



# Circular Economy Symposium (CES) 2017

*Boosting Business Reducing Waste*

25-26 April 2017 | Federation House, New Delhi

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## SYMPOSIUM REPORT

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**FICCI Quality Forum**

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## Conference Organizer

Federation of Indian Chambers of Commerce and Industry (FICCI)

## Partner(s)

Department of Science & Technology, Ministry of Science & Technology, Government of India

## Sponsor(s)

Mahindra & Mahindra

## Venue

FICCI, Federation House, New Delhi



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## Background

Environmental degradation and resource depletion threaten the sustainability of economic growth in both developed and developing economies. With our limited natural resource base and predominately linear production model, there is a demand for immediate action on developing new approaches for long term and sustainable development.

More recently, governments and businesses have started applying the Circular Economy approach to enable resource effective systems for long term value creation and to gain competitive/commercial advantage, respectively. Beyond the potential for material savings and reducing the impact of our activities on the environment, a circular economy can create huge economic opportunities, making more efficient use of every single resource we consume.

At present no industry in India has looked at true circularization of its business. While waste management within the boundaries of the factory has been institutionalized, there is a need to look at the product life cycle, especially end of life resource recovery for long term value creation.

With this background, FICCI hosted the first edition of Circular Economy Symposium on 25-26 April 2017 at Federation House, New Delhi in association with the Department of Science & Technology, Ministry of Science & Technology, Government of India to mainstream discussion around Circular Economy in India.

## Overview of the event

The symposium brought together over 70 delegates from industry, start-ups, government and civil society, showcasing innovative strategies and practices that will enable the Indian Economy to achieve sustainable economic growth. The format of the event involved a mixture of keynote speeches and presentations on topical issues.

On the occasion, the dignitaries released the knowledge paper on ‘Startup Ecosystem Survey and Best 10 Ideas: Eco-innovators/Waste Management Notable Startups/Organizations in India’. The study is based on a primary survey as well as secondary research on the waste management scenario, policy framework and scientific research papers. The survey focuses on emerging and established businesses that use innovative technology, challenge the existing business models and have a global outlook. Of the applications received, the best 10 innovative approaches to resource use optimization and waste management were selected to do a detailed analysis with the relevant information.





From L to R: Anshu Gupta - Goonj, Vinay Mathur - FICCI, SS Gupta - DIPP, Anirban Ghosh – Mahindra & Mahindra, Rajpal Singh - FICCI



## Theme and focus areas

CES 2017 is an exclusive event in India, with an objective to mainstream Circular Economy Principles in Indian businesses for long term value creation, be it economic (extended value of products and materials for as long as possible) as well as environmental (minimizing waste generation and resource use). The sessions were organized around the following 6 themes with 28 speakers:

### 1. Unboxing Circular Economy

This session discussed the basic concepts, importance, benefits and challenges in adopting Circular Economy (CE) approach. The session deliberated upon the enabling conditions specially pertaining to Indian ecosystem for advancement towards the new economic model based on mainstreaming resource efficiency.



Group Photo: Session: Unboxing Circular Economy

### 2. Startups: Ninjas in Eco-innovation and secondary raw material market

There were two sessions with special focus on environmental startups. The presentations focused on innovative solutions (eco-innovation) provided by these startups for resource conservation and waste management with a focus on economics that makes the circular economy an attractive area for founders. Success stories of startups developing and implementing technologies/solutions which have led to effectively control pollution, as well innovative ideas of rewarding citizens for their efforts towards waste management were presented during these sessions.





Group Photo: Session: Startups: Ninjas in Eco-Innovation & Secondary Raw Materials Market



Group Photo: Session: Startups: Ninjas in Eco-Innovation & Secondary Raw Materials Market

### 3. Ahead of the Curve: Branding Circularity for Business value

This session explored opportunities of creating value for businesses through stakeholder analysis by pairing stakeholder influence and attitude towards various CE actions. The session also discussed the brand and marketing value of adopting circularity with practical solutions for economic (direct cost reductions and savings) and environmental advantages.



