


2020-21 ANNUAL REPORT

International Council for
Circular Economy

ICCE



**AN INDIAN NON-PROFIT,
WORKING TOWARDS
BEING A THOUGHT
LEADER,
WITH A GLOBAL
OUTLOOK TO BUILD
REGENERATIVE AND
RESTORATIVE SYSTEMS.**



International Council For Circular Economy



COMPANY PROFILE



INTERNATIONAL COUNCIL FOR CIRCULAR ECONOMY (ICCE) WAS INCORPORATED IN JULY 2020 UNDER SECTION 8 OF THE COMPANIES ACT, 2013. THE COUNCIL IS A MEMBER OF ELLEN MAC ARTHUR FOUNDATION COMMUNITY AND AIMS TO BECOME THE LEADING INDIAN COUNCIL FOR CIRCULAR PRACTICES.

As India's largest organization and a powerhouse in circularity, ICCE offers an elegant bouquet of products and services.

ICCE has a presence across 92 cities and 32 countries through its collaborations.

● Vision

Redefining lives by embracing and spreading global change **to make the dawn of a new circular era.**

● Mission

Our mission is to accelerate the transition to a circular economy that is restorative and regenerative by design. ICCE envisions India as a **central hub of knowledge exchange**, research work by enabling an environment that **galvanizes action** around the circular economy for escalated, coordinated, and comprehensive interventions for businesses, the environment, and the community.

REGENERATE
NATURAL
SYSTEMS

DESIGNING
OUT WASTE AND
POLLUTION

SECONDARY AND
TERTIARY
RESOURCE USE

ICCE

THE THREE PILLARS OF THE COUNCIL

ICCE operates on three strong pillars. These pillars bind us together and articulate who we are and what we believe.

EDUCATE

There is nothing more powerful than education. Education is the strongest tool for personal and collective progress, one that allows us to build prosperous and just societies. Acquiring knowledge is a never-ending process. Individuals need to be trained about the current economic model and how it can be transitioned to a Circular model. ICCE delivers a change in the mindset and ensures that people in the field have the highest skills and standards of practice. ICCE is informed that progression towards the future requires an exchange and spread of information.

INNOVATE

Innovation is the core of the company. ICCE persistently strives to redefine the standard of excellence in its operations. Change is the only constant. In order to stay relevant, we must develop with the society's changing needs. ICCE is receptive to ideas that challenge the conventional views and drive innovation. We believe in a workplace where we can push the boundaries of the norm and learn from extraordinary things. We hold original thinking in high regard and value the passion to attack difficult challenges. We push ourselves to our best and seek creative ways to provide solutions.

INSPIRE

Inspiration awakens us to new possibilities by allowing us to transcend our ordinary experiences and limitations. Inspiration gives us both the means and motivation to rise above. Our success is dependent upon the collective energy, intelligence and contributions of all our community members. They constantly strive to inspire people to accelerate the transition to a Circular economy. We aim to help people understand how they can influence the systems around us. Change is driven by individuals who are motivated enough to create a better future for themselves.

MANAGING DIRECTOR'S MESSAGE



The outbreak of the pandemic has reinforced the importance of the environment and sustainable living. With the accelerated resource depletion, building resilience in all systems is vital for survival. ICCE has set an ambitious vision to become the leading council in India in promoting Circular Economy and sustainable practices across different verticals. Towards this objective, we developed a rigorous plan, which guides us to perform in the resource-constrained world and be resilient in a face of uncertainties such as the COVID-19 pandemic.

ICCE has been one of the early adopters of the tenets of the Circular framework and created a bouquet of products and services which focussed on promoting circularity in businesses in India. With India committing to be among the adopters of Circular Economy principles, research, innovation, training, and capacity building is gradually becoming one of the industry's top priorities. ICCE was established on the mandate of Educate, Innovate and Inspire!

2020 saw the release of India's first book which has sold almost 1000 copies. The first course on 'Linear to Circular Economy' has been taken by almost 450 students and the number is growing continuously. This year, ICCE accelerated the journey further by focussing on 9 more courses. With many more courses in the pipeline, ICCE plans to bridge the gap across the value chains.

Council is fostering evidence-based advocacy and policymaking through its research program. We were a part of a committee that worked on policy for Circular Economy with NITI Aayog, MoHUA, and MoEFCC. The coming year will be an eventful year with many exciting projects.

A handwritten signature in blue ink, reading "Shalini", with a long horizontal stroke extending to the right.

