



IMPLEMENTING A CIRCULAR ECONOMY APPROACH

The PETCO Model

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Outline

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- II. Strategic Direction
- III. Membership & Partners
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- V. Case Study: Nyayo Embakasi Estate
- VI. Opportunities for Residence Associations





PETCO Model Overview

Who are we?



About PETCO

- ❑ Industry led voluntary producer responsibility organization (VPRO);
- ❑ Present in South Africa, Ethiopia and Tanzania
- ❑ Operational in Kenya - June 2018 by guarantee;
- ❑ Voluntary buy-in from members;
- ❑ Financed by Extended Producer Responsibility Fees and Grants-in-Aid;





Strategic Direction

2019 - 2023 : PETCO 1.0



STRATEGIC GOALS



CONSUMER & INDUSTRY AWARENESS

- . Raise awareness of PET packaging among consumers as well as its management;
- . Promote principles of circular economy among industry players;



COLLECTION & RECYCLING

- . Supporting existing and encouraging new PET collection and recycling networks;
- . Create Value for post-consumer PET to sustain the value chain;



PARTNERSHIPS

- . Create strategic partnerships to promote the management of post-consumer PET packaging in Kenya;
- . To create linkages between the Government and Industry on PET management

STRATEGY OF CIRCULARITY

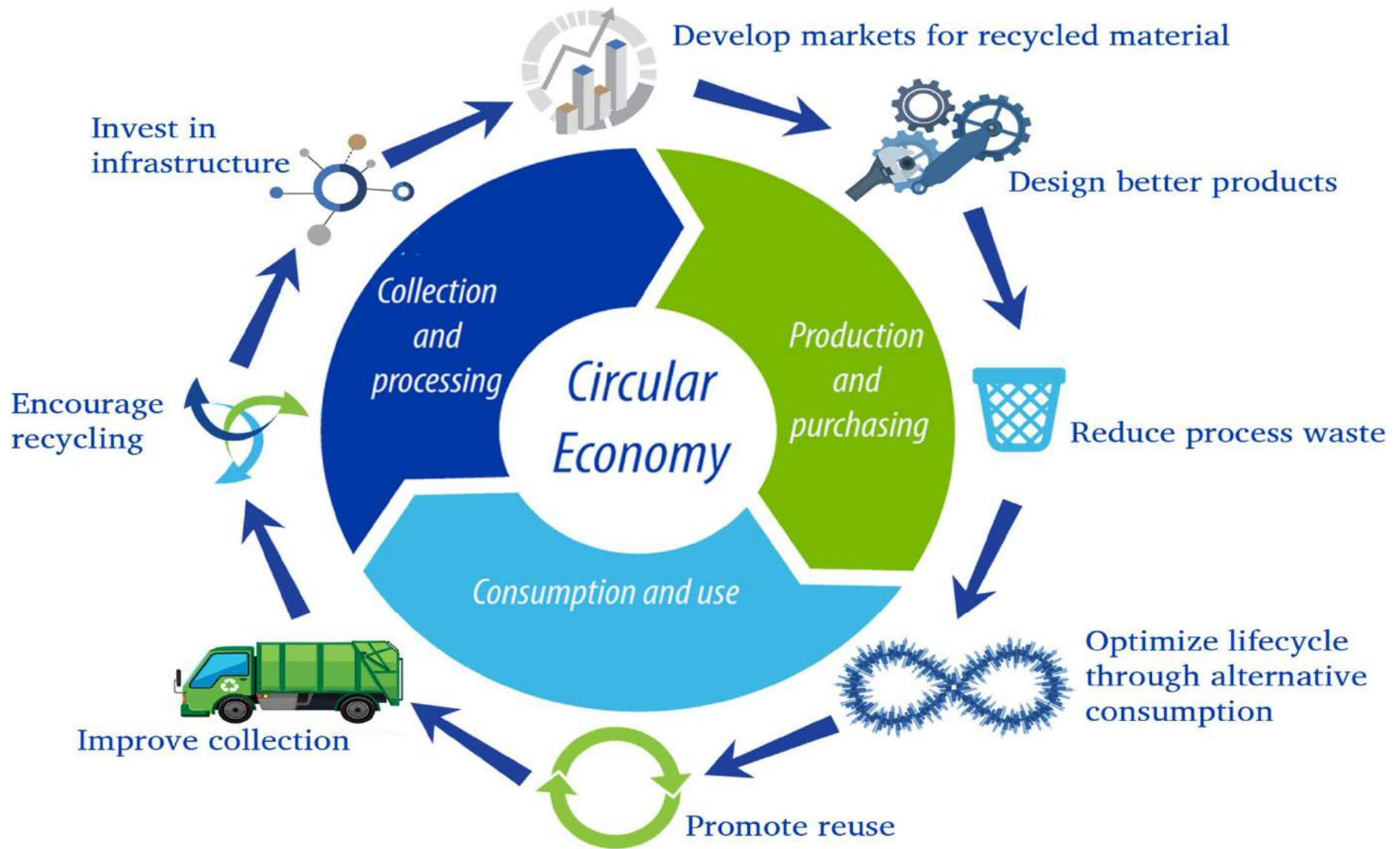


Image: Sustainable Global Resources Ltd.
Recycling Council of Ontario



