



BADLAAV: AGENTS OF CHANGE

Indian Youth Climate Network



Panel Discussion

***Business Models, Green Jobs and
Opportunities for Youth in Circular
Economy & Resource Efficiency***

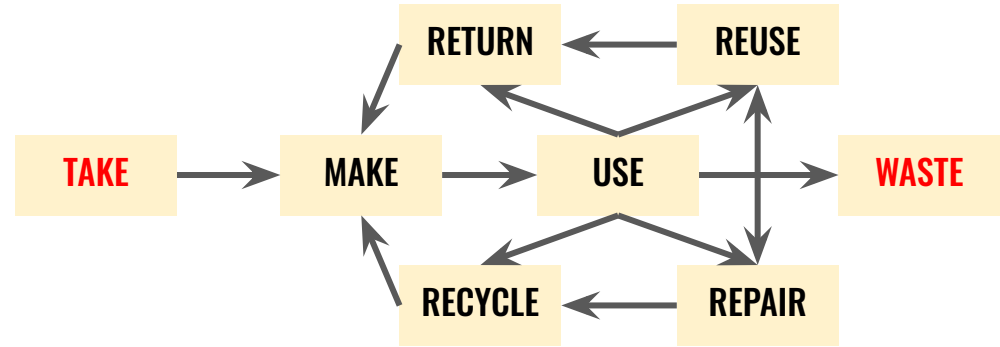
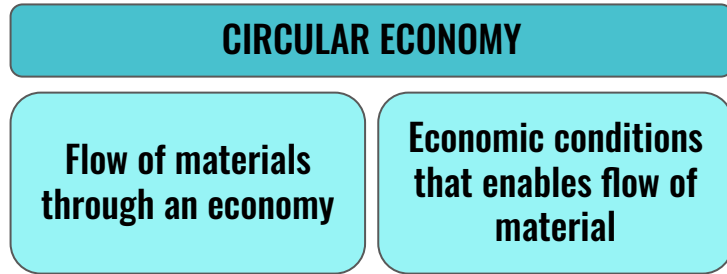
Fundamentals for Business based on Circular Economy



ANITA AHUJA
Founder & President,
Conserve, India



What is Circular Economy



An economy that focuses on value preservation, encompassing all activities that reduce the material input of production and extend the service-life of goods, components, and materials. Circular economy seeks not only to protect but actively improve the environment.

Circular economy as a tool → Presents solutions to pressing cross-cutting challenges in the sustainable development.

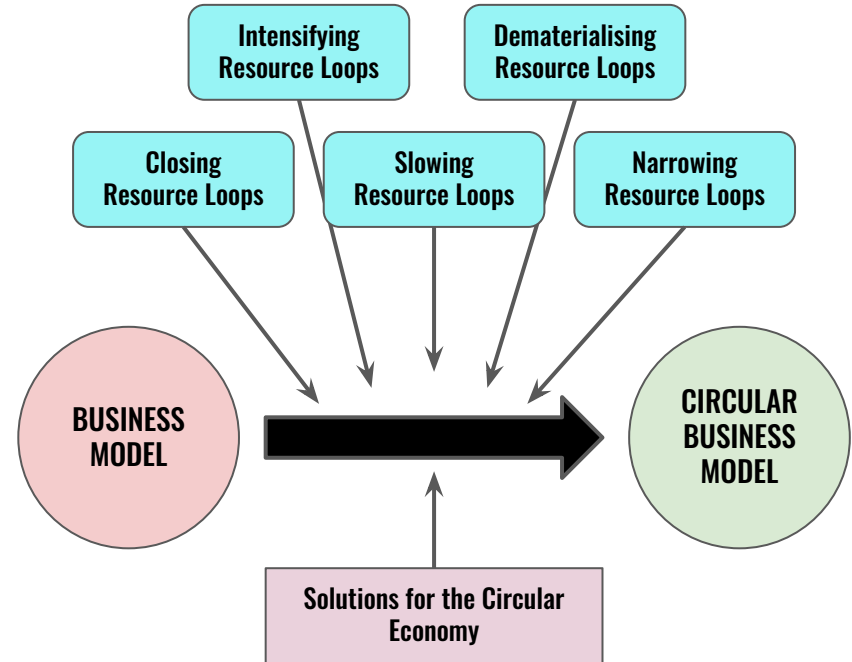
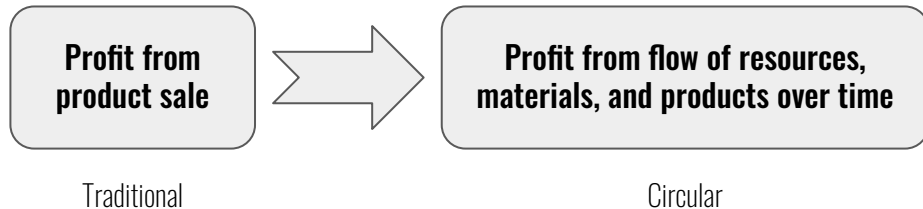
Circular economy as a systematic solution → Framework tackling global challenges like climate change, biodiversity loss, waste, and pollution.

