

## HIGHLIGHTS

- Cover Story- What Circular Business Model can offer to a country like India
- Conference Update
- CRB's Programme on CSR-SDG-NDC Alignment

- Activities of the month

- Partners' Update



## FROM THE CHAIRPERSON'S DESK

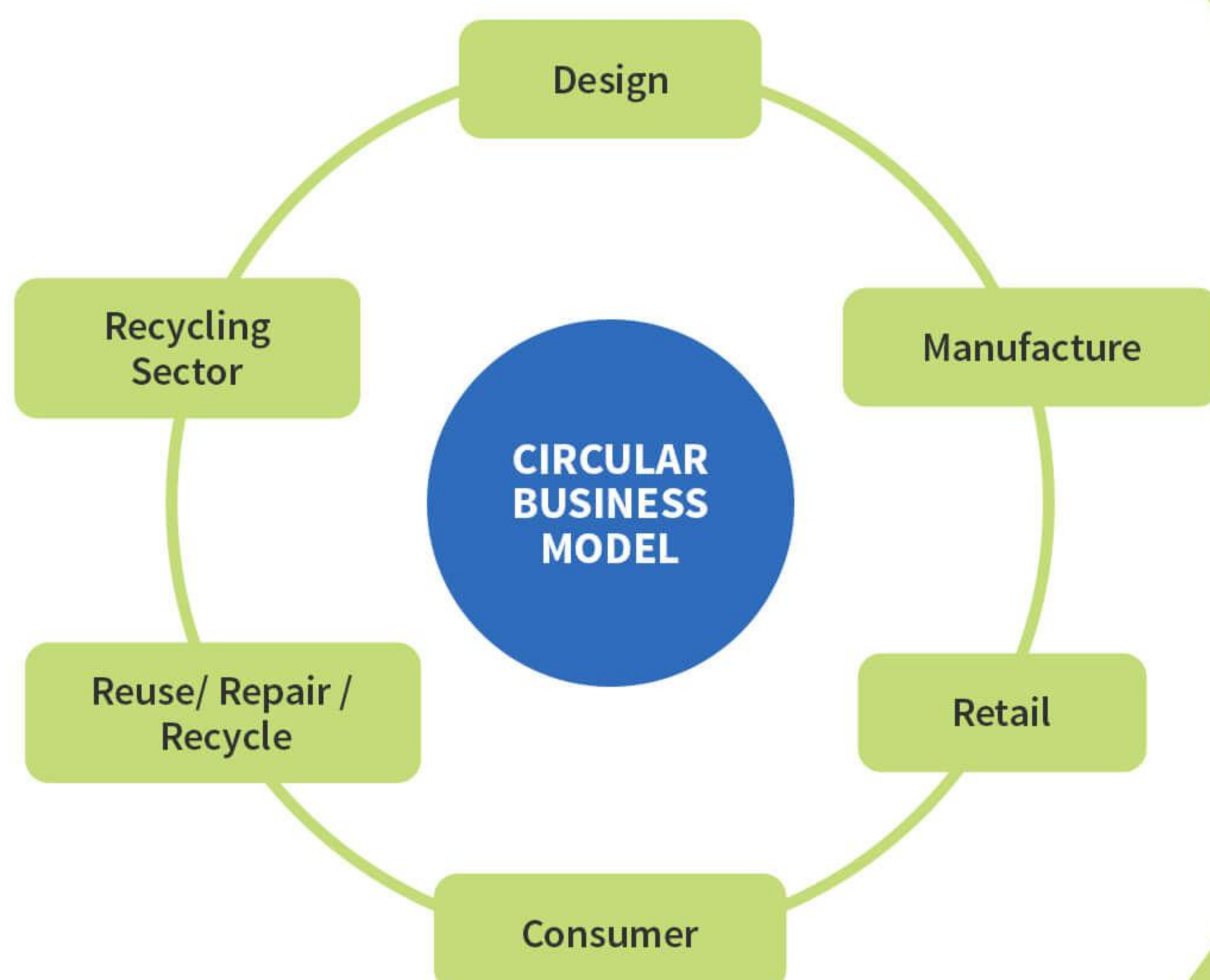
The importance of circularity principles in business processes and in the daily lives of citizens cannot be overemphasised. We witness irresponsible disposal of all kinds of waste causing environmental destruction leading to negative impacts on communities, societies, and economy. CRB continues to advocate for inclusion of circularity principles in business models, supporting public policies, and broader awareness among citizens. We assist businesses by involving them in research studies, training and capacity building on the needs and applicability of circular business models and in adopting strategies for transition from traditional linear business models.

