

Innovating with Circularity to incentivize change

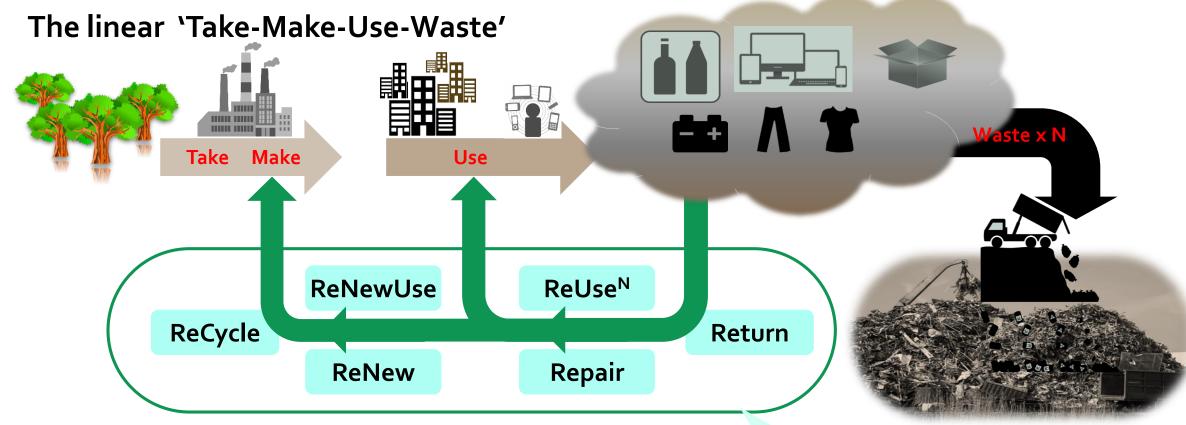
A Circular Business perspective







Setting the context



The Circular Business approach

The missing loop



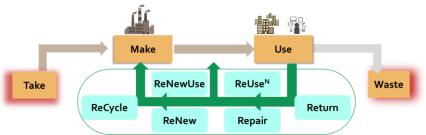
Innovating for Circularity

Incentivizing behavioral change by the Circular Business approach

- Follow Nature
- Reduce by design
- Frugal is fabulous
- Energy, Material, Efficiency
- **.....**
-
- Go Circular

- Value, not Waste
- Circular loop (Return)
- Repair-ReNew-ReUse
- ❖ ReUse^N before Recycle





Used Goods = Value ≠ Waste



After Use Next Use



THE TIMES OF INDIA

Tasmac's liquor bottle buyback scheme a success in Nilgiris

TNN | Feb 14, 2023, 10,39 AM IS



UDHAGAMANDALAM: Around 95% of liquor bottles sold in the Nilgiris in the past three months have been returned under the Tasmac's empty liquor bottle buyback scheme.

The Tasmac implemented the buyback scheme in the district in May last year following an order from the Madras high court. A division bench chaired by justice N Sathish Kumar and justice D Bharatha Chakravarthy passed the order based on a plea by activists that empty liquor bottles thrown away near forest areas were posing a threat to wild animals.

"The scheme was implemented on May 15 last year. From the day of implementation till the month-end, 57.6% of bottles sold in that period were bought back under the scheme. The number increased to 75% in June and in July, it reached 85%. For the period from November in 202

to January this year, almost 95% of bottles sold were bought back. For example, the percentage stood at 96.24% in January, said Kannan, division manager, Tasmac, Nilgiris district.

Bottle buyback 95% returned

Incentivizing Change

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300 Kalilali, division manager, rasmac, raigins distri

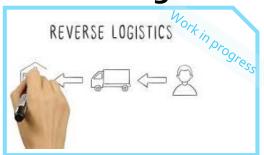


Circular loop

Enable & Incentivize return



Circular Logistics





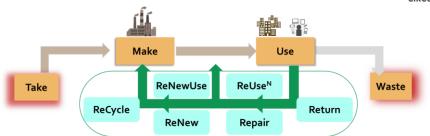
All Bins are Currently Active

Make Use ReNewUse ReUse^N ReCycle ReNew Repair Waste

Incentivizing Change

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Enable ReUse

Repair-ReNew



Quality

Infra Access Skill Jobs

Refill!



Value

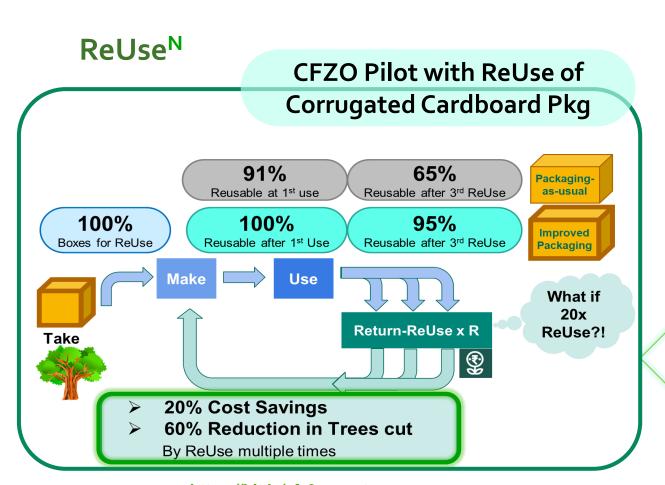


Incentivizing Change

- Value, not Waste
- Circular loop (Return)
- Enable Repair-ReNew-ReUse
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Make
Use

ReNewUse
ReUse
ReCycle
ReNew
Repair
Return

Incentivizing Change

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https://bit.ly/cfz0-report





The CFZO Report: Roadmap to Circular Economy

The Report covers Insights about the current take-make-waste scenario with shipment packaging of corrugated cardboard; and the way ahead towards a Circular Economy.

The Turn towards Circular economy Recycling is overrelied upon as Circular Logistics can redefine a 'sustainable' solution. behavior along the value chain. 'ReUse', one of the Primary • realize "Value," not "Waste," loop of the circular economy generate buy-in to ReUse framework is missing in today's focus on design for ReUse. scenario. Fundamental shift in market behavior and consumer perception Circular economy conce The What if case for ReUse recycle 2 with Circular logistics The novel pilot done for circular logistics with reuse proves that it makes business sense: Cost Advantage + Sustainability impact Ref Wikipedia CC 3.0 Cathrine 3rd ReUse Weetman 2016; Aspirational potential with CFZo comments Entitlement ·

Actual ReUse is 0

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Need: Policy framework and Incentivization to support the transition to Circular Economy.

- Mandate Design for 'ReUse'
- Promote ReUse and Circularity
- •Incentivize ReUse

The Way ahead

Potential for Action to drive across all Markets, Business models, and Products.
The Alarm is ringing and calls for action across the Globe.

The Report has insights on the case of shipment packaging and makes the case for promoting circular logistics and reuse.

Further, these insights have potential to be applied across a broader canvas.

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The Business impetus for circularity

- Adopt Design for 'ReUse'
- Gain Savings from ReUse
- Brand premium
- Incentivize & Share Rewards

Monitoring and assessment framework is needed to measure sustainability actions and impact..

'Circularity index'



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ReUse > 3 times