



**Determination of business models and valorisation pathways
that create and capture value in a dairy Bio circular economy in
Kenya**

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Contribution to project objective

A better understanding of the business models and valorisation pathways that create and capture value in a dairy Bio circular economy in Kenya



Methodology

Dairy processors
producing cheese
products

Sampling
24 dairy
processors
engaged in
cheese
production

Population of the study

All the dairy firms in Kenya engaged in processing of milk into various dairy by-products.

Data Collection

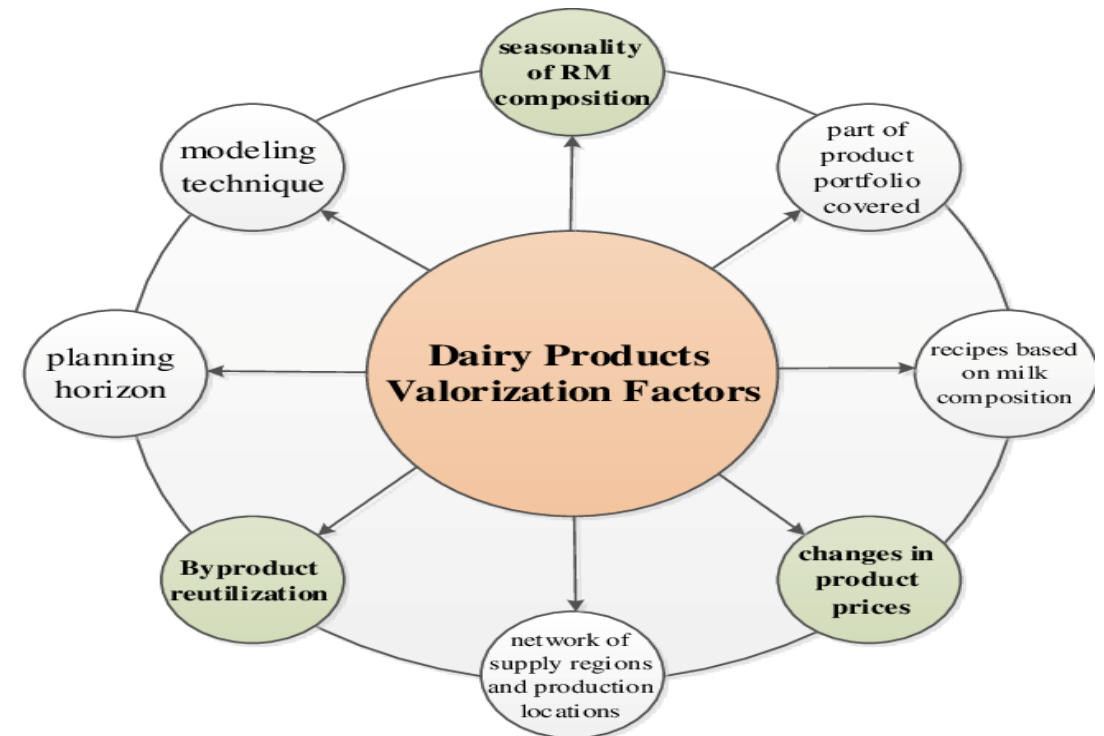
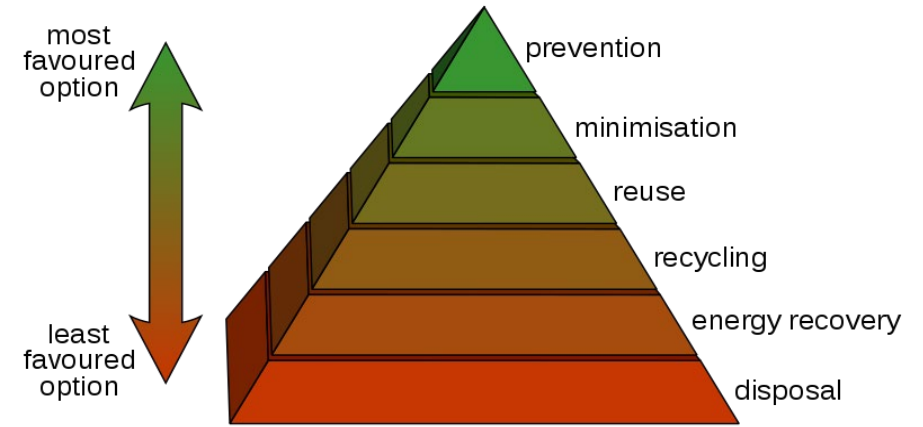
Primary; Semi-structured interviews with open-ended questions, observations and surveys on cost and benefits for valorisation pathways.
secondary data; company profiles, key figures and data, business model descriptions, sustainability reports, graphical abstracts.

