

## ***Opportunities and Challenges in the Transition to a Circular Economy in Africa***

***Concept Note for the 1<sup>st</sup> Pan-African Circular Economy Conference***

*Tentative Date: 2022*

*Tentative Location: Nairobi, Kenya*

By the Africa Circular Economy Network (ACEN)

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## Introduction and background

The pressure on resources and raw materials increases globally – and the African continent is no exception; it can and will be hit hard unless a far more resource-efficient economy as well as an effective management of these resources are established systematically. While often perceived as a sole origin of primary resources and raw materials, Africa’s consumption of products using these raw materials and resources is also growing rapidly.

Africa’s environmental footprint continues to increase due to economic growth in various regions, population growth, and rapid urbanisation. Circular principles and approaches provide solutions for these challenges, namely for industries and the economy at large, for people, and for cities and regions.

Africa has been using circular principles for generations – and there are endless opportunities to maintain those principles, increase their adoption where it makes economic and environmental sense as well as develop new products and new services based on a circular approach.

This is not only an opportunity but will increasingly become a necessity, particularly in Africa’s megacities, in industrial hubs and a broad range of industries but also in peri-urban and rural areas. A circular approach to economic activity provides a multitude of opportunities for new products and services to emerge – enabled by new “circular” business models and appropriate technologies, the opportunities for agriculture, manufacturing and waste avoidance can be harnessed to improve livelihoods, increase resilience in local communities, contribute to a sustainable growth model and reduce poverty in Africa.

While Circular Economy (CE) approaches, products and business models are strongly pushed for in Asia and Europe, mainly by policy-makers but also certain industries, there is also a growing CE community in Africa. The African Circular Economy Network (ACEN) brings this continuously growing community together and was already a co-organiser of a first circular economy event, the “South Africa - EU Dialogue on Sustainability Transition: the Role of the Circular Economy” in Durban, South Africa, in 2017 in cooperation with the Government of South Africa and the European Union.

In partnership with leading organisations, governments and programs, ACEN will organise **Africa Circular**, the 1<sup>st</sup> Pan-African Conference on the CE, preceded and prepared by a series of 5 regional workshops, as a unique gathering to create a powerful dynamic for the necessary transition to a more circular economy in Africa.

## About the African Circular Economy Network

ACEN is a pan-African Network registered as a non-profit corporation in South Africa. The vision of ACEN is *“to build a restorative African economy that generates well-being and prosperity inclusive of all its people through new forms of economic production and consumption which maintain and regenerate its environmental resources. It achieves this through research, training, networking, events, knowledge shares and supporting on-the-ground projects”*.

ACEN co-operates with specialists in government, business, academia and NGOs required building an African Circular Economy. It currently has 100 representatives in 30 countries in North, West, East and Southern Africa.

## Executive Summary

The summary below provides all major elements of the current planning of the first-ever pan-African event on the circular economy entitled **Africa Circular**; the tentative overarching theme is *“Opportunities and Challenges in the transition to a Circular Economy in Africa”*. ACEN is currently considering specific themes with **three confirmed Knowledge Partners: Chatham House, the United Nations Environment Programme and the Ellen MacArthur Foundation**.

**Africa Circular** will, for the first time, bring together an estimated 300+ representatives from governments, businesses, UN and international organisations, civil society, academia, finance institutions, and other stakeholder groups to hear about and discuss Africa’s circularity challenges during a 2.5 – 3 days event. It will be organised by the African Circular Economy Network (ACEN), a non-profit corporation registered in South Africa, in collaboration with various partners including governments, UN and intergovernmental organisations, non-governmental organisations and the private sector. Initially planned for February 2021, the event will take place in 2022 once a “new normal” has established itself after the COVID-19 crisis. The event shall take place in Nairobi, Kenya. It is being organised with a number of key African and international organisations; discussions are underway with the United Nations Environment Programme (UNEP), the EU Delegation in Kenya and the Ministry of Foreign Affairs of Denmark as potential organisational partners.

**Objective:** The main objective of **Africa Circular** is to present and inform about the opportunities and challenges of circular business models in Africa and globally as well as to help drive towards greater circularity in Africa by influencing businesses, policy-makers, financiers and other stakeholders. The event will be strongly mediated to increase the visibility and opportunities of circularity in Africa and connected to other major circular economy events such as the World Circular Economy Forum. It will be the first pan-African conference on the circular economy and will start a series of conferences, workshops and implementation initiatives, which will continue to drive the circular economy and its opportunities in Africa within the continent as well as in its role in global value chains.

