



wecare

Waste Efficient Collection and Recycling Efforts



**A National Consortium of Indian Industry
for collective action**

to facilitate Extended Producers Responsibility for Plastic Waste



Purpose



WeCare

WeCare, which started as a movement by small group of industry members and has now turned into a consortium (33 leading industry members) to share the voice of industry that is committed to meeting EPR objectives as mentioned in the Plastic Waste Management rules (PWM).



Demonstrating Leadership

WeCare takes pride in mobilising 37 self-motivated businesses and be their voice for collective action towards proper implementation of Extended Producers Responsibility (EPR) for post-consumer plastic packaging waste, as identified under PWM Rules 2016.



National platform for stakeholder engagement

In 2017, WeCare was launched as the first joint EPR initiative, setting the stage for public private partnership to recover and repurpose the post-consumer multilayer packaging. WeCare is a national platform for its members to engage with various stakeholders i.e. Government, Civil Society and national institutions of relevance.



Industry voice on EPR and Plastic Circularity

WeCare, which started as a movement by small group of industry members and has now turned into a consortium (35+ leading industry members) to share the voice of industry that is committed to meeting EPR objectives as mentioned in the Plastic Waste Management rules (PWM).

Vision and Mission



Create and sustain an enabling regulatory environment and provide platform to members for discussions on PWM regulations, EPR implementation strategies



Showcase industry intent and provide policy inputs for harmonized plastic waste management on a Pan-India basis.



Advocate with the center and state governments to build consensus and drive National EPR Framework



Create awareness on adopting a holistic approach for sustainable plastic waste management through “Reduce, Reuse and Recycle”



Drive innovative solutions for plastic waste management by leveraging synergies with relevant stakeholders



Actively advocate and discuss feasible alternative packaging formats

WECARE MEMBERS



Godrej Consumer Products



Enduring Value



Good food, Good life



What We Do

WeCare's efforts and initiative in policies, technologies and services have supported individual, corporate, and community actions and encouraged them to align in the path of sustainable development. WeCare contributed hugely to accelerate actions and create awareness in the society.



POLICY ADVOCACY

WeCare plays an important role in clarifications on major policy issues and redressal of problems of members and assist them with best possible solutions regarding EPR implementation in Plastic waste management.



AWARENESS

WeCare engages with media and consumers particularly the youth on various awareness initiatives on plastic



COLLABORATION

We collaborate with government, Industry, Civil Society and Municipal Corporation for sustainable management of plastic waste



KNOWLEDGE

We promote industry excellence with research and insights on sustainable plastic packaging and waste management

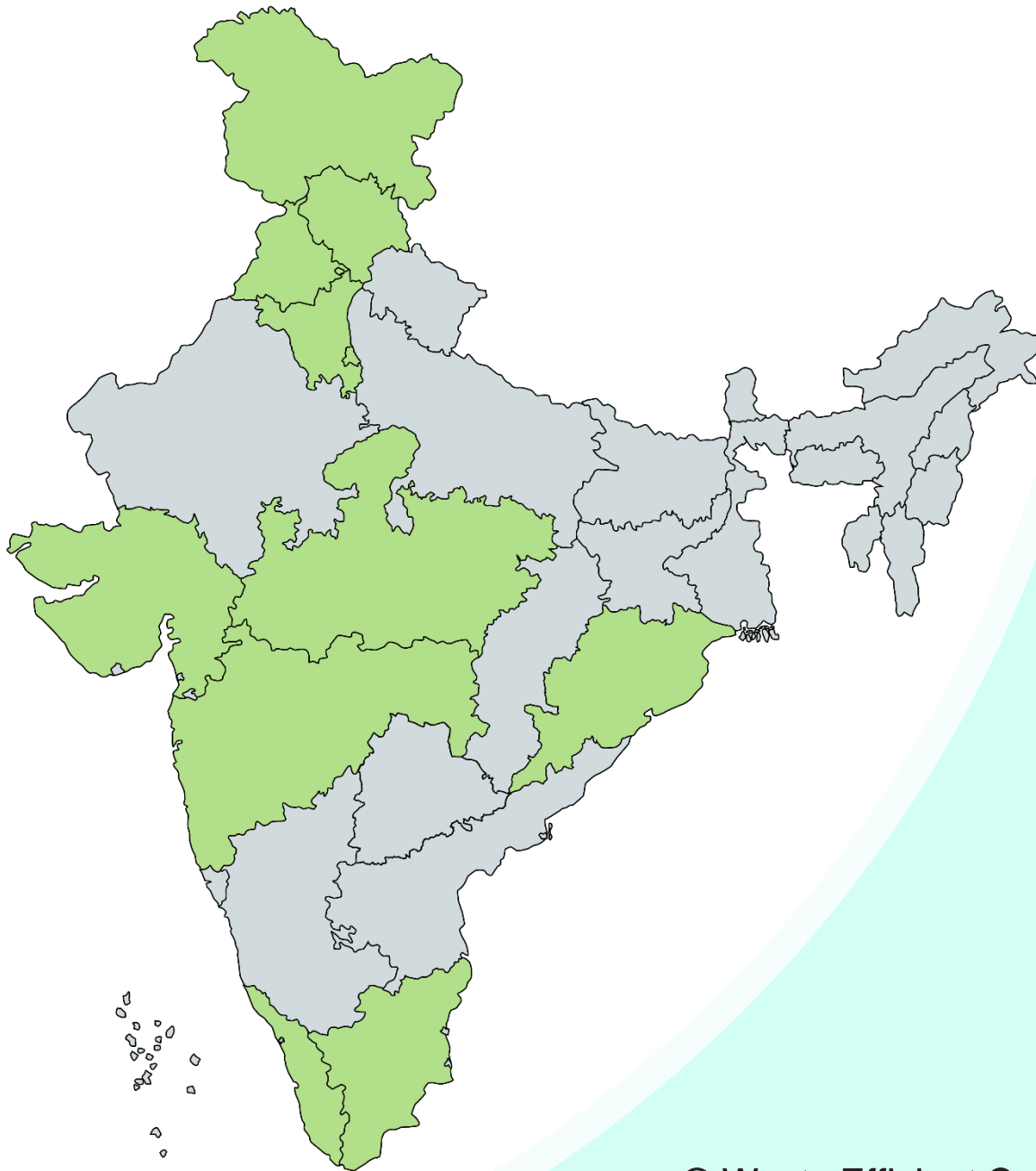
WECARE ACTIVE INVOLVEMENT IN POLICY DISCUSSIONS



