



## **CONSULTANCY TO DEVELOP A BUSINESS MODEL TO ESTABLISH A PLASTICS PRODUCER RESPONSIBILITY ORGANISATION**

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### **1.0 Introduction**

The Kenya Association of Manufacturers (KAM) was established in 1959 as a private sector body and has evolved into a dynamic, vibrant, credible and respected business membership association that unites industrialists and offers a common voice for businesses.

The Kenya Association of Manufacturers (KAM) is committed to realisation of sustainable management of plastics in the environment through achieving a circular economy. To further this the Association led the private sector to develop the Kenya Plastics Action Plan to guide priorities of the private sector on plastics management. One of the key recommendations is for industries and stakeholders in the plastic value chain to implement extended producer responsibility schemes for collection and take back of waste to argument the country's efforts.

KAM has now formed an initiative to organise manufacturers and stakeholders within the plastics value chain known as the Kenya Extended Producer Responsibility Initiative (KEPRI). The Initiative will seek to form a collective effort for the management of specific plastic waste fractions. Currently there exists collective industry efforts for the collection and recycling of Polyethylene Terephthalate (PET) plastic fraction, led by PETCO Kenya; an extended producer responsibility organisation. There is therefore need for the development of a business model for the establishment of a Producer Responsibility Organisation (PRO) that focuses on other plastics fractions.

KAM in collaboration with Sustainable Inclusive Business (SIB) seeks to engage a consultant to undertake the development of the Business case model for a Plastics Producer Responsibility organisation in Kenya.

### **2.0 Objective of the Consultancy**

The objective of the consultancy is to develop a business model for the establishment of a PRO to manage select plastics fractions in Kenya.

### **3.0 Scope of work**

The scope of work will cover the following areas:

1. Context review on plastics management to understand plastics management in Kenya and globally, existing plastics fractions in Kenya, Government policy on plastics and best practices of Extended Producer Responsibility Schemes.
2. Develop a Business model; this should include:
  - (a) A business description including management structure.
  - (b) Market analysis summary including products, market segmentation strategy, operations, assumptions, sourcing and optimization.
  - (c) Financial Plans including (revenue streams), costing principles, assumptions, projected cash flow.
  - (d) Process startup, product pricing, risk mitigation matrix environment and safety.
  - (e) Willingness to pay
3. Identify existing gaps based on industry experience to inform priority areas and next steps.

#### 4.0 Expected outputs

The following are the expected outputs;

1. Inception report with key deliverables and an activity plan.
2. Draft Business Plan for a Producer Responsibility Organisation
3. Report on feedback and comments from relevant stakeholders gathered during the validation workshops.
4. Final Business Plan model.
5. Roadmap with next steps

#### 5.0 Timeframe and implementation schedule

The consultant will work under the overall supervision of the Kenya Association of Manufacturers, Policy, Research and Advocacy Unit. The consultancy is to be performed over Twenty one (21) days, starting in the month of February 2020.

The proposed timeline excludes the time gap in between relevant meetings between the consultant and stakeholders; as well as time that may be required for KAM to review the output for approval purposes.

Task	No of days	Deliverables	Timeline
Submit an <b>inception report</b> .	2	Inception report	By February 2020
Submit the draft Plastics Business model Plan.	10	First draft of Business Plan.	By end-February 2019
<b>Participate in 3 meetings</b> (internal and external feedback): <ul style="list-style-type: none"> <li>• 1 meeting with KAM plastics sector and technical internal team.</li> <li>• 1 meeting with manufacturers.</li> <li>• 1 Launch of the Plan</li> </ul>	6	2 <sup>nd</sup> Draft of the Business Plan.	By March 2020
<b>Submit a final Business Plan</b>	3	Final Business Plan approved by KAM and SIB.	By mid-March 2020.

<b>Total number of days</b>	<b>21 days</b>		
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## **6.0 Qualifications of the Consultant**

The consultant (Individual or Firm) must have extensive experience in development of business plans, policy and legislative research, and a clear understanding of environmental sustainability management in Kenya.

### **Educational Qualifications of Individual/ Lead consultant (s) in the case of a Firm**

1. An environment, economics or related social science field.
2. Be a holder of a Masters qualifications in environment, economics or related social science field. A PhD would be an added advantage.

### **Professional Experience of Individual/ Lead consultant (s) in the case of a Firm**

- Minimum of 10 years' experience environment, economics, business development, environmental management or related social science field.
- Experience working with Government or private sector or similar organisation.
- Demonstrable experience in working with the various arms of Governments related to the subject matter.
- Experience in research and related policies and legislation.
- Ability to engage with a cross-section of stakeholders in the public and private sectors.
- Experience working with the national and county levels.
- In-depth knowledge and understanding of the Kenyan context on environment, waste management.
- Experience in developing business plans will be an advantage.
- Have excellent writing and research skills.
- Excellent communication skills as well as the ability to communicate fluently in English. (spoken and written)
- Proven ability to work under pressure and meet deadlines.
- Have proven track record, knowledge and experience in business and environment issues in Kenya or at a regional context.
- Have excellent communication and project delivery skills.

## **7.0 Application for consultancy**

The proposals are to be submitted to **KAM HOUSE, 5th floor, by 28<sup>th</sup> February, 2020, at 4.00 p.m. late submissions will not be opened.** Please Label the Envelope "**KAM KEPRI BUSINESS PLAN**"

### **1. Technical proposal**

- i. Description of the firm and the firm's qualifications;
- ii. Copy of Company Certificate of incorporation
- iii. Tax Compliance Certificate (Valid)
- iv. Statutory KRA PIN and VAT certificate copies

- v. Brief description of Understanding of the requirements for services, including assumptions;
- vi. Proposed approach and methodology;
- vii. Proposed team structure;
- viii. Proposed project team members;
- ix. Executive brief of relevant similar projects undertaken in the past two (2) years.

## **2. Financial proposal**

- i. A detailed summary of the price inclusive of VAT;
- ii. The period of its validity;

## **3. Curriculum Vitae and two recommendations** (For a firm should contain CVs for all Consultants involved in the Consultancy)

Physical address:      KAM Procurement  
Kenya Association of Manufacturers  
KAM House  
Mwanzi Road, Opposite Westgate Mall  
P.O Box 30225 -00100  
Nairobi

## **8.0 Payment terms (provisions)**

Kenya Association of Manufactures policy is to pay for contractual services based on performance of contractual services rendered.

## **9.0 Evaluation of proposals**

A two stage procedure will be utilized in evaluating the proposals, with evaluation of the Technical component being completed prior to any price component. Scores will be awarded for the technical proposal.

The price component proposal will be opened only for those firms/ institutions whose technical component meets the requirements for the assignment, as indicated by a score of more than 70%.

*Marginalized groups such as youth, women and persons with disability are encouraged to apply.*