**Format and preparation:** As a pan-African event, **Africa Circular** will be preceded by and prepared via 5 regional workshops looking at circularity in each African region, to identify already existing circular businesses as well as the challenges and opportunities of circularity. These regional workshops will take place during 2021 in order to prepare various kinds of input to the final continental **Africa Circular** event in spring / summer 2022. Due to the ongoing Covid-19 pandemic and its medium-term impact, most of these regional preparatory workshops will take place as online events, bringing together regional stakeholders in moderated fora on a digital platform. Furthermore, the same regions and regional stakeholders will be involved in **Africa Circular** either by attending it or by accessing it via a live-stream in the respective regions.

**Program and main topics:** **Africa Circular** will aim to provide both, a holistic view on circularity as well as a focus on a particular topic that remains to be fully defined; at the time of writing, circularity in cities and connections with industrial hubs as well as rural areas is of particular interest as a key theme. In addition, the draft program foresees tracks on the subjects of economy / industry, research, policy-making and governance, as well as the presentation of sectoral CE approaches for agriculture, industry, building / construction, technology and cross-cutting themes. Whilst the program will focus on circularity within Africa, it will also address the specific role of Africa in a potentially more circular global economy.

**Partners, sponsors and venue:** To come into existence, **Africa Circular** will require the commitment and involvement of a broad variety of stakeholders. Initially, this includes mainly non-profit or public organisations such as governments, UN and international organisations, multilateral development banks as well as the potential host organisation / city / country; the most promising candidate is Nairobi,

Kenya, subject to plans for national elections; related discussions with UNEP as potential host organisation have started.

More than ten international non-profit organisations have already committed to collaborate with ACEN and it is assumed that the number of non-profit partners will continue to grow. Requests for co-funding the event and the preceding workshops will be sent during 2021. After a venue and funding will have been secured, possible corporate sponsors will be engaged during the summer / autumn 2021. ACEN will establish certain criteria such as business ethics, overall sustainability performance and CSR policies for selecting and accepting interested corporate sponsors.

**Governance and decision-making processes:** An “Organising Committee” formed by a limited number of the ten most important partners with substantial in-kind contributions and funding shall be established by summer 2021. As the main organiser of Africa Circular, ACEN will lead and moderate all discussions and decision-making processes of the Organising Committee, which decides jointly on the further process, priorities and final agenda.

**Budget requirements:** ACEN currently estimates that **Africa Circular** and five preparatory regional workshops will require a total budget of approximately 400 - 450,000 Euro. This excludes costs for the venue which is hoped will be made available free of charge by the host city / country or host institution. The cost for each preparatory regional workshop is estimated at 20,000 Euro totalling 100,000 Euro while the total cost for the final **Africa Circular** conference is estimated at 300,000 Euro depending on its scope, the final number of attendees, sponsored participants and other factors.

**Outcomes and follow-on activities:** the final conference **Africa Circular** and its preparatory process shall inform the development of and result in a variety of concrete outputs and be followed up by, inter alia:

1. A powerful political declaration to be disseminated on the final day of the conference shall include a series of recommendations for policy-makers, public and private finance, the private sector, academia and others. Monitoring of these recommendations’ implementation shall be envisaged.
2. Online workshops organised by ACEN and key partners to continue sharing knowledge and support implementation of the initiatives showcased at the conference as well as the recommendations.
3. A digital “ACEN Case Study Platform” rolled out across the continent allowing circular initiatives to publicise their activities and impact.

## 1. Objectives of Africa Circular

As the 1<sup>st</sup> Pan-African conference of its kind, **Africa Circular** will aim to bring together and sensitise policy-makers, corporate decision-makers, academia as well as private and public finance on the opportunities and necessity for a Circular Economy (CE) in Africa; the event will send a strong signal, and provide strong economic, industrial, ecological and political arguments for reinforcing the existing circular approaches, and develop more circular policies, finance schemes for circular business models and work towards an enabling legal framework. The main objectives are to raise awareness, initiate alliances / partnerships / synergies as well as showcasing opportunities to create a strong dynamic for the Circular Economy in African for the years and decades to come.