Membership & Partners

Our Stakeholders & Partners



Who can join us?



Member Criteria

- ☐ **Brand-owners** - Own a brand but your production line is done by a different entity;
- ☐ **Convertors** – Manufacture PET packaging from resin;
- ☐ **Bottlers** – Package your products in PET packaging;
- ☐ **Retailers** – Retailers with turnover of USD 3.5 million and above;
- ☐ **Associate members** as per detailed schedule of fees under this category;



MEMBERS



PARTNERS



NAKURU COUNTY

COUNTY OF UNLIMITED OPPORTUNITIES



**KENYA ASSOCIATION
OF MANUFACTURERS**

Driving Global Competitiveness

SHOFCO

Shining Hope
for Communities



Ministry of Environment, Water and
Natural Resources



nema
mazingira yetu | uhai wetu | wajibu wetu



P4G

Partnering for Green
Growth and the
Global Goals 2030



KENYA PRIVATE SECTOR ALLIANCE

The Voice of Private Sector in Kenya



**NAIROBI CITY
COUNTY**

Kara

The Kenya Alliance of Resident Associations



COUNTY GOVERNMENT OF **KIAMBU**





How we Collect & Recycle

PETCO MODEL



HOW DO WE RECYCLE?

- PETCO **contracts recyclers** for specific volumes for a specific time period;
- PETCO offers a **price subsidy** to recyclers which has proven to stimulate collection of PET bottles by over 60%;
- The subsidy is **passed down to the collectors** of the bottles;
- The recycler is **audited monthly** by an internal and external auditor to ensure accountability and transparency.



