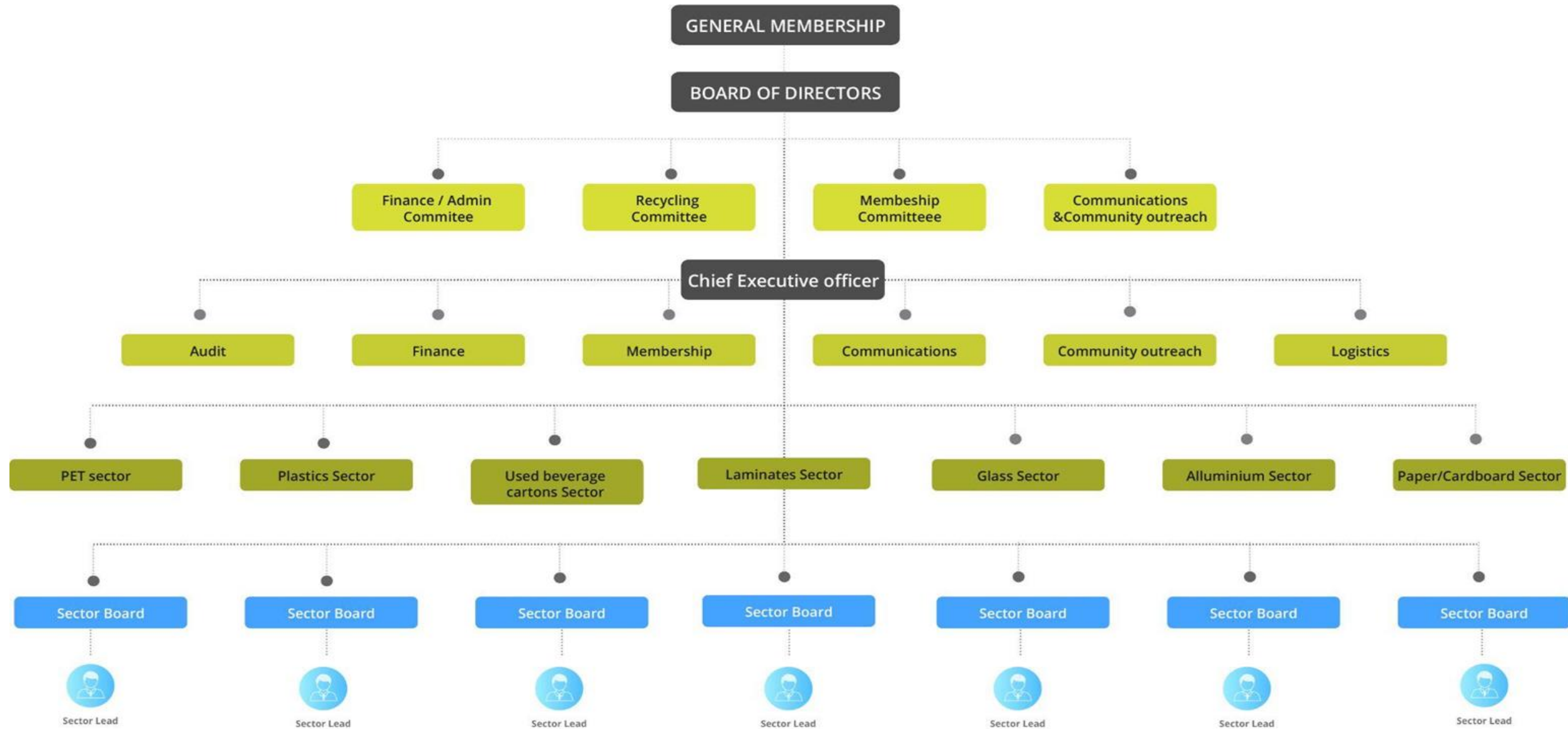
**Activities:** The Program seeks to undertake:

- 1) Onboard waste aggregators onto Ecoloop Digital Platform,
- 2) Support the branding of onboarded aggregator shops across Kenya
- 3) Provide a trading platform for the value chain