**Africa Circular** will:

1. Take stock, review and map CE initiatives, projects and efforts in African countries
2. Engage corporate and political decision-makers, funders and other stakeholders on CE opportunities
3. Connect CE stakeholders on a regional, continental and international level
4. Drive Africa's circular transformation and its regional and continental CE agenda
5. Feed into the global CE debate, particularly on Africa's opportunities and role, and present its outcomes at global events such as the World Circular Economy Forum (WCEF) and others
6. Result in a series of outputs such as an official **Africa Circular** conference report; filmed interviews and short movies about CE opportunities as well as conference debates
7. Propose the means by which CE can support the achievement of the UN Sustainable Development Goals, particularly SDG 12 Sustainable Consumption & Production and SDG 13 Climate Action

### Expected results: What the event aims to achieve

A 1<sup>st</sup> Pan-African Circular Economy conference can only be a start; it is envisaged as the first event in a series of annual conferences to drive the circular economy in Africa. The following are the concrete results to be achieved by a well-prepared 2.5 - 3-day conference in Spring / Summer 2022, preceded by a series of preparatory (online) workshops in all geographical regions of Africa in 2021:

1. to bring the right stakeholders together and facilitate networking and peer-to-peer learning
2. to use the preparatory workshops for preparing CE case studies using ACEN's circular case study platform to be presented at the final event
3. to attract corporate leaders willing to showcase as well as learn about circular approaches
4. to gain significant media attention to ensure visibility of CE approaches and opportunities
5. to gain political commitment for an enabling legal framework for circular principles and businesses

Further results towards which the organisers are planning to work

6. to launch a pan-African CE research and development platform / centre

7. to create partnerships between academia / universities and business to develop CE learning modules
8. to create a panel of African experts in the preservation and valorisation of resources
9. to develop a roadmap for CE on continental level as well as country-specific

## 2. Proposed format of Africa Circular

**Africa Circular** will be based on and consider perspectives from all regions of Africa which will be developed and formulated during a series of workshops preceding the main event. These workshops will aim to bring the most important stakeholder groups together in online events on a digital platform.

### Preparatory regional workshops

The goal of each regional workshop is to develop a respectively regional roadmap for accelerating CE in African countries, identify barriers, and develop recommendations and solutions for each region and type of stakeholders. At the end of this series of online workshops, ACEN will summarise all learnings and recommendations, which will be presented at the final conference to inform attendees.

<b>Workshop 1 (West Africa)</b>	<b>Accra</b>	<b>Ghana</b>
<b>Workshop 2 (North Africa)</b>	<b>Rabat</b>	<b>Morocco</b>
<b>Workshop 3 (Southern Africa I)</b>	<b>Cape Town</b>	<b>South Africa</b>
<b>Workshop 4 (Southern Africa II, optional)</b>	<b>Maputo</b>	<b>Mozambique</b>
<b>Workshop 5 (Central Africa)</b>	<b>Yaoundé</b>	<b>Cameroon</b>
<b>Workshop 6 &amp; preparation of final conference (East Africa)</b>	<b>Nairobi</b>	<b>Kenya</b>

Each online workshop - northern, western, eastern, central and southern Africa – will need to be promoted well in advance in order to ensure that 60 - 100 participants from countries of a given region will attend and be able to contribute their input. The best formula for the online workshops remains to be defined as the virtual collaboration of participants needs to be well-planned and technical questions related to bandwidth and internet connectivity need to be considered. While the original planning foresaw organising the regional workshops back-to-back with other related sustainability events in Africa, this may not be possible anymore. However, the following components shall be maintained:

1. Keynotes & testimonies session which will be open to the general public and media. The goal: to learn from and share thought leaders, on-the-ground practitioners.
2. Collective intelligence workshops, which will be closed sessions on an invitation-only basis. Small groups of participants will work in a creative fashion (design thinking) on the challenges for and adoption of CE from policy, business, civil society perspectives. The goal: to define a roadmap

for accelerating CE in the regions / countries; identify barriers, develop recommendations and solutions for each type of stakeholders (policy makers, private sector, civil society).

3. Continued mapping of CE projects and preparation of case studies for an official ACEN publication including a visual (photo and video) record.

Since most preparatory workshops will need to take place online, they may need to be spread over several days as participants cannot be expected to spend two or more full working days or a weekend online. This could e.g. be done via a series of afternoon / evening session culminating in a one-day event on a Saturday in which preliminary results will be discussed and finalised.

The modus operandi for preparing and conducting the preparatory regional workshops remains to be defined and may vary from region to region. It is anticipated that the workshops will be free to attend.

### Final conference

**Africa Circular** is tentatively planned for 2022, but the exact timing will be dependent on the availability of an appropriate venue. Currently the organisers are in discussions for the final conference to be hosted by UNEP in Nairobi, Kenya (for more details see chapter 5 on partnerships / sponsors).

