

**National Policy Workshop Webinar Series**  
**On**  
**Countermeasures for Riverine and Marine Plastic Litter in India**  
**12 -22 May 2020**

***Session 3: Activities and Best practices to counter plastics litter by sustainable waste management and circularity***

Plastic Credit Units, Its benefits, Exchange Ecosystem to be used for sustainability

