



INTERNATIONAL COUNCIL  
FOR CIRCULAR ECONOMY

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# STRATEGY PLAN

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2020-2023

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# INTRODUCTION

Our current economy is far from being sustainable and follows a linear model. The linear economy's core tenets include the wasteful take of resources – usage of said resources further generates waste, which is finally disposed of. This cruel practice is detrimental to the environment, which cannot supply the growing populace of our planet with essential services, leading to strained profitability. The core ideas of the Circular Economy are the elimination of waste by respect for the social, economic, and natural environment, design, and resource-conscious business conduct. These principles are the backbone of the circular economy.

The circular economy has delivered tangible benefits and viability to address our days' economic, environmental, and social challenges. Sustainability and circular economy (CE) is of growing interest for governments, investors, companies, and civil society. Sustainability envisions a balanced integration of economic performance, social inclusiveness, and environmental resilience, to benefit current and future generations.

A circular economy is an alternative to a traditional linear economy. There is a stark contrast in the fundamentals of the linear and circular economy. The former works on making, using, and disposing of the things, while the latter emphasizes on extracting the maximum value out of the products. This extraction includes using the products or resources for as long as possible. The maximum value is harnessed while using them. Post these usages, materials are recovered from them, and products are regenerated at the end of life.

India has been using circular principles for generations. As new business models and technologies emerge, the opportunities for agriculture, manufacturing, and waste management can be harnessed to improve livelihoods and reduce poverty.

# ABOUT US

ICCE was registered as a Section-8 company in July 2020 and formally launched in Aug 2020 to function as the first international body in India, working on the principles of Circular Economy.

ICCE is a global platform for public and private sector companies, civil society organizations, academic institutions, and business associations. We help align stakeholders' practices towards the Circular economy's basic tenets in material efficiency, system design, resource recovery, and reducing negative externalities across sectors.

Since its launch, ICCE has gained considerable upward momentum on almost all counts -membership enrolment, programmatic intervention, and greater engagement with members and other stakeholders. ICCE has attracted the most talented people from the EU, Asia Pacific region, the Nordic region, the US, south-east Asia, and India. We aim to keep the impetus to expand the scope and reach of our movement. Our future initiatives would involve research and innovation work in Circular practices in Agriculture, food, packaging, tourism, Energy & Environment, water, Mobility, and construction sectors.

For more details, please [VISIT US](#)

## COUNCIL OF PROMINENT PEOPLE



Rajagopalan Vasudevan is an Indian scientist who has worked mainly in waste management. He is currently a professor in Thiagarajar College of Engineering. He developed an innovative method to reuse plastic waste to construct better. He was awarded India's fourth-highest civilian honour Padma Shri in 2018.

Padmashri  
Dr. Rajagopalan Vasudevan  
Plastic Man of India

# VISION

Redefine how we operate by enabling an environment where businesses and other key stakeholders become a force for good and galvanize action around the circular economy for escalated, coordinated, and comprehensive interventions that create a win-win situation for businesses, environment, and community alike.

Our mission is to accelerate the transition to a circular economy that is restorative and regenerative by design. ICCE operates on 3 strong pillars- Educate, Innovate and Inspire.

# MISSION

1

Mobilize businesses by increased programmatic interventions on Circular economy practices

2

Knowledge sharing and networking meetings

3

Formation of sub-committees on focus areas

4

Increased training and capacity building programmes for capacitating members

5

Policy support and advocacy with the government on areas within the ICCE's framework

6

Increased participation in global forums and platforms for discussions and deliberations

7

Enhanced knowledge management and development around the focus areas through cutting edge research and publications, outcome reports and newsletters

# WHERE WE ARE NOW

Strengthening commitment to Circular Economy



Pioneer in International collaborations in India



Largest knowledge base



Biggest networking organization in India



40 Influencers



20 Mentors



152 Members



Knowledge Platform



Resource Center

Research & Innovation

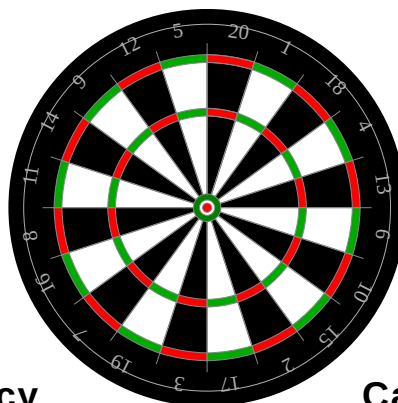


Policy making

Capacity building



Networking



# STRATEGIC PLAN

## 2020-2023

After the due diligence, the strategic plan was developed for 2020-2023. This plan was presented in the board meeting held on 7th Sep'20. After incorporating the suggestions made by board members, which were the outcome of detailed deliberations and discussion, we finalized the road map on all possible strategic and thematic areas for better penetration and expansion.