**Africa Circular** will be a 2.5 - 3 day event gathering with high-level representatives from governments, private sector, academia, civil society organisations, NGOs and other key stakeholders. It will be a sustainable event and keep the carbon / environmental footprint as low as possible. One example to contribute to this goal is that all sessions at the event are planned to be live-streamed in several cities and allow for contributions from other African countries by video link and broadcasted on the internet.

The programme will be formed by:

- A limited number of keynote speeches
- Plenary sessions e.g. for the presentation of the results of the regional workshops
- Roundtables and break-out groups
- Workshops on 1 or 2 case studies developed during the preparatory workshops
- Sufficient time for networking
- One or two field trips to visit circular principles applied in practice

The current planning for **Africa Circular** could be presented at WCEF events in 2021 to facilitate the engagement of sponsors / partners. After the final conference, follow-on workshops could be held which fit in with other international CE events that wish to hear African CE perspectives e.g. WCEF+Climate in April 2021.

### Follow-on activities

The final conference **Africa Circular** and its preparatory process shall inform the development of and result in a variety of concrete outputs and be followed up by, inter alia:

1. A powerful political declaration to be disseminated on the final day of the conference shall include a series of recommendations for policy-makers, public and private finance, the private sector, academia and others. Monitoring of these recommendations' implementation shall be envisaged.
2. Online workshops to continue sharing knowledge and support implementation of the initiatives showcased at the conference as well as the recommendations



3. A digital “ACEN Case Study Platform” rolled out across the continent allowing circular initiatives to publicise their activities and impact.

### 3. Expected participation: Who will attend or participate remotely?

**Africa Circular** is planned as a multi-stakeholder event and will focus on bringing together representatives at the highest possible level from the following main stakeholder groups:

1. Entrepreneurs and practitioners showcase CE businesses and their challenges
2. Industry representatives present business opportunities with CE potential
3. Governments and policy-makers present relevant initiatives providing feedback on existing policy initiatives and provide opportunities for policy mechanisms and processes to be created
4. Civil society and NGO’s represent civil society and its views on CE approaches
5. Research organisations and academia will present the most important and recent CE findings with a focus on Africa

Furthermore, it is the objective to attract high-level representatives from the United Nations (UN) and other international organisations incl. development banks, but also private finance, and corporate sector representatives with a focus on start-ups.

In order to be as inclusive as possible, as well as to keep the event’s carbon footprint at a minimum, sessions will be live-streamed; parallel gatherings with live-streaming are planned in the cities where the preparatory workshops were held to facilitate online participation.

While the preparatory regional workshops will each gather around 30 - 50 participants, a total of 300+ participants are envisaged for the final conference with many more joining via live-stream.

#### Participation fee and sponsorship of participation

ACEN anticipates that **Africa Circular** will require the payment of a participation fee to cover some costs related to the event. This fee can also vary depending on various categories of participants (governmental, non-profit, corporate sector, media and other). In order to enable young African entrepreneurs, researchers, civil society representatives and others to attend the event a sponsorship scheme will be developed and established.

### 4. Thematic focus and possible themes for sessions

The preliminary title “**Opportunities and Challenges in the Transition to a Circular Economy in Africa**” aims to convey the event’s main purpose. Under this theme, the following tracks can and will be considered for developing a holistic 2.5 - 3 day programme:

- Resilient and Regenerative Cities in Africa: generating energy, growing food and managing resources in circular ways, including in industrial hubs, and in a manner which connects rural communities with the urban fabric and improves livelihoods
- Economy / Industry track: examples of and opportunities for circular business models in Africa
- Research track: what do we already know about the CE in Africa?
- Policy track: what policy-makers can do to enable the application of circularity in business

- Finance track: why and how circularity provides an investment opportunity and what public and private finance can and should do advance circular businesses and approaches.
- The organisers will also aim to ensure a combination of sectoral CE approaches (agriculture, industry, building / construction, technology) and cross-cutting themes

Sessions under the following themes can also be envisaged:

- Africa in the global supply chain
- CE in African cities and regions
- How CE supports the achievement of UN Sustainable Development Goals (SDGs)
- CE: local solutions for local needs (agriculture, food, tech sectors etc.)
- CE and prosperity / poverty alleviation (Human sphere, agriculture incl. zero-waste approach)
- CE and innovations in Africa (historical and future perspectives)
- The transition to the CE: legal framework, funding and more
- CE solutions for reducing plastic waste
- How can CE increase / regain the ownership and resilience of communities?
- CE opportunities for construction and infrastructure development
- CE and climate change: is the circular economy the solution to climate change?
- How can CE slow down primary mining and stimulate secondary resource recovery?
- Social and environmental impact of circular initiatives in Africa – measurement frameworks
- Investment readiness – what do African entrepreneurs need to secure funding for scale?