Shalini Goyal Bhalla
Managing Director
International Council for Circular Economy

A YEAR TO REMEMBER: 2020-21

Circularity and
End-of-Life
Vehicles report

Policy on C&D waste
and Dry waste with
Niti Aayog

First course on
Circular Economy
launched in India

City Reports to study the
enablers and barriers in
creating Circular Cities in India

'Sustainable solutions for
creating a resourceful,
resilient and responsible
urban city'

Circular Chat
season 1
begins

Launch of
ICCE

Launch of india's
first book on
Circular Economy

India-EU Joint declaration
on Circular Economy and
its Impact on India

Collaboration with
Organization for Climate &
Circular Economy,
European Union

ICCE

OUTREACH 2020

**5000+
MEMBERS**

ICCE continued to refine its thinking around target audiences for communications and engagement, and how the Council can best influence them to act.

ICCE's work is accomplished through all its members. Our website offers free resources to its members. We have a community of over **5000+ members**. These members unlock the greatest studies and best practices from projects as well as insights into the circular economy landscape through knowledge products. Over the year, the ICCE website has **5,420 publication downloads**, showcasing the reach of our **educational tools** and increased knowledge capacity.

**5420
PUBLICATION
DOWNLOADS**

Throughout the year, we saw a constant influx of new followers that energized our approach to social media engagement. ICCE gained **1600+ LinkedIn followers** over the year. Our engagement strategy focuses on high-quality content and interaction with our audience.

**6700
UNIQUE VIEWS**

Our Youtube channel pulled **6700 unique views, 200+ subscribers, 1000+ watch time hours** in the past year. ICCE disseminates useful content by sharing informative videos on its Youtube channel. Our extensive case-study playlist showcases how circular economy concepts are being implemented in practice.

**1000+
WATCH TIME
HOURS**

Through our outreach, we help people understand the circular economy, enabling them to apply the learnings, play an active role in the transition to a circular economy and catalyse circular innovation across the economy.

OUR COMMUNITY

ADVISORY BOARD

ICCE's Advisory Board is comprised of a diverse and distinguished group of corporate and government leaders. The Board actively defines ICCE's prime concerns to advance towards the circular economy and provide supervision and guidance on the development and delivery of ICCE's strategic plan.



**PADMASHRI
DR. RAJAGOPALAN VASUDEVAN**



AXEL DARUT



POORAN CHANDRA PANDEY



EDWARD CLARENCE-SMITH



DR. JAYAKUMAR KV



BRAJESH DUBEY

OUR COMMUNITY

MENTORS

ICCE's Mentors are experts in circular economy from around the world. Through its mentors, ICCE covers a wide range of activities aiming at fostering circular activities and approaches worldwide.