Circular economy is regenerative by design → Decouples growth from consumption of finite resources.

Circular Business Models

A circular business model is designed to create and capture value while helping achieve an ideal state of resource usage.

SHIFTING GOALS OF BUSINESS MODELS



Circular Businesses Models

Circular supply models

By replacing traditional material inputs derived from virgin resources with bio-based, renewable, or recovered materials, reduce demand for virgin resource extraction eventually.

Resource recovery models

Recycle waste into secondary raw materials, thereby diverting waste from final disposal while also displacing the extraction and processing of virgin natural resources.

Product life extension models

Extend the use period of existing products, slow the flow of constituent materials through the economy, and reduce the rate of resource extraction and waste generation.

Sharing models

Facilitate the sharing of underutilized products, and can therefore reduce demand for new products and their embedded raw materials.

Product service system models

Where services rather than products are marketed, improve incentives for green product design and more efficient product use, thereby promoting a more sparing use of natural resources.

Circular Businesses: Barriers & Drivers

Barriers to Circular Businesses

Drivers of Circular Businesses

Policy Aspects

Inconsistent Policies

Consistent policies and measures
Favourable Regulation

Market Aspects

Lack of consumer demand
Habitual behaviour
Negative attitudes and cultures

Material and commodity prices
Consumer specifications
Positive customer feedback

Financial Aspects

Incentives to invest
Access to capital

Corporate responsibility
Cost savings and avoided costs

Operational Aspects

Supply chain constraints
Internal capacity and resources

Sustainability and leadership,
Shareholder pressure
Business risk and resilience





LIFAFFA

LIFAFFA: A Circular Business Model

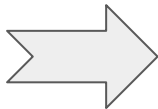


LIFAFFA

MISSION

Unlocking opportunities through circular approaches
integrating informal workers

VALUE PROPOSITION



A Circular solution to create materials from plastic waste (LDPE, HDPE, MLP)

World's first proprietary upcycled plastic material with a patented process for upcycling.

The materials are highly durable, easily recyclable and waterproof!

We have first successfully proven the material in the Fashion world as an alternate for Leather.

They can be used as Vegan Leather, Floor Tiles and Wallpapers and even to create Solids like Trays, Toilets and Stools!



PLASTIC BAGS

How convenience is killing our planet

THE PROBLEM

1 Trillion



Number of plastic bags produced worldwide in 1 year.

