



Reform for
Investment &
Sustainable
Economies



TRANSFORM THROUGH THE CIRCULAR ECONOMY AND EPR

12TH TO 14TH JULY 2023,
GABORONE, BOTSWANA



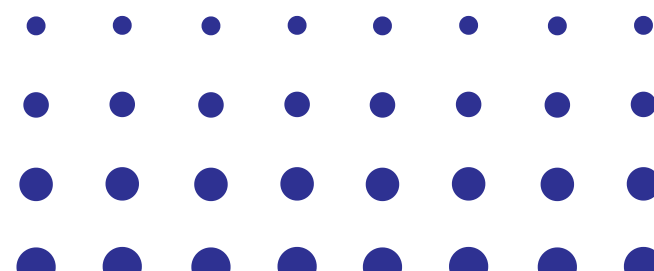
EVENT REPORT

[Start Slide](#)

ABOUT THE EVENT

Background

Developing countries especially in Africa have been struggling to sustainably manage their waste. Rising populations, increased economic growth and the rural-urban drift have led to increased generation of waste (including e-waste) that has not been met with equivalent sustainable waste management systems that protects public health and environment and improves the social welfare of the people and the outlook of cities in these countries. A lack of finance, resources and technologies are leading to a current situation of open dumpsites in most of the countries that are causing a significant harm to public health and the environment, on a micro level in the communities as well as on the macro level by contributing to climate change through emission of GHG.

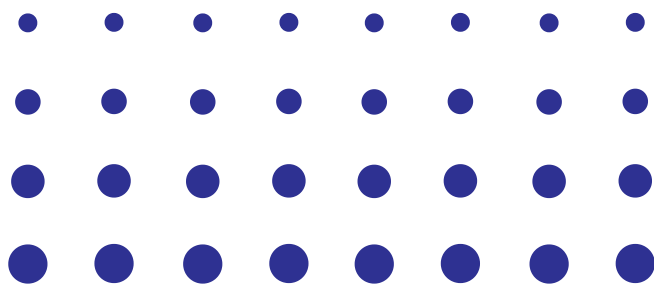


ABOUT THE EVENT

Acknowledging these issues, various stakeholders, e.g, EUDs, regional and national bodies and governments, private sector or not for profits have put these topics high on their agenda. Some came to EU Africa RISE with requests, to design, pilot, or scaleup waste management models, undertake studies to understand what role companies should play including within Extended Producer Responsibility (EPR) frame, look into self-regulation in waste management-benefits and challenges, improve waste management policies, draw key lessons and the most effective solutions to waste management in the African context.

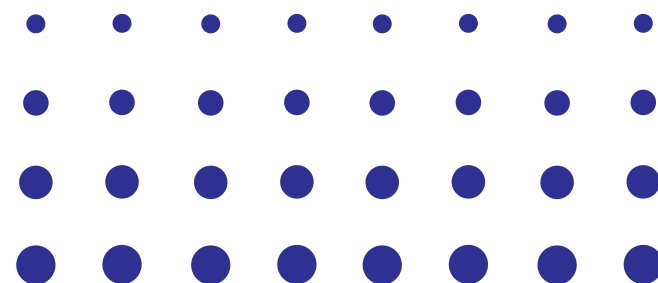
One of the requests we received is from the SADC Business Council, as they wanted to set up a Southern African Development Community (SADC) Circular Economy (CE) and Extended Producer Responsibility (EPR) Platform.

The CE-EPR platform, is a partnership between SADC Business Council and the two EU funded initiatives: EU Africa RISE and Switch to Green Facility. The platform is a facilitation mechanism for members of both public and private sectors to share best practices, exchange ideas, design, pilot or scale up circularity models. It is also to develop collective approaches to the CE and EPR market. A conference "Implementation of Circular Economy regulations in the SADC region" was organised by the SADC Business Council, Coca Cola and Africa RISE in Lusaka, Zambia on the 22nd and 23rd of February 2023. The objective of the meeting was to sensitize key stakeholders on the need for an active regional CE/EPR platform, . It is against this backdrop that in the launch in Botswana will be hosted.



ABOUT THE EVENT

Geared towards innovating and changing the way we look at [plastic and e-] waste, TRANSFORM through Circular Economy will enable participants to exchange information and experience on circularity models as well as supporting [regional] policy formulation], so that they become more competitive, agile, open and innovative by leveraging circularity and transform countries into smart societies.

