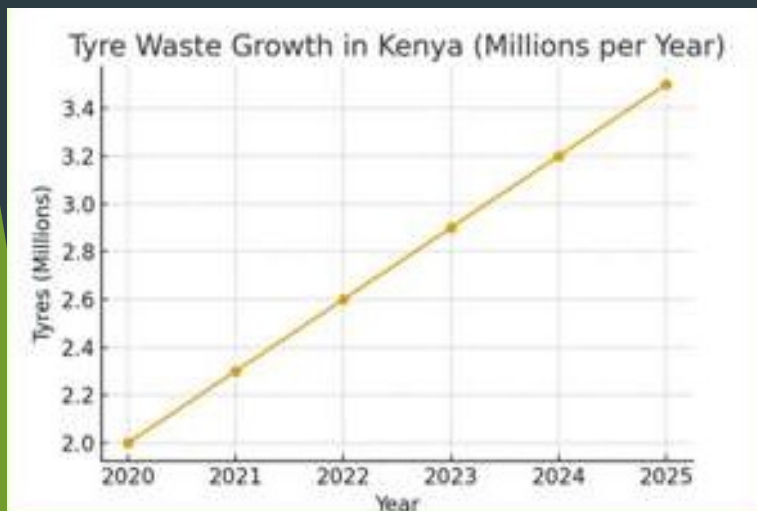


EcoPro's Perspective on Tire Waste Management in Kenya

EcoPro Webinar Presentation

The Problem and its Scale

- Kenya generates over 3 million waste tyres annually, growing ~10% each year.
- Most disposal is through open burning for scrap steel or landfilling, which pollute the environment through toxic emissions and pose **fire and health hazards**.



Current Recycling Landscape in Kenya

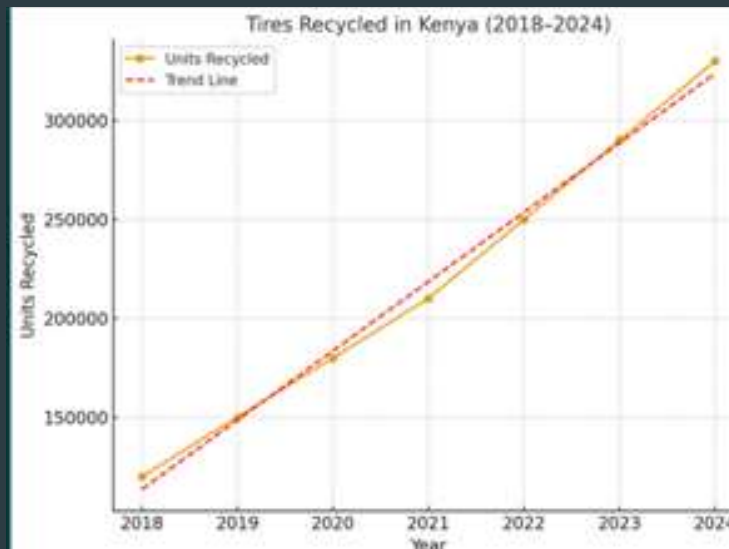
- Recycling landscape is **mostly informal and unregulated** and the rates **remain very low**, leading to air pollution and health risks.
- Informal: open burning, reuse in workshops, limited retreading.
- EcoPro is the only formal tyre recycling firm in Kenya, one of just three in Sub-Saharan Africa, illustrating the nascent stage of formal tyre recycling in the region.
- The gap between waste generation and recycling capacity remains huge.
- For instance, in 2024, out of 3.2 million units of waste tires generated, only around 0.4 million units were recycled - a mere 11 % !

Policy & Regulatory Landscape in Kenya - Key Challenges

- National Environment Management Authority (NEMA) provides environmental oversight, but **enforcement remains limited**, highlighting the need for stronger regulatory frameworks.
- **No dedicated tire recycling law in Kenya**, which creates a regulatory gap and limits.
- **Absence of incentives** to support formal recycling firms exacerbates the situation, discouraging investment and innovation in the sector.

EcoPro and it's Contribution

- Only major formal recycler with advanced technology and 50+ years of experience!
- Plans to capture 70% of Kenyan recycling market in 5 years.
- Provides cheaper local granules compared to imports.
- Also does educational campaigns on the environmental benefits of tire recycling.



