

Flash 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, the SWITCH-Asia programme has achieved more than a decade of progress on Sustainable Consumption and Production (SCP) in 24 countries in the 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.

Objectives of the event

The 2020 Leadership Academy focuses on how to communicate CE to enhance behaviour 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.

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.



Summary of key messages:

Welcome and Opening remarks

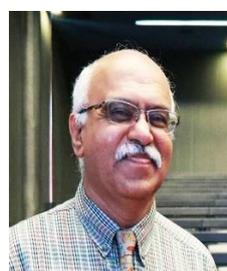
1. Dr. Navadol Laosiripojana,



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, Ekonnnect 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. Micheal 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, Ekonnnect 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



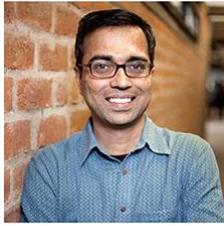
Communication in Circular Economy

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, Eknect 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.

Review on Participants:

A total of 111 applications were received from 16 Asian countries. Applications underwent a screening process post which, 38 applicants were selected for the event. Kindly refer to Annex 2 for detailed participant list.

Annex:

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 Ekconnect 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 Ekconnect 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 Ekconnect 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: Participant List

Name	Organization	Designation	Country
Mohammed Aktaruzzaman Hasan	AIT	Student	Bangladesh
Tek Bahadur	Association of Bhutanese Tour Operators	Programme Director	Bhutan
Kunzang Dema Rinchen	National Environment Commission Secretariat	Assistant Environment Officer	Bhutan
Punleu Tang	Ministry of Environment	Official Government	Cambodia
Muna Haq	Ex EU and UN	Communication and Advocacy Manager	Cambodia
Liu Jingning	ICLEI	Program Officer	China
Liu Congcong	China plastic reuse and recycling association (CPRRA)	Deputy Secretary General	China
Yan Luo	China National Resources Recycling Association	Deputy Director	China
Amishi Parasrampur	Upcycler's Lab	Founder	India
Karishma Chaudhary	Army Institute of Management Studies	Assistant Professor	India
Sreeja Mala	Galaxy Surfactants Limited	Executive Sustainability	India
Ashish Dhiman	Federation of Indian Chambers of Commerce and Industries	Senior Assistant Director	India
Isha Bhate	Nanda Ghunghti Eco Entrepreneurs	Co-founder	India
Fahrizal Sukma	Indonesia Infrastructure Guarantee Fund	Assistant Vice President of Underwriting Division	Indonesia
Bianca Putri Ramadhani	H&M	Sustainability Project Leader	Indonesia
Adrain Ishak	Danone - AQUA	Circular Business Development Manager	Indonesia
Faiza Fauziah	Eco-Deen ID	Founder	Indonesia
Ade Brian Mustafa	Waste Solution Hub	Research Analyst	Indonesia
Tommy Cheo Seng Kong Cheo	WWF-Malaysia	Marine Conservation Officer	Malaysia
Mohamad Amirul Asraf Kamarudin	Environmental Management and Research Association of Malaysia (ENSEARCH)	Project Officer	Malaysia
Lilis Surlenty	UNIVERSITI SAINS MALAYSIA	Associate Professor	Malaysia
Azhan Hasan	UTP Malaysia & FFU FU Berlin Germany	Lecturer and Researcher	Malaysia
Sumaa Mohamed	Ministry of Environment	Assistant Project Officer	Maldives
Mariyam Samha	Ministry of Environment	Environment Analyst	Maldives
Bayanjargal Batbayar	Caritas Czech Republic in Mongolia	Communications officer	Mongolia
Urantsetseg Ulziikhuu	Transparency International - Mongolia	Business Integrity Programme Manager	Mongolia
Ukhnaa Sarangoo	AVSF Mongolia	Project manager	Mongolia

Thura Win	SMART Textile & Garment	Data Entry Assistant	Myanmar
Chit Oo Ko	Environmental Conservation Department	Staff Officer	Myanmar
Sadiksha Neupane	Asian Institute of Technology	Masters in Energy Student at Asian Institute of Technology	Nepal
Shiza Aslam	Global Green Growth Institute	Green Cities Intern	Pakistan
Dr Nadeem Ahmed Sheikh	International Islamic University	Dean & Professor of Engineering & Technology	Pakistan
Saad Shah	Engro Polymer & Chemicals Ltd.	Deputy Manager - Circular Plastics	Pakistan
Iris Joy Abrigo	World-Wide Fund for Nature (WWF) Philippines	Sustainable Business Officer	Philippines
Uthpala Sankalpani	Good Concepts	Co-Founder	Sri Lanka
Danushka Chandimal	Sabaragamuwa University of Sri Lanka	Lecturer (Probationary)	Sri Lanka
Manatsikarn Cruecha-Em	Circular Score	Founder	Thailand
Thi Minh Ha Dong	Ministry of Industry and Trade	Official	Vietnam

For more information

[SWITCH-Asia Leadership Academy 2020](#)

Contact SWITCH-Asia Regional Policy Advocacy Funded by European Union

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Regional Policy Advocacy Component

(SWITCH-Asia – the European Union funded programme)

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