DR. SAMEER JOSHI



DARWIN DANIEL



DR. SHILPI KAPUR



DR. PRASAD MODAK



CHRIS WHYTE



PRABHJOT SODHI



OSKAR ÖRLING



JASPER STEINHAUSEN



SUROJIT BOSE



SAURABH GUPTA



NITIN AGARWAL



LUÍS DA SILVA



SIEM HAFFMANS



SIMONA GRANDE



N. SRIRAM



SARIM DASTGIR



LOVISH AHUJA



RAJESH PAHWA



KISHOR DESHPANDE



DR. SUNEEL PANDEY



DR. SANDEEP PANDA



PUNAMCHANDRA RATHOD



SUJEET SAMADDAR



WEKESA ZABLÓN



SHUBHI SACHAN



DR. SRABANI MISHRA



PIOTR BARCZAK



DR. BHARAT BHUSHAN NAGAR



DEEPAK KUMAR G



SHIV SHANKAR RAO CHALLA

OUR COMMUNITY

INFLUENCERS

L NITIN CHORDIA

GAUTAM MEHRA

SHIVAM BATRA

SARAVANA KUMARAN

PAOLO PAGELLA

SANJAY BANKA

CHYTHENYEN KULASEKARAN

AKHILESH BHARGAVA

PREMNATH BASA

DHANANJAY KULKARNI

PRINCE ANTWI-AFARI

ASHISH SACHDEVA

SUDIPTA DAS

NAKUL SARDANA

CRISTIAN ZEGERS CÁDIZ

CHOUDHURY ARJYA MISHRA

TEJASWINI LANDGE

VAKA VENKATA KRISHNA

VIJAY KUMAR

SAMIR PATHAK

VARSHA SETHURAMAN

GAYATRI SAHNI

LOKESH SAMBHWANI

RAHUL V PODAAR

RUPAL PUJARA

DR. PRADEEP PANIGRAHI

PRASHANT KOKIL

SANGEETHA V

BHAGYASHREE JAIN

SATISH KALLIANPUR

ABHISHEK DESHPANDE

KSHITIJ TIWARI

SURYA NARAYAN KAR

DR MEDHA TADPATRIKAR

CHELSEA MCLEAN

LAKSHAN MADURASINGHE

RAJARSHI BANERJEE

GAURAV PAUL

RAHUL WAKNIS

SWAPNIL CHOUDHARI

ANIMESH GHOSH

SHIVAM RAI

RAJIV DUBEY

PRIYANKA MALAIYANDI

DR. PRANAB J PATAR

CPT. SATYENDRA VAIDYA (RETD) IRAM MAIMUNA

ANNABEL LINDSAY

INDRRANIL ROY CHOUDHURI

A FLOURISHING GLOBAL PRESENCE

The Council continues to forge new partnerships with world-class organizations, significantly broadening both industrial and government participation in its work. ICCE built relationships with organizations to drive the global transformation of key systems to circular economy practices.

The council is a part of the Ellen MacArthur Community. Organization for Climate and Circular Economy (OCCE), African Circular Economy Network (ACEN), Circular Economy Alliance Australia, Close the Loop, PREVENT Waste Alliance, REVOLVE Circular and European Environmental Bureau have been a part of our journey in different capacities.

We value our partnerships and these organizations who share our commitment to accelerate towards a circular economy. We believe in the exceptional powers of global teamwork. Our global presence has assisted us in bringing together a common vision. Today, ICCE has been successful in attracting the most talented people not only from India but also from the European Union, Asia Pacific Region, the Nordic region, the US and south-east Asia.



IMPACT EVENTS

AUGUST 21, 2020

INDIA-EU JOINT DECLARATION ON CIRCULAR ECONOMY

Our first webinar discussed the historical Joint declaration to scale up India-EU cooperation in the areas of resource efficiency and circular economy.

AUGUST 28, 2020

CIRCULAR ECONOMY SOLUTION TO PACKAGING INDUSTRY

With two exceptional speakers from Coca Cola and BeCircular, ICCE conducted this webinar to understand the innovation in the packaging industry.

OCTOBER 7, 2020

EXTENDING PRODUCT LIFESPAN – A CIRCULAR PRACTICE

This session recognized product life extension as an important tenet of Circular Economy.

OCTOBER 31, 2020

EXTENDING PRODUCT LIFESPAN – THROUGH REPURPOSE & REMANUFACTURE

The second part of “Extending Product Lifespan” focused on the lifespan elongation through refurbishing, remanufacturing and repurposing.

NOVEMBER 21, 2020

MANAGEMENT & OPERATIONS OF PLASTIC WASTE FOR MATERIAL RECOVERY

This session helped the audience understand the overall strategy in the management and operations of plastic waste for material and energy recovery from waste and less landfilling.

DECEMBER 12, 2020

SMARTER BUSINESS MODELS IN CIRCULAR ECONOMY

Through the session, ICCE developed in the audience an understanding of the strategic plan of the process required for the business models to increase the reuse potential and recyclability of products.

JANUARY 15, 2021

RENEWABLE ENERGY: A CIRCULAR ALTERNATE

The webinar successfully helped people understand the transition to the use of renewable energy leading to a circular economy and achievement of sustainable development goals.

APRIL 27, 28 & 29, 2021

INDIA INTERNATIONAL VEHICLE RECYCLING SUMMIT 2021

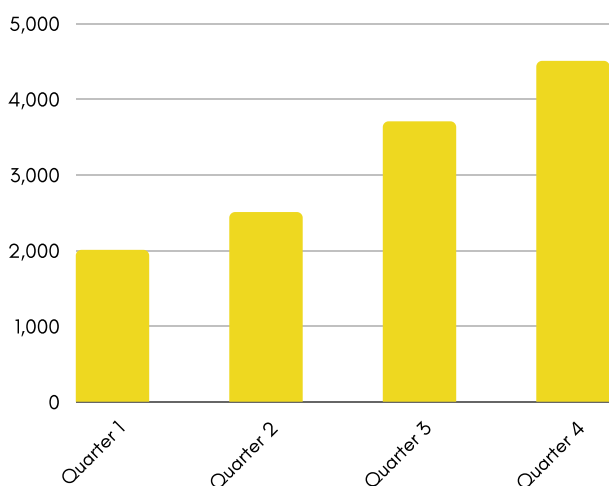
ICCE, in collaboration with Auto Recycling World, EU, conducted this series of webinars, to bring the international vehicle recycling community together. The series gave ICCE an opportunity to publish our report on ‘Circularity and End-of-Life Vehicles’.