The UN Sustainable Development Goals will feature prominently during **Africa Circular**. Research (e.g. Material Economics, 2018) is now suggesting that CE can contribute directly to achieving a significant number of SDG targets. The strongest relationships exist between CE practices and the targets of SDG 6 (Clean Water and Sanitation), SDG 7 (Affordable and Clean Energy), SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 15 (Life on Land) as well as SDG 17 (Partnerships for the Goals).

Recent studies also highlight the opportunity that CE presents to mitigate the negative impacts of **climate change**. A report by the Ellen MacArthur Foundation (2019) suggests that putting CE in place is a fundamental step towards achieving climate targets. Such a shift moves beyond efforts to minimise emissions in the current linear system. CE offers a systematic response to the crisis by both reducing emissions and increasing resilience to its effects. The benefits encompass meeting other goals such as creating more liveable cities, distributing value more widely in the economy, regenerating ecosystems and spurring innovation. These attributes make the circular economy a potent contributor to achieving zero-carbon prosperity.

## 5. A collaborative effort: venue, partners and sponsors

To make **Africa Circular** happen in 2022, funding and sponsors as well as a venue are needed.

A multitude of partnerships is already being established and there is keen interest from various partners to co-fund the event, provide in-kind contributions and more. All kinds of partnerships are needed and welcome – the event will involve many different stakeholder groups, and naturally “grow” out of a true multi-stakeholder effort.

### Host country and city of final conference

The most important cost items of **Africa Circular** will be the venue and travel / accommodation of participants. ACEN as its main organiser aims to identify a venue that will be free of charge as well as sponsors for funding several participants. At the same time, the event is planned to have a strong online component mainly to help keep its carbon footprint low as well as to engage a maximum number of stakeholder representatives who shall be enabled to follow the event and network without having to be present at the event itself. Initial discussions with UNEP in Nairobi, Kenya, have begun and shall be continued as no other alternative is currently being envisaged. ACEN’s main objective is to enter into an agreement on free-of-charge hosting as soon as possible to ensure the date and venue of the event can be announced; the year 2021 will mainly be used for attracting and securing more partners and sponsors, run the regional workshops and prepare the event.

### Overview of potential partners

Several governments, non-profit organisations as well as UN and international organisations have already been approached and indicated their willingness to collaborate with ACEN to make **Africa Circular** a reality. For-profit sponsors are planned to be approached after a) the date and venue are fixed and b) basic funding is secured. The following table provides an overview of the non-profit and some for-profit partners already approached or planned to be approached. This table will be updated regularly as more partners / sponsors come on board.

ACEN’s assumption is that many of the contributions by non-profit partners mentioned below will be in-kind; official requests for sizeable funding will be submitted to bilateral and multilateral donor organisations. Corporate sponsors will be approached after official approval of the venue and dates

	<b>UN and intergovernmental organisations</b>	<b>Bilateral governmental partners</b>	<b>International Organisations</b>	<b>Media &amp; Comms</b>	<b>Other</b>	<b>Potential corporate sponsors</b>
<b>A P P R O A C H E D</b>	<p>African Development Bank</p> <p>African Alliance on Circular Economy</p> <p>African Union</p> <p>OECD</p> <p>UNEP</p> <p>UNIDO</p> <p>European Commission (DG ENV &amp; DG DevCo, EEAS)</p> <p>European Investment Bank</p>	<p>Denmark, Ministry of Foreign Affairs</p> <p>Finland, SITRA</p> <p>Germany, GIZ</p> <p>Delegation of the European Union to Kenya</p>	<p>Chatham House</p> <p>ICLEI</p> <p>WRAP Global</p> <p>World Economic Forum</p> <p>Holland Circular Hotspot</p> <p>European Environmental Bureau</p> <p>Holland Circular Hotspot</p> <p>GreenCape</p> <p>World Resources Forum</p> <p>WCEF2020</p>	<p>REVOLVE</p> <p>African Press Organisation (APO-OPA)</p> <p>TV2Africa</p>	<p>Switch Africa Green</p> <p>PACE</p> <p>Rethink Global</p> <p>Tearfund</p>	<p>CHEP</p> <p>Pyxera</p> <p>Africa Global Recycling (Togo)</p> <p>Ecobank (Togo)</p> <p>Other private banks with either a foundation or strong affinity to sustainability topics</p>
<b>P L A N N E D</b>		<p>Various non-African countries, mainly in Asia and Europe, with strong national CE strategies (Denmark, Finland, Scotland, Netherlands, France, Singapore, others).</p> <p>Any African country in the process of developing a CE strategy.</p>	<p>Tony Elumelu Foundation</p> <p>Allan &amp; Nesta Ferguson Trust</p>			

