

Full Report

SWITCH-Asia Leadership Academy 2020 Communicating Circular Economy for Behavioural Change



Date: 14 – 18 December 2020, 10.00 AM to 05:00 PM ICT

Venue: Online webinar (Zoom Platform)

Disclaimer

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List of Acronyms

CE	Circular Economy
DfS	Design for Sustainability
FTI	Federation of Thai Industries
JGSEE	Joint Graduate School of Energy and Environment
KMUTT	King Mongkut's University of Technology Thonburi
LCA	Life Cycle Assessment
LCT	Life Cycle Thinking
LCC	Life Cycle Costing
RPAC	Regional Policy Advocacy Component
SCP	Sustainable Production and Consumption
UNEP	United Nations Environment Program

Background

Launched in 2007, SWITCH-Asia is a program funded by the European Union (EU) to promote sustainable consumption and production (SCP) across the Asian Region. The SWITCH-Asia Regional Policy Advocacy Component (RPAC) is implemented by UNEP in 19 countries in Asia and is responsible for promoting SCP through Circular Economy (CE) approaches, sustainable public procurement, organization of policy dialogues, development of policy support documents, and capacity building programmes, among others.

Organized every year, the Leadership Academy is RPAC's flagship capacity building activity aiming at shifting mindsets and inspiring actions of young professionals in Asia to mainstream SCP into their decisions-making processes, business plans and actions in society. These academies have also made efforts to create networks of junior professionals to promote South-South cooperation mechanisms in the field of SCP.

The academy in 2018 (the first academy of SWITCH-Asia) was carried out in Bangkok, focusing on circular economy (CE). Interest in the concept of circular economy has surged in recent years among policy makers and business actors and is growing rapidly. Circular economy is the frontier of environmental, resource, and waste management, and has been recognized as a key element to promote SCP for countries in Asia. As a consumption and production powerhouse, the region has the potential to showcase the circular economy at scale.

The 2019 SWITCH-Asia Circular Economy Academy was aimed to influence mindsets and inspire action towards a circular economy across young professionals of the region; to increase knowledge and understanding of circular economy by future decision-makers, to showcase circular economy policies and best practices, as well as to enhance a network of junior professionals across Asia in the field of circular economy and sustainable consumption and production.

The 2020 Leadership Academy focuses on how to communicate about the circular economy to enhance behaviour changes of various sectors with emphasis on interdisciplinary, project-based and participatory approaches.

Due to COVID-19 pandemic, the 2020 Leadership Academy was held virtually, over Zoom platform. Before starting to learn by modules, presentations and corresponding key reference reading material were shared with participants via Dropbox. These presentations focused on concepts and evolution, business models, importance of communication and behavioral change, life cycle thinking, impact of COVID-19 pandemic, design of sustainable products, best practices across countries and behavioural change in circular economy. A total of 2 chief mentors and 5 resource persons committed to the research of circular economy delivered these key presentations and modules to participants. Case studies from Asia, Australia and the EU were used to illustrate initiatives on various topics mentioned.

To learn about the results and impact of the Academy on participants, a pre- and post-evaluation was conducted (see annex 3).

This report summarizes the opening and welcome remarks made by various dignitaries present during the formal opening session. Subsequently, the structure of this report is guided by the agenda of the five-day Academy, consisting of eleven key presentations and three Group Work sessions. Each presentation/module with a specific topic relevant to communicating circular economy presents the key points that were made by the speakers. The Group Work session outlines the activity conducted. The part of Conclusion and

Evaluation Results are summaries from the result from pre- and post-evaluation according to the learning objectives.

Objectives of the event

The 2020 Leadership Academy focuses on how to communicate CE to enhance behavioural changes of various sectors with emphasis on interdisciplinary, project-based, and participatory approaches. The knowledge gained through proposed interactive sessions and exercises will support learning and increase understanding of CE principles and approaches. The Academy will also strengthen the network of young professionals across Asia.