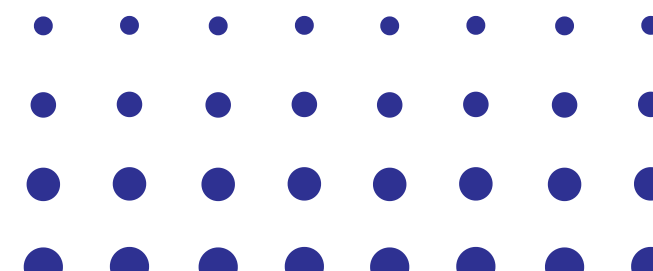


» OBJECTIVES



LAUNCH OF THE EPR PLATFORM

The official launch of the platform will take place during this event, to be held in Botswana from 12th to 14th July. The event will focus on showcasing how businesses can “transform” the way they do business, supported by an enabling environment and/or in partnership with others. The event speaks to one of the platform’s four pillars and mandate, which is that the platform will organise events and consultations on specific topics related to EPR and the circular economy.



» OBJECTIVES



- i. To launch the SADC Circular Economy and EPR Platform
- ii. To showcase viable circularity models and practices within and across the region supported and/or generated by various initiatives of EU Africa RISE, Switch2Green, SADC BC and ITU.
- iii. To convene partners from Botswana and neighbouring countries (and where necessary global experts online) to exchange information and knowledge about their national approaches to tackling e-waste management in order to support the Government of Botswana with the implementation of its national e-waste management strategy through the lens of EPR and producer organisations.
- iv. To convene policy representatives and businesses from other Southern African countries to explore the opportunities for regional harmonization and the management of e-waste with a focus on transitioning the region towards a circular economy for EEE.



» PARTNERS



ITU



Dwmpc



BOCRA



Statistics Botswana



VENUE

The workshop took place at the Hilton Garden Inn, located in the Central Business District. The venue is 12.8km (approximately 17minutes by car) from Sir Seretse Khama International Airport.

The Hilton Garden Inn is located in the Central Business District (CBD) conveniently located near various other hotels, shopping malls and restaurants, all within walking distance.

Activity Lineup



Day 1: EPR Circular Economy Platform and Good Practices

Agenda

12th July	13th July	14th July
09:00 AM - 09:30 AM	Welcome and Opening Remarks	
09:30 AM - 09:45 AM	Launch of the EPR Circular Economy Platform	
09:45 AM - 10:15 AM	Launch of the EPR Circular Economy Overview (I)	
10:15 AM - 10:30 AM	Coffee Break	
10:30 AM - 11:00 AM	Launch of the EPR Circular Economy Overview (II)	
11:00 AM - 12:20 PM	Good Circular Economy Policy and Regulation	
12:20 PM - 01:20 PM	Lunch	
01:20 PM - 02:40 PM	Good Circular Economy Practices and Implementation	
02:40 PM - 03:15 PM	Putting all together, what have we learnt	

Activity Lineup



Day 2: EPR Circular Economy Platform and Good Practices





















12th July	13th July	14th July
	09:00 AM - 09:15 AM	Refresher and Opening
	09:15 AM - 09:45 AM	Introduction to EPR and QProducer Responsibility Organisations
	09:45 AM - 10:30 AM	SADC EPR Circular Economy Platform: The way forward
	10:30 AM - 10:45 AM	Coffee Break
	10:30 AM - 12:00 PM	Examples of Regional Harmonization and Integration
	12:00 PM - 01:00 PM	Lunch
	01:00 PM - 01:45 PM	Typical Requirements for EPR Implementation for e-waste
	01:45 PM - 02:45 PM	Examples of National e-waste Management policy and regulation
	02:45 PM - 03:15 PM	Potential Policy Areas for Harmonization
	03:15 PM - 03:30 PM	Coffee Break
	03:30 PM - 04:45 PM	Scaling up the Circular Economy and EPR across SADC
	04:45 PM - 05:00 PM	Speech

Activity Lineup

Day 3: National E-waste Management and Quantification in Botswana.

08:00 AM - 08:15 AM	Refresher And Opening.
08:15 AM - 09:00 AM	Overview Of The National E-Waste Strategy In Botswana And Q&A.
09:00 AM - 09:45 AM	Overview Of National E-Waste Quantification In Botswana And Q&A.
09:45 AM - 10:00 AM	Coffee Break
10:00 AM - 10:30 AM	Potential Role Of Telecom Service Providers In EPR And Implementing The National E-Waste Strategy.
10:30 AM - 11:45 AM	Potential Role Of Telecom Service Providers In EPR And Implementing The National E-Waste Strategy.
11:45 AM - 01:00 PM	Lunch
01:00 PM - 01:30 PM	Breakout Group Plenary.
01:30 PM - 02:15 PM	National E-Waste Strategy Approval And Next Steps.
02:15 PM - 02:30 PM	Closing Remarks.





