## 6. Governance and decision-making processes

As **Africa Circular** is being planned for 2022, ACEN aims to move ahead quickly. To do so, ACEN aims to identify a limited number of flexible, highly dedicated and committed partners who will either play a key role as knowledge partners, provide the substantial (seed) funding or contribute other kinds of support for the event. This limited number of committed key partners will be the event's main organisers and form the "Organising Committee" which decides on the further process, priorities and final agenda. The Organising Committee will be formed with:

1. ACEN as lead organiser
2. Representatives of the host organisation
3. Representatives of the host country and city
4. Representatives of one, max. two, bilateral donor governments
5. One UN or other international organisation providing substantial funds or in-kind support (hosting)
6. Max. one further international organisation such as a development finance institution
7. Three major organisations which have agreed to be knowledge partners for workshops and the main conference: Chatham House, UNEP and the Ellen MacArthur Foundation.
8. Max. two main corporate sponsors (platinum sponsors)

The Organising Committee formed by a maximum number of ten partners in total (see above) will meet at least three times before the final event, either in person or via video conference. Once formally existing, the Organising Committee will define an efficient decision-making process for various priorities, the agenda, further partners, sponsors and more.

The large number of all other partners will be involved as e.g. further knowledge partners, governmental partners, media partners or corporate sponsors for which various sponsorship opportunities are available and presented further below.

### Partners and sponsors: categories and opportunities

As mentioned above, various kinds of non-profit organisations can and will be involved in **Africa Circular**. They are tentatively categorised as follows:

#### **Co-organisers**

- UNEP: hosting the event, provides operational support, potentially financing, connections with funders, governments, other first plan institutions and programs.

#### **Governmental partners**

Individual governments who aim to contribute to the CE agenda in Africa and globally are in this category. Initial and promising conversations were held with, inter alia:

- The Ministry of Foreign Affairs MFA of Denmark as a potentially interested key partner

Further conversations in this category are planned with:

- The government of Kenya and its possible role as host country
- African governments showing an interest in the CE

- Various OECD countries with a strong interest in the CE such as Canada, Finland, Germany, the Netherlands, Sweden and others

### **International Organisations**

Various intergovernmental or international and UN organisations are already driving the CE agenda. Initial and promising conversations have been held with, inter alia:

- UNEP for hosting the event at the UN Gigiri compound in Nairobi, in collaboration with the government of Kenya
- African Alliance on Circular Economy (ACE) as Africa's government-led body for policy makers
- The European Commission (DG ENV & DG DevCo, EEAS) for funding and collaboration
- The African Development Bank as the continent's primary public finance institution and host of ACE
- World Economic Forum
- Programme for Accelerating the Circular Economy (PACE)
- United Nations Industrial Development Organization (UNIDO)

### **Knowledge partners**

Various organisations may be interested in providing scientific input and/or host a session at the event. The following organisations have confirmed their interest to join Africa Circular as a knowledge partner:

- Chatham House
- UNEP
- Ellen MacArthur Foundation

More potential knowledge partners will be approached after confirmation of the final conference venue and dates of the preparatory workshops.

### **Media partners**

Media partners will help ensure visibility and outreach of Africa Circular within Africa and beyond. These can be African media outlets, global and African Public Relations agencies or other. The Brussels-based communication agency REVOLVE provides in-kind support to the event. Once the dates and venue are defined, it is planned to also approach:

- The African Press Organisation APO as primary press release distribution provider in Africa
- Key media outlets of the host country
- The East African as regional media giant
- Continent-wide online content distribution platforms e.g. TV2Africa
- Media development foundations such as the Thomson Reuters Foundation and others
- International media outlets such as the BBC, CNN and others
- National or regional media outlets with a strong interest in sustainability topics