Group Photo: Session: Ahead of the Curve: Branding Circularity for Business value

4. Closing the loop through 4 R's

The session deliberated upon using the 4 R's strategy and behavioral changes for the shift towards an ecologically-viable economy. The session also demonstrated innovative technologies for making value even from substances once regarded as contaminants, thus reducing both waste and costs.



Group Photo: Session: Closing the loop through 4 R's

5. Role of Socio-Environmental Change makers in Circular Economy

This session presented case studies/success stories of organizations working on social upliftment of the marginalized sections of society while repurposing the waste. The session introduced the concept of "Symbiotic Recycling"-nature's inbuilt mechanism where the waste material from one particular process can be used as a raw material for another process there by overturning the costs of waste management into savings.



Group Photo: Session: Role of Socio-Environmental Change makers in Circular Economy



6. The 'ZERO' Effect: Achieving environmental sustainability in SMEs

The session showcased case studies on how 'Resource Efficiency' approach has not only successfully reduced resource consumption through recycling and recovery techniques but is also economically attractive. The session also focused on innovative solutions/methodologies in converting waste generated from various sources e.g. construction & demolition/plastic waste as raw material for buildings/road construction etc.



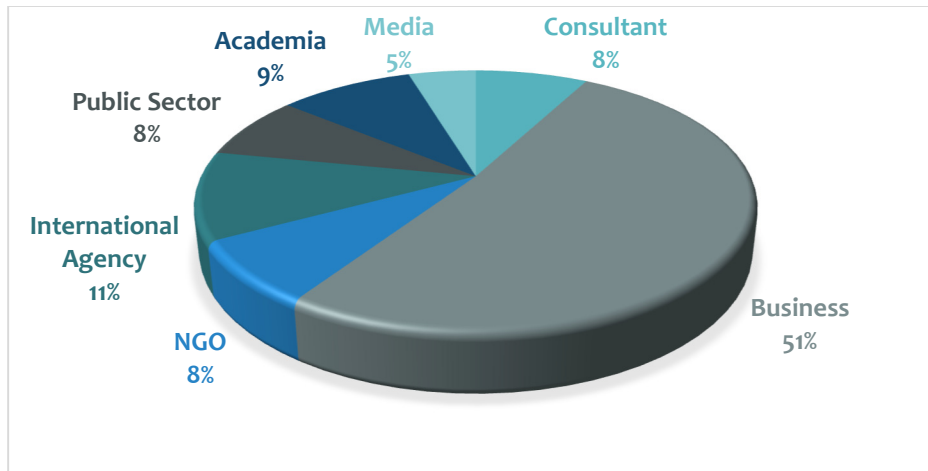
Group Photo: Session: The 'ZERO' Effect: Achieving environmental sustainability in SMEs



## Participant assessment

Overall feedback for the conference was very positive – participants greatly enjoyed the chance to meet like-minded people from different countries/sectors, the opportunity to network, and the chance to explore new ideas.

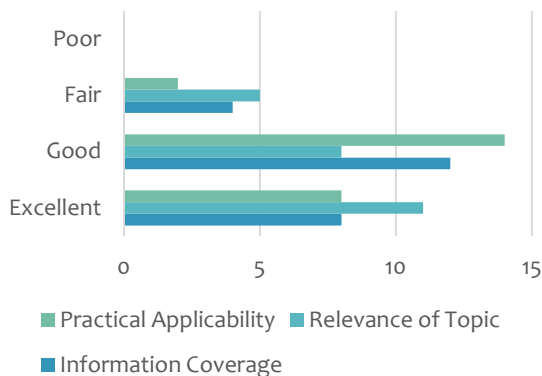
### Participant sectoral representation



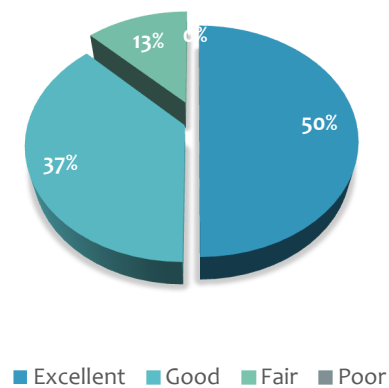
Participants comprised of stakeholders from all key areas connected with closed loop solutions. The fact that nearly 51 % of the participants from industry at CES 2017 represented the vital interest of businesses in understanding and adopting circular economy model.