ICCE aims to establish itself to provide a forum for companies and organizations at regional, national and global level to exchange experiences, network, and work together on interventions for promoting and encouraging Circular Economy and new business models around it. ICCE plans to initiate and implement the following in 2020-2023-



EU-India  
Resource  
Centre on  
Circular  
Practices



ICCE 50 and  
50 Top CE  
leaders  
awards



Engagement  
with Academic  
Institutions to  
create Circular  
Labs



Centre of  
Excellence  
and Research  
for Circular  
Practices in  
MSME



Certified  
courses –  
Basic and  
Advance  
in CE

In addition of these intervention areas and expanding membership portfolio of ICCE, we want to focus on a more structured approach towards achievement of greater and new objectives for accommodating the changing scenario caused by the pandemic. Against this backdrop, it has become important to include focus on some key focus areas-



Membership  
Enrolment



Regional  
Expansion



Financial  
Sustainability



Innovative  
Interventions



Capacity  
building

# FOCUS AREAS

## 2020-2023

1



Expansion of ICCE activities and interventions towards being a hub of action around Circular Economy principles at regional, national and international level

2



Initiatives leading to Circular practices, growth and outreach of ICCE actions through strategic measures

3



Development of new workstreams and collaborative partnerships with members and potential organizations

4




Thought leadership around cutting edge research, surveys and publications

5



Membership growth with special focus on India, Africa and EU

# GOALS



<b>AWARENESS</b>	To create awareness about Circular Economy principles for furthering and strengthening the circular practices in India
<b>KNOWLEDGE SHARE</b>	To encourage large companies, MSMEs, academic institutions, civil society organizations and institutions to commit to the Circular principals
<b>GOOD PRACTICES</b>	Sharing of good practices for galvanizing action around circular models and practices around the world
<b>PARTNERSHIPS</b>	To foster international partnership & collaborations with businesses, Government, Civil Society Organizations, NGOs , academic institutions and other key stakeholders for advancing Circular Economy
<b>CERTIFIED COURSES</b>	To provide certified professional courses in Basic and Advance levels in Circular Economy to the aspirants
<b>AWARDS &amp; RECOGNITION</b>	Recognizing companies, entrepreneurs and start-ups for adoption an implementation of good practices around Circular Economy
<b>GLOBAL NETWORK</b>	To encourage and associate with other regional and global networks for developing collective action for strengthening responsible programs across the globe
<b>ADVISORY &amp; TRAINING</b>	To provide access to companies and organization for research & innovation, data and information, training and capacity building and expert advisory on CE
<b>POLICY ADVOCACY AND SUPPORT</b>	Creating a cleaner and more positive regulatory environment for Circular Economy through support for informed policy-making with credible evidences



# BOARD OF DIRECTORS



Shalini Goyal Bhalla

A post-graduate environmentalist, a Climate Change visionary, she is actively working in Sustainability and Circular Economy. Having an in-depth knowledge of the subject, she has authored the first book on Circular Economy in India. Her book is titled- 'Circular Economy: (Re) Emerging Movement'. Backed by an efficient team, she likes to charter diverse territories.



Ravinder Dahiya

A visionary thinker & Angel investor with keen interests in developing and nurturing new business interventions. As a Director in the International Council of Circular Economic, he is developing new business models by connecting and helping entrepreneurs focus on system designs for sustainable development focusing on the environment.



Preety Chinda

A calm and poised lady, she is a woman of strength. With her 17+ years of IT-experience, she is a mentor to us in technology. She has been working on developing an app that could calculate C-footprint for individuals.



Sandeep Chinda

An engineer by qualification, he is a highly passionate person. A perfectionist, he is also on board of B&T India Ltd, a media company. He is managing the critical activities in ICCE. His sound technical knowledge steers the organization in the right technical direction.



## BOARD OF ADVISORS



**Pooran Chandra Pandey**  
Climate Scorecard,  
USA



**Edward Clarence-Smith**  
Senior Adviser on Circular  
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**Dr. Prasad Modak**  
India



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Torino, Italy



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### Special Acknowledgement

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