» OUR SPEAKERS

 <p>Anne-Rachel Inné</p>	 <p>Peter Varndell Executive Secretary, S @ SADC Business Council</p>	 <p>Layla Jeevanantham Group Head, Regulatory Affairs & Compliance @ Coca Cola Beverages Africa.</p>	 <p>Matthias Reusing</p>	 <p>Eric Murera Environmental Expert @ Rwanda Private Sector Federation</p>	 <p>Thierry Sanders CEO @ Circular Action BV</p>
 <p>Jeremy Gibberd Consultant</p>	 <p>Krystel Dookhith Burrin Director @ Perigeum Capital</p>	 <p>Mihaela Balan Team leader @ EU Africa RISE</p>	 <p>Thabo Sihlangu Group Regulatory Lead @ Coca- Cola Beverages Africa</p>	 <p>Bezawit Eshetu Gizaw Executive team member @ African Circular Economy Network</p>	 <p>Anne Rita Ssemboga</p>
 <p>Ibukun Edna Faluyi Executive Secretary @ E-waste Producers Responsibility of Nigeria</p>	 <p>Susanne Karcher</p>	 <p>Juma Ooro Acting Deputy Director @ Communications Authority of Kenya</p>	 <p>Bernard Crabbé International Partnerships (INPA.F2) @ Team Leader</p>	 <p>Christophe Pautrat COO Africa, Asia, Latin America @ LANDBELL GROUP</p>	 <p>Collins Mbulo</p>
 <p>Matiou Setati</p>	 <p>Davinah Milenge Principal Program Coordinator @ African Development Bank Group</p>				

12.07.2023 DAY 1 : 18 speakers

- Mr. Boatametse Modukanele, Deputy Permanent Secretary, Ministry of Environment and Tourism, Botswana.
- Mr. Clément Boutillier, Head of Cooperation Delegation of the EU to Botswana and SADC.
- Mr. Jean-Jacques Massima, Area Representative, ITU [online].
- Mr. Peter Varndell, Executive Secretary, SADC Business Council.
- Ms. Layla Jeevanantham, Group Head, Regulatory Affairs & Compliance, Coca Cola Beverages Africa.
- Mr. Matthias Reusing, Delegation of the EU to Zambia and COMESA [online].
- Mr. Malcolm Whitehouse, Operations Executive, EPR Waste Association of South Africa.
- Ms. Linda Kambale, Manager Economic Regulation, Malawi Communications Regulatory Authority.
- José Ramon Carbajosa, EU Consultant.
- Thierry Sanders, EU Consultant.
- Simao Dias, EU Consultant [video recording].
- Mr. Eric Murera, Private Sector Federation, Rwanda.
- Thierry Sanders, EU Consultant.
- Jeremy Gibberd, EU Consultant.
- Krystel Dookhith, EU Consultant
- Mr. Thabo Sihlangu, Regulatory Affairs Lead, Environmental Policy, Coca Cola Beverages Africa [online].
- Ms. Oarabile Serumola, Director, Department of Waste Management and Pollution Control, Botswana.
- Ms. Bezawit Eshetu Gizaw, ACEN [online].

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 <p>Matlou Setati</p>	 <p>Davinah Milenge Principal Program Coordinator @ African Development Bank Group</p>				

13.07.2023



























DAY 2 : 16 speakers

- Ms. Anne-Rita Ssemboga, Programme Officer, ITU.
- Ms. Ibukun Faluyi, Executive Secretary, EPRON, Nigeria.
- Mr. Sebastian Frisch, Switch to Green Facility
- Mr. Juma Ooro, Chair, EACO Working Group 7 E-waste Management and Green ICTs.
- Mr. Susanne Mueller representing Bernard Crabbé, Team Leader, Environment and Mainstreaming Sector, DG INTPA, Unit F2/Environment and Sustainable Natural Resources, European Commission [online].
- Ms. Sibongile Mavimbela, Senior Programme Officer, SADC Secretariat.
- Mr. Christophe Pautrat, Chief Operating Officer, Landbell Group.
- Ms. Helen Nakiguli, Environmental Engineer, Uganda Communications Commission.
- Mr. Boniface Chimwaza, Chief Environmental Officer, EAD, Malawi.
- Mr. Constantino Mwembela, Environmental Officer, ZEMA, Zambia.
- Mr. Emmanuel Nkurunziza, Legal Officer, RURA, Rwanda.
- Mr. Garam Bel, Circular Economy Coordinator, ITU.
- Ms. Davinah Milenge Principal Program Coordinator, Climate Change and Green Growth, Lead of Circular Economy, African Development Bank [online].
- Ms. Sesame Mosweu, Legal Advisor, Orange Botswana.
- Mr. Collins Mbulo, Senior Engineer, Zambia ICT Authority.
- Ms. Matlou Setati, Executive, Food Safety Initiative (FSI): Consumer Goods Council of South Africa (CGCSA) [online].

