

Team EMC and Ekonnnect celebrates the  
International Day of Climate Action this month | October 24

Hello from Team EMC and Ekonnnect!

We are happy to bring to you the issue 5 of volume 1. Read on to know more about what is brewing at EMC and Ekonnnect!

Did you know?

The "International Day of Climate Action" was first celebrated on October 24 in 2009 and it was the first global campaign ever organized around a scientific data point. It was organized by 350.org to influence the delegates going to the COP15. 350.org reported that they organized the world's "most widespread day of political action" on 24<sup>th</sup> October 2009, reporting **5,245 action in 181 countries**.

In 2011, EMC embarked on a project with the **Mumbai Metropolitan Region Environment Improvement Society (MMR-EIS)** to create Climate Change (CC) related '**Communication Resources and Tools**' (CCRT) that would serve as a vehicle to **communicate CC to diverse stakeholders**, specific to the context of MMR. The tools include Carbon footprint calculators, Resource book for youth, Children's activity booklets, Posters, Presentations, Factsheets, etc. The resources were developed to build awareness at **community levels as well as at policy, planning and regulatory levels**. The Climate Change Communication Toolkit is available in **English and in Marathi for free download [here](#)**. Do check it out and spread the awareness this International Day of Climate Action!

Estimating Carbon Footprint of Two Products (Textile and Paper Industry)

EMC is hired by a probiotic-technology company involved in the development and manufacturing of non-toxic and biodegradable products that replace chemicals in various industrial applications. The company was interested in computing the carbon footprint of their two products (used in textile and paper industry). The carbon emissions will be calculated arising from all life cycle stages of the product from raw material extraction to disposal at end of life following the Publicly Available Specification (PAS) 2050. An Excel model has been prepared for calculating the total carbon emissions. The product's carbon footprint will be compared with the other products (competitor products) available in the market.

The Circular Economy Challenge 2020

Ekonnnect Knowledge Foundation and **EU-REI** announced the **Circular Economy Challenge (CEC) 2020** on September 16<sup>th</sup> with an aim to promote entrepreneurship in Circular Economy (CE). The challenge invites innovative ideas focussing on technologies and business models on CE that can be scaled and replicated. Participation is invited from students, research scholars, and young professionals (between the age group 18-40) from India and the EU to address any of the three challenges:

1. **Avoiding Single Use Plastic & Managing Safe Disposal in the wake of COVID-19**
2. **Extending Product Life - Innovative Repair and Refurbishing Services, Smart Waste Sorting and Cleaning Systems**
3. **Business Models on Extended Producer Responsibility**

The shortlisted participants will be mentored by experts from India and the EU. The CEC 2020 will be concluded in December 2020. Winning teams will receive financial assistance sponsored by the **Aditya Birla Group**.

Visit [bit.ly/theCEC2020](http://bit.ly/theCEC2020) to learn more about the competition. Click [here](#) to apply now!

EMC Team Blog!

This month in our blog post, we talk about Water Quality. Read this blog on 'Deciphering Water Quality of the Great Ganges' by our team member Pranav Bhardwaj [here](#). Visit [emcentre.com/emcblogs/](http://emcentre.com/emcblogs/) to subscribe to EMC Team Blog

Speaking Engagements across Various Online Events

- Dr. Prasad Modak will be speaking at the **RSD9** (Relating Systems Thinking and Design) hosted by the National Institute of Design in Ahmedabad, India on the subject of 'Circularity, Systems Thinking and Sustainability' on October 13<sup>th</sup> at 5:30 PM (IST). You can register [here](#) to attend the RSD9 event.
- Dr. Prasad Modak will be speaking and chairing a panel discussion on circular economy in the upcoming 10<sup>th</sup> Talk on Circularity as part of Aditya Birla Group's Sustain-ability Expert Conversation Session to be held on 20<sup>th</sup> October 2020 from 5:30 PM – 7 PM (IST).

Ekonnnect and FICCI's Masterclass on Circular Economy - 2020

Ekonnnect Knowledge Foundation in collaboration with **FICCI** is hosting a one-day masterclass on circular economy on October 14<sup>th</sup> 2020. This Masterclass is developed to coach practitioners and policy makers on how to put the principles of Circular Economy in practice. The masterclass will be conducted by Dr. Prasad Modak. To learn more about it, download the brochure [here](#).

Virtual Masterclass on Sustainable Packaging

Ekonnnect in collaboration with **Packaging 360** and **TRAYAK** conducted a Virtual Masterclass on Sustainable Packaging between 29<sup>th</sup> September to 1<sup>st</sup> October. The main objectives of the masterclass were to impart fundamentals of sustainable packaging, update participants on latest trends and regulations and demonstrate use of Life Cycle Assessment tool specially designed for packaging – COMPASS. The summary of this masterclass can be accessed [here](#).



Ekonnnect Knowledge Foundation turned 8!!!

**Ekonnnect turned 8 on 20<sup>th</sup> September 2020**. We would like to take this opportunity to thank our partners, advisors, team members, associates and well-wishers for their continuous support! A special heart-felt thanks to the EMC team!

We truly appreciate your contribution and participation. We cannot put into words how important your cooperation has been to us. Indeed we are honoured to have such a wonderful community joining our small world! We look forward to a fruitful engagement with you!

Cheers to many more years!



The '**Party Planning Committee**' at EMC and Ekonnnect headed by our team members Pranav, Sakchhi and Sakshi organized a virtual fun party with many games and activities. The dress code was retro jazz and competition tough! After an intensive multi-criteria decision making, Aneesa and Akshay were selected as two team captains. The two teams brought their A game and competed against each other in some of the games like '*Apni Team ke Picasso*', '*Dekho Zara Gaur Se*' and '*Ae Bhai, Mila Kya?*' to name a few. A Friday evening well-spent, thanks to the planning committee!

Join us on our journey. For latest news and updates, follow us on our social media



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](mailto:emcblogs@emcentre.com)