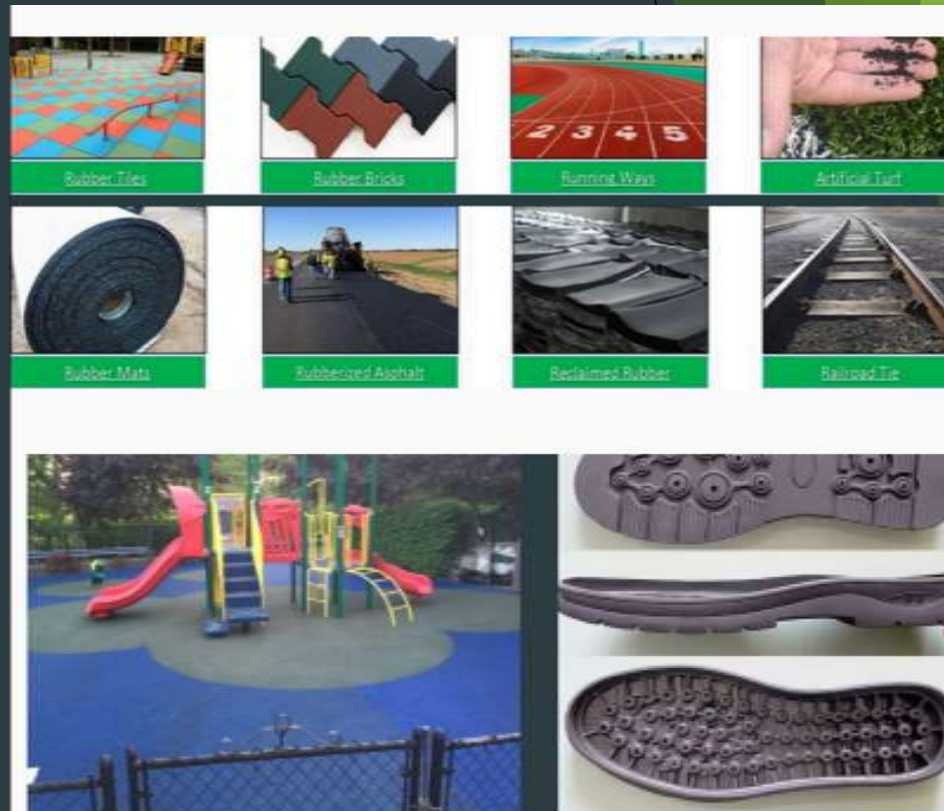
EcoPro's Recycling Process

- Breaks down tires into their constituent components like **rubber, steel and fibre** through a combination of mechanical, thermal and chemical process.
- Produces **crumb rubber powder, coloured granules, mats, and paving tiles.**
- Process **significantly reduces landfill waste and reduces the demand for virgin raw materials.**
- Our recycling processes generate fewer greenhouse gas emissions compared to traditional tire disposal methods like incineration



End Products and Markets

- Applications include making footwear, rubber granules that are used in gyms and sport turfs, rubber mats, road and walkway paving.
- Clients include major shoe factories, construction and real estate firms.
- EcoPro products are 40% cheaper than imported alternatives!



Kenya's Legal & Regulatory Framework Relevant to Tyre Recycling

1. Environmental Management & Coordination Act (EMCA), Cap 387

Originally 1999; amended subsequently

- Prohibits dangerous handling/disposal of wastes in a way likely to cause environmental pollution or harm human health.
- Requires any site disposing of waste, or any plant operating a disposal site, to have a licence from NEMA.
- Requires waste generators to employ measures to minimise waste via treatment, reclamation, recycling..

2. Sustainable Waste Management Act, 2022 (SWMA, No. 31 of 2022)

Enacted 2022; some regulations made under it effective recently

Establishes legal/institutional framework for sustainable waste management.

- Introduces Extended Producer Responsibility (EPR) obligations — producers (manufacturers, importers) are responsible for the full lifecycle of their product/waste. Tyres/rubber are explicitly among product categories subject to EPR.

3. Environmental Management & Co-ordination (Waste Management) Regulations, 2024 (Legal Notice 178 of 2024), and its amendments

4. Sustainable Waste Management (Extended Producer Responsibility) Regulations, 2024 (Legal Notice No. 176 of 2024)

The economics

- Initial Investment Cost: \$170,000
- Projected Payback period: 2 year



Opportunities and looking forward

- Needed: tax rebates and subsidies for equipment.
- Awareness campaigns to increase demand and market for recycled products.
- Able to contribute to a circular economy and sustainable growth in Kenya.
- Adopt climate-positive practices reduce greenhouse gas emissions.

Tyre waste is both a major hazard and an opportunity.
EcoPro is pioneering Kenya's shift to sustainable tyre recycling.

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