Recently, CRB was identified as one of the early movers by the Dutch government and was included in a Consortium to work on an ambitious project – Biomass for All in India. CRB's Executive Director Shri Arun Asthana signed a Memorandum of Understanding (MoU) for the same in the presence of the visiting Dutch Prime Minister Mr. Mark Rutte.

CRB recently conducted a study on 'Application of the Circular Economy in Indian Textile and Apparel Sector for Sectoral Performance and Contribution towards SDGs'. We will be organising a National Multi-stakeholder Consultation on 'Circular Economy in the Indian Apparel & Textiles Sector' in August 2018 to dialogue on the priorities for ensuring that the Indian Apparel and Textiles suppliers are able to handle new requirements arising out of the circular economy based business models.

- DR. BIMAL ARORA

## COVER STORY | WHAT CIRCULAR BUSINESS MODEL CAN OFFER TO A COUNTRY LIKE INDIA



1.3 Billion strong India is consuming at an unprecedented pace. The consumption growth rate here has increased tremendously from 6.3% in 2014 to 7.3% in 2016, Ministry of Statistics & Programme Implementation expects this rate keep on increasing in FY 2019 too. It is also expected that the demands and needs of 1.3 billion people in India will be about 2.5 times the current available resources in few years time. Given the situation, India has opened up the opportunities and avenues for businesses to accelerate.

But in an increasingly resource constrained world, the challenge for India has been to find a balance between the need for resources to crucial developmental priorities on the one hand, and on the other hand minimize negative impacts associated with indiscriminate resource use.

At the same time, the increasing pressures of climate change and sustainability of resources are emerging as a big challenge for businesses to survive. It has been perceived that very few companies are making efforts in recycling and promoting reuse of their products. Attitudes of Governments, businesses, and consumers are also not aligned to the adoption of recycled products to a large extent.

In this context, model of circularity has a great relevance for providing solutions to business stakeholders to handle the forthcoming challenges. Circular Business Models (CBM) or Circular Economy provides solutions to not only resource management and waste reduction but also reduces cost and provides the businesses a competitive advantage by projecting themselves as responsible brands.

Indian Prime Minister at several forums has also deliberated on importance of circularity. This has attracted a debate on adopting circular business models and its feasibility in India. Last month, CRB signed a MoU in presence of Dutch Prime Minister during his visit to India with objective to establish the first successful circular business model for paddy straw up-cycling in India.

Circular economy and sustainable development are interlinked. Particularly, when we talk about its application and relevance to a country like India, adopting circularity in Indian business has a direct relation to the sustainable growth of businesses and its stakeholders. Circular economy or circular business model is a transition from linear models of production and consumption to creating resources from waste. In the model of linear economy, there was no consideration on environment protection and only vision was profit maximization. Model of Circular Business has received acceptance and recognition worldwide. As on the one hand it ensures sustainability in the supply chains, on the other side waste management reduces the negative impacts on environment.



## Initiatives recommended for businesses and other stakeholders to promote circular business model

### AWARENESS GENERATION

Stakeholders are to be aware on benefits of the circularity alongwith awareness generation among general public and consumers to use recycled products.

### USAGES OF TECHNOLOGY

Recycling of waste may require specific technology, availability and ease of using such technologies should be priority for the Governments.

### ENABLE POLICIES

Stakeholders are required to work to enable a positive environment for promoting policies at Government and Corporate level to adopt circular business models.

### FUNDING OPPORTUNITIES

A new sector of recycling will emerge, funding opportunities for such entrepreneurs may be an important aspect to function and sustain.

### COLLABORATIONS AND PARTNERSHIPS

Collaborations and partnerships are keys to achieving desired outcomes of circularity, Governments, Businesses, and Civil Society will have to work together only then acceptance to circular economy will be possible in wholesome manner.

Centre for Responsible Business has carried out a study on the 'Application of the Circular Economy in Indian Textile and Apparel Sector for Sectoral Performance and Contribution towards SDGs'. As per the study some of the areas of ongoing practices are - reuse and recycling with regard excess fabric and reject material; there are new technologies incorporated to reduce waste during design like the automatic cutting machine; there is also consciousness around pollution control; remedial measures such as sewage/water treatment facilities, shift towards renewable (viz. solar) energy – to name a few. On the other hand, there are issues pertaining to tier two level vendors and suppliers, where the alignment with Circular Economy principles is less evident.