## 7. Sponsorship opportunities

In addition to identifying a host city / country / institution that will provide a free of charge venue and raising funds from bi- and multilateral donor organisations, **Africa Circular** will involve companies of multiple sizes, from circular start-ups to pan-African companies or multinational corporations with a strong sustainability agenda. Various companies will be approached in 2021. These will form an important source of funds for **Africa Circular**. High-level corporate participation is necessary due to their role in understanding, embracing and using circular business models and implementing circular businesses. A sponsorship policy with specific packages will be developed and promoted as soon as the dates and venue of the event are officially announced. A sponsorship policy for for-profit organisations may include various sponsorship levels such as:

Sponsorship packages can include, for example:

- Programme sessions:  
Refreshments, meals, drinks reception etc.
- Livestreams:  
Live video streaming will be necessary for making the event a success. It is estimated that 30% of people who watch a live-streamed video will attend that same event the following year. Offering a livestream as a sponsorship package will provide brands with the opportunity to engage with CE audiences all over the African continent.
- Wi-Fi and phone charging stations:  
Attendees require access to Wi-Fi. In addition, ACEN wants participants to engage with the event on social media or use their own live stream. This will give brands exposure to all participants on site.
- Illuminated smart wall & social media:  
A social media wall on one or multiple screens at the event will displays posts and photos that are tagged with the event's hashtag on social networks like Twitter. The social media walls will be moderated and display favourite tweets and other social media posts in multiple languages during the event.

## 8. Outreach and visibility

All preparatory workshops during 2021 as well as **Africa Circular** will promote the Circular Economy within the respective countries, regions and on a pan-African level. A communication strategy will be developed and implemented to ensure the most relevant stakeholder groups are engaged, “earned media” reporting is secured, announcements and press releases in multiple languages reach their audiences etc. The following are some key components, which ACEN anticipates for effective outreach:

- Media partnership with at least one global and one national media outlet
- Continent-wide distribution of Press Releases in English, French, Portuguese and Arabic
- Impactful social media activities
- Branded publications in multiple languages
- A series of short movies with example African circular case studies

## 9. Philosophy and general considerations

The philosophy of **Africa Circular** is circular, green and sustainable to the maximum extent possible. This applies to the entire process of preparing, implementing and following up on the event. In concrete terms it means, among others:

1. Walking the talk: Mainstreaming sustainability during event preparation, implementation and follow-up

Event preparation will prefer video conferences over live / in-person meetings. The procurement of all materials for the event and the preparatory conferences will consider sustainability measures. At the event itself, there may be at least one entirely vegetarian day, or the event may be entirely free of meat. The event will be as paper-free as possible, and publications will be printed on recycled paper only.

2. Keep carbon footprint low: virtual participation and more

The conference organisers consider important to keep the event's environmental and particularly carbon footprint as low as possible. A venue with strong internet facilities is therefore preferred in order to allow for the broadcasting / streaming of several sessions online and virtual participation via the web. This is already done in Online Press conferences in which journalists from anywhere can participate and will be considered for the event.

3. Participation fee

Depending on the overall funding available, and corporate sponsoring, for the event, the organisers may need to consider a participation fee. Organisers and partners who provide in-kind contributions will however not pay such a fee. Journalists are usually exempted from such a fee and will be accredited by the organisers and the relevant authorities of the host country.



## ANNEXES

### Draft Structure of the Final Conference Programme

#### Day 0 (Wednesday)

- Arrival of participants
- Early registration
- Informal get-together and cocktail reception in the evening

#### Day I (Thursday)

- Morning
  - Official Opening speeches by host city and country as well as organisers and main funders and sponsors (if possible, no more than three speeches)
  - Coffee break
  - Plenary session on Circular economy in Africa and focus theme
  - High-level panel discussion
  - Lunch break
- Afternoon
  - Breakout sessions:
    - Track 1: circular economy and African industries: presentation of circular businesses and approaches that work
    - Track 2: circular research in Africa
    - Track 3: policies for a circular Africa

#### Day II (Friday)

- Morning
  - Breakout sessions on topics under the different tracks
    - ....
    - ....
    - ....
- Afternoon
  - Plenary session: reporting back from all sessions
  - High-level panel discussion
  - Closing session

#### Day III (Saturday)

- Field trips

## Draft Budget

### Budget estimations for one preparatory regional workshop (assumes all taxes have been included)

A detailed budget remains to be developed for the preparatory workshops, mainly because they need to be prepared and conducted under new constraints due to the Covid-19 pandemic. We anticipate a series of five regional online workshops, which need to be well promoted, planned, facilitated and conducted. A first cost estimation is a max. of 20 000 Euro for each of these online workshops, including preparations and follow-up as they will need to result in the development of recommendations or a draft roadmap from each African region. The total cost of five regional workshops at 20 000 Euro each is 100 000 Euro.