3012

1,000
Years

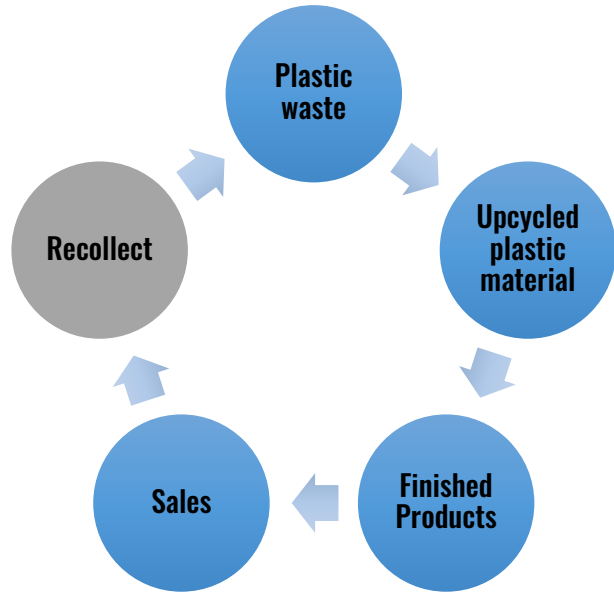
Time taken for 1 plastic bag to fully degrade.

3.5m
Tonnes

Net weight of plastic bags discarded in a year.



OUR CIRCULAR MODEL



OUR PRODUCTS





Conserve X LIFAFFA

***A Social Enterprise with
a non-profit and a
for-profit arm***



Non-profit to train the urban poor in our proprietary technologies.



Collection



Washing



Drying



Sheet Making



Fabrication

Capture Value

Revenue → Grants for Skill development for set-up costs.
Group becomes self-sustainable in 2-3 years.

***For-profit to establish licensed franchises and for sales of products
created by the non-profit's groups***

Established Export Network

Member of World Fair Trade Network

Current turnover of \$140,000.

Own ecommerce platform on www.LIFAFFA.com

Part of Amazon India's women entrepreneurship initiative to promote domestic sales.

Established 1st franchisee in 2019. In conversation to create 2 more within India.

Capture Value

Revenue → 1. Sales of products
2. Licensing fees for patented technology

Pathways to access start-up support by Circular Business

Accelerators

Startup or accelerators are fixed-term, cohort-based programs, that include mentorship and educational components and culminate in a public pitch event or demo day.

- Circularity Accelerators
- Google Circular Startup Accelerator
- Circular Valley

Development Aid Agencies

Funding Agencies, both national and international can provide much needed financial support to startups to enable them scale up their ideas.

- Circular Innovation Fund
- EU's Circular by Design

Incubation Labs

Collaborative program for startup companies designed to help startups in their infancy succeed by providing workspace, seed funding, mentoring and training.

- Circular Economy Incubator
- CE Transition Incubator
- ICCE Startup Incubator Programme

Collaborations

Partnership with like minded startups through collaborations can allow access to support for circular businesses

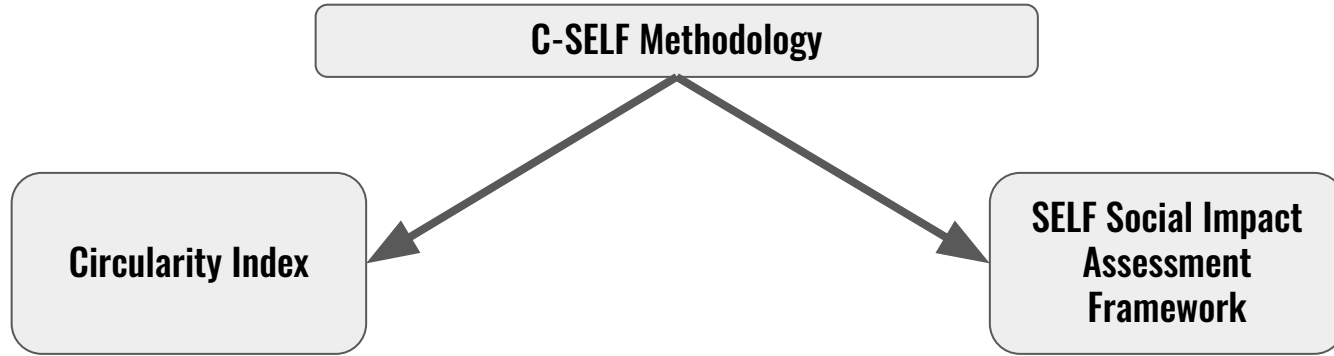
- Consortium Approach
- Innovation Network Approach

Circularity Competitions

National and international competitions by different institutions, governments, or companies to select the best startups in circularity domain and provide them with award, recognitions, and spotlight them.