## 3. Governance & EPR Fees

# Governance and Management Structure



# Registration as a Member



## REGISTRATION

Members Submit their dully filled membership form



## ISSUANCE OF MEMBER CERTIFICATE

Once membership fees are received, a certificate of membership is issued



## PAYMENT OF EPR FEES

Declaration of members forecasted volumes at the start of the year  
Issuance of invoice for amount



## VERIFICATION, AUDITING & REPORTING

3<sup>rd</sup> Party Verification and auditing of recyclers;  
Monthly reporting of audited volumes to each member via ERP



## CERTIFICATION OF VOLUMES

Annual Issuance of Performance Certificate to each member



## PRODUCER RESPONSIBILITY ORGANISATIONS OBLIGATIONS

- The PRO shall be responsible for executing EPR obligations on behalf of its members.
- organize and manage collection, sorting, material recovery, recycling, treatment and end of life management of its members' products.
- Establish post-consumer collection and take back schemes system
- Provide financial contributions to be used to accomplish the EPR obligations as set
- Be responsible for setting/variation of EPR fees according to established environmental criteria





# PRO OBLIGATIONS

- Undertake market development for the secondary raw materials of the products;
- Fund research and development programs on emerging technologies to improve material recovery;
- Make recommendations to the Authority to restrict or ban harmful or dangerous substances in the products of its membership that undermine environmental sustainability;
- Set minimum targets for reuse, recycling and recovery for its members and offer incentives for waste service providers
- Undertake organised monitoring and/or inspections of its members' activities to ascertain that objectives are being achieved;



# PRO OBLIGATIONS

- Establish applicable mechanisms and systems for enforcing EPR among its members.
- Communicate to county governments the information they have on the quantities of waste collected and recovered
- Comply with the sustainable waste management objectives set by the Authority.
- Ensure effective management and harmonious relations between the different actors.
- Hold an annual members meeting to deliberate on the progress and performance of the PRO, governance, management and administrative systems.



# CHARGING AND MODULATION OF EPR FEES

- Members to pay **registration fees** to the producer responsibility organization,
- Producers contribute an **annual subscription fee** towards a collective EPR compliance scheme.
- Pay **extended producer fees**



