

What most of us consider normal has already fundamentally shifted due to the pandemic. The COVID-19 pandemic has hit manufacturers in an unexpected and unprecedented way. For the first time in modern manufacturing history, demand, supply and workforce availability are affected globally at the same time. Manufacturers who understand and act on this new normal will have ample opportunities for growth. Plastics Industry is no exception. COVID 19 has substantially changed the industry ecosystem of global plastics industry.

Further because of the forced closure, COVID19 is resetting the clock of evolution and re-defining the rules of running any business. In this type of situation e-learning has emerged as the most effective option.

This was the 9th Edition of Webinar organized by AIPMA on 29th May 2020, where we were accompanied by the most eminent & experienced speakers from across the globe. More than 500 participants attended the session.

The session began by opening remarks by Director General, AIPMA- Mr. Deepak Ballani. During his opening remarks he said- "A circular economy represents an alternative, more sustainable model to the traditional linear economy. A linear model follows the path of make, use, and then disposes. In contrast, in a circular economy, we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of their service life. As a result, a circular economy also offers a way to improve India's competitiveness and resource efficiency.

In developing a roadmap for a circular economy, it is important to ensure that decisions around appropriate solutions are based on sustainability considered across the entire life cycle rather than simply considering resource efficiency aspects only at the end of life of a product. Plastics make a significant contribution to a circular economy when their entire life cycle is examined". He ended his note by enlightened the participants on how significant and useful this session was going to be for them.

All the participants and the experts were welcomed on board by Mr. Jagat Killawal, President AIPMA. He began by discussing the various questions & issues that may be arising in everyone's mind during this covid situation like Can a country like India afford to waste a valuable resource like Plastics? How do we bring this resource back into the "use" cycle? What is a circular economy? What does it take to become a circular economy? Why is this even important? These & questions like this are top of mind of the packaging industry, brand owners and other stakeholders in this value chain & believed that this session is important and an answer to all the above issues.

The webinar was moderated by Mr. Shailendra Singh, Member, Environment Committee, AIPMA. Ms. Adrienna Zsakay, CEO, Circular Economy Asia & Dr. Prasad Modak, Director, Ekonnnect Knowledge Foundation were the expert panelist for the day.

Ms. Adrienna Zsakay addressed the gathering and shared her experience and knowledge with them. Ms. Adrienna began by talking about the Plastic Future wherein she talked about bioplastics, Chemical recycling and mechanical Recycling where she highlighted that it takes three times as much embodied energy to make a virgin plastic bollard than over one made from recycled plastics. She gave practical examples of circular economy to the audience- in Japan, Mc Donalds has reprocessed 1.27 millions toys

and made them into trays. She then focused on collection infrastructure wherein she added that collection should be made around a central message, circular economy should be taken forward collaborating with manufacturers and retailers & establish a national identity around resource recovery. Ms. Adrienna further shared exclusive information on how bio plastics is the future & how are they planning to label it for both the consumers as well as the collectors, their business model, the business model for industrial composting etc. She believed that Research and development & skill training is required for a promising future. She ended her session by welcoming questions and willing to clear all the doubts raised by the attendees.

It was then followed by a very knowledgeable session by Dr. Prasad Modak. Dr. Modak began by talking about our usual trend where resources are converted into plastics, consumed and then sent to waste, whereas we need to change this by consuming less, dematerialize, use renewable resources, prefer local material, reuse and increase the life of the products and finally recycle and recover the resources. He raised the issue that the more that our lifestyle is changing and enhancing with time we are consuming and producing more and more waste. The working definition was shared by Mr. Modak so that everybody's reference, he said "Circular Economy is a model of production and consumption, which involves sharing, leasing, reusing and recycling the existing materials and products as long as possible. He explained how circular economy can be differentiated at various levels, like National, State, City/Region, Industrial estates with suitable examples of countries like Europe, China etc. Dr. Modak put forward the Global Circular Economy agenda such as- CE Package and Action Plan EU 2020 Flagship Initiative on Resource Efficiency in EU, Sound Material Cycle Society 2000 3R Initiative in Japan, Circular Economy Promotion Law in China and many others from various countries. Mr. Modak shared plenty of information which was found to be very valuable for the attendees.