The academy stimulates the sharing of experiences through case studies and stories on circular economy from Asia and Europe. It will include:

- Interdisciplinary, project-based, and participatory approaches
- The possibility of being connected to a growing network of young professionals working on circular economy in Asia.

Logistical information about the event

The event was conducted online over the span of five days on Zoom platform. Drop box was used for sharing presentations, resources, reading material, session recordings and assignments with the participants. Mentimeter App (www.menti.com) was used to make the sessions interactive where participants answered some questions live, at the beginning and end of each session. Online survey tools were used to collect responses to assignments and feedback from participants, before and after the training program (see annex 4).



The Academy was open to young professionals from countries in Asia who are working in a variety of sectors, including the private and business sector, government agencies, civil society organizations, among others. It invites participants who are actively working on mainstreaming circular economy into actions or have a strong interest in adopting circular economy approaches under their current responsibilities.

Candidates meeting the following criteria were encouraged to apply:

- Citizens or nationals of one of the following countries: Cambodia, China, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Philippines, Thailand, Vietnam, Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka
- Holders of a first university degree in environment, development, engineering, policy, economics, or relevant discipline; higher education is an advantage.
- At least 2 years of working experience in public, private or development agencies.
- Junior Government professionals; Junior private sector professionals; Junior professionals from the civil society sector are highly encouraged to apply.

A total of 111 applications were received from 16 Asian countries. Applications underwent a screening process whereby 38 young and motivated participants were selected representing the public and private sectors in 16 countries in Asia region.

Welcome and Opening remarks

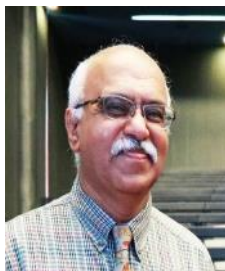
1. Dr. Navadol Laosiripojana,



Director Joint Graduate School of Energy and Environment (JGSEE), King Mongkut's University of Technology Thonburi (KMUTT)

In his opening remarks, Dr. Navadol spoke about the role played by CE as an important instrument in shaping global economies and the significant role it can play to combat climate change as well as to achieve the United Nation's Sustainable Development Goals. Owing to its potential, CE is one of the important research areas at JGSEE.

2. Dr. Mushtaq Ahmed Memon



Regional Coordinator for Resource Efficiency UNEP, Asia Pacific Regional Office, Project Manager - SWITCH-Asia RPAC

Dr. Memon addressed how countries are paving their way towards carbon neutrality and taking various sectors into account while doing so. Promoting SCP is one of the main policy agendas at SWITCH-Asia and is being achieved through United Nation's support. He wished the participants good luck as the 5-day academy was a great opportunity for young policy makers to gain skills and network for tackling complex

challenges we face today.

3. Mr. Giuseppe Busini,



Deputy Chief of Mission, EU Delegation to Thailand

Mr. Busini shed some light upon how COVID-19 has amplified socio-economic inequalities. He emphasized on how the recovery strategy for this pandemic should encompass the need to do a lot more than what is currently being done for gaining economic and well as ecological sustainability.

Panel sessions

Day 1

Evolution of Circular Economy

Dr. Prasad Modak,
Director, Eknect Knowledge Foundation
Executive President, Environmental Management Centre LLP



The presentation delivered by Dr. Modak talked about the problems associated with our current model of linear economic growth followed by highlighting the potential support CE can offer towards sustaining planet, people, and profits. Dr. Modak also took the participants through the evolution and some of the key concepts which have paved the way towards CE highlighting the need for various stakeholders to work together, rather than in silos.

Policies, Regulations and Economic Instruments related to CE (Experience from Australia)

Ms. Angela Hoefnagels
Director Programs and High Risks Waste
Department of Environment, Land, Water and Planning, Australia



Ms. Hoefnagels talked about the CE landscape in Victoria, Australia. CE is at the heart of Victorian policy reforms for economic development. She took the participants through the flow of waste, benefits of CE for Victorian economy, roadmap chalked through policies and government interventions and other initiatives to support businesses and bring out behavioral change.