MAY 27, 2021

STRATEGIC DIRECTION: CHALLENGES & OPPORTUNITIES IN ESG

Keeping in mind the growing focus on social responsibility globally, we conducted this webinar in collaboration with Azyro Infratech and Al Madar.

OUR NEWSLETTER



Our newsletters have actively fostered and supported ICCE's culture to create an environment for our members to thrive. They help develop the vision, skills and mindsets needed to transition to a circular economy. These newsletters incorporate free-to-access online resources which aim to reach more than fifty thousand learners globally.

THE CHRONICLE: Our weekly newsletter, The Chronicle attracts a worldwide audience, giving free access to multiple resources. As the Council continues to grow and create global momentum around the circular economy concept, the newsletter makes sure to keep all our members updated of our milestones. It features various articles and case-studies on the subject. It also covers our day-to-day work impacts and builds awareness of the circular economy ideas. It acts as a tool for communicating with the Indian community at large about what happens in India and in the Council around circularity and sustainability.

THE CIRCULAR BULLETIN: Serving as one of our most important knowledge-sharing tools, The Circular Bulletin is a bimonthly informational newsletter which updates its subscribers with the latest circular updates from all around the world. We provide a platform and showcase the best national and international practices. The newsletter disseminates leading examples of circular economy activity by businesses and policymakers across the globe.

RESEARCH AND INNOVATION

ACADEMIC COLLABORATIONS

UNIVERSITIES
COLLEGES
AICTE
CBSE

2

RESEARCH
PROJECTS

12

RESEARCH
ASSOCIATES

ICCE contributes to knowledge-sharing through our groundbreaking publications and far-reaching content. Through our resources, we inform action and scaling of circular solutions. The ICCE website is a continuously growing digital library for inspiration, knowledge and dialogue on circular economy. It has now become a one-stop destination to get information about circularity. Starting from a few best practices, the website now features 100+ articles, case-studies and research papers. These provide information and advice that help governments, businesses and citizens to take action. We build evidence-bases and come up with practical solutions that make a real difference.

Among our most prominent research works are our City Reports. ICCE studied several cities in India on several parameters, an initiative under the Circular Cities project.

ICCE is committed to work with colleges and universities through teaching, applied research, student-led

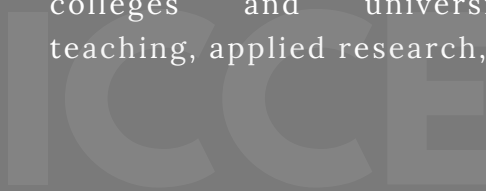
initiatives and campus management.

We also support and equip circular economy learning amongst school students through skills, knowledge and mindset needed to build a system that works for society, the economy, and the environment.

ICCE is also involved with Atal Incubation Centres and Atal Tinkering labs on research and innovation. We are working with a leading academic institute on hydrogen gas project. In one of our latest endeavours, we are advocating CBSE and AICTE to include circular economy into their mainstream subject. ICCE incubates start-ups to develop circular business models around the waste management sector.

ICCE is launching a journal that shall promote circular economy and resource efficiency.

As ICCE completes a year, demand for our expertise is greater than ever. Around the world, our expertise and invoking power are delivering lasting change.



CIRCULAR CHAT



“Circular Chat” is a talk show curated by ICCE which invites experts and practitioners from industries, government, multilateral and bilateral organizations and nonprofits to discuss how they are embedding circular practices and sustainability in their business models.

Season 1 of the show started on the 11th of November, 2020. The chat was held every Wednesday. A total of **23 episodes** were hosted with **renowned personalities** in the first season. This helped us add value to the Circular Economy community through sharing expertise, discussing business cases and knowledge sharing. Circular Chat invites a wide range of stakeholders from across the different regions to address today's problems and their impact on the environment.

