

Presenter Profile



Joyce Gachugi – Waweru (Mrs.)

- **Experience:** 17 Years Experience in Sustainability Management
- **Areas:** Public & Private Sector Experience – Energy Sector, Waste Management, Carbon Asset Development & Trade, 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 – Packaging Producer Responsibility Organisation “PAKPRO”





BRIEF: THE PACKAGING PRODUCER RESPONSIBILITY ORGANIZATION

PAKPRO®

About Us

PAKPRO®: The Packaging Producer Responsibility Organization Limited

- Award winning producer responsibility organization (PRO), formerly trading as Kenya PET Recycling Company Limited (PETCO) operationalized in 2018,
- Our Mandate: To represent the industry's joint effort to regulate post-consumer packaging.
- Limited by Guarantee
- Not-For-Profit (NFP) Organization
- Operating license to be issued by NEMA under the EPR Regulations



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

Membership Categories



Our Service Offering

1 PRODUCT TAKE-BACK & COLLECTION

Providing take-back of packaging materials from consumers through:

- Contracting of collection agents (60% informal collectors)
- Promote Kerbside Recovery from residences, institutions, schools & HORECA
- Contracting or Development of Material Recovery Facilities (MRF) and Material Transfer Stations (MTS)
- Establish or Partner on Drop-Off Points

2 RECYCLING PURCHASE ASSISTANCE PROGRAM

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

4 INFORMATION & DATA GATHERING

- Registered Data Controller with ODPC-K
- 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.
- Consumer Education & Awareness

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.

Value Proposition : Member Benefits

- Ensure members post-consumer packaging are collected & treated;
- Provide data on volumes of post-consumer packaging material recovered across the country;

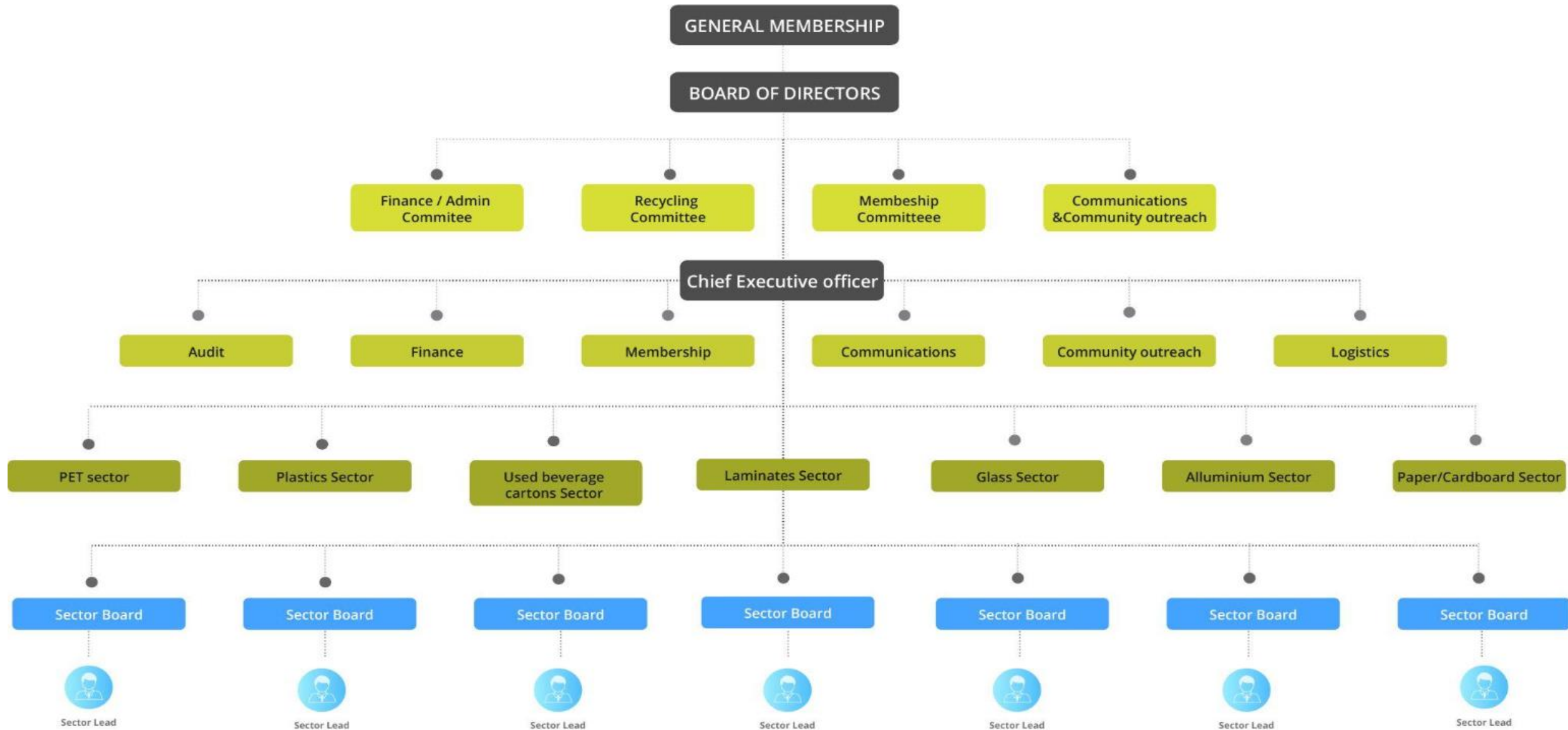
- Access to engagements with policy makers, regulators;
- Seminars & Workshops on circular economy, waste management and industry innovations & trends.