## ► EXAMPLES

### MINING FROM E-WASTE

Gold and silver extracts from the e-waste constitute a large amount of revenue as well as helps dissolving e-waste.

### PLASTIC RECYCLING

Recycling plastic waste is a resource for the industries like cement manufacturing etc.

### METAL RECOVERY FROM END OF LIFE VEHICLES

Recovery of metal from End-of-life vehicles (ELVs) has been legitimized by some of the countries.

There is a movement of change internationally, where the brands have joined hands in the recent Copenhagen Fashion Summit, 2018 and committed to drive circularity as their mission. Some prominent names are Zara, Gap, H&M, Tommy, Target and Esprit who have made announcements pertaining to circularity at all stages of the supply chain including raw material, design, manufacture, end of life use and reuse. The market for circularity in India is still underdeveloped and there is a need for interventions applicable to particular sectors.

Circularity in the Indian businesses require fostering an ecosystem, of the suppliers, manufacturers, brands, government and academicians, that supports disruption and innovation. For accelerated growth of the model there is a need for better awareness, conducive policy landscape, evolved business models and last but not the least collaboration and partnerships.

## ACTIVITIES OF THE MONTH



### AWARENESS GENERATION

CRB facilitated a multi-stakeholders' dialogue on 'Sustainable Manufacturing in India'. The event held on 13th July 2018 at India International Centre, New Delhi in association with IDH the sustainable trade initiative. Key discussion points in this roundtable were – how certain sectors can contribute towards sustainable manufacturing, what have been success stories in this respect and aligning manufacturing with Sustainable Development Goals (SDGs) particularly SDG 8 – Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; and SDG 12 – Ensure sustainable consumption and production patterns. A group of nationally acclaimed sustainability experts from across a number of private sector companies participated in these discussions.





## EXPLORING OPTIONS TO UTILISE AGRO-CROP RESIDUE

This study explores the feasibility of converting rice/wheat straw into composite board, by assessing any earlier experience in this area in India and having discussions with key stakeholders (technology providers, technical institutions, corporates, entrepreneurs, farmers groups, government agencies and departments). Though the use of rice/wheat straw for the production of composite boards/panels has been considered in India and the technology is available, initiatives don't seem to have really taken off. Industry experts believe this has been due to a combination of techno-economic and policy related factors.

This initiative has been undertaken by CRB in partnership with MVO Nederland, as part of the INDUS-Forum initiative. After initial research and discussions with key stakeholders, CRB had organised a stakeholder consultation event, which clearly highlighted the need for exploring decentralised rural entrepreneurs to help address supply side challenges in developing such product. Further, it was evident that the messaging to private companies needed to be embedded in the context of depleting virgin woodstock for the production of particle board/MDF. Further, the management of such waste would also help reduce the widespread practice of agro residue burning that has considerable impact on the air quality in Delhi NCR and other adjoining areas.

## RESPONSIBLE E-WASTE MANAGEMENT EFFORTS IN INDIA: THE ROLE OF VOLUNTARY SUSTAINABILITY STANDARD

In partnership with Green Electronics Council (GEC), CRB has developed a report entitled, 'Responsible E-waste Management Efforts in India: Institutional, economic, and technological barriers and the potential role of a sustainability standard to build capacity and help foster solutions'.

Despite current barriers, opportunities exist to shore up and promulgate environmentally and financially sustainable management of electronic waste in India. A voluntary sustainability standard can play a role in helping to overcome these barriers. This report identifies the following current market gaps and barriers: lack of financial and mass balance traceability of e-waste material, lack of infrastructure to safely process metals extraction, lack of awareness among bulk consumers and households, lack of technical capacity among the Central and State Pollution Control Boards, and potential lack of integration of e-waste management into broader circular economy and sustainability efforts among producers.



## TOOLKIT FOR DUTCH BUSINESS TO MITIGATE TRAFFICKING AND FORCED LABOUR IN SUPPLY CHAINS OF THE GARMENT AND FISHERIES SECTORS

CRB has developed this toolkit to help Dutch companies mitigate trafficking and forced labour in the supply chain of garments and fisheries sectors across three countries – India, Bangladesh and The Philippines. Assessment of these risks is part of the International CSR efforts for Dutch Companies, as per the Dutch Trade and Development Cooperation strategy. CRB has developed this toolkit in partnership with the 'Global March Against Child Labour', and would soon be engaging with Dutch companies and supply chain actors in these two sectors for its implementation.