After 23 mind-blowing chats spread across 6 months in Season 1, we released the **Second Season** on the 14th of July, 2021. The second season promised a brand new approach. It was launched in a new form with a specific orientation. Industry experts from India would be invited to share their best practices. It will showcase a collaborative solution that brings together key players behind a shared vision of a circular economy, in which the materials never become waste. The first series conferred about the **future of plastics**.



CAPACITY BUILDING PROGRAMS

According to the definition from the United Nations Development Programme (UNDP): “In the global context, capacity refers to the ability of individuals and institutions to make and implement decisions and perform functions in an effective, efficient and sustainable manner. At the individual level, capacity building refers to the process of changing attitudes and behaviors—imparting knowledge and developing skills while maximizing the benefits of participation, knowledge exchange and ownership. At the institutional level it focuses on the overall organizational performance and functioning capabilities, as well as the ability of an organization to adapt to change. At the systemic level it emphasizes the overall policy framework in which individuals and organizations operate and interact with the external environment.”

It must be brought to light that capacity development is the engine of human development. Capacity building is a process of growth and evolution.

Recognizing the important role of capacity building, ICCE has increasingly engaged in capacity building for Central and State Pollution Control Boards, ULBs, City Mayors as well as other government and industry players. We are working under several government schemes on building capacity through our training programs. Our experts are certified trainers who deliver these programs which are very well accepted by the industry and government.

CERTIFIED COURSES

In the words of an Austrian management consultant, “The basic economic resource is no longer capital, nor natural resources, nor labor. It is and will be knowledge.” With a firm belief in knowledge-sharing, the Council is the first organization in India to launch certified courses in Circular Economy. ICCE has created these courses for students who are interested in exploring the new domain of Circular Economy.



RICH
EDITORIAL
BOARD

CERTIFICATION
FROM
ICCE

TOPICS
CASE STUDIES
QUIZZES

4
COURSES
LAUNCHED

6
IN MAKE



EXECUTIVE TRAINING PROGRAMS

Executive training programs have become an important part of career-building for executives who constantly strive to take on new challenges. ICCE's Executive Training programs increase one's knowledge of the circular economy through expert-run sessions and collaborative team-projects. It provides an opportunity to expand one's professional network and engage with active circular economy practitioners, such as members of our network. Through these programs, learners are challenged to design a future that rethinks our current 'take-make-waste' economy to focus on circular, innovative products, and business models.

This program is of great importance as it helps one learn better by "doing" rather than just by "seeing". Classroom teaching and case studies have their place, but our programs use innovative, hands-on learning experiences that provide great exposure.

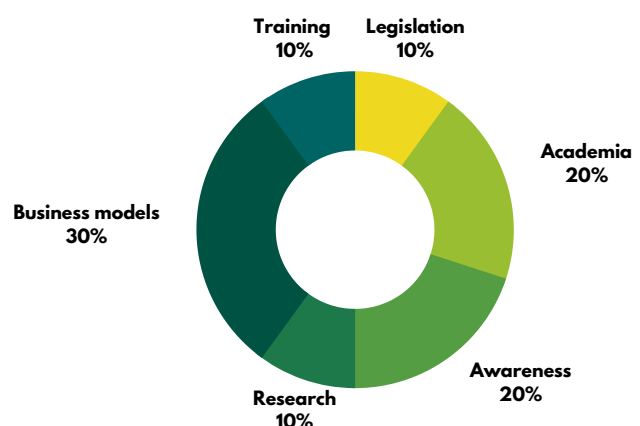
ICCE's Executive Training Programs help the learner to apply new skills and knowledge straight away. The program also helps them become a stronger leader with a greater capacity for finding new approaches and leading change. These are qualities and skills that serve them well throughout their career. We have been successful in conducting this program for several NITs, IITs and IIMs.

Building a world where all resources are used efficiently in order to build resilient systems

A CRUCIAL YEAR AHEAD

The pandemic has exposed inherent fragility in many businesses and has forced us to prioritize the importance of risk mitigation and resilience-building.

