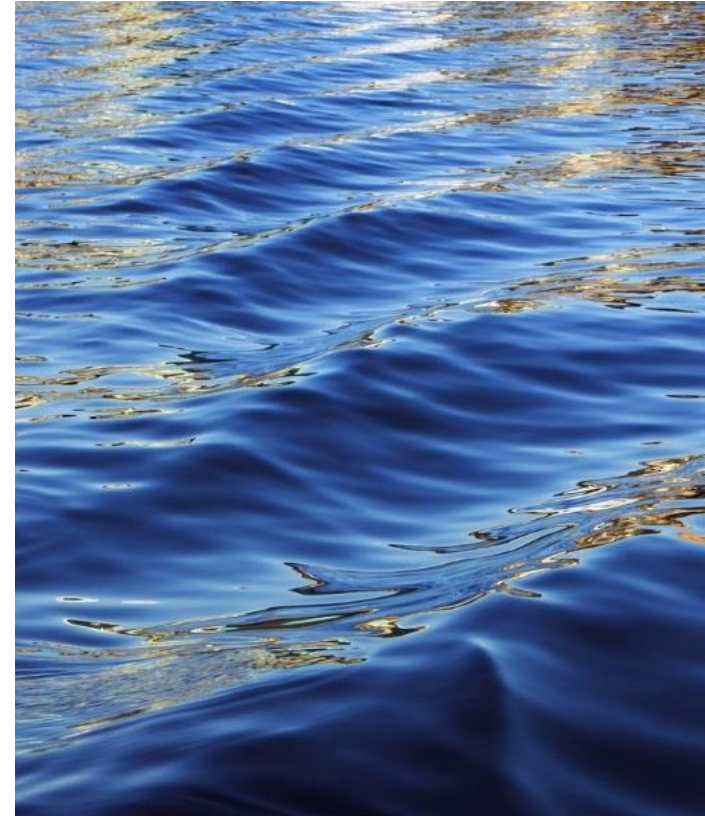




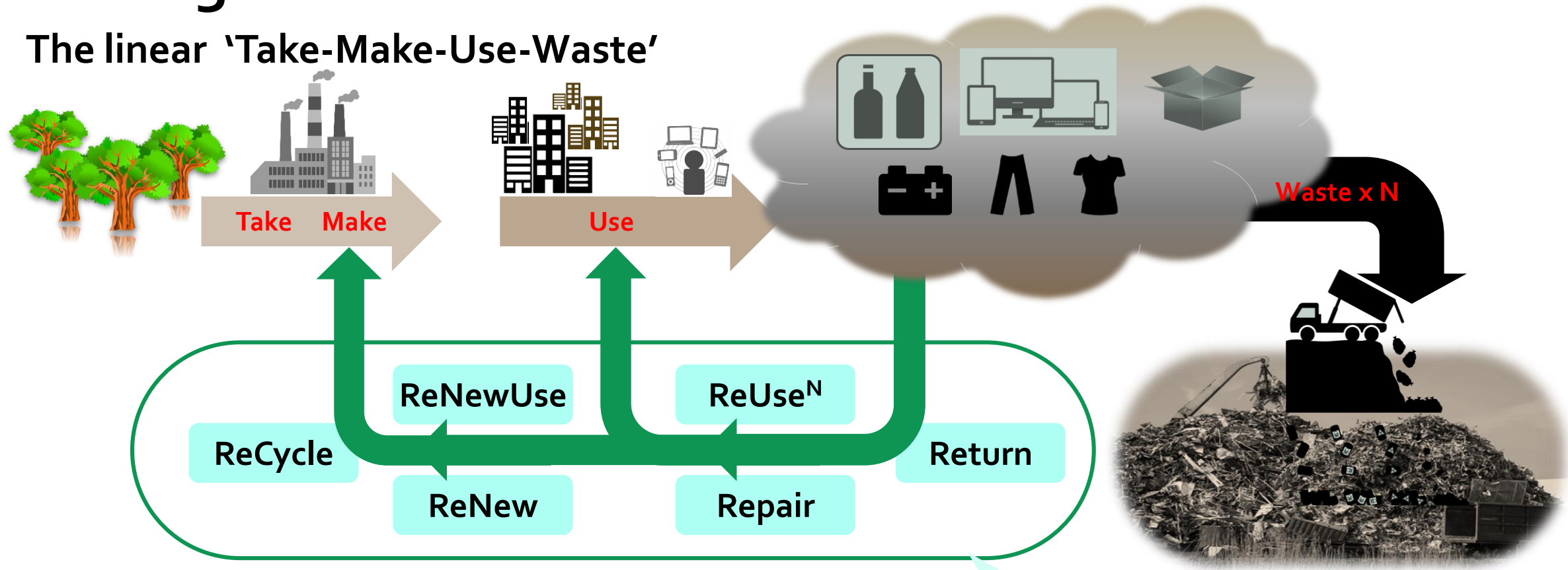
Innovating with Circularity to incentivize change

A Circular Business perspective



Setting the context

The linear 'Take-Make-Use-Waste'



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**

Innovating with Circularity

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 IST



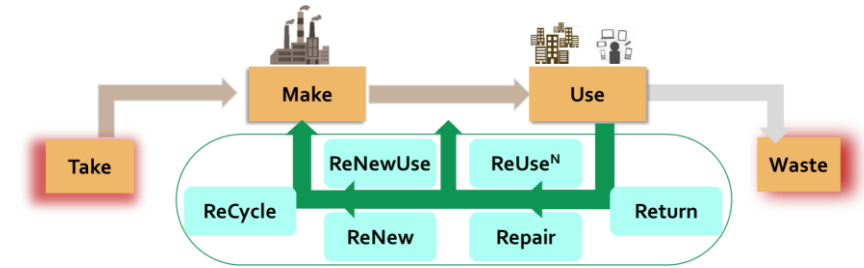
UDHAGAMANDALAM: Around 95% of liquor bottles sold in the Nilgiris in the past three months have been returned under the Tasmac's empty liquor bottle buyback scheme.

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 2022

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

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

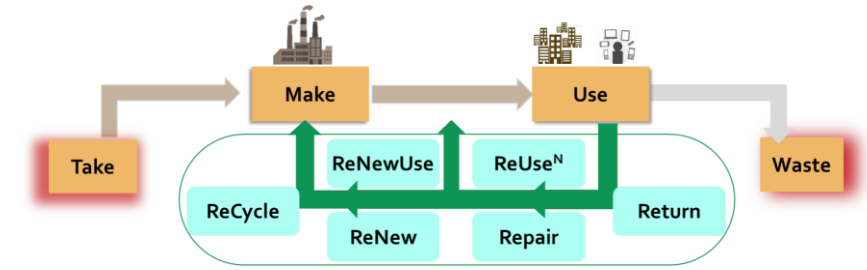
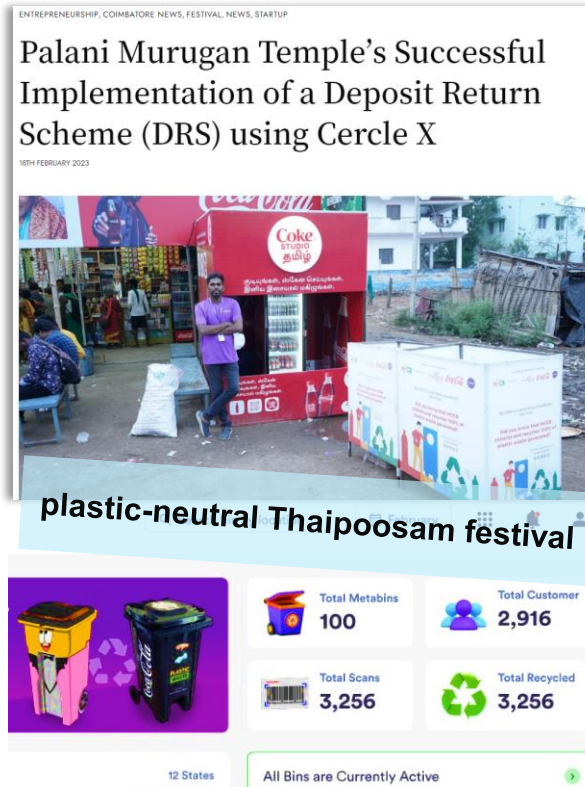
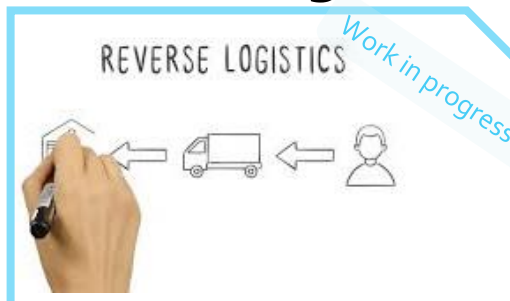
Innovating with Circularity

Circular loop

Enable & Incentivize return



Circular Logistics



Incentivizing Change

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

Innovating with Circularity

Enable ReUse

Repair-ReNew



Infra
Access
Skill
Jobs

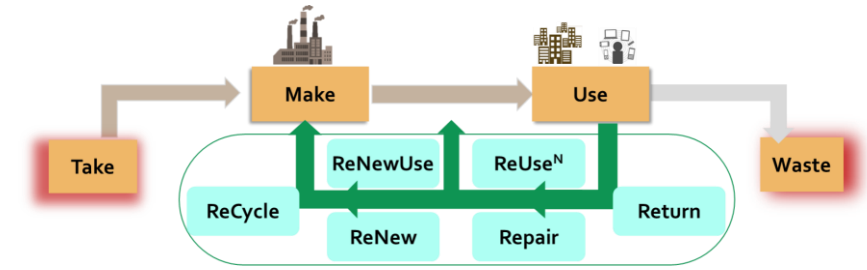
Quality



Refill!



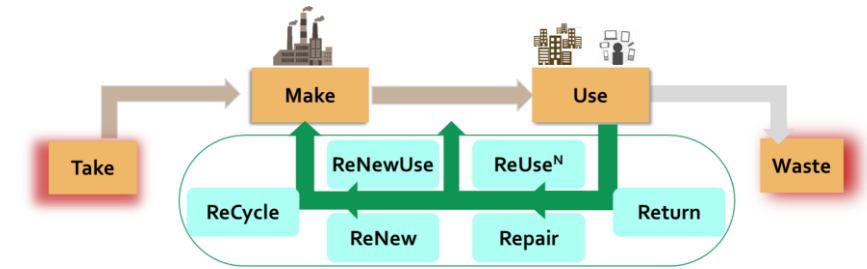
Value



Incentivizing Change

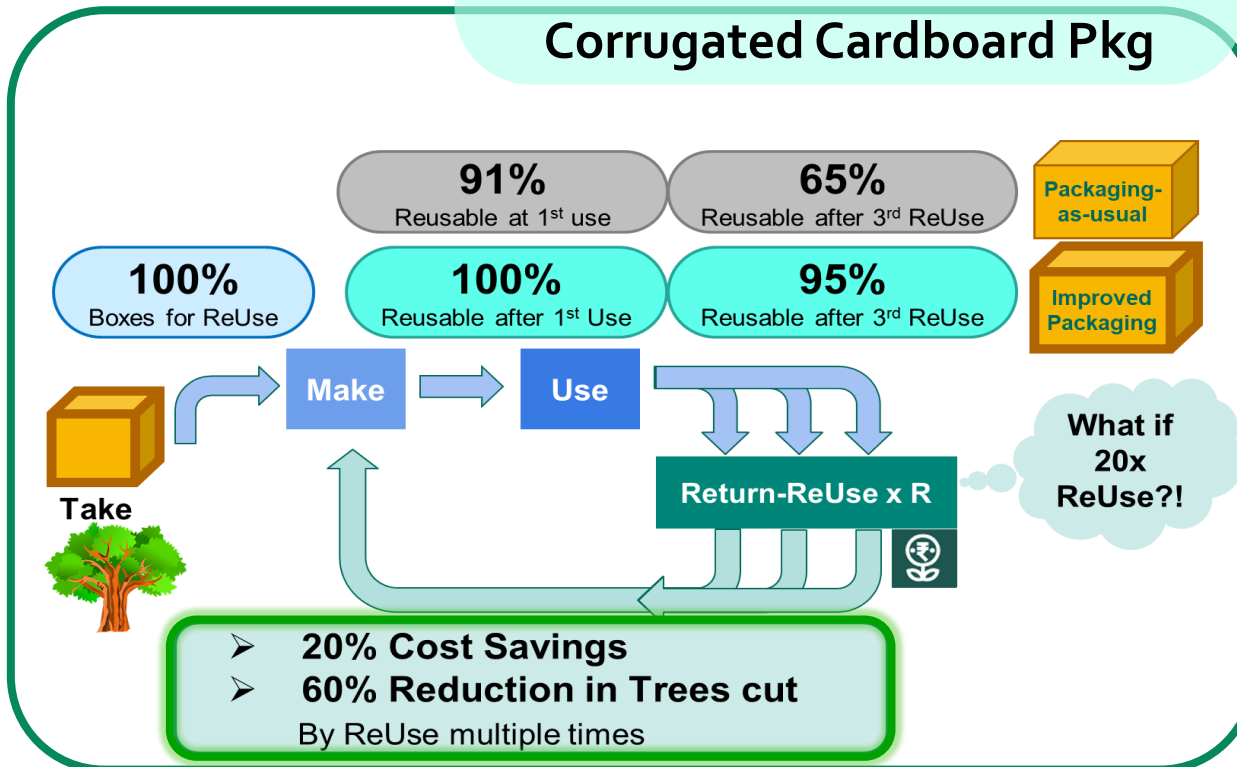
- Value, not Waste
- Circular loop (Return)
- **Enable Repair-ReNew-ReUse**
- ReUse^N before Recycle

Innovating with Circularity



ReUse^N

CFZO Pilot with ReUse of Corrugated Cardboard Pkg



<https://bit.ly/cfz0-report>

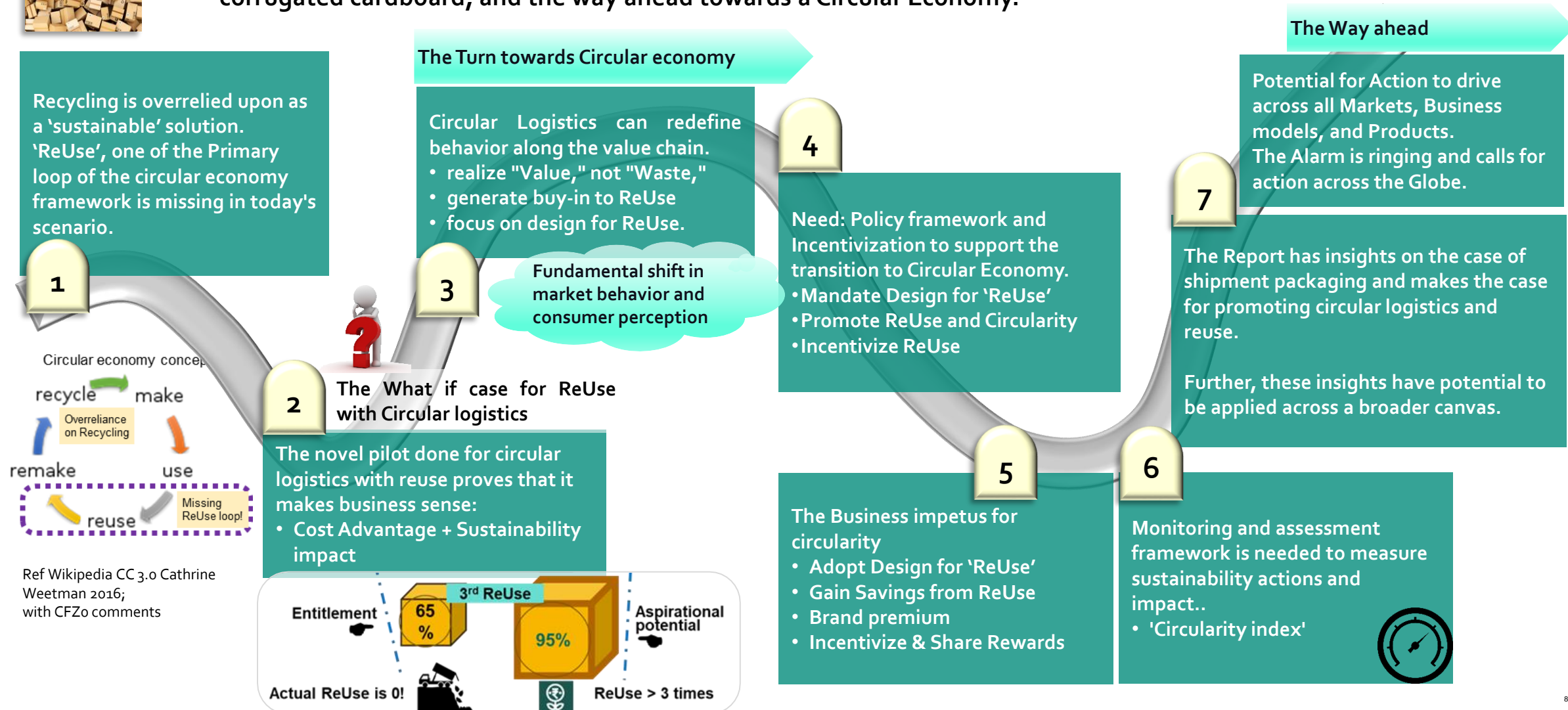
Incentivizing Change

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



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.



Ref Wikipedia CC3.0 Cathrine Weetman 2016; with CFZo comments