### Experience rating

Rating by Relevance of topics



Overall rating



## Compliments

- Waiting for 2nd Seminar
- An excellent symposium bringing into focus the various facts of circular economy
- Good beginning & should be continued
- All the sessions were very useful and knowledgeable
- Very good resource people & chairperson
- A well-organized event
- A good symposium, needs to be followed up to make it realistic
- Very happy to be part of this symposium. It's very useful & knowledgeable for us



## Conclusion and Recommendations

As an outcome of the discussions during CES 2017 and based on expert recommendations, it was suggested to FICCI to set up a Working Group (WG) on Circular Economy, to help catalyze what the industry needs to do, both in practice and in research to embed circular economy thinking in business strategy and decision making. The overall objective of WG will be to support Indian industry and government and help mainstream Circular Economic thinking in business strategy and policy planning, respectively.

## Way forward for CES 2018

While the business benefits of a circular economy are well understood and the opportunities for high-income developed countries have been studied, developing countries with high economic growth and rapid societal changes are yet to fully take up this approach due to lack of awareness and appropriate solutions.

Taking these factors into account and recommendations from the participants, the next edition of CES will explore the following:

- To organize panel discussions between government and industry on policy advocacy on circular economy in India
- More involvement of national as well as international stakeholders including industry, government and academia as speakers
- Setting up a program committee to guide the symposium themes/content, sponsorship and upscale impact
- Themes for next edition may include topics such as designing business models/strategy in support of circular economy, unavailability of enabling regulatory environment.
- Developing a knowledge hub for information exchange on circular economy, LCT, natural resource protocol, etc.



## About the organizer

FICCI is the voice of India's business and industry. Established in 1927, it is India's oldest and largest apex business organization. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

This symposium was organized by FICCI Quality Forum (FQF), a specialized division of FICCI working in the areas of Quality and Environment Management including Climate Change and Sustainable Production and Consumption (SCP). To facilitate Indian industry, keep abreast of latest developments in its domain, FQF constantly strives to organize Scientific Symposiums and Business Seminars on topics of contemporary relevance. In environment space, FQF is currently working on projects to mainstream Life Cycle Thinking and Sustainable Consumption Production (SCP) in India through capacity building programmes, symposium and support to pilot projects.



## Annexure I- List of participant organization

Banyan Sustainable Waste Management Pvt. Ltd (Banyan Nation)	Jambudweep
Birla Institute of Technology and Science (BITS)	K K Plastic Waste Management Ltd.
BIMTECH	KPMG
Bitchem Technologies P Ltd.	Mahindra & Mahindra
Centre for Development communication	Ministry of Environment and Forests
Chakra Innovation	Northern Coalfields Limited
Chintan Environmental Research and Action Group	Public Affairs Centre
Climate Purpose Lab	Rashtriya Chemicals and Fertilizers Limited
CSIR-National Environmental Engineering Research Institute	REKART INNOVATIONS Private Limited
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)	RVM Recycle Private Limited
Development Alternatives	Sage Global HR
Ellen MacArthur Foundation	Sampurn(e)arth Environment Solutions Pvt. Ltd.
Friedrich - Eber - Stiftung	Society of Child Development
Geocycle	STENUM Asia Sustainable Development Society
Gone Adventurin	Sustainability Outlook
Goonj	Swechha
Govardhan Ecovillage	Sycom Projects Consultants Pvt. Ltd.
Hasiru Dala & Hasiru Dala Innovations	Tetra Pak India Pvt. Ltd.
Hindustan Coca Cola Beverages Pvt. Ltd.	The Kabadiwala
Indian Institute of Science	Treeni Sustainability Solutions Pvt. Ltd.
International Management Institute	UltraTech Cement Limited
IRG Systems South Asia Pvt. Ltd.	UN Environment



## Annexure II- Agenda