- BASF Circularity Challenge
- Circinnovation
- Make it Circular Challenge

Conserve: 'C-SELF' Methodology for Circularity



The Circularity Index calculates the circular score of a business based on the circularity of strategies employed.

Circularity Index makes recommendations to businesses to enable them maximise their circularity score.

Circularity Index is an integrated top-down and bottom-up approach which focuses on both internal and external policies and strategies of the business.

SELF → Social - Environmental - Legal - Financial

An analytic-inductive approach to conduct baseline assessment of social enterprises to evaluate their existing social impact

It is followed by formal training using gamification of trainings.

It includes an endline assessment to identify areas of improvement for maximising social impact of the businesses.

C-SELF Methodology → Circularity Index

Stages	Innovation	Enablers
Materials	Local Sourcing Durable Dyes, Fibres and Coating Percentage of Recycled Material Procured	Internalise Environmental and Social Externalities Setting up Textile Banks for Collection of Post-industrial/Post-Consumer Waste
Design	Reduce the Volatility of 'Fashion' Timeless Design Design for Durability and Disassembly Personalisation New Design Methods using Recycled Material	Design for Long Life, Techniques and Style Durability/Longevity Standards or Labels Worker and Designer Training in Working with Recycled Yarn/Fabric
Production and Distribution	Premium Banding but Affordable Provisions for Access Models like Renting, Leasing and Reselling 3D Printing Automate Hazardous Production Techniques Stimulate Conscious Purchasing Behaviour	Taxes on Non-Durable Products High Quality, Lower Volume Business Strategy Internalise Producers' Responsibility
Use	Create Loyal Customer Base through Effective Story-telling Access to Repair Services Performant, but Less Harsh Maintenance After-Sales Repair Services Creation of a Product Manual for Customers to Take Care of Products	Reduced Tax on Repair Repair and Maintenance Manual and Training
End of Life	Take-back Systems and Product Tracing Secondary Revenue from Reselling or Recycling Take-back Incentives Involve Customer in End of Life Phase	Tax on Textile Waste Mindshift towards Longer Use



C-SELF Methodology → SELF Social Impact Assessment Framework

Social

WORKER RIGHTS AND BUSINESS TRANSPARENCY

1. Discrimination, Harassment and Abuse, Complaints and Grievances
2. Work Hours, Breaks, and Professional Development Mechanism
3. Freedom of Movement, Voice and Collective Bargain
4. Leadership Training and Access to Resources
5. Business Documentation and Transparency

HEALTH AND SAFETY

1. Chemicals
2. Fire Safety
3. Machinery and Electrical Equipment
4. First Aid and Medical
5. Personal Protective Equipment



Environmental

ENVIRONMENTAL CARE

1. Environmental Policy of the Company
2. CSR Activity
3. Pollution Control Equipment
4. Water and Air Pollution Treatment Devices

CIRCULAR STRATEGIES

1. Circular Practices Incorporated
2. Future Circular Roadmap
3. Carbon Neutral/Negative Initiatives
4. Closed Loop Initiatives



Legal

CHILD ADVOCACY AND PROTECTION

1. Child Labour Policy
2. Child Prohibited Signage

POLLUTION CONTROL

1. Compulsory Pollution Management (water, soil, air)
2. Waste Management System for Efficient Disposal (solid waste)



Copyright of Conserve

Financial

QUALITY OF EARNING THROUGH FAIR COMPENSATION AND BENEFITS

1. Defined Pay System
2. Production Records
3. Wages and Benefits (Insurance, PF etc.)
4. Deductions and Advances
5. Asset Creation (financial, social, human)

SECURITY FROM LABOUR MARKET FLUCTUATIONS

1. Unemployment Insurance
2. Formal Contract

COMMUNITY OWNERSHIP

1. Transfer of Ownership Rights to Community
2. Empowerment/Entrepreneurial Programs



Brainstorming on Circular Business Model

**Evaluate your business idea and design on the basis of
Conserve's 'C-SELF Methodology' and identify potential
pathways for realisation of circularity in you business model**