HIGHLIGHT OF PET RECYCLING IN KENYA



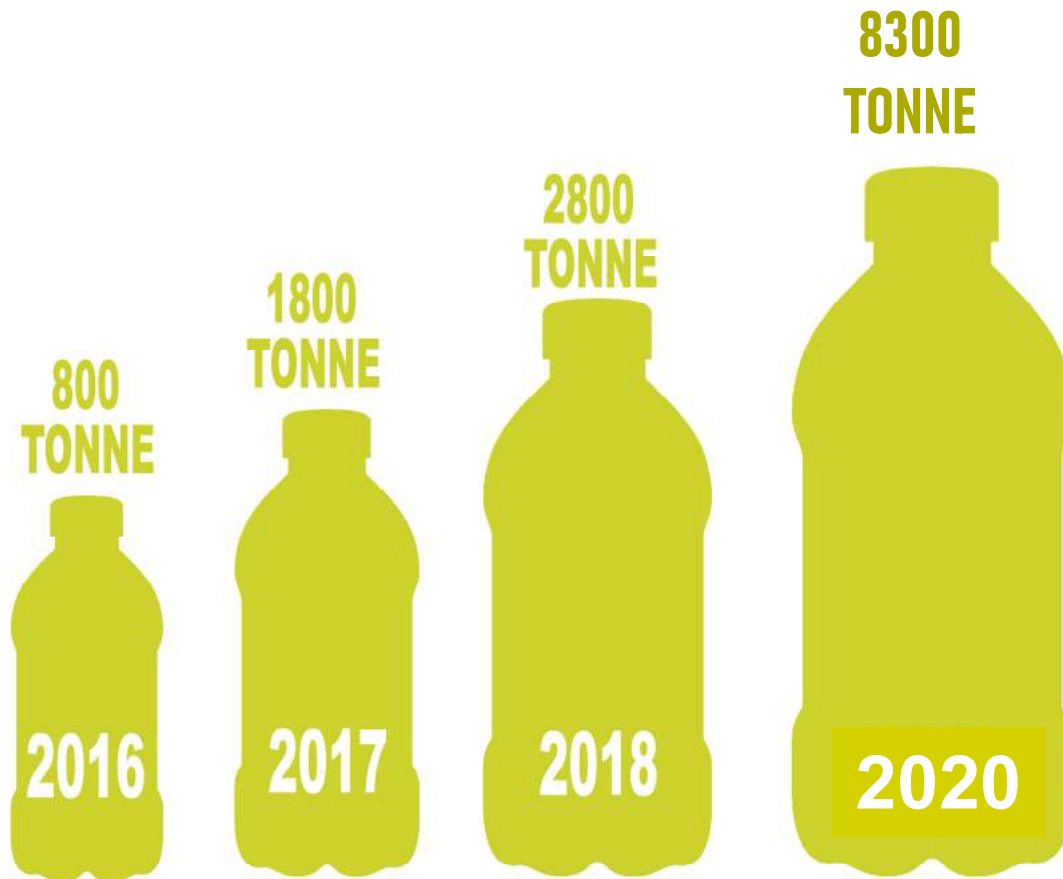
CONVERSION OF POST CONSUMER RESIN (PCR)

- Our solution is to partner with end-use recyclers, who are converting PCR into the following:
 - i. Bottle to Brush Bristles – In-country
 - ii. Bottle to Strapping – In-country
 - iii. Bottle to Fibre – External
 - iv. Bottle to Bottle - External
- The current market landscape of recyclers in Kenya is able to absorb about **46,000 tonnes *p.a.*** of RPET bottles



RPET RECYCLING VOLUMES 2020

RPET BOTTLES COLLECTED & RECYCLED YTD



Year	Recycling Targets of RPET bottles in tonnes	Targeted Volumes as a %
2019	7,700.0	30
2020	8,300	37.7
2021	10,386.55	45
2022	11,055.27	50
2023	12,890.44	55
2024	14,906.04	60
2025	18,433.8	70



CIRCULAR ECONOMY APPROACH: A CASE OF NYAYO ESTATE EMBAKASI



SEGREGATION - AT - SOURCE PILOT: 2020

GRANT SUPPORT



The Voice of Private Sector in Kenya

USD : 1,000

PETCO CONTRIBUTION:
Subsidy for every Kilogram collected

RESIDENTIAL AREA



Population: 25,000
Residents

Houses: 4,774 Units



SEGREGATION - AT - SOURCE PILOT: 2020



***Hand-over of 80 mesh bins to NERA
Management***



SEGREGATION - AT - SOURCE PILOT: 2020



Mesh Bins - Each Court has one.

