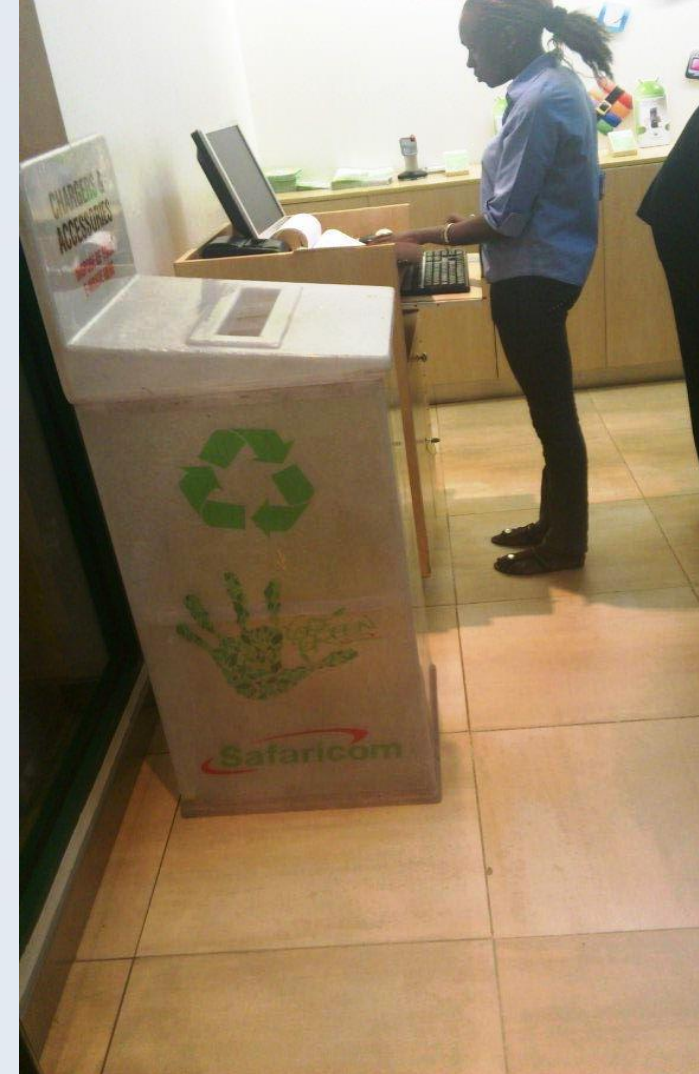


SAFARICOM E-WASTE MANAGEMENT PROGRAMME



Michael Koech
Manager, Environment and Climate Change



WHY SAFARICOM ARE INVOLVED

- We are a technology company, part of the problem and so solution.
- Sustainable Development Goals – SDG 12 & SDG 8
- Safaricom Environment Policy and Zero-Waste to landfill
- Policy and strategy to Action

OUR PROGRAMME

- Started in 2012
- Working with stakeholders –Min of Environment and Forestry, Recyclers (WEEE Centre), regulators, technical learning institutions, devt partners and the public
- 1287 tonnes of e-waste - 2019



OUR PROGRAMME

- Public awareness, education and collection
- Over 50 shops and offices used as collection centres
- Engage government and regulators



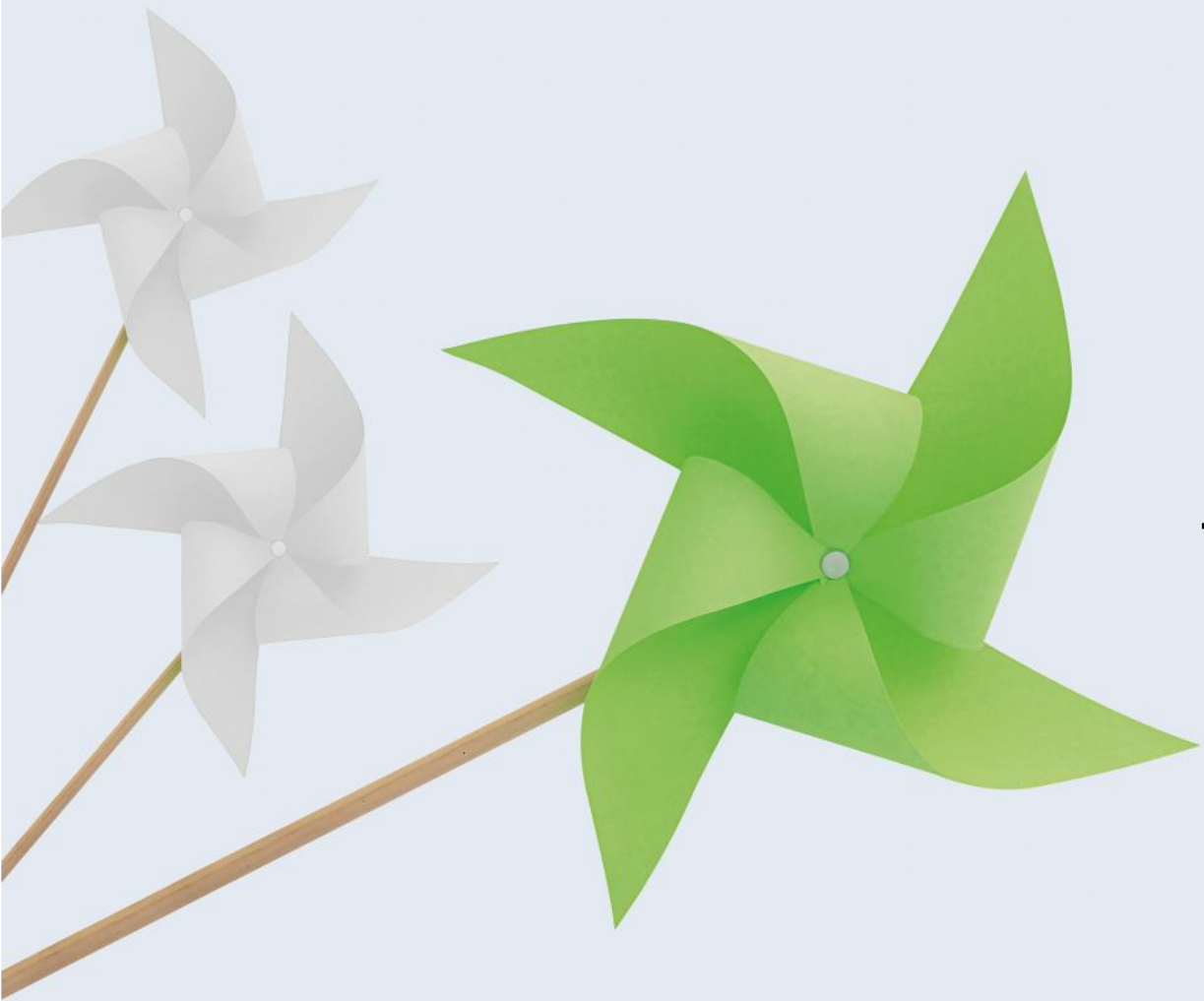
OUR PROGRAMME

- Waste handed over to a recycling partner – WEEE Centre



CHALLENGES, OPPORTUNITIES & LOOKING FORWARD

- Incentives!
- EPR guidelines implemented
- National E-Waste Strategy & E-Waste regulations
- Formalise the informal sector programme
- Sustainability of the programme through sufficient volumes
- Collaboration with other stakeholders – private, public and development partners



Thank You