Keynote Address



Mr. Viraj Klewpatinond
Honorable Chairman, Plastic Industry Club,
Federation of Thai Industries (FTI) and Secretary-General, AFPI

Mr. Viraj spoke about the circular economy canvas in Thailand. Thailand was identified as one of the top 10 polluters in the world a couple of years ago and that served as a wake-up call for the government to take actions to address and tackle some of the pressing challenges. He further explained some of the key interventions taken by the government, businesses, and citizens to collectively adopt CE.

Business Models in Circular Economy

Dr. Prasad Modak,
Director, Ekonnnect Knowledge Foundation
Executive President, Environmental Management Centre LLP

Dr. Modak explained the key business models in circular economy context along with sharing examples and case studies of some of the most successful businesses from across the globe. The examples highlighted what the businesses aimed at achieving, their revenue generating streams and market reach.

Importance of Communication and Behavioral Change in CE

Dr. Prasad Modak,
Director, Ekonnnect Knowledge Foundation
Executive President, Environmental Management Centre LLP

Through this presentation, Dr. Modak talked about some of the major challenges and barriers in communicating Circular Economy followed by the need and importance to overcome these barriers and strategies to do the same. The presentation highlighted some of the successful international examples which have made a difference and have conveyed the message to various stakeholders.

Group Work- Role play to establish CE framework in a region/country

Participants were divided in groups where each group represented a Ministry. Each Ministry was asked to come up with 5 action points or strategies which will address issues related to communication and catalyze behavior change to support the transition towards CE.

Experience Sharing



Mr. Michael Lenaghan
Environmental Policy Advisor Zero Waste Scotland

Mr. Michael spoke about the need for adopting behavior change in order to tackle climate change. He focused on factors that influence behavioral change followed by some interesting case studies under the Zero Waste Scotland initiative.

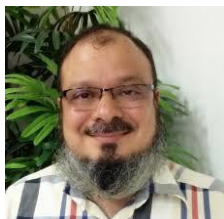
Day 2

Offline assignment on Business models and Life Cycle Thinking

Participants were given an offline assignment where they had to select a case study and were expected to answer a set of questions based on their understanding of the business model addressed in the case study.

Day 3

Life Cycle Thinking



Dr. Shabbir Gheewala
Professor and Head, The Joint Graduate School of Energy and Environment
King Mongkut's University of Technology Thonburi

Dr. Shabbir introduced the concept of Life Cycle Thinking along with the key factors that need to be considered while assessing life cycle of any product. He illustrated Life Cycle Thinking using various examples from our day-to-day life. His session ended with life cycle costing illustrated using some examples.

Stakeholders involved in Purchase-Use-End of life Stages

Dr. Shabbir Gheewala
Professor and Head, The Joint Graduate School of Energy and Environment
King Mongkut's University of Technology Thonburi

In this session, Dr. Shabbir highlighted the transition from linear to circular economy followed by the importance of circular thinking. His presentation focused on the role of stakeholders in CE and illustrated some practical examples which made the participants see that there is more to circular economy than just recycling.

Impact of COVID-19 pandemic on Circular Economy

Dr. Prasad Modak,
Director, Eknect Knowledge Foundation
Executive President, Environmental Management Centre LLP

The presentation highlighted the challenges (environmental, economic, and psychological) that have surfaced as a result of COVID-19 pandemic and how people across different businesses were responding and adapting to it. COVID-19 has led to rise in some new technologies and given a boost to some of the existing ones and the presentation aimed at capturing this silver lining.

Group Work- Mapping Life Cycle of electronic products and identification of Stakeholders and CE interventions

Participants were divided into groups, and each group was asked to map life cycle of the assigned product, identify stakeholders and CE interventions.

Day 4

Offline assignment- Exercise on LCA and reading on CE Communication and Behavioral Change

The participants were provided with a case study and asked to answer a set of questions pertaining to its Life Cycle Assessment.