Specific thesis objectives

Identify the prevention and reuse valorisation pathways adopted by dairy processors

Identify the determinants that shape opportunities to engage in valorisation pathways

Assess business models and strategies that capture value and support circularity for selected valorisation solutions and products

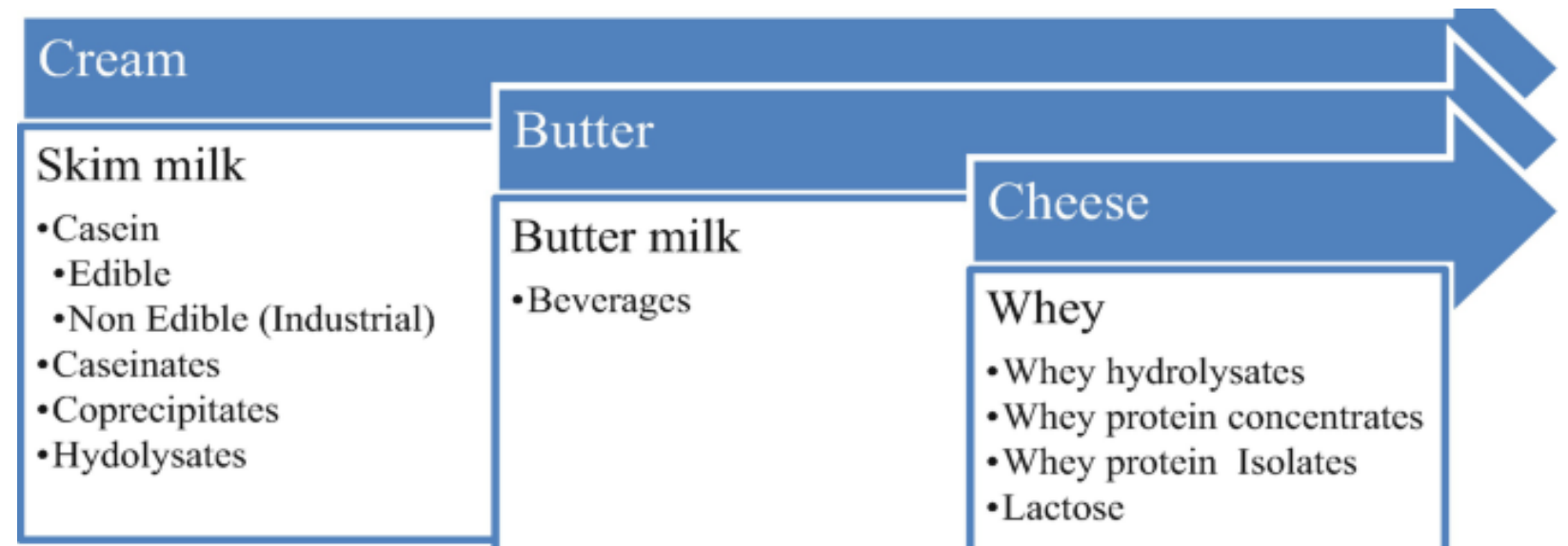


Data analysis

Mixed methods analysis inclusive of SWOT and PESTEL, descriptive and inferential statistics.

Use of models to identify correlation in decision making i.e MVP and Ecocanvas model

Stata to analyze, and produce graphics to visualize data



Expected outcomes

Understand the current state of Kenyan dairy industry in relation to pathways adopted.

Analysis of incentives, motivations, barriers and challenges influencing opportunities for valorization.

Postulate the business models that capture value in different valorization pathways within the industry.

