



MARPLASTICCs Circular Economy grants in Eastern and Southern Africa



Kilifi County Circular Economy Enterprises, implemented by EcoWorld Recycling, an initiative of Watamu Marine Association, Kilifi County, Kenya



Working to protect the Watamu Marine National Park & Reserve on the coast of Kenya, the **Kilifi County Circular Economy Enterprises** is a project implemented by EcoWorld Recycling. The initiative is part of the Marine Plastics and Coastal Communities (MARPLASTICCs) project managed by IUCN and supported by the Swedish International Development Cooperation Agency.

Watamu Marine National Park & Reserve

The Watamu Marine National Park & Reserve contains coral, sea grass and mangrove ecosystems and is famous for its beautiful white sand beaches. Marine litter has a major negative impact on the park and Kenyan coastlines

Locally, illegal and unregulated dumpsites are the standard method of waste disposal which can result in leakage of waste materials into the ocean. Street littering and waste burning are also common practices that result in environmental pollution.

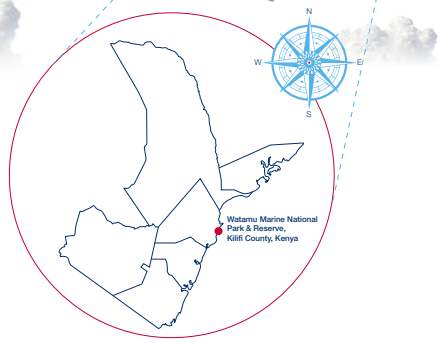


Key Goals

- To further develop waste management priorities, with a focus on prevention, reuse, recycling and up-cycling of plastic waste materials and other marine litter.
- To further develop community-based plastic recycling enterprises, employment opportunities and income benefits related to circular economy activities.
- To scale and replicate the project model in other coastal resort towns.
- To strengthen and develop circular economy partnerships and collaborative processes between civil society, the county government and the private sector.
- To raise public awareness and information on plastic waste and marine litter pollution.

Community Engagement

The project has created a dynamic plastic waste value chain between the local community and tourism industry. This created jobs for recyclers and part-time income for the community beach-cleaning teams, and provides an environmental service to hotels.



30 community members

have been trained on making up-cycled products of value

1,000 kg of hard plastics

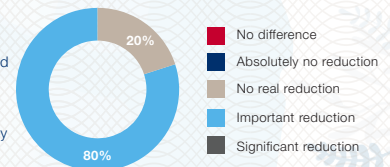
are being processed each month at the EcoWorld recycling centre

100 waste pickers

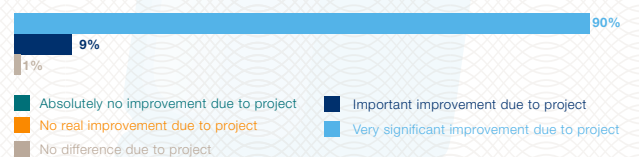
receiving an income from waste collection



Perception of hotels on the reduction of marine litter and plastic pollution on the marine park beaches over the project period, contributing to the advocacy efforts of the initiative



Perception by waste pickers of the impact they have on the environment through their work



NEXT STEPS

The project now plans to expand its operations to the larger neighboring coastal towns of Malindi and Kilifi, targeting a population of more than **400,000 people** along a **70 km** stretch of coastline.

Plastic pollution has become a global problem threatening our environment, health and economies. As part of the Marine Plastics and Coastal Communities (MARPLASTICCs) project, IUCN strengthens the capacity of local and regional actions to control plastic pollution and has been supporting five existing, small-scale Circular Economy initiatives in Kenya, Mozambique, South Africa, Thailand and Vietnam.

<https://page.impacttrack.org/kilifi-county-circular-economy-enterprises>
<https://www.iucn.org/theme/marine-and-polar/our-work/close-plastic-tap-programme>
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