- **Research-** Providing evidence of the economic, environmental, and societal benefits is important to transit to a circular economy. The council is working in enhancing the research work in this domain that would help build tools and methods to help MSMEs, companies, policymakers, and other stakeholders reach their circular economy ambitions.
- **Business models-** The Council works with large corporates as well as disruptive startups to explore and understand the circular economy challenges facing the corporate world. Developing business models and their adoption around Circularity is an important mission of the Council.
- **Awareness-** The Council continuously works towards communicating new innovative ideas and insight through its case studies, articles, courses, and books. In the coming year, we plan to work exhaustively on highlighting more business case studies and courses for wider knowledge dissemination.
- **Academia-** Students are the key catalysts who can be mobilized to learn, think, and act differently to act as agents of change. The council has partnered with several universities worldwide to work on scalable solutions to deliver tangible outcomes. The coming year would see more such collaborations and long-term impacts.
- **Legislation-** The Council works with governments and institutions, municipalities, and international institutions with the aim of informing policymakers and including circularity in evidence-based policymaking. The coming year is full of opportunities to work with municipalities at the local level to deliver change to complement its strong business engagement effort.
- **Training and Capacity Building:** Capacity building is about improving effectiveness, at the micro and macro organizational levels. Our training & capacity building focuses on furthering an organization's ability to adopt circular practices. It helps to improve the organization's performance and enhances its ability to function and continue to stay relevant within a rapidly changing environment.



BOARD OF DIRECTORS



Ravinder Dahiya
Founding Director



Shalini Goyal Bhalla
Managing Director



Sandeep Chinda
Head Strategy



Preety Chinda
Technical Lead

PEOPLE BEHIND ICCE

Diverse, Equal
and Inclusive

More than 50%
women



Suzanna Lal
Project Manager



Suparna Shukla
Marketing & Communications Lead



Samarth Agarwal
Relationships & Network Manager

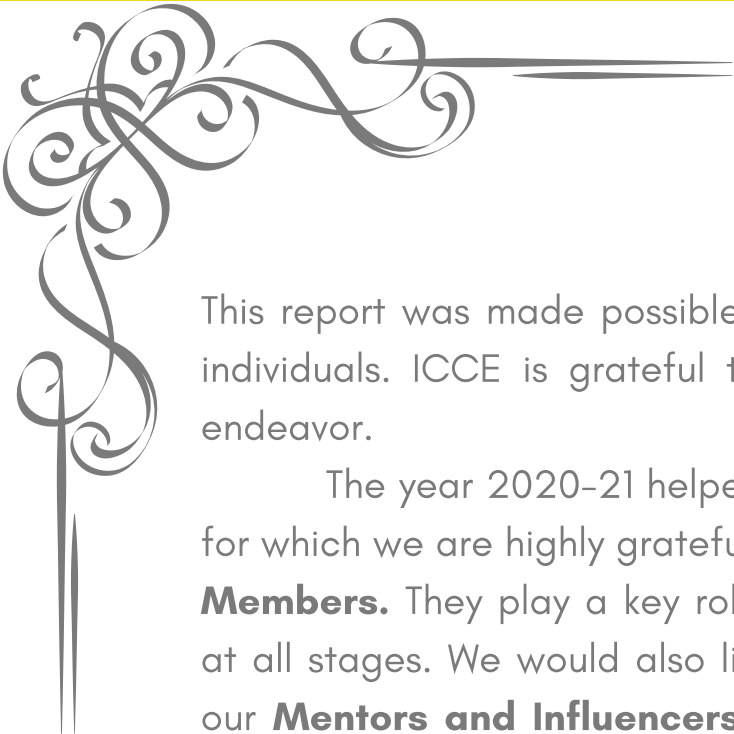


Anitta L
Creative Video Editor



Kavya Manoharan
Production Manager

ACKNOWLEDGEMENTS



This report was made possible by the support and advice of many individuals. ICCE is grateful to everyone who contributed to this endeavor.

The year 2020-21 helped us achieve many of our milestones, for which we are highly grateful to our respected **Board & Advisory Members**. They play a key role in providing guidance and support at all stages. We would also like to acknowledge the support from our **Mentors and Influencers**. We want to recognize the **people behind ICCE and our team** for all their efforts behind our achievements. Their agility has allowed us to stand where we are today.

We are grateful to them for facilitating our work. A huge thank you to all our **members and followers** for their support. We highly appreciate your trust and confidence in us, and we shall continue to strive hard to take us into the next year of growth.

A special thanks to-

- Pooran Chandra Pandey
- Dr. Sameer Joshi
- Sriman Bannerjee
- Solil Chatterjee



International Council For Circular Economy

PUBLISHED
© ICCE, 2021

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The intent of the annual report is to provide public disclosure of a council's operational activities over the past year. The report is typically issued to shareholders and other stakeholders who use it to evaluate the council's performance and to make investment decisions.