## 'AMBASSADORS' OF SUSTAINABLE PALM OIL IN INDIA

CRB has initiated a project in partnership with the Roundtable for Sustainable Palm Oil (RSPO) to inspire Ambassadors who will support the uptake of sustainable palm oil in Indian industry (with a special focus on the FMCG market). Apart from exploring successful 'business case' scenarios, this project would also use the media to reach out to (millennial) consumers and the industry about the 'need' for responsible sourcing.

## PARTNER UPDATES

### QUALITY COUNCIL OF INDIA (QCI)

The International Convention on Sustainable Trade and Standards (ICSTS) is being convened by the Quality Council of India in collaboration with the United Nations Forum on Sustainability Standards, and with a request for patronage to the Ministry of Commerce & Industry, Government of India. It will be the multi-stakeholder Convention dedicated solely to the practical questions of leveraging trade, standards, and global value chains as engines of sustainable development. The ICSTS is being convened on 17 and 18 September 2018 in New Delhi, India. To register visit: <https://icsts.qci.org.in>



## CONFERENCE UPDATE

### EARLY BIRD REGISTRATION OFFER

(Till 15 September 2018)

REGISTER NOW

**INDIA AND SUSTAINABILITY STANDARDS**  
2018  
International Dialogues and Conference  
14-16 November 2018 | New Delhi, India  
**Collaboration a key to SDGs:  
Leveraging CSR &  
Voluntary Sustainability Standards**



CATEGORY	SINGLE		TWO		FOUR	
Corporates/Government/ Industry Association	-	\$75	-	\$100	-	\$200
	₹2,500	\$50	₹4,500	\$80	₹8,000	\$100
Students/Academics/NPO	-	\$50	-	\$75	-	\$130
	₹2,000	\$35	₹3,000	\$55	₹5,500	\$90

## CRB'S PROGRAMME ON CSR-SDG-NDC ALIGNMENT

### ALIGN CSR WITH SDGs & NATIONAL GOALS

Create Value & Reap Benefits of Doing Good

CRB Provides

- 01 IMPACT & NEED ASSESSMENT**  
Impact measurable in terms of investment made; and needs in terms of redesigned strategy.
- 02 MATRIX ON CSR-SDGs-NDCs LINKAGES**  
Matrix on establishing identified CSR initiatives contributing directly to global and national goals.
- 03 METHODOLOGY FOR REDESIGNED CSR INITIATIVES**  
Methodology for future course of action aligned to Schedule VII, CSR Policy and Matrix developed.
- 04 MONITORING & EVALUATION FRAMEWORK**  
Defining Goals, Targets, Milestones and Indicators linked to larger objectives; and a methodology for performing digital and offline M&E.
- 05 COMPLIANCE MANAGEMENT**  
Compliance management aligned to all of above for ease of doing business and growing globally.
- 06 REPUTATION MANAGEMENT**  
Strategy to enhance the reputation of the company.
- 07 COMMUNICATION STRATEGY**  
To establish CSR as contributory to global and national sustainability goals with good impact and volume.
- 08 DEVELOPING RESPONSIBLE BRANDS**  
Contribute positively to brand building and establishing responsible brands.
- 09 CAPACITY BUILDING AND HANDHOLDING**  
Capacity Building of the CSR, Communications and relevant staff; handholding support in carrying the agenda forward.

Choose the bouquet or selected services to align your CSR initiatives with SDGs and NDCs.

Centre for Responsible Business (CRB) has worked with medium to large companies in range of industries and sectors. We offer a range of comprehensive and customised services in the sphere of Corporate Social Responsibility. We encourage that CSR as a tool can be applied to complement Government's and other actors' initiative in realising Sustainable Development Goals and your contribution is measurable in this respect. We look forward to working with you.

CRB is working on a mission to align CSR with Sustainable Development Goals and Nationally Determined Contributors. We invite corporates and different stakeholders to take benefit of this programme by joining the mission.

## PICTURE OF THE MONTH

### LINEAR ECONOMY



### RECYCLING ECONOMY



### CIRCULAR ECONOMY



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