



*Collected polyethylene terephthalate (PET) at T3's recycling center outside Nairobi. Photo Credit: USAID*

## KENYA

# UNLOCKING THE PLASTICS VALUE CHAIN

Despite recent national commitments and policies to reduce plastic pollution and increase recycling, plastic pollution remains a significant problem in Kenya. An estimated 92 percent of Kenya's plastic is mismanaged and only seven percent of plastic is recycled, resulting in 37 kilotons of plastic waste leaking into the environment and ocean each year. To reduce plastic pollution in Kenya, two of the country's biggest waste management priorities are to increase plastic collection and waste management infrastructure.

This project seeks to sustainably increase the amount of polyethylene terephthalate (PET) plastic collected for recycling by establishing 12 aggregation hubs across eight counties. These aggregation hubs will enable T3 Plastics, one of Kenya's leading PET recyclers, to multiply its collection and recycling rate by more than five times. These hubs will not only enable T3 to pay above the market price per kilo of plastic collected, but they will also employ women and youth.

### OUR WORK

The project is establishing up to 12 aggregation hubs with baling machines at strategic locations across Kenya to increase the amount of plastic collected and recycled at T3's recycling center. These hubs will serve as designated sites for individual collectors to sell their used plastics. To manage these hubs, T3 will collaborate with youth groups in the respective areas, forming micro, small, and medium-sized enterprises responsible for operations and maintenance. This business model will enable T3 to offer a higher price per kilo to the collectors, thereby incentivizing them to collect more plastic. The project also aims to formalize the sector engaged in plastic waste management.

The activity consists of three components:

- **Feasibility analysis** will identify the best site locations for the creation of 12 aggregation hubs.
- **Establishing aggregation hubs** will provide collectors a fixed point of sale where they can sell quickly and often. The plastic will be consolidated, sorted, and compressed into bales, thus enabling the transport of 5-6 times the amount of plastic collected currently.
- **Hiring and training women and youth** to manage the operations and maintenance of the aggregation hubs.

## OBJECTIVES

- Increase the volume of PET plastic collected and recycled in Kenya from 9 percent to 18 percent.
- Create 25 new full-time jobs at the aggregation hubs, thus increasing the number of women and youth-owned and run plastic collection points by 10 percent.
- Increase the number of waste collectors impacted by direct market access to sell plastic by 2,000 individuals.
- Increase plastic collection from marginalized communities from 5 percent to 25 percent.
- Reduce T3's carbon footprint for plastic that reaches its recycling facility by three times.
- Encouraging Kenyans to practice a culture of waste segregation.

## DECREASING OCEAN PLASTIC POLLUTION IN KENYA

In June 2022, USAID Administrator Samantha Power announced the launch of the Save Our Seas Initiative to tackle ocean plastic pollution in 14 key countries and regions. Under this initiative, USAID is supporting the implementation of Kenya's plastic policies, awareness raising, and private sector partnerships. Through its engagement with T3 and establishment of aggregation hubs, the Unlocking Plastics Value project supports Kenya in implementing its Green Economy Strategy and Implementation Plan and the National Sustainable Waste Management Act 2022. It seeks to 1) increase the amount of plastic recycled in Kenya by 20-30 percent by 2025 and, 2) uplift the informal sector within the plastic supply chain by offering a fair price per kilo; establish a guaranteed market for the collected plastic; and provide incentives and training to improve the livelihoods of informal sector players.

**BUDGET:** USD \$400,000

### DURATION

August 2023 - July 2024

### ACTIVITY LOCATIONS

Nairobi, Mombasa, Kisumu, Kajiado, Nakuru, Laikipia, Kiambu, Machakos

### IMPLEMENTING PARTNERS

DAI and T3 Plastics EPZ Limited

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