- We ensure that we handle all your regulatory obligations with respect to EPR
- We provide certification & data for compliance with the regulator ;

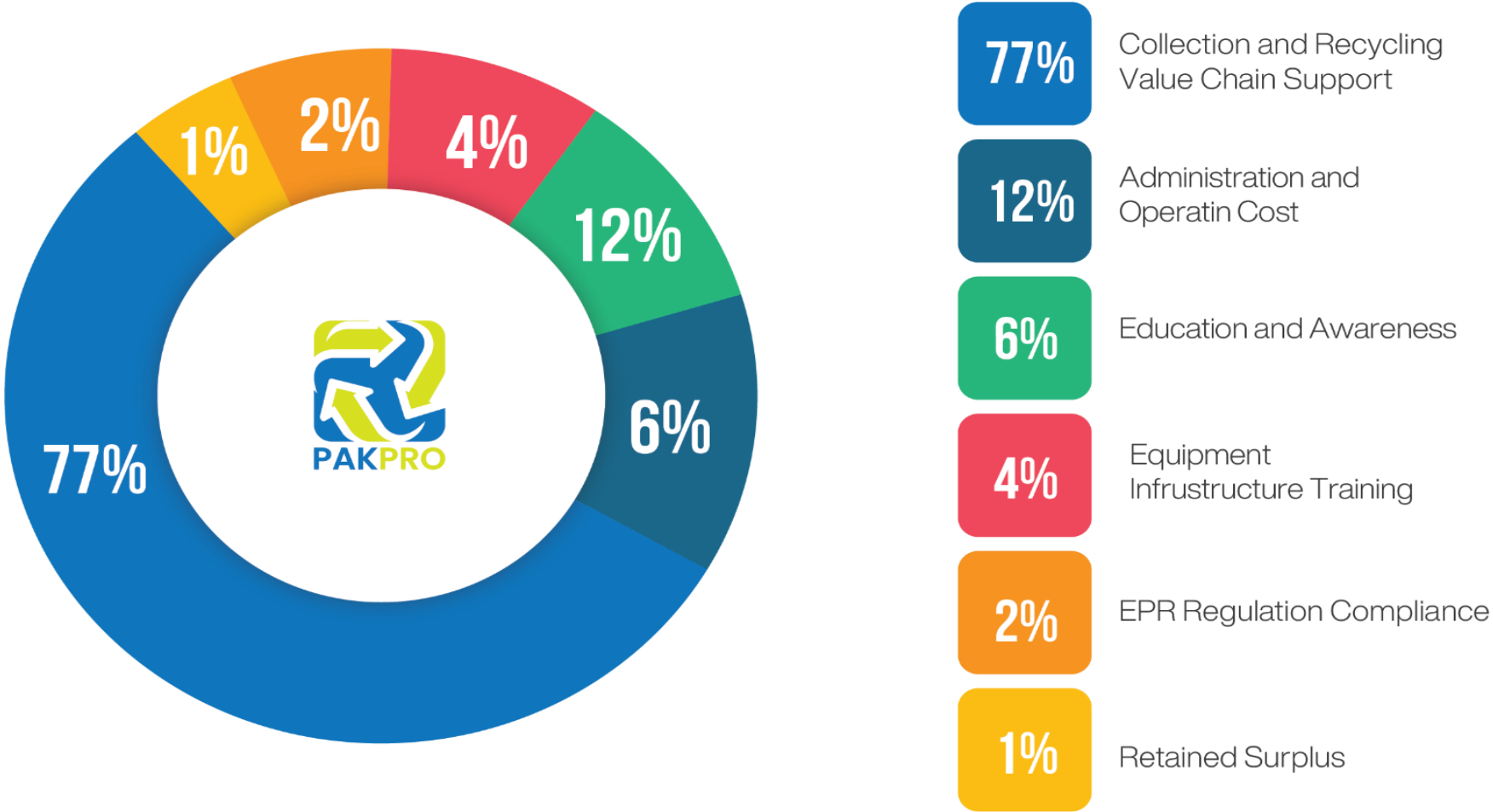
- Provide a platform for members to directly impact collectors to create decent jobs, safe working environments;
- Reduce the amount of greenhouse gases by diverting waste into reuse, reduce and recycling;