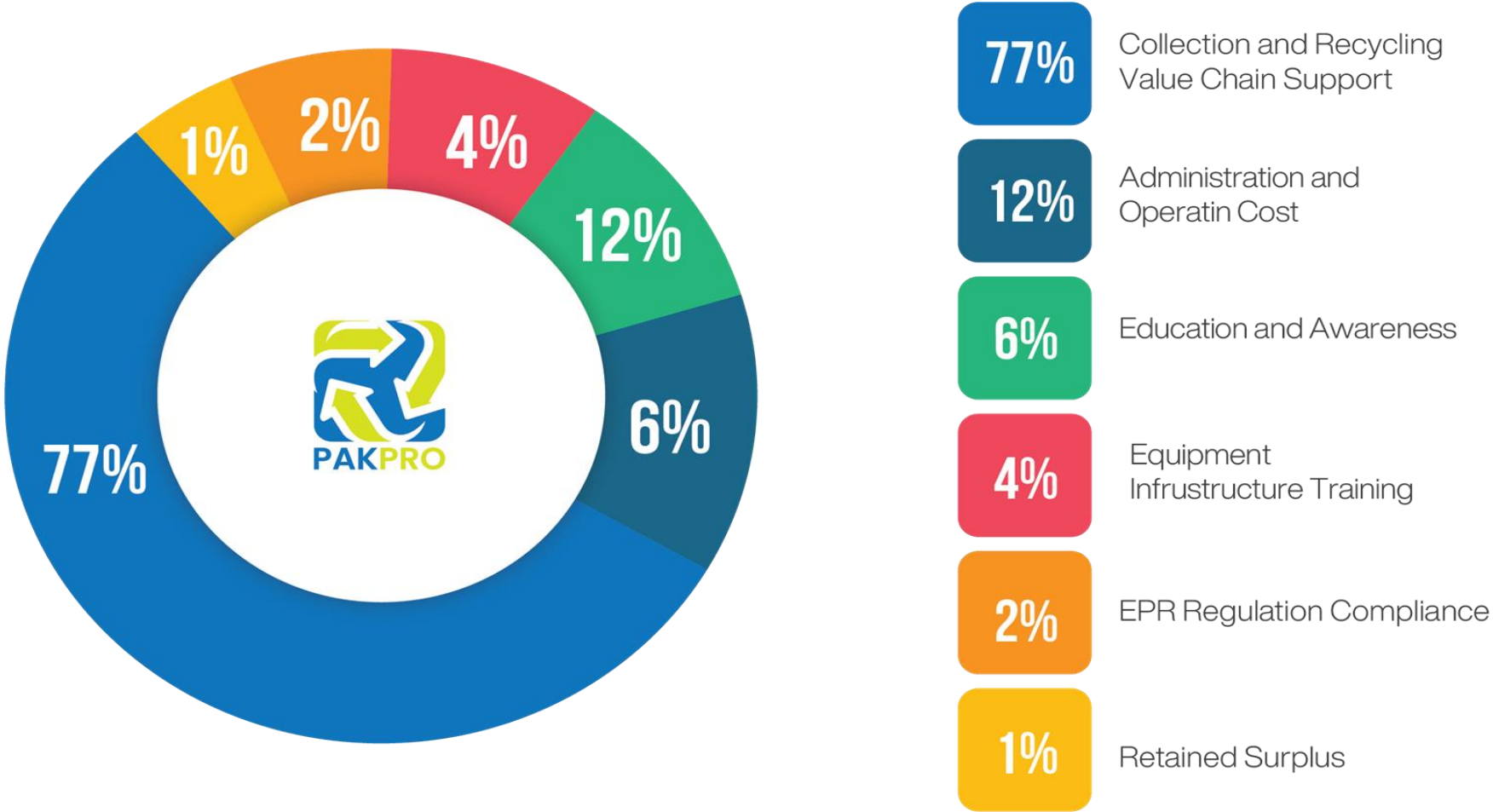
# Factors to Consider: EPR Fees

- **Extended Producer Responsibility Fees are levied based on the net cost of recovery;**
- **The EPR Fees are differentiated with a rate per packaging material;**
- **Our EPR Fees range from Euro 17 per tonne to Euro 214 per tonne;**
- **In Kenya, we have basic eco-modulation, EPR Fees are modulated based on the following criteria:**

1. Weight of product,
2. Ease of recyclability
3. Current demand for the material for recycling purposes,
4. Costs for establishing a collection system for the identified products,
5. Collection, transport, storage, and treatment costs for separately collected waste,
6. Administrative costs,
  - a) Costs for public communication (raising awareness of waste prevention, litter reduction, separate collection, and other important issues),
  - b) Costs for the appropriate surveillance of the system (including auditing),
  - c) And the deduction of revenues generated from recycled material sales.

# EPR Fees Utilization

Based on our experience, we seek to utilize members fees as shown below:



# Our Partners:

To achieve our strategic objectives, we collaborate with several organizations, as partners & members:



*The Voice of Private Sector in Kenya*



# Our Programs

Our impact projects are designed to support the waste value chain and include:

## Our Programs:

- I. [Biz Na Taka Mtaani Program](#)
- II. [Bin Placement – Malls, Schools, Residential Areas, Beaches & Institutions](#)
- III. [Training & Upskilling of Informal Waste Pickers](#)
- IV. [Donating of Collection Equipment & Personal Protective Equipment](#)

**Join us and let's create impact together!**



# OUR AWARDS



Diversity and Inclusion Awards and Recognition, DIAR 4th Edition, 2022. PETCO Kenya takes 1st Runner's Up in the category: Diversity and Inclusion Environmental Conservation and Sustainability Champion Award.



