



Collective Action for Sustainable Growth: The Circular Collective Newsletter

August 2021

Website

LinkedIn Group

The purpose of the Circular Collective is to keep you updated with the latest intellectual frameworks, knowledge, evidence and experience base to underpin a shift from a linear, extractive economy to a circular, regenerative and restorative economy. Whether you are a startup looking for funding opportunities or a student who wishes to understand the topic of Circular Economy in detail, this curated newsletter shall enable you to keep up to date with the latest opportunities. Happy Reading!

Headlines from July 2021

How India can face the tidal wave of marine plastic

Loopify a plastic-free online marketplace

Majority of consumers willing to pay more for goods which use scarce natural resources - Ipsos survey

Cygni Energy and Attero tie-up for responsible recycling of Lithium Batteries

India's First ever Mattress recycling campaign by IPUA, ISPF and The Kabadiwala

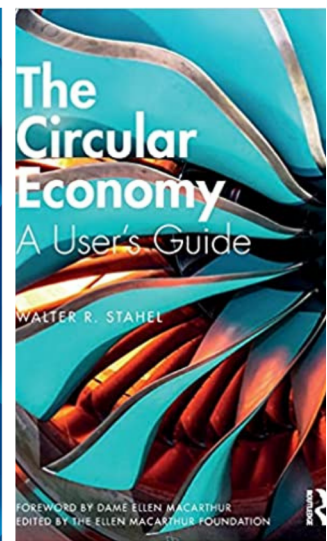
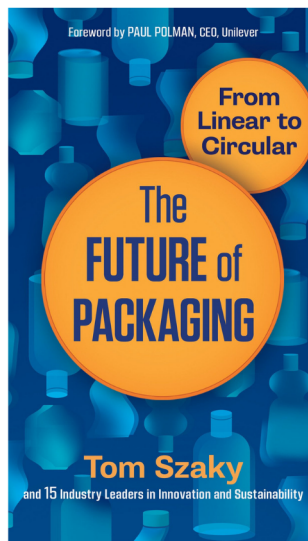
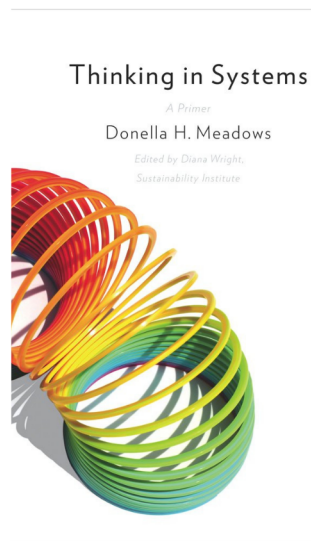
Thank you

10 must books on the Circular Economy you

can't miss!

THE CIRCULAR COLLECTIVE

BOOKS ON THE CIRCULAR ECONOMY YOU CAN'T MISS



A [circular economy](#) is an economic system based on regenerating natural resources and systems and eliminating waste and pollution. Where and how can we start? Here are 10 books that will help you dive into this regenerative process. From Cradle to cradle – remaking the way we make things by *William McDonough and Michael Braungart* to . The Circular Economy: A Wealth of Flows by Ken Webster, we bring to you key books about the circular economy that has made a significant contribution to popularizing the idea of eco-design amongst not only the general public but also industry and policymakers.

Read more!

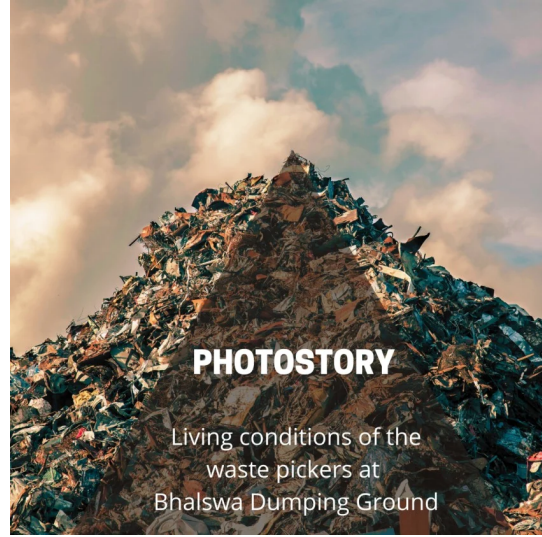
The Circular Collective Curates

Articles from our Contributors



Ten free online courses on Circular Economy you could enrol Now!

As humans, we shape our world through the way we think - which is formed through our many years of learning. It is repeatedly argued that education brings changes in knowledge, behaviours and lifestyles. MOOCs provide an affordable and flexible way to learn new skills, advance your career and deliver quality educational experiences at scale. We have curated a list of 10 online courses on Circular Economy for which you don't need to travel or spend a single rupee!



Documenting the living conditions of the waste pickers at Bhalswa Dumping Ground: Photostory

India's capital city, Delhi, produces almost 10,000 megatonnes of waste every single day. Everything from domestic to industrial to medical waste ends up in enormous quantities in one of the many non-engineered landfills that continue to grow taller. The largest one in Delhi is at Bhalswa, which caters to almost 50% of the city's population.



Want to contribute to the Circular Collective India?

Write to us at info@thecircularcollective.com

Podcast Series

Weekly Gupshup Roundup

Last Podcast Episodes

We are really excited to bring to you weekly episodes we call Gupshup! It's just 10 minutes and would definitely give you a boost of energy to keep you motivated to become more Circular!

Episode 28: Sell more,

Episode 29: Celebrating



waste less with dynamic pricing

[Wasteless](#) is helping supermarkets and online grocery stores recapture the full value of their perishable products and reduce food waste through AI-powered dynamic pricing. Now I really wanted to see this in action and from what I read is that retail stores are able to reduce waste by around 39% and increase top-line revenues by 6%. Tune into the episode to hear more about [Wasteless](#)



25 episodes with Sreepriya

Tune into this episode to take a sneak peak into their top 3 picks and these three are their favorites from amongst the 25+ weekly gupshup episodes. In case you prefer reading before listening, then check out the links for those episodes below. As you proceed through their conversation, you'll notice how both have shared some interesting reasons why those episodes resonated with them the most, so grab your coffee and get ready to join them in their chit-chat around circular economy.



Episode 30: Rede Asta

In this episode we discuss, a Brazilian organization by the name of [Rede Asta](#) which is an online platform that support a network of artisans, to recover materials from corporate and urban waste. The artisans transform this material into elegant gift products that are then sold back to corporates and other customers. Rede Asta's platform helps to increase income but also to improve connectivity and resource sharing within the artisan network. Rede Asta's business model operates at three levels - partnership building, connecting and skill sharing.



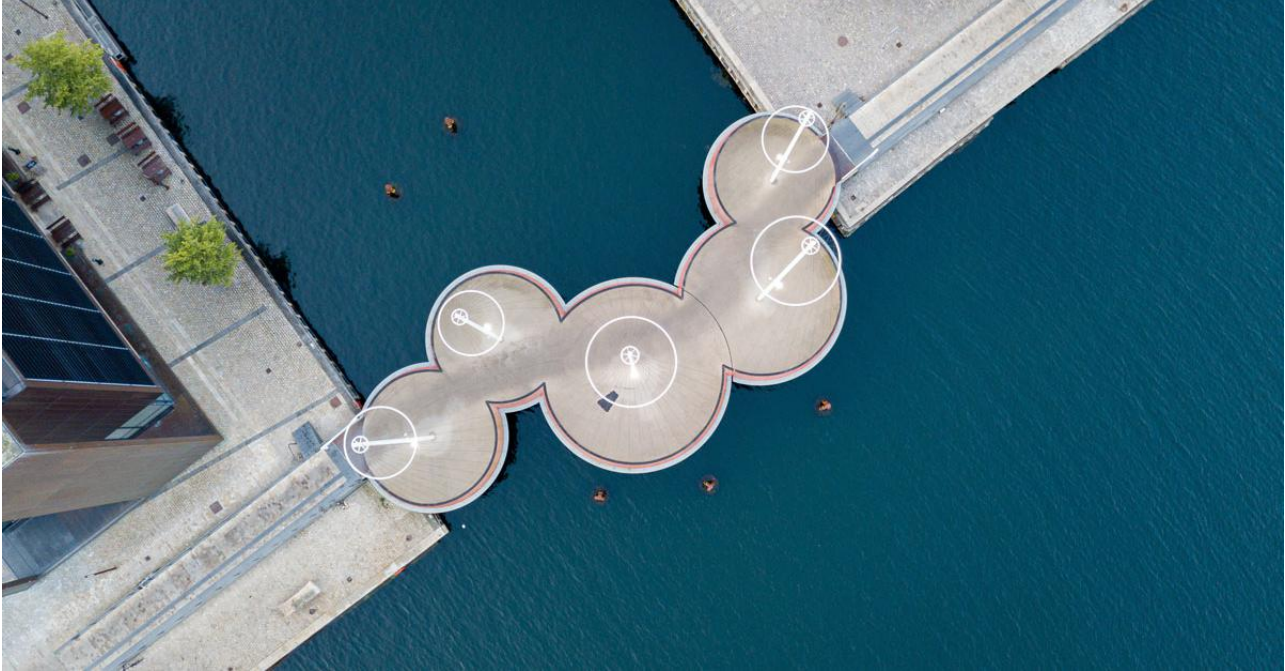
Episode 31: Interface Carpets

Did you know that over ninety per cent of all of the carpet made today is made up of synthetic fibre, that is nylon, polypropylene or polyester.

Now nylon, polypropylene & polyester are raw materials derived from the oil & gas industry. So you can understand how crucial it is for the world to make this supply chain circular because Oil & Gas is a non-renewable industry. In this episode we talk about Interface carpets that have been redesigning and reshaping their processes, their thinking and their whole business to try and achieve sustainability by 2020.

CE tool of the Month

Nordic Innovation



Nordic Circular Economy Playbook

The Nordic Circular Economy Playbook can be leveraged by companies that want to better meet customer expectations and deliver customer outcomes. It is for you that wants to enable outcome-oriented solutions and new levels of efficiency through technology and digitalization. It will help you improve resource utilization and mitigate risk from regulatory, investor and societal pressures. The playbook is tailored for companies in the Nordic manufacturing industry, giving examples for the following five sub-sectors:

[1. Machinery and equipment](#)

[2. Maritime](#)

[3. Energy](#)

[4. Transportation](#)

[5. Construction](#)

Explore further!

Job Opportunities in CE

ICCE: Corporate Partnerships Manager

TERI: Solid Waste Management Municipal Solid Waste/Circular Economy.

Apple India: India and Middle East Environmental Engagement Manager

PHD Position Pathways Towards Sustainable Circular Business Models at
Utrecht University.

DOCTORAL POSITION (R1) – CIRCULAR ECONOMY INNOVATION IN SERVICE
ORGANIZATIONS

What is important to you?

What would you like us to feature more in the next newsletter?

☐ Upcoming Events

☐ Funding Opportunities

☐ Publications

☐ Opinion pieces

☐ Career Opportunities

☐ Startup Showcase

Send

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