Governance and Management Structure



EPR Fees Utilization

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



Join Us & Get Involved

Our Programs:

- I. [County Sustainable Waste Management Implementation Program \(CSWMIP\)](#)
- II. [Bin Placement – Malls, Schools, Residential Areas, Beaches & Institutions](#)
- III. [Training & Upskilling of Informal Waste Pickers](#)
- IV. [Collector Support – Equipment & Personal Protective Equipment](#)
- V. [Consumer Education & Awareness](#)



Register your membership today let's create impact together!



Our Partners:

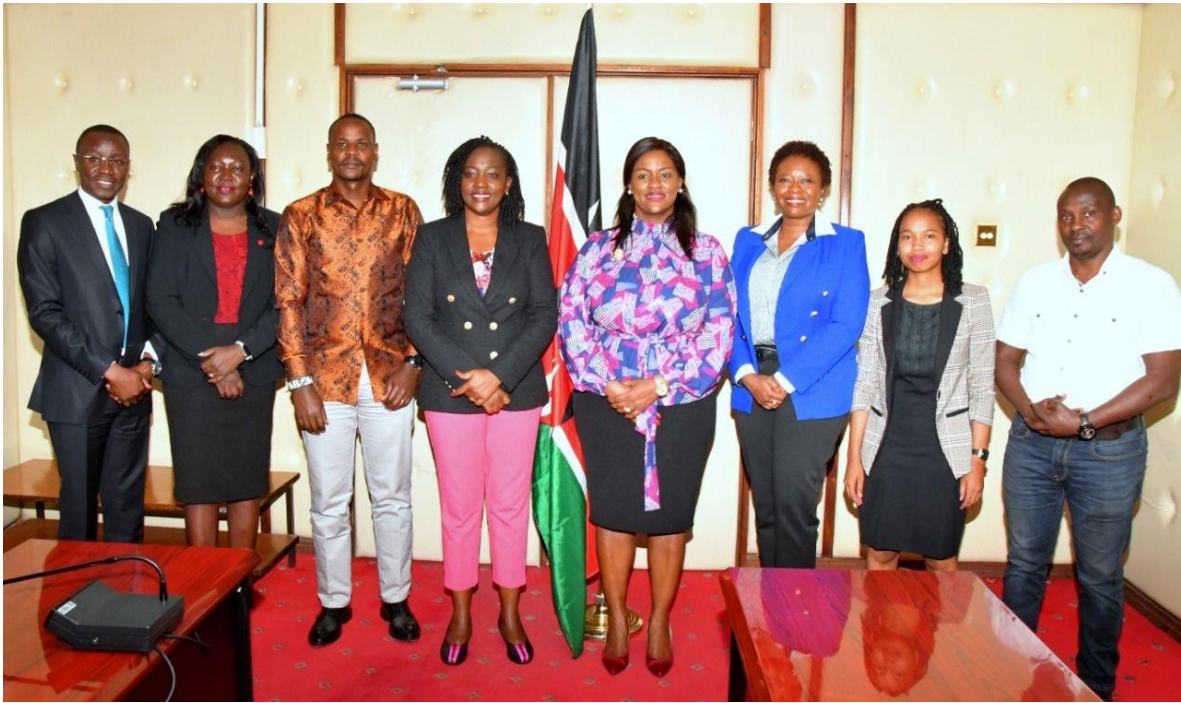
To achieve our strategic objectives, we work with several organizations across the country:



The Voice of Private Sector in Kenya



Advocacy – Government Engagement



PAKPRO Board & Management representatives with the Cabinet Secretary and Principal Secretary – Ministry of Environment, Climate Change and Forestry



PAKPRO Board & Management representatives with the Secretary General of the East African Community and the CEO – East African Business Council



Collection & Recycling



MOU Signing Ceremony with Nyeri County Government. Seated: Governor of Nyeri County Government and CEO – PAKPRO



Trained wastepreneurs – Mombasa, County – Registered and provided with Personal protective equipment – overalls, gumboots and gloves



