

Webinar on “Circular Economy-An Introductory Course” on 14th Dec 2020

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The webinar began with a Welcome address by **Mr. Deepak Ballani, AIPMA**. He began welcoming and introducing all the speakers, experts, associations etc followed by addressing that the solid waste management is a major problem for many urban local bodies in India, where urbanization, industrialization and economic growth have resulted in increased municipal solid waste generation per person. He also briefed the participants that circular economy is an economic system of closed loops in which raw materials, components and products lose their value as little as possible, renewable energy sources are used and systems thinking is at the core but I know there is a lot more to learn about this subject on how to include this in sustainability, what are the challenges and opportunities of circular economy model and many other aspects we are still unaware about, we all will have a chance to learn about those. He also added that this webinar will give insights & clarity about the process of circular economy and how it has to be taken forward.

Mr. Arvind Mehta- Chairman- Governing Council-AIPMA gave the introductory remark in which he briefed the participants about the Circular Economy Model that it is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended. He added that the session on Circular Economy will help us understand the concept and CE model better. There are over 114 definitions of Circular Economy, it will help us perceive about some of important definitions from them and gain knowledge by talking about the examples from various organizations & companies which have successfully implemented Circular Economy models.

Mr. Hiten Bheda, Chairman, Environment Committee, AIPMA began his talk by highlighting the issues plastics, particularly plastic packaging faces in regards of the environmental concerns. Managing plastic waste is a global issue and if the regulatory regimes are not

followed it may result in closure of many units of the industry. He added that circular economy is being highly followed and been developing as a sustainable practice in India widely. He then addressed the participants by telling them the benefit they will have post this session when they leave with full knowledge and understanding of this concept and hence use this for the development and growing their businesses.

Moderator- Mr. Shailendra Singh- Member, Environment Committee, AIPMA introduced the expert, speakers, sponsors and the related associations.

Ms. Ann Cathrin, Expert began by introducing the agenda for the session with the participants to make them better understands what the session holds. Ms. Ann addressed the participants with details and extensive knowledge about the functions of the earth systems, consequences of our consumption & production patterns, introduction of Circular Economy, Linking Circular Economy Strategies to Business Models and Linking the Circular Economy to Sustainable Development. She also specified the fact that changing the lifestyles can promote greater & diversified resource usage by giving examples of multiple product choices, fast food/pre-cooked food/ordered food, packaging across the industries etc. The difference between Linear and Circular economy was very beautifully explained with the help of the butterfly diagram from the book Cradle to Cradle. Many facets of Circular Economy like Design Thinking, System Thinking, Waste Management, Business Model, New Mindsets etc were also highlighted. The concept of Sustainable Management was also taken into account and explained well.

The floor was then left open for **Q/A** round to provide the participant a direct opportunity to interact and clear their doubts with the expert. The Q/A session included direct questioning as well as polling questions.

Mr Shekar Prabhakar busts many myths that people have regarding the multi layered packaging not being recyclable. He said that they assure that these single use packaging are very much recyclable and they are in the process of getting a patent for this. He further explained that the every plastic product has a life cycle and can be recycled upto 9-10 times before becoming unusable further giving the example of a plastic pipe that can be granulated and recycled again.

Mr. Shailendra Singh ended the session by thanking the president, expert speakers, sponsors and all the participants for making the webinar a great success.