

# Sponsorship Proposal

SUMMIT

## WECARE PLASTIC CIRCULARITY SUMMIT 2024

March 18th, 2024

Start at 10AM to 5PM

Tamarind Hall, India  
Habitat Center, Delhi

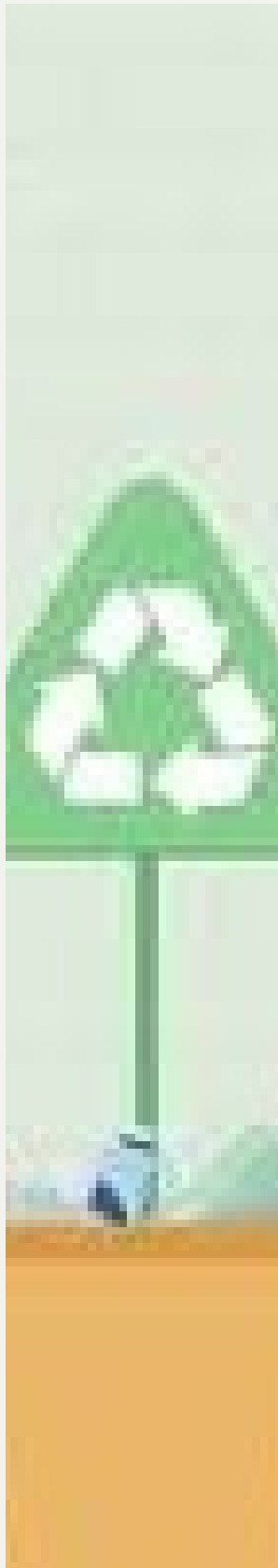


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# Summit Backdrop



Business models revolving around the concept of circular economy strive to maximize the utilization of resources, aiming to prolong their lifespan. The central objective is to recuperate and rejuvenate products and materials once they reach the end of their usefulness, departing from the traditional linear economic model of make-use-dispose.

Achieving material circularity entails various strategies, such as leveraging plastic waste as a valuable resource, and redesigning manufacturing processes and products to bolster durability, recyclability, and waste prevention. This necessitates deeper engagement with both consumers and businesses.

Furthermore, successful implementation of these strategies relies on efficient recycling processes, which not only create market demand but also enhance the value of plastic products. This, in turn, fosters sustainable business models rooted in robust communication platforms and supported by fiscal and regulatory measures conducive to the circular economy.

In the past five years, India witnessed a remarkable increase in plastic waste recycling capacity nationwide, largely due to stringent national regulations. Looking ahead, India is poised for further innovations in plastic packaging to facilitate increased recycling across various formats.

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# About Us

Waste Efficient Collection and Recycling Efforts (WeCare) is an industry consortium with over 35 likeminded corporate businesses represented by both Indian and multinational companies. WeCare is a strong Industry coalition of prominent brand-owners from Pharma, FMCG, Plastic material sector that have come together for the cause of the implementation of extended producer responsibility (EPR) for plastic waste management

We contribute our combined knowledge of the industry's preparedness for the sustainable packaging aspect, together with our experience working collectively on the subject. The vision of WeCare is to demonstrate industry leadership for sustainable management of plastic packaging, with focus on Multi layered packaging (MLP), and promote efforts on circular economy. WeCare has been able to showcase industry intent and provide policy inputs for harmonized plastic waste management on a pan India basis.



An illustration at the top of the page shows various recycling bins and materials. On the left, there are green and blue bins. In the center, there are bottles of different colors (green, red, blue) and a recycling symbol. On the right, there are more bins, some labeled 'PLASTIC', 'GLASS', and 'METAL'. The background is a mix of green and blue tones.

# About The Event

WeCare, has conducted an in-depth study on the reuse of plastic packaging. The findings and insights from this study will be unveiled during the flagship Annual Plastics Circularity Summit 2024, scheduled to coincide with World Recycling Day on March 18, 2024.

WeCare Plastic Circularity Summit shall convene key stakeholders for engaging brainstorming sessions aimed at exploring potential opportunities and addressing key challenges in achieving plastics circularity.

## Event Highlight

Discuss the landscape of rigid plastic packaging reuse within the Indian context.

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Provide a common platform for stakeholders and thought leaders to discuss key enablers for ensuring plastics circularity in the country.

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Concentrate on plastic recycling from the lens of closed loop model and its long-term sustainability.

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Provide an opportunity to stakeholders to present their EPR strategies, and role of various stakeholders for enhancing the 'worth of waste'.

# Event Schedule



10:00 AM	Inaugural Session
11:30 AM	Reuse of Plastic Packaging: Stakeholders Stock Take
1:00 PM	Lunch Break
2:00 PM	Enabling Plastic Circularity
3:30 PM	Tea Break
4:00 PM	EPR for Plastic Waste Management: Exemplar case studies from Indian Industry
4:30 PM	Concluding Session



# Benefits for Sponsor

The Plastic Circularity Summit 2024 presents a unique opportunity for leading FMCG and Pharma companies to showcase their commitment to sustainability, forge valuable partnerships, and shape the future of plastic waste management. As a renowned organization dedicated to implement and discuss plastic circularity, we invite you to join us as a sponsor and play a critical role in driving positive change.

## Benefit

- **Brand visibility:** Reach a targeted audience of industry leaders, sustainability experts, and policymakers.
- **Thought leadership:** Share your expertise and solutions through speaking opportunities and panel discussions
- **Networking:** Build valuable connections with potential partners, investors, and customers.
- **Positive brand image:** Demonstrate your commitment to sustainability and corporate social responsibility.
- **Access to cutting-edge knowledge:** Stay ahead of the curve on industry trends and innovations.
- **Free registration for 3 representatives from the sponsors.**

# Sponsorship Package



## Golden Package

Be the summit's sustainability champion with prominent branding, speaking opportunities, and social media sponsorship promotion.

Logo in the Main backdrop Program

Short Ad clips in between breaks and while opening

Speaking opportunity

Some strategic connects or partnerships during the Conferences

Logo visibility in outcome document of the summit

Free registration for 3 representatives from the sponsors.

**1,00,000 INR**



## Silver Package

Make a significant impact with prominent logo placement, and social media sponsorship promotion.

Mention in Social media posts ( FB, LinkedIn, Instagram

Logo in all social media creatives

Logo visibility in outcome document of the summit

Speaking opportunity

Free registration for 3 representatives from the sponsors.

**75,000 INR**



## Bronze Package

Gain valuable exposure through logo placement and networking opportunities,

Some strategic connects or partnerships during the Conferences

Logo visibility in outcome document of the summit

Logo in the Main backdrop Program

Free registration for 3 representatives from the sponsors.

**50,000 INR**





wecare

# Thank you! Hope you are interested!

Please reach out to our team at below mentioned details .

## Contact

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