Day 5

Communication in Circular Economy



Dr. Lei Zhang
Associate Professor, School of Environment and Natural Resources
Renmin University of China, Beijing

Dr. Zhang spoke about the significance of communication internationally amongst all stakeholders. He shed light on bursting some misconceptions related to circular economy and explained the need to look at circular economy as a nexus for governing hybrid environmental flows. With the help of some international examples, she explained how various cultures and geographies have taken steps towards communicating circular economy in various areas.

Design of Sustainable Products for Behavioral Change



Dr. Praveen Nahar
Director, National Institute of Design, India

Dr. Nahar started the session with a discussion on role of design and design thinking. His presentation highlighted the concept of Design for Sustainability (DfS) and its principles followed by some interesting case studies. He further covered Design for Sustainable Behavior and strategies for the same.

Behavioral Change in Circular Economy

Dr. Prasad Modak,
Director, Ekonnnect Knowledge Foundation
Executive President, Environmental Management Centre LLP

The session highlighted the role and significance of behavioral change for implementation of circular economy along with some of the important tools and strategies for the same. The role of behavioral change was explained through some international examples and how various factors play an important role in shaping the perspective of consumers.

Group Work: Strategies for Sustainable Behavior for different products in the context of CE

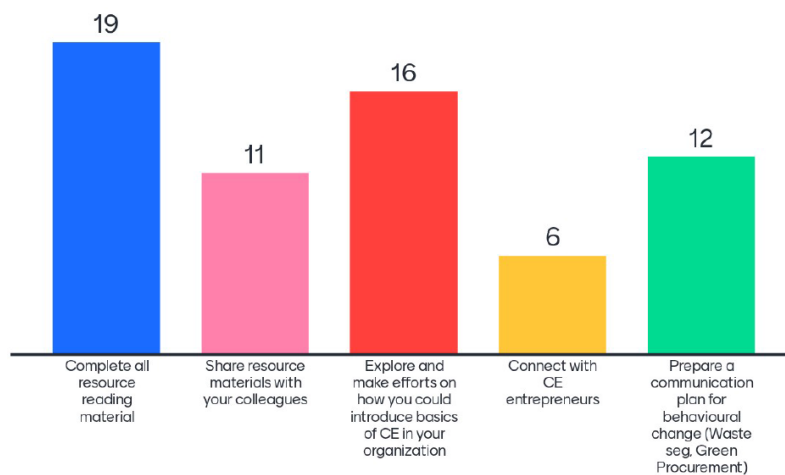
Participants were divided into groups based on the 7 types of business models, and each group had to select a product/service in line with that business model. Participants were then asked to design any form of communication collateral (audio, presentation, video, infographic, script, poster etc.) to prompt behavioral change in the consumers.

Conclusion sessions

The concluding session consisted of experience sharing, feedback from participants on the 2020 SWITCH-Asia Leadership Academy and a Mentimeter session. The session was conducted by Ms Archana Datta - Project Coordinator for India RPAC, SWITCH-Asia, UN Environment India Office, Ms Sivaranjani S., Associate Vice President, Ekconnect Knowledge Foundation and Ms Tunnie Srisakulchairak - Programme Officer for Green Technology, SWITCH-Asia RPAC, UNEP, Asia Pacific Regional Office.

Participants shared positive reviews on the training program. They found the sessions very insightful. The participants appreciated the breakout sessions and home assignments. It helped them understand the practical problems while implementing and communicating circular economy. Despite the sessions being virtual, they could find plenty of opportunities to interact through group work and chat feature of the Zoom platform. The training content and delivery equipped them with knowledge to take initiatives at their workplaces and communities as well as conduct trainings on this topic. The participants gave a high score of 8.3 out of 10 to the 2020 Leadership Academy.

Tell us about any two actions you would take in the next one month post the CE Academy



Snapshot of Mentimeter Outcome – Two actions that participants would take in the next one month post the CE Academy

Ms. Tunnie thanked all the participants for regularly attending the virtual sessions as well as submitting the assignments on time. She appreciated the interactions during group work, in chat box and even offline correspondences within participants via email.

She also expressed her gratitude to the chief mentors, technical team, IT team, and the team at SWITCH-Asia for making the 2020 Leadership Academy a success.

Dr. Mushtaq Ahmed Memon - Regional Coordinator for Resource Efficiency UNEP, Asia Pacific Regional Office and Project Manager, SWITCH-Asia RPAC thanked the chief mentors for delivering enriching sessions and engaging the participants actively throughout the program. He also thanked the participants for their contributions and requested them to take the cause forward at their respective workplaces and within their communities.

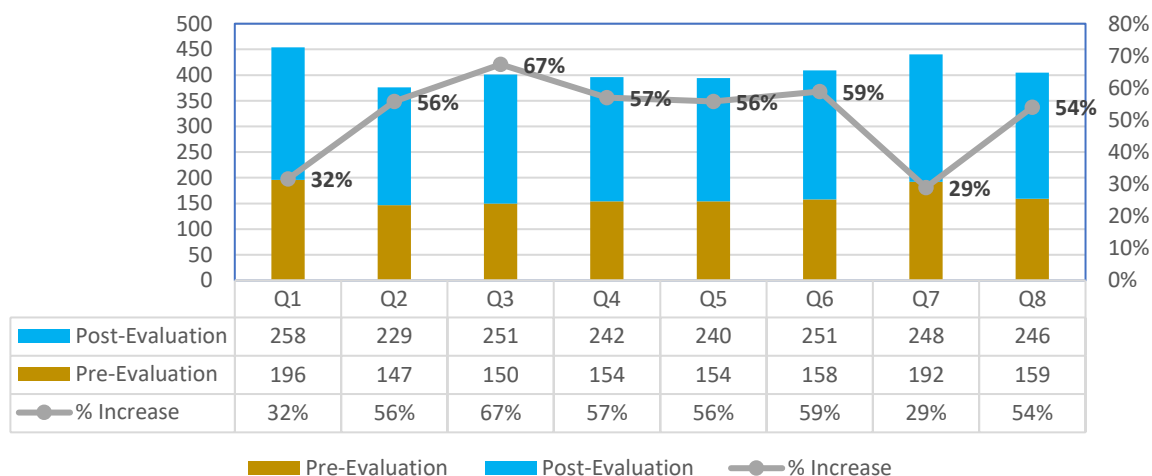
Dr. Prasad Modak - Director, Ekonnnect Knowledge Foundation and Dr. Shabbir Gheewala – Professor and Head, JGSEE, KMUTT thanked the SWITCH-Asia team for providing them the opportunity to conduct the 2020 Leadership Academy. Dr. Modak informed the participants about CEkonnnect, a knowledge network on CE with over 200 members. The network is an initiative of Ekonnnect Knowledge Foundation and it connects experts to share their knowledge and experiences on CE through an interactive platform. The knowledge network is a membership-based exclusive network. The highlight of the network is that it gives its members access to various educational courses on CE available on the platform. The network also offers information on global events, resources and reference reading material in the domain of circular economy.

Highlights of discussions

Each session during the 2020 Leadership Academy was followed by discussion on the topic. Participants were encouraged to post their questions in the chat box during the session or ask them live after each presentation. These questions and their corresponding answers from the resource persons were compiled and shared with participants via Dropbox. During the 5-day program, participants posed over 115+ questions to the resource persons. In addition to the questions, participants also shared relevant case studies and experiences from their country in the chat box. The discussions focused on definitions, best practices, relevant examples, links to further reading material and success and disadvantages of using certain methods and tools.

Evaluation results

Pre & Post Evaluation by Learning Objective



Learning Objectives
O1: Rate your exposure on the subject of Circular Economy
O2: Rate your awareness on the policies, regulations and instruments that are used to promote and adopt circular economy
O3: Rate your awareness on the business models and examples in circular economy
O4: Rate your experience in identifying and implementing circular solutions?
O5: How well-read are you on role of communication and behavioral change in circular economy
O6: Rate your understanding of the concept of Life Cycle Thinking and Life Cycle Assessment
O7: How exposed are you to the subject of greener products and eco-labels?
O8: To what extent are you aware about the Impact of COVID 19 on Circular Economy

The 2020 SWITCH-Asia Leadership Academy on Communicating Circular Economy was successful in reaching and educating 39 young and motivated participants representing the public and private sectors in 15 countries in North-East, South-East and South-East Asia.

The evaluation was designed and conducted to provide an informal measurement on how this training can contribute to an increase in participant’s knowledge, skills and/or competencies on different modules of circular economy during the 2020 SWITCH-Asia Leadership Academy. It was evaluated by using the scale from 1 (lowest) to 10 (highest) in relation to each learning objective before and after the training.

In the pre-evaluation, participants were observed to score the lowest for (Q2) Awareness on policies, regulations and instruments that are used to promote and adopt circular economy and (Q3) Awareness on the business models and examples in circular economy, whereas participant's knowledge on (Q1) the subject of Circular Economy and (Q7) Green Products and Ecolabels was relatively high.

The post-evaluation scores show significant increase in participant's knowledge and awareness levels for all topics. Overall, there was an increase in participant's understanding of all the topics by 32% to 67%. For instance, participants observed an increase in (Q3) awareness on business models and examples in Circular Economy by 67% followed by increase in understanding of concepts of (Q6) Life Cycle Thinking and Life Cycle Assessment by 59%.

All learning objectives shown in the graph stipulate good improvement of knowledge on Circular Economy during the 2020 SWITCH-Asia Leadership Academy by the indicated percentage on how much improvement was done from pre- to post evaluation.

Annexes

Annex 1: The Final Agenda

14th December 2020, Monday

Time (IST)	Theme
0930-0935	Welcome Address Dr. Navadol Laosiripojana Director Joint Graduate School of Energy and Environment (JGSEE), King Mongkut's University of Technology Thonburi (KMUTT)
0935-0940	Introduction to the Leadership Academy Dr. Mushtaq Ahmed Memon Project Manager, SWITCH-Asia RPAC
0945-1000	Opening Remarks Mr. Giuseppe Busini Deputy Chief of Mission, EU Delegation to Thailand
1000-1040	Evolution of Circular Economy (CE) Dr. Prasad Modak Director Ekonnnect Knowledge Foundation
1040-1120	Policies, Regulations and Economic Instruments related to CE (Experience from Australia) Ms. Angela Hoefnagels Director Programs & High Risks waste- Dept of Environment, Land, Water & Planning, Australia
1120-1200	Business Models in Circular Economy Dr. Prasad Modak Director Ekonnnect Knowledge Foundation Mr. Viraj Klewpatinond Honorable Chairman, Plastic Industry Club, Federation of Thai Industries (FTI) & Secretary-General, AFPI
1200-1220	Importance of Communication & Behavioral Change in CE Dr. Prasad Modak Director Ekonnnect Knowledge Foundation
1220-1230	Q&A
1230-1400	Lunch Break
1400-1540	Group Work – Role Play to establishing CE framework in a region/country Presentations and Discussions
1540-1550	Announcement of Assignment for 15th December
1550-1630	Sharing of Experiences Mr. Michael Lenaghan Environmental Policy Adviser Zero Waste Scotland

15th December 2020, Tuesday

Offline Exercise on Business Models and Reading on Life Cycle Thinking

16th December 2020, Wednesday

Time (IST)	Theme
1000-1045	Life Cycle Thinking Dr. Shabbir Gheewala JGSEE
1045-1130	Stakeholders involved in Purchase-Use- End of Life Stages Dr. Shabbir Gheewala JGSEE
1130-1215	Impact of COVID-19 Pandemic on Circular Economy Dr. Prasad Modak Director Ekonnnect Knowledge Foundation
1215-1230	Q&A
1230-1400	Lunch Break
1400-1500	Innovations & Start-ups for Circular Economy Webinar by Switch Asia
1515-1645	Group Work– Mapping life cycle of electronic products and identification of Stakeholders and CE interventions Presentations and Discussions
1645-1700	Announcement of Assignment for 17th December

17th December 2020, Thursday

Offline Offline Assignment: Exercise on LCA and Reading on CE Communication and Behavioural Change

18th December 2020, Friday

Time (IST)	Theme
1000-1040	Communication in CE Prof. Zhang Lei Renmin University of China
1040-1140	Design of Sustainable Products for Behavioral Change Dr. Praveen Nahar Director National Institute of Design, India
1140-1220	Behavioral Change in CE Dr. Prasad Modak Director Ekonnnect Knowledge Foundation
1220-1230	Q&A

- 1230-1400** Lunch Break
- 1400-1530** Group Work: Strategies for Sustainable Behaviour for different products in the context of CE
- 1530-1600** Group Presentations and Discussions
- 1600-1630** Course Evaluation
Evaluation Sheet
- 1630-1700** Closing Session
Ms. Tunnie Srisakulchairak
UNEP Programme Management Officer for SWITCH-Asia RPAC

Annex 2: Presentations

Please see all the presentations on the website of Switch-Asia

[SWITCH-Asia Leadership Academy 2020](#)

Annex 3: Evaluation form

2020 SWITCH-Asia LEADERSHIP ACADEMY ON COMMUNICATING CIRCULAR ECONOMY
14-18 December 2020

PRE-WORKSHOP SELF-EVALUATION

INSTRUCTIONS: This self-evaluation is designed to provide an informal measure on the extent to which the training has contributed to increasing your level of knowledge, skills, and attitudes. Based on your understanding at the end of the training, evaluate your level of knowledge/skills in relation to the learning objectives stated below after the training.

Learning objectives	Evaluate your level of knowledge/skills before the training.									
	When 10 is the highest and 1 is the lowest									
	1	2	3	4	5	6	7	8	9	10
1. How exposed are you to the subject of Circular Economy?										
2. To what extent do you know about the policies, regulations and instruments that are used to promote and adopt circular economy?										
3. To what extent are you aware of the business models and examples in circular economy?										
4. Rate your experience in identifying and implementing circular solutions?										
5. In specific, to what extent have you read about role of communication and behavioural change in circular economy?										
6. Rate your understanding of the concept of Life Cycle Thinking and Life Cycle Assessment										
7. How exposed are you to the subject of greener products and eco-labels?										
8. To what extent are you aware about the Impact of COVID 19 on Circular Economy										

2020 SWITCH-Asia LEADERSHIP ACADEMY ON COMMUNICATING CIRCULAR ECONOMY

14-18 December 2020

POST-WORKSHOP SELF-EVALUATION

INSTRUCTIONS: This self-evaluation is designed to provide an informal measure on the extent to which the training has contributed to increasing your level of knowledge, skills, and attitudes. Based on your understanding at the end of the training, evaluate your level of knowledge/skills in relation to the learning objectives stated below after the training.

Learning objectives	Evaluate your level of knowledge/skills before the training.									
	When 10 is the highest and 1 is the lowest									
	1	2	3	4	5	6	7	8	9	10
1. Rate your exposure on the subject of Circular Economy										
2. Rate your awareness on the policies, regulations and instruments that are used to promote and adopt circular economy										
3. Rate your awareness on the business models and examples in circular economy										
4. Rate your experience in identifying and implementing circular solutions										
5. How well-read are you on role of communication and behavioural change in circular economy										
6. Rate your understanding of the concept of Life Cycle Thinking and Life Cycle Assessment										
7. Rate your exposure on the subject of greener products and eco-labels										
8. Rate your awareness on the Impact of COVID 19 on Circular Economy										
9. Kindly share your feedback on the program here. It will help us improve our content and training delivery for the future programs.										

For more information

[SWITCH-Asia Leadership Academy 2020](#)

Contact SWITCH-Asia Regional Policy Advocacy Funded by European Union

Implemented by United Nations Environment Programme, Asia and the Pacific Office

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