Branded by NERA



SEGREGATION - AT - SOURCE PILOT: 2020



*Area Housing
the Mesh Bins*



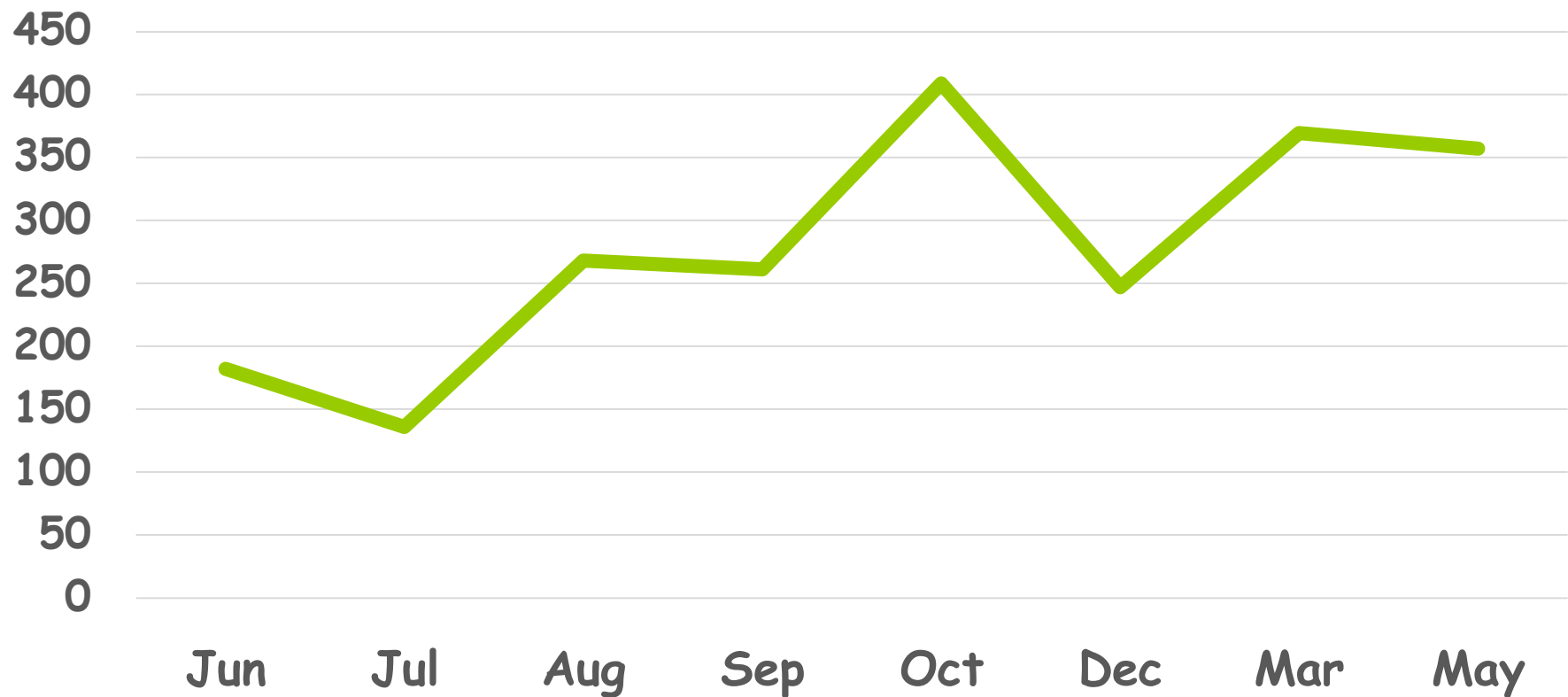
SEGREGATION - AT - SOURCE PILOT: 2020



*Collected
PET Plastic
Bottles*

SEGREGATION - AT - SOURCE PILOT: 2020

COLLECTION VOLUMES IN KGS NERA MONTH TO DATE





Opportunities for Residential Associations How to Get Started



OPPORTUNITIES FOR RESIDENTIAL ASSOCIATIONS

Step 1: Establish an Environmental Committee

Step 2: Identify your needs for bins & management system

Step 3: Contact PETCO Kenya for collection or support*





#Do 1 Thing Recycle



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