» OUR SPEAKERS

14.07.2023

DAY 3 : 5 speakers

Speakers					
 Anne-Rachel Inné 	 Peter Vardell Executive Secretary, S @ SADC Business Council	 Layla Jeevanantham Group Head, Regulatory Affairs & Compliance @ Coca Cola Beverages Africa.	 Matthias Reusing 	 Eric Murera Environmental Expert @ Rwanda Private Sector Federation	 Thierry Sanders CEO @ Circular Action BV
 Jeremy Gibberd Consultant	 Krysel Dookhith Burrun Director @ Perigeum Capital	 Mihaela Balan Team leader @ EU Africa RISE	 Thabo Sihlangu Group Regulatory Lead @ Coca- Cola Beverages Africa	 Bezawit Eshetu Gizaw Executive team member @ African Circular Economy Network	 Anne Rita Ssemboga
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 Matlou Setati 	 Davinah Milenge Principal Program Coordinator @ African Development Bank Group 				

- Ms. Anne-Rita Ssemboga, Programme Officer, ITU.
- Mr. Frank Molaletsi, Deputy Director, Department of Waste Management and Pollution Control, Botswana.
- Ms. Ditshupo Gaobotse, Senior Environment Statistician, Statistics Botswana.
- Ms. Joyce Isa-Molwane, Director Legal, Compliance & Board Secretary, BOCRA, Botswana.
- Mr. Zia Choudhury, UN Resident Coordinator and UN Secretary General's Representative in Botswana.

OUR PARTICIPANTS



Participants included representatives from public, private, and non-profit sectors, as well as international organizations, civil society and practitioners involved in the research, development, management and implementation of circular economy



PHYSICAL& ONLINE PARTICIPANTS

12.07.2023 DAY 1

- 115 registered physical participants
- We had a max of 85 Attendees on 12 Jul, 2023 12:14

13.07.2023 DAY 2

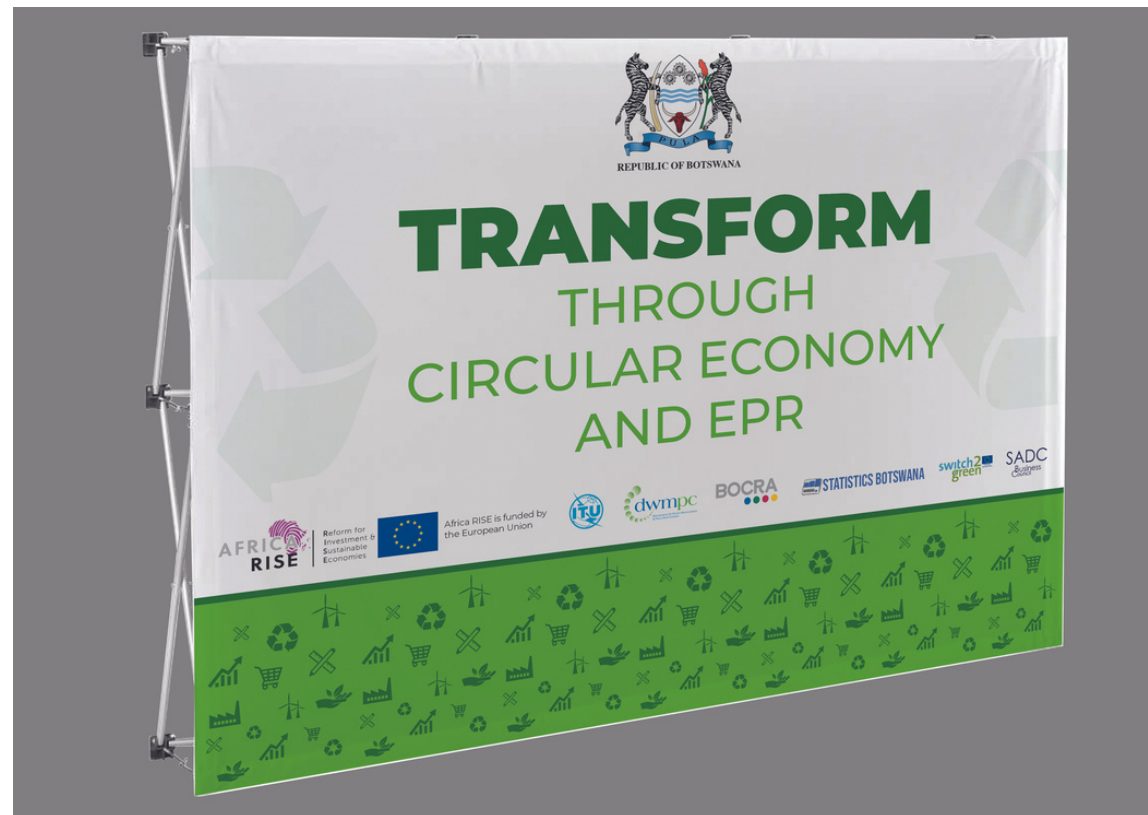
- 82 registered physical participants
- We had a max of 55 Attendees at 13 Jul, 2023 14:37