### Budget estimations for main event of 2.5 - 3 days (assumes all taxes have been included)

	<b>Main Conference</b>
Name of event: <b>AFRICA CIRCULAR</b> (2.5 days event)	
Purpose of event: Driving the circular economy agenda in Africa	
Themes: Sustainable Development and SDGs, Resource & waste management, Urbanisation, Circularity	
Location: Nairobi, Kenya or Kigali, Rwanda	<b>TBC</b>
Date: TBC	<b>2022</b>
<b>Details</b>	<b>Figures for 3 days event</b>
No of attendees - Full Price	150
No of attendees - Reduced Price	50
No of attendees - No Charge for Sponsors, Press, Media, VIPs	100
Total number of attendees	300
Attendee fees per head - Full Price	€60.00
Attendee fees per head - Reduced Price	€35.00
<b>Income</b>	
Attendee fees - Full Price	€9,000
Attendee fees - Reduced Price	€1,750
Local Exhibitor fees, assume 30 exhibitors at €150 each	€4,500
Exhibitor fees international, assume 12 exhibitors at €1000 each	€12,000
Funding from bi- and multilateral donors (Governments, Intergovernmental Org's, IFI's)	€200,000
Corporate sponsorship	€100,000
<b>Indicative Costs</b>	
Pre Event management incl. logistics (30 days est.)	€15,000.00
On the day event management fee (including on the day staffing), 3 days, 3ppl at €500 each	€4,500
On the day event management expenses (3 ppl) - travel + visas	€2,400
On the day event management expenses (3 ppl) - accommodation, €100/day/person	€1,800
On the day event management & comm's expenses (3 ppl) - subsistence, €25/day/person for non-conference days	€270
VIP, PR and press management	€1,800

Conference MC	€3,000
ACEN Project Team (3 ACEN senior team members during 10 months preparatory period)	€60,000
Travel & accommodation for 3 ACEN Senior team members during preparatory period	€15,000
Local Project Team (including expenses)	€7,500
Pan-African event marketing & media relations (incl. social media paid ads, newspaper ads, local journalists etc)	€25,000
Website development and management (4 languages: English, French, Arabic, Portuguese)	€5,000
Photography	€1,000
Photography expenses for 3 days (assume local)	€1,500
Videography (including editing)	€5,000
Videography expenses for 3 days (assume local)	€3,000
Translation of main documents into four languages	€4,000
Interpretation services during conference	€6,000
Live Streaming	€5,000
Event Ambassadors and Security	€4,000
Security	€4,000
Onsite handyperson and tech support (local)	€1,500
Venue hire	€0
Venue styling (e.g. staging, wayfinding, zoning, bins, sustainability etc)	€2,000
Equipment hire (including AV, lighting etc)	€4,000
Event management comms, e.g. walkie talkies	€900
Dedicated high speed wifi connection	€3,000
Promotional materials (Design + printing, including banner stands, posters, etc)	€8,500
Attendees travelling expenses - Sponsor 30 attendees from African countries	€45,000
Speakers & workshop facilitation fees (including travelling expenses) - Several ACEN Exec. Com. members & others	€15,000
Attendee registration software & registration management	€3,000
Attendee lanyards/name badges (assume €3/head)	€900
Attendee stationary (e.g. pens, postits, flipcharts) or giveaways (assume €10/head)	€3,000
Transport for site visits	€750
Refreshments: tea and coffee, 3 rounds per day (€2.50/head)	€4,500
Event lunch (€15/head for 2 days)	€9,000
Evening networking reception (€20/head)	€4,500
Invited guests evening Banquet (€40/head)	€4,000
Post Event reporting, follow-up and delegate feedback (20 days est.)	€12,000.00
Miscellaneous (incl gifts, last minute purchases, etc)	€2,000
<b>Total income</b>	<b>€327,250</b>
<b>Total costs for final conference</b>	<b>€298,320</b>
<b>Surplus carried forward to 2022 conference</b>	<b>€28,930</b>
<b>Contingency (not included in total costs)</b>	<b>€30,000</b>

## ACEN Resources and References

### ACEN Resources

ACEN Knowledge Shares and Online Training Courses: <https://www.acen.africa/knowledge-share>

Presentations by Alexandre Lemille: <https://www.youtube.com/channel/UCLOGraPIZHs-l0xyWpLRiFg>

Blogs by Peter Desmond and Catherine Weetman: <https://www.rethinkglobal.info/blog/>

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