Collection & Recycling



Training 100 Waste collectors – Dandora, Nairobi County (July 2023)

The Collectors are then registered and form part of our collection system (over 2,500 collectors country wide)



Bins to the Ngong Forest Ecosystem

OUR AWARDS

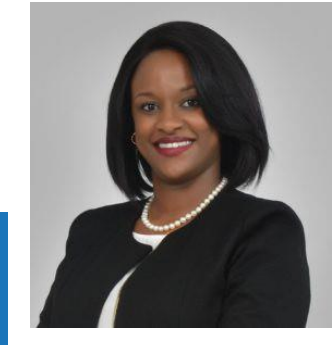


Diversity and Inclusion Awards and Recognition, DIAR 4th Edition, 2022. **PETCO Kenya takes 1st Runner's Up** in the category: *Diversity and Inclusion Environmental Conservation and Sustainability Champion Award.*

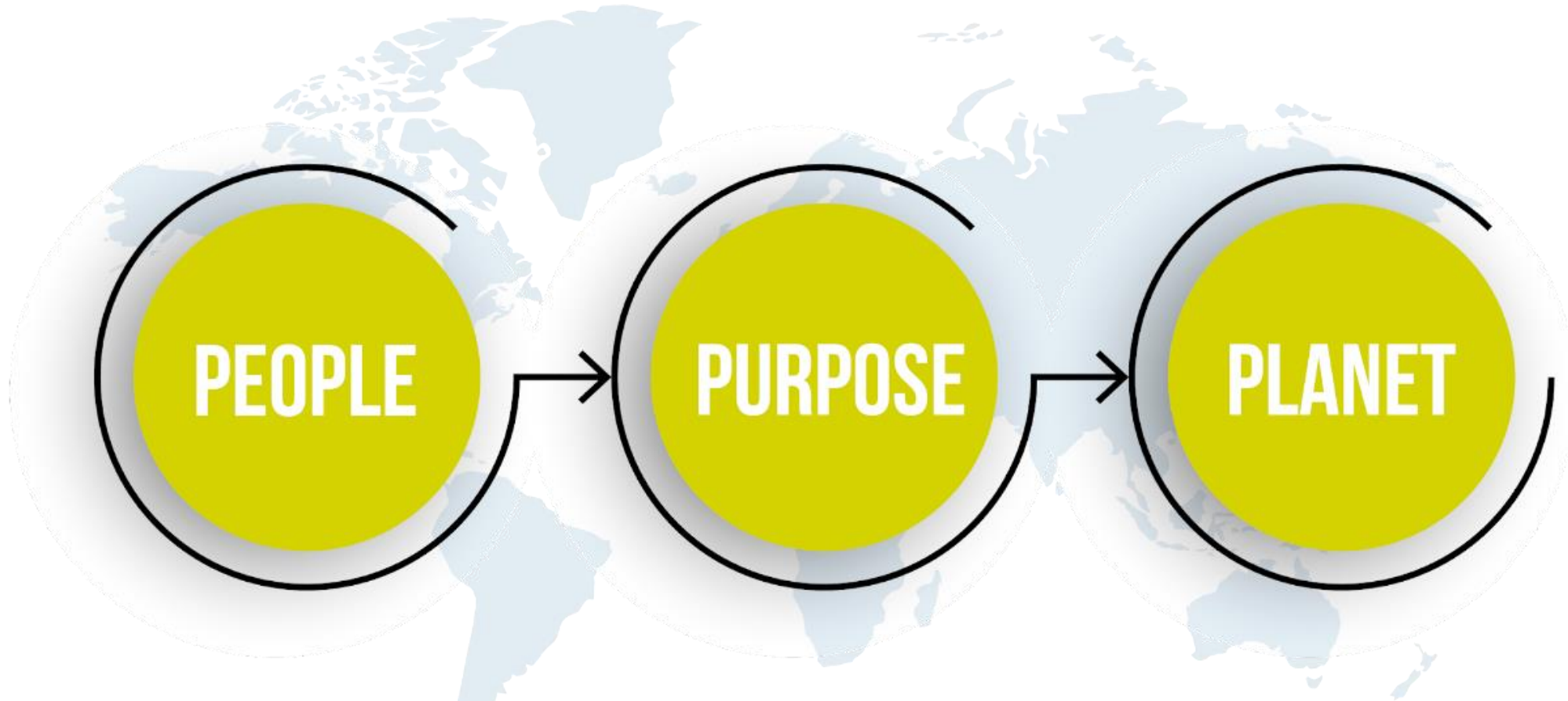


PETCO Kenya wins the Social Impact Award 2022

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