Global Stats

Total No. Of online Attendees (over 3 days)	208
Total No. Of physical Attendees (over 2 days)	197
% Of Attendees	52%
Total Minutes Spent in the Event	35253 mins

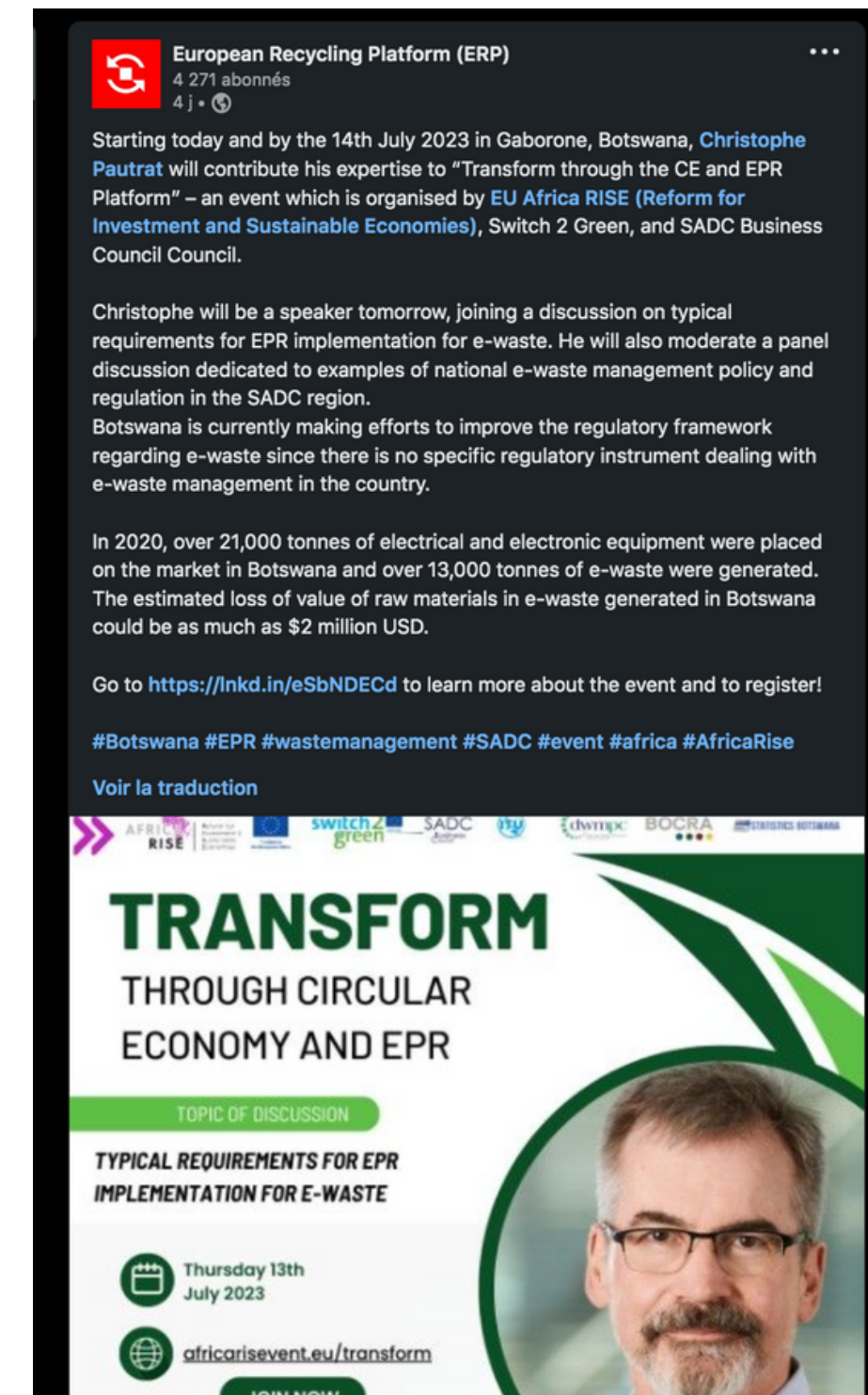
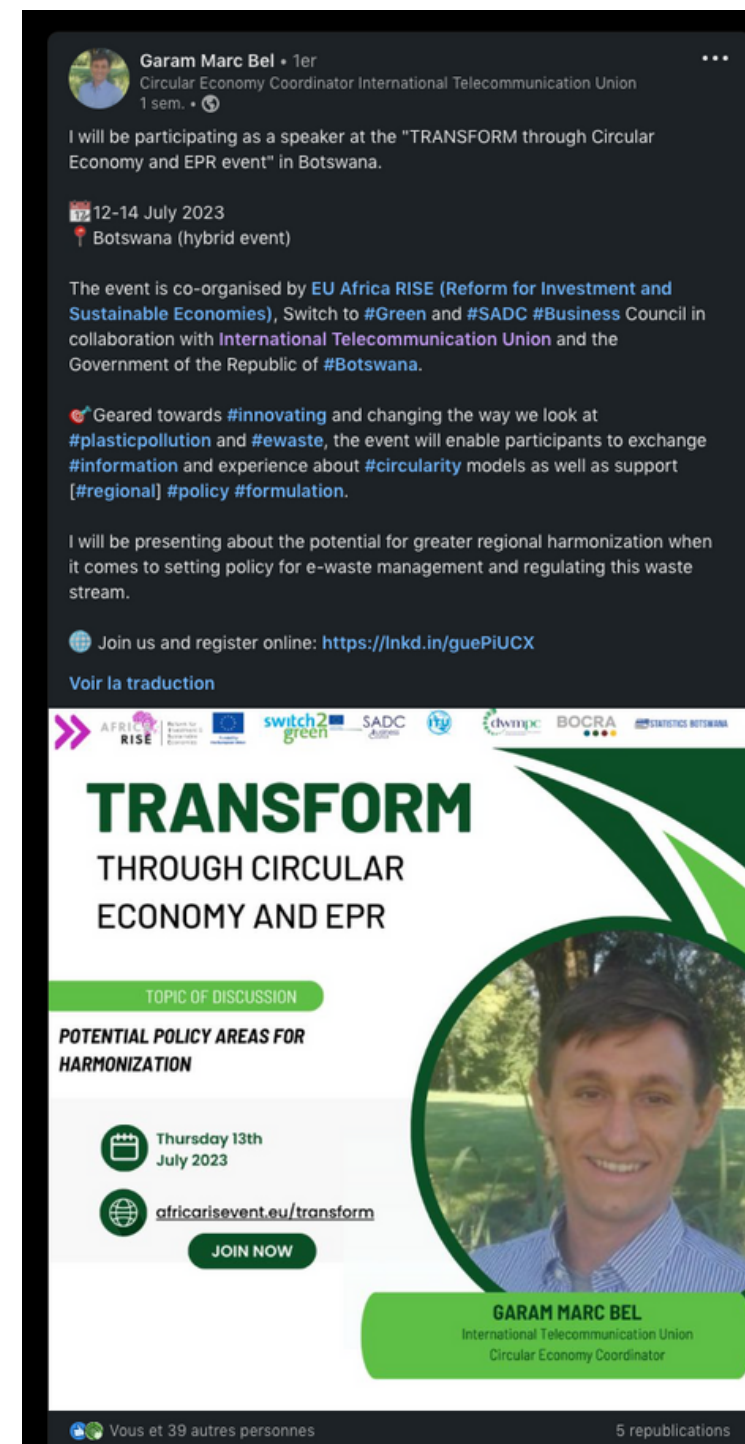