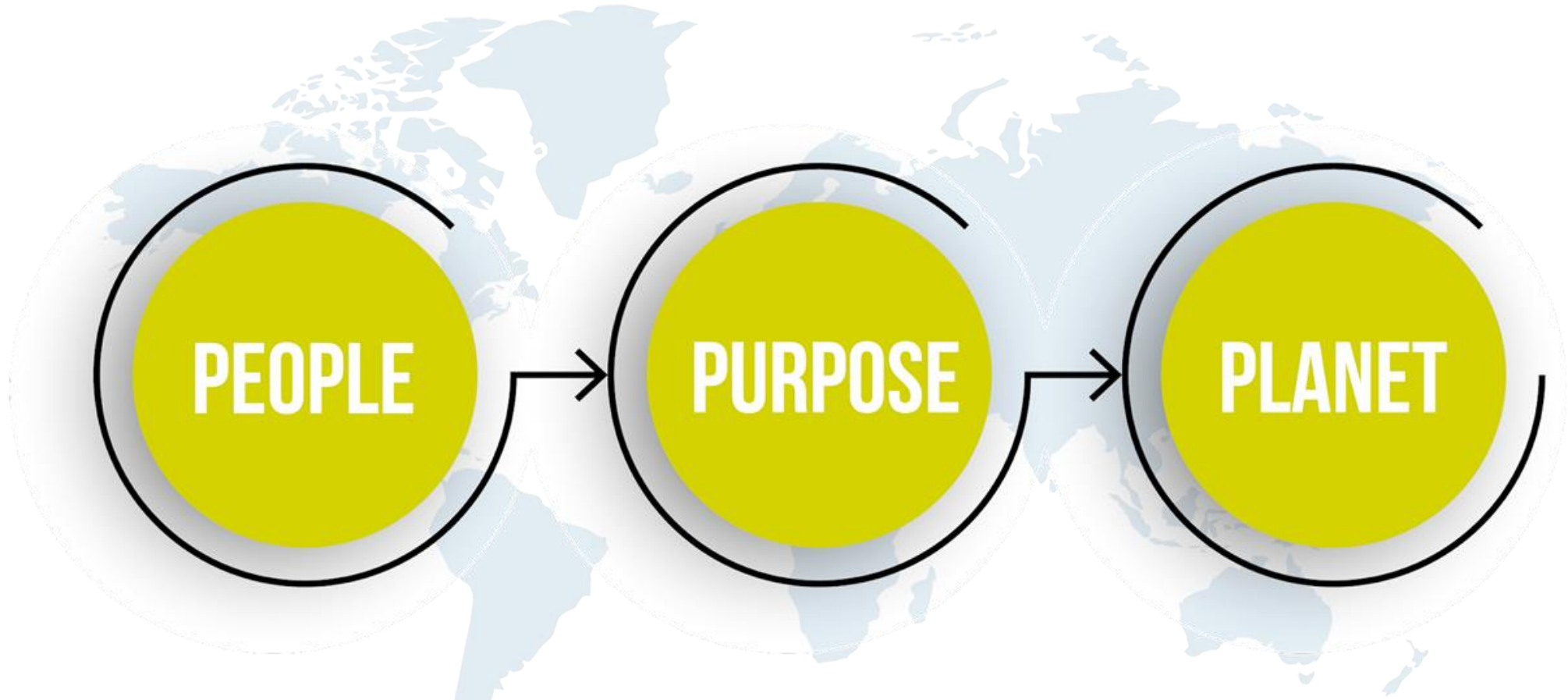
**PETCO Kenya wins the Social Impact Award 2022**

The yearly CSR (CSR 100) Awards recognize brands that have excelled in social impact initiatives and have demonstrated outstanding leadership and commitment to corporate social responsibility and sustainability initiatives.



Joyce Gachugi - Waweru wins the US Green Chamber of Commerce Award as a Global Sustainability Leader





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# Thank you for your attention!

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