

Team EMC and Ekonnnect wishes its readers, a very
Happy Green Consumer Day | September 28

Recycle Week - September 21- 27

Hello from Team EMC and Ekonnnect!

We hope you have been enjoying reading our e-newsletters as much as we enjoyed creating them! Do contact us to share your feedback at emcblogs@emcentre.com or just drop in a line to say hello – since virtual is the new normal now! We promise to get back to you.

In this issue, we bring to you a few key announcements and updates. Stay safe and enjoy reading issue 04!

Did you know?

The Green Consumer Day is celebrated globally on 28th September every year and it highlights the problems of consumerism and its impact on the environment. Today, convenient and easy-to-use products have taken over the market and since plastic is cheap and durable, single-use plastics (SUPs) have become a very commonplace.

SUPs are used for packaging items. Most of the solid waste are packaging products, estimating to be about 77.9 million tons of generation in 2015 (29.7 percent of total generation). Sustainable packaging is becoming a priority for both brands and consumers. The term sustainable packaging today is more than a buzzword. Implementing sustainable packaging in the brand's operations is no longer an option – it is a necessity.

To add to the already existing problem of managing large quantities of wastes, COVID-19 Pandemic has added a new dimensions of safety and hygiene in addition to sustainability.

Virtual Masterclass on Sustainable Packaging

[Ekonnnect](#) in collaboration with [Packaging 360](#) and [TRAYAK](#) is conducting a Virtual Masterclass on Sustainable Packaging from 29th September to 1st October. This will be a 3 day workshop with a comprehensive program designed for brand owners, packaging designers, corporate sustainability cells and research organisations.

All registered participants have an option to join the **Sustainable Packaging Clinic** where an exclusive advisory is provided through a one-hour video session with two of our experts.

To learn more about this masterclass and registration, click [here](#)

Building Resilience in the Urban Ecosystems of India*

Defining an urban system as an “ecosystem” is an attempt to be conscious of the fact that our cities are a part of a complex ecosystem made up of many other biotic and abiotic elements. Nature has an inherent capacity to adapt to changes. However, our urban areas, today, characterized by a high density of the human population and a wide range of manmade elements, have compromised this inherent capacity to adapt. In this background, we must be sensitive and responsible towards maintaining a symbiotic balance with the ecosystems we live in.

The need for an ecosystem approach for urban resilience helps in building resilience in a manner where the urban environment is assessed as a part of a larger natural entity that they are located in. There is a need to identify the Pressure points, understand the State and prepare a Response to restore the balance and strengthen its inherent capacity. We need to follow the P-S-R approach for restoration and enhancement of our urban ecosystems.

Aga Khan Agency for Habitat (AKAH) with its commitment to finding solutions to challenges thrown up by climate change has undertaken various measures like mapping emissions in all its activities and offsetting the same through planting of trees, developing and adopting green development guidelines, etc. With funding support from Prince Sadruddin Aga Khan Fund for Environment, [AKAH India](#), has initiated an assessment of some of the Indian cities in partnership with [Environment Management Centre](#) and develop an Ecosystem Health Analysis Framework. This Framework will serve as a diagnostic tool, to take more informed decisions while contributing to the development of our cities. A compendium of sustainable, green and nature-based solutions that can help as a Guide in the form of a Handbook is also currently under making.

**This article has been contributed by our project sponsor – AKAH India.*

EMC Team Blog!

This month in our blog post, we talk about Resource Efficiency. Read this blog on ‘Resource Efficiency: Experiences from Consulting’ by our team member G. Chandra Mouli [here](#). Visit emcentre.com/emcblogs/ to subscribe to EMC Team Blog

Speaking Engagements across Various Online Events

- Dr. Prasad Modak was a speaker at the event organized by the International Council for Circular Economy. Access Dr Modak's talk on how India is progressing on plastic waste management [here](#).
- Dr. Prasad Modak was a speaker at the 1st UN International Day of Clean Air for Blue skies. The event took place on September 4th. Dr. Modak was joined by Ms. Prarthana Borah, India Director, Clean Air Asia and Dr. Victor Shinde, Sector Coordinator, Water and Environment, NIUA.
- Dr. Modak moderated a panel discussion on Sustainable Packaging on September 4th. Entrepreneurs from [Ecoware India](#) and [Pappco Greenware](#) joined the panel for a dialogue. Participants rated this event at 9.4 out of 10. The panel discussions will take place fortnightly on different topics and are an initiative under [CEkonnnect](#). CEkonnnect is operated by Ekonnnect Knowledge Foundation. It is a network for experts to share their knowledge and experiences on Circular Economy (CE). Join the network at www.cekonnnect.net to stay updated on the upcoming events.

Climate Proofing of Physical Assets of a leading Indian FMCG Company

EMC was engaged by a leading Indian FMCG company to conduct vulnerability assessment and adaptation planning for their physical assets (26 in all pan India) to assess risks due climate change. EMC carried out vulnerability assessment of all the assets to prioritize the most vulnerable assets and came up with a catalogue of adaptation strategies. The vulnerability assessment was carried out by following the Intergovernmental Panel on Climate Change (IPCC) framework - considering exposure, sensitivity and adaptive capacity. For every asset, a report card was prepared to help the asset manager to understand the likely changes in temperature, precipitation and sea-level rise under various Representative Concentration Pathway (RCP) scenarios of emissions.

Green Products and Services Directory

Under [CEkonnnect](#), a directory that includes information on 48 'green product vendors' across India has been compiled. These vendors were contacted between April and August 2020 with a short questionnaire to know more about their product offerings and gauge the current state of green products in India, including the impact of COVID-19 on their business. To learn more about it, access the Green Products and Services Directory [here](#)

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You can access the previous issues of our e-newsletter, [here](#)

Thank you for your time! For suggestions and queries regarding the newsletter, please write to us emcblogs@emcentre.com