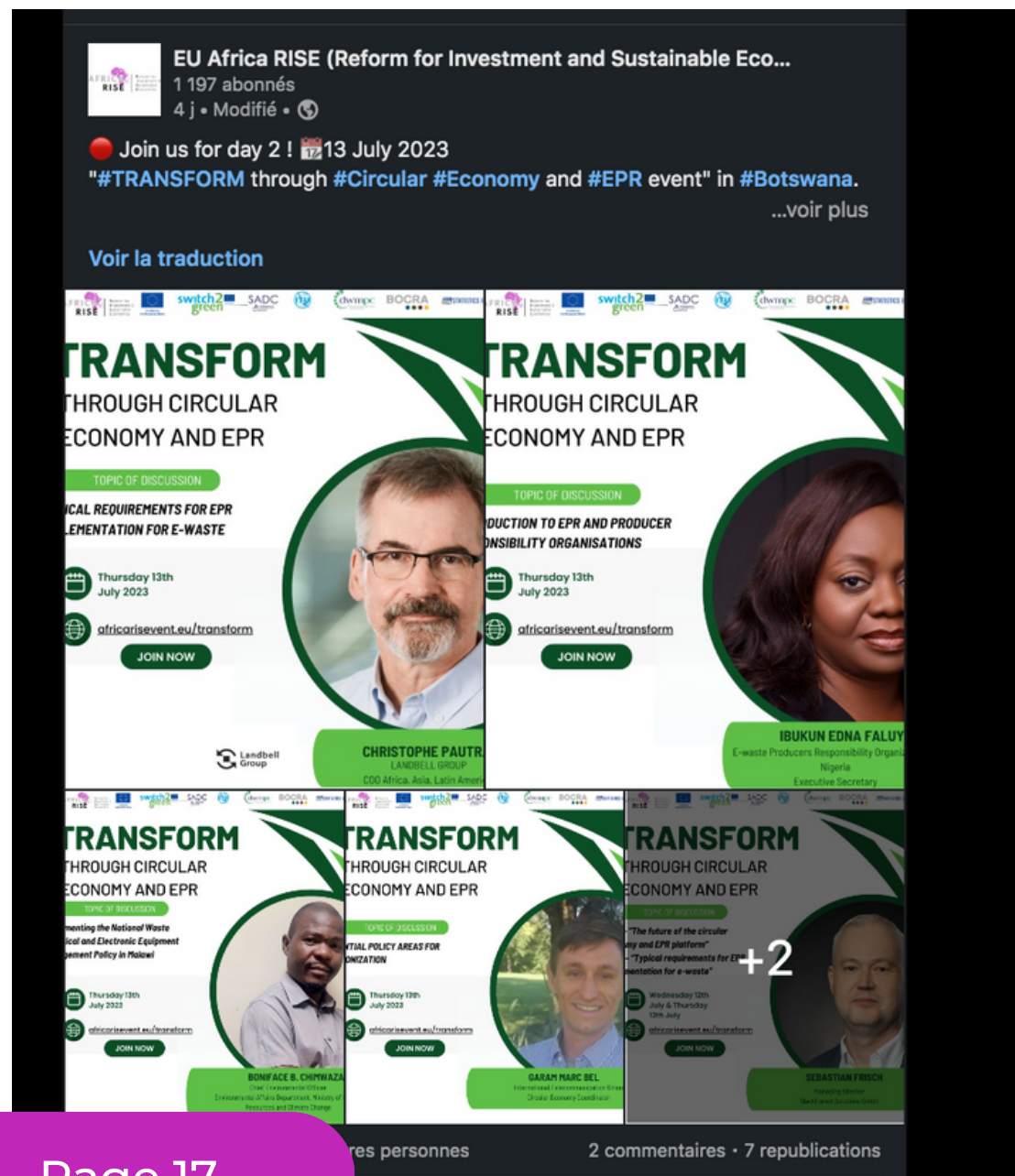
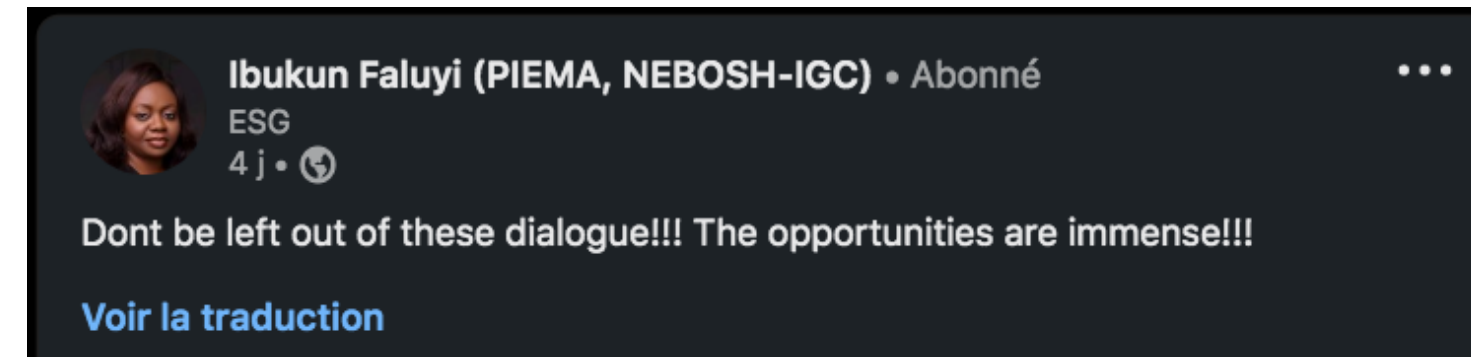
COMMUNICATION SUPPORT

- We had a photographer and videographer taking pictures and videos for the 3 days of the event
- We had 2 wall banners, 2 pull up banners, badges and social media visuals



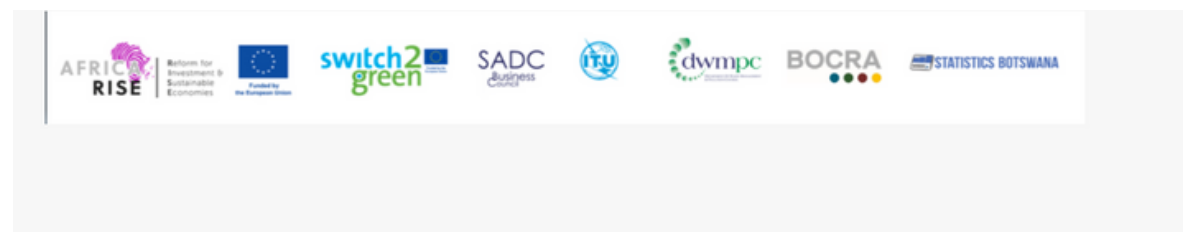
SOCIAL MEDIA CAMPAIGN

We had a social media coverage with visuals of our speakers that were shared on various platforms and with the main organizers being tagged for larger visibility



NEWSLETTER CAMPAIGN

We had 2 emailing campaigns to announce the event and encourage registrations



TRANSFORM through Circular Economy and Extended Producer Responsibility



We are pleased to invite you to the TRANSFORM through Circular Economy and Extended Producer Responsibility 2023 (TCE-EPR2023) event.

The event, is co- organised by EU-funded [Africa RISE](#), Switch to Green and SADC Business Council who have collaborated with the International Telecommunications Union (ITU) and the Government of the Republic of Botswana, will take place at the **Hilton Hotel Garden Inn**, Gaborone Botswana from July 12th to July 14th, 2023.

Geared towards innovating and changing the way we look at [plastic and e-] waste, TRANSFORM through Circular Economy will enable participants to exchange

Results of the 1st emailing campaign

340 Opened	63 Clicked	31 Bounced	0 Unsubscribed
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Successful deliveries	892 96.6%	Clicks per unique opens	18.5%
Total opens	675	Total clicks	147
Last opened	7/15/23 9:32PM	Last clicked	7/13/23 4:46AM
Forwarded	0	Abuse reports	0

Results of the 2nd emailing campaign

269 Opened	33 Clicked	28 Bounced	2 Unsubscribed
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Successful deliveries	894 97.0%	Clicks per unique opens	12.3%
Total opens	466	Total clicks	63
Last opened	7/17/23 5:49AM	Last clicked	7/16/23 2:53AM
Forwarded	0	Abuse reports	0

TESTIMONIALS

Tshiamo Thuso Richard Moagi

We learned a lot at the regional-SADC, African, and Europe levels. The best day was day 3(moja morago ke kgosi), to hear about what are we going to do as a country, the planned strategy coming to effect next Wednesday was the best news from our government (ministry) department of waste management and all the contributors involved but I want to thank the regulator@bocra. A big thanks to all the sponsors and organizers. We are new to the circular economy but we want to make a

contribution in saving the earth.

Matthias Reusing

Investing in Circular Economy is investing in the Future.

Onneetse Ndadi On Sustainable Enterprising_

this is indeed an interesting moment for the country. i cant wait to see us jumping to action.



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Emergency numbers

Police: 997

Fire: 999

Paramedical and first aid services: 118

Social Media



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[@ITUBDTEditor](#)



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www.itu.int

Contact Information



Website of the event

<https://africariseevent.eu/transform>



Contact persons

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