WeCare Policy advocacy with State Governments

WeCare Policy advocacy is governed by its members and considering the regulatory pressure being felt by Industry from various state governments, aggressive outreach and subsequent representations have helped our members to address the regulatory risks. Following state/UTs have been outreached so far:

1. Jammu & Kashmir
2. Himachal Pradesh
3. Punjab
4. Haryana
5. Madhya Pradesh
6. Gujarat
7. Maharashtra
8. Odisha
9. Tamil Nadu
10. Kerala
11. Andaman and Nicobar



WeCare Initiatives

We Care Fellowship Program

WeCare Fellowship Program-National Essay Competition which embarked huge array of success. This initiative received logo support from Swacch Bharat Mission, Government of India. It brought awareness among the society about plastic waste management and extensive participation has been seen.

Partners

- India CSR Network
- Buddy4Study
- Million Sparks Foundation

We Care - Information, Education and Communication Activities (IEC) in states of Priority

This initiative focuses on strategizing about the implementation of EPR in 3 priority states which are Himachal Pradesh, Chandigarh, and Tamil Nadu. Through this project, WeCare was able to demonstrate the ways for EPR implementation at the state level and involved significantly in policy making decisions.



WeCare participated in The Economic Times SDG Summit 2.0

WeCare was positioned as associate partner at ETSDGs Impact Summit 2.0, WeCare addressed Plastic Waste and how it can be related to meet the sustainable development goals (SDGs).

Conferences and Webinars

1. Inclusive Approach on Plastic Waste Management 2020 & Beyond
2. A Sustainable Transition to Sustainable Packaging:
<https://citec.in/demos/wecarev02/webinars.htm>

Research and Development

Study on Recyclability of multi layered packaging- in partnership with IIT Delhi

WeCare Fellowship Program 2020



01

Announcement of the Competition

A national essay writing competition on the theme of plastic waste management was organised under WeCare Fellowship 2020.

The objective was to engage with young generation (Indian Students in 11th standard and above) and encourage them towards being a responsible citizen.

This initiative has been supported by **Swacch Bharat Mission, Government of India.**



He stated 'the role of youth in generating awareness about environmental issues focusing on waste management will be enormous in our society. This National level Essay competition will help creating innovative ways for undertaking sustainable management of waste.'

02

03

JURY FOR THE COMPETITION:

Jury Chair: Shri CK Mishra, Former Secretary, Environment, Forests & Climate Change

Jury members:

- Padma Shri Prof. R Vasudevan
- Dr. Amiya Kumar Sahu, President, National Solid Waste Association of India (NSWAI)
- Ms Vaishali Nandan, Director-Climate Smart Cities, GIZ India
- Ms Gayatri Raghwa, Consultant, UN Environment Programme
- Mr Manjeet Singh, CEO, Buddy4Study
- Dr. Abhinav Mathur, PhD , Founder, Million Sparks Foundation
- Dr. Amit Tuteja, Founder, Connecting Dreams Foundation
- Dr Sujay Jha, CEO, Hari Bhari Recyclable Private Limited

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Wecare Fellowship 2020 Awards Ceremony At 1600 Hrs, 18 December 2020, Friday.

Special address by Mr **Suresh Prabhu**, India's sherpa to G-7 and G-20.

Link: <https://lnkd.in/dD5biEV>

Inauguration ceremony

WeCare fellowship 2020 was inaugurated by Hon'ble Minister of Education, Dr Ramesh Pokriyal on Tuesday, October 20, 2020.



JURY PANEL



wecare
fellowship
2020

WeCare Fellowship 2020 was announced on October 15, 2020, with below mentioned jury panel.

Jury Panel

 Chair Shri CK Mishra Former Secretary Environment, Forests & Climate Change	 Padma Shri Prof. R Vasudevan Dean, TCE	 Dr. Amiya K Sahu President, NSWAI	 Smt. Vaishali Nandan Director-Climate Smart Cities, GIZ India	 Smt. Gayatri Raghwa Consultant, UNEP
	 Dr. Abhinav Mathur Founder, Million Sparks Foundation	 Dr. Amit Tuteja Founder, Connecting Dreams Foundation	 Shri Manjeet Singh CEO Buddy4Study	 Shri Sujay Jha CEO, Hari Bhari Recyclable

WeCare Fellowship Award distribution ceremony

The award distribution ceremony was held on 18 December 2020 and was graced by special address from Mr Suresh P Prabhu, Former Union Minister and India's Sherpa to G-7 and G-20.



The banner features a portrait of Shri Suresh Prabhakar Prabhu on the left. In the top left corner, there are two logos: the WeCare logo and the Swachh Bharat logo with the text 'एक कदम स्वच्छता की ओर'. The main title 'wecare fellowship 2020' is centered in green and blue. Below it, the text reads 'Special Address by Shri Suresh Prabhakar Prabhu, India's Sherpa to the G7 and G20, 4 PM, December 18, 2020'. At the bottom right, there are logos for 'indiacsr Corporate Sustainability & Responsibility' and 'THE hyphen'.

[Click to watch the special address](#)

Quotes from dignitaries



My best compliments to the organisers of this initiative. I am hopeful that it will motivate the students towards plastic waste management and build awareness about the environmental issues going forward.
- Dr Ramesh Pokhriyal Nishank, Hon'ble Minister for Education

"Plastics is a wonder material and it is now getting universal in its use across various applications and product. We need to plan to manage the plastic waste, rather banning the material itself. Utilisation of plastic waste in road making is a practical option for India to be an exemplar."
- Padam Shree Prof. R. Vasudevan,

"Youth are the best medium for creating awareness at ground level. The initiative will create interest amongst them to understand the issue of waste management."
- Dr. Gayatri Raghwa

"Our youngsters have a proactive role to play in awareness generation in the society for driving segregation at source in the society. WeCare fellowship is going to help in this direction."
- Dr. Amiya Sahu

"WeCare has taken a wonderful initiative. We should understand that by ensuring a better management of waste, various goals for SDG will also be achieved"
- Dr. Amit Tuteja

WINNERS OF THE WECARE FELLOWSHIP PROGRAM



Wecare Fellowship 2020 banner for Aarti Dahiya. The banner includes logos for Wecare, IndiACS, and Hyphen. The text reads: 'wecare fellowship 2020', '1st Prize', 'Aarti Dahiya', and 'St. Stephen's College, Gurugram'.

Wecare Fellowship 2020 banner for Neelotpala Trivedi. The banner includes logos for Wecare, IndiACS, and Hyphen. The text reads: 'wecare fellowship 2020', 'Joint 2nd Winner', 'Neelotpala Trivedi', and 'Government Girls' senior secondary college, Jodhpur'.

Wecare Fellowship 2020 banner for Megha Unni. The banner includes logos for Wecare, IndiACS, and Hyphen. The text reads: 'wecare fellowship 2020', 'Joint 2nd Winner', 'Megha Unni', and 'Government T.D. Medical College Alappuzha, Kerala'.

Wecare Fellowship 2020 banner for Aditya Bhatia. The banner includes logos for Wecare, IndiACS, and Hyphen. The text reads: 'wecare fellowship 2020', '3rd Winner', 'Aditya Bhatia', and 'Dr. Y S Parmar University of Horticulture and Forestry Kurukshetra'.

Information Education and Communication Project



01

Establishment of key strategies for the implementation of EPR in 3 priority states which are Himachal Pradesh, Chandigarh, and Tamil Nadu



02

Collaborating and partnering with ULBs and many public and private stakeholders involved in ensuring it succeeds in implementing Extended Producer Responsibility (EPR) objectives



03

Addressing the challenges of plastic waste management and the initiatives taken by our industry partners in resolving them.



INTENT:

04

- To devise a plan with the Urban local bodies (ULBs) to work with their collection and segregation workers in order to improve the dustbins, MLP picking rod, benches of municipal parks, etc. the waste collectors to be informed and trained about safe waste management protocols and right methodologies of waste segregation in their respective regional languages for better understanding.
- The overall intension of this IEC activity by WeCare concentrated on providing information and creating awareness among the waste collectors, consumers, residential groups, etc; through different social media platforms, outreach programs, seminars, workshops, etc.
- The aim of this activity was to make people aware the need of segregation of plastic waste is more important and beneficial compared to banning of it, and to feed the idea of turning plastic waste into resource and using it for enhancing the economy.



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