



## Collective Action for Sustainable Growth: The Circular Collective Newsletter

April 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 wish 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!

We have a lot of new plans from podcast series to course curriculum on Circular Economy. Stay tuned for the latest updates!

### Headlines from March 2021

Towards circular economy: What to do with legacy waste in India

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Signify Launches India's First Tailor-Made 3D Printed Luminaires for a Circular Economy

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Circular economy can cut vehicle emissions by 75% by 2030

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Wastewater And Excreta An Untapped Resource For Solving Environmental Risks: UNEP

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How An Innovative Partnership Between Dow And Lucro, An Indian Recycling Start-Up, May Provide The Blueprint For Solving Our Biggest Climate Challenges On A Global Scale

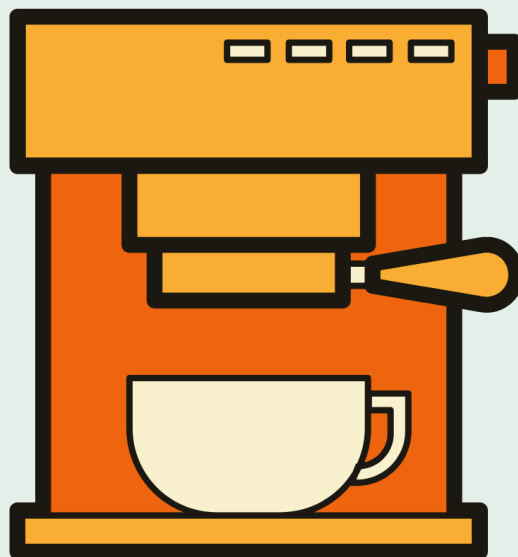
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TCC Event

# THE COFFEE REVOLUTION

**Calling all coffee, innovation and  
sustainability enthusiasts!**

*2.26 billion cups of coffee are consumed globally everyday, but is there more value we can create from the wastes they leave behind?*



**Date: 8th April 2021**

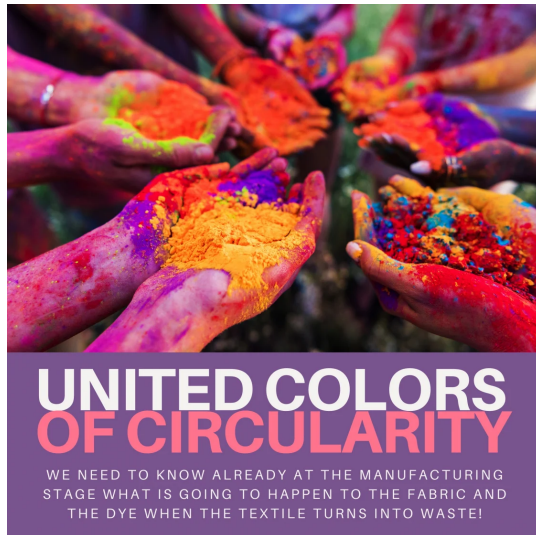
**Time: 5:00 - 7:00 PM**

The Circular Collective and Edible Issues would like to invite you for an interactive workshop to explore opportunities to upcycle waste/by-products from coffee cultivation and consumption. We shall discuss and exchange ideas with innovators and enthusiasts on how we can make our coffee value chains more sustainable! For queries, write to us at [whofeedsblr@gmail.com](mailto:whofeedsblr@gmail.com)

Join us for a two-hour interactive workshop to explore and map opportunities for bringing circularity to the coffee value chain. Hear from budding innovators and market voices on the opportunities for upcycling coffee, get inspired by global and local innovations, and exchange ideas on how we can reuse wastes/by-products from coffee to create innovative products.

The Circular Collective Curated

## Holi Special



### United Colors of Circularity

Responsible manufacturing is considered as the key to transit towards a circular economy. But to what extent would the manufacturers go for producing their products to be labelled as “responsible”? We often say that nature inspires us, but what possible thought would inspire the manufactures? This article dives into knowing about the importance ‘colour’ plays for making an economy go circular, with respect to textile and plastic industries.



### Colors and Circularity: Podcast

For a population of 7 billion present on our planet today, consider a minimum of 3 clothes per person, which makes it a 21billion clothes with synthetic colours. The need for textile fibre is growing and the possibility to increase the production of virgin cotton is limited. Dyeing alone contributes to approximately 20% of global industrial water pollution. This is leading brands and their suppliers to be more open to rethinking how they do things, which is striking in an industry that hasn’t changed much in decades.

## TCC Survey

# Stay ahead of the curve and improve your understanding of the **Circular Economy**

*Help us re-think the economic system you're  
experiencing every day, and act upon it!*



A lot of our subscribers reached out to us and suggested offering courses on Circular Economy with an Indian focus. So we would like to conduct a short survey related to Circular Economy education. We will be extremely grateful if you could spend 3 mins to answer the questions.

[Take Survey](#)



Want to contribute to the Circular Collective India?

Write to us at [info@thecircularcollective.com](mailto: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 12: Replenish 3.0

a typical bottle of cleaner is 90% water and less than 10% of the content is the actual ingredient, so if you view it sensibly one pays the brand money to buy plastic & water. For years communities have been talking about the 3 Rs: Reduce Reuse Recycle and for some unknown reason we feel the world is stuck onto recycling and somehow the innovation around Reduce & Reuse were given less significance.



## Episode 13: Fairphone

About 40% of the mobile users in India, replace their phones in less than a year, out of which most of the phones are discarded. Discarding these mobile phones adds to the major chunk of e-waste annually in the country. A [Fairphones](#) focusses on 4 areas- fair materials, good working conditions, long lasting design & reuse recycling. They source tin, tungsten and tantalum, from conflict-free sources and have integrated Fairtrade gold into the supply chain- this covers the fairness in consuming raw materials.



## Episode 14: Milan Food Policy

India loses about INR 92,000 crore each year to food wastage, therefore, there is a tremendous commercial value to preventing such wastes. Today most of these wastes occurs in the supply and distribution stages, which is attributed to the lack of proper storage infrastructure. In 2015 The City of Milan developed the Milan Food Policy that acts on the urban food system with a multidimensional approach around five key priorities: food losses and waste reduction being one of the most important, this engaged several local actors such as research centers, private sector, non profit organizations, foundations.



## Episode 15: Royal Ahrend: Furniture as a Service

Since 2020, the office environment itself has evolved for the majority population. Billions across the world have procured newer home office set-up. In addition to this, many established offices have had to put away their office furniture since WFH became the new normal. a Dutch office furniture company [Royal Ahrend](#) has started to shift the sector onto a different trajectory by putting circular economy principles at the heart of their business. Tune into the episode to learn more about how Furniture-As-A-Service can be a scalable solution to today's fast furniture world

# Loop Tool



## Switchrs Loop Tool

Loop is a card deck that can guide you in exploring opportunities in the circular economy. This innovation tool is a must have for professionals who want to design new business models, products and services with a circular economy mindset.

The Loop contains a total of 65 different cards, divided into 9 different categories. This means 37 different cards that unravel different ways of looking at the circular economy, accompanied by a clear practical example. Loop also contains 5 preset brainstorm exercises to do individually or with the whole team. Finally, 8 Mindset cards provide a mind shift towards a purpose-driven policy structure.

Let's Explore!

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## Job Opportunities in CE

Senior Manager, Responsible Sourcing, LEGO Group

Consultant, Circular Economy, Forests, Chatham House

Sr. Program Manager, Circular Economy, Amazon, Luxembourg

Experts Pool: Senior Circular Economy Specialist (Plastic Wastes): ADB

PhD student Sustainable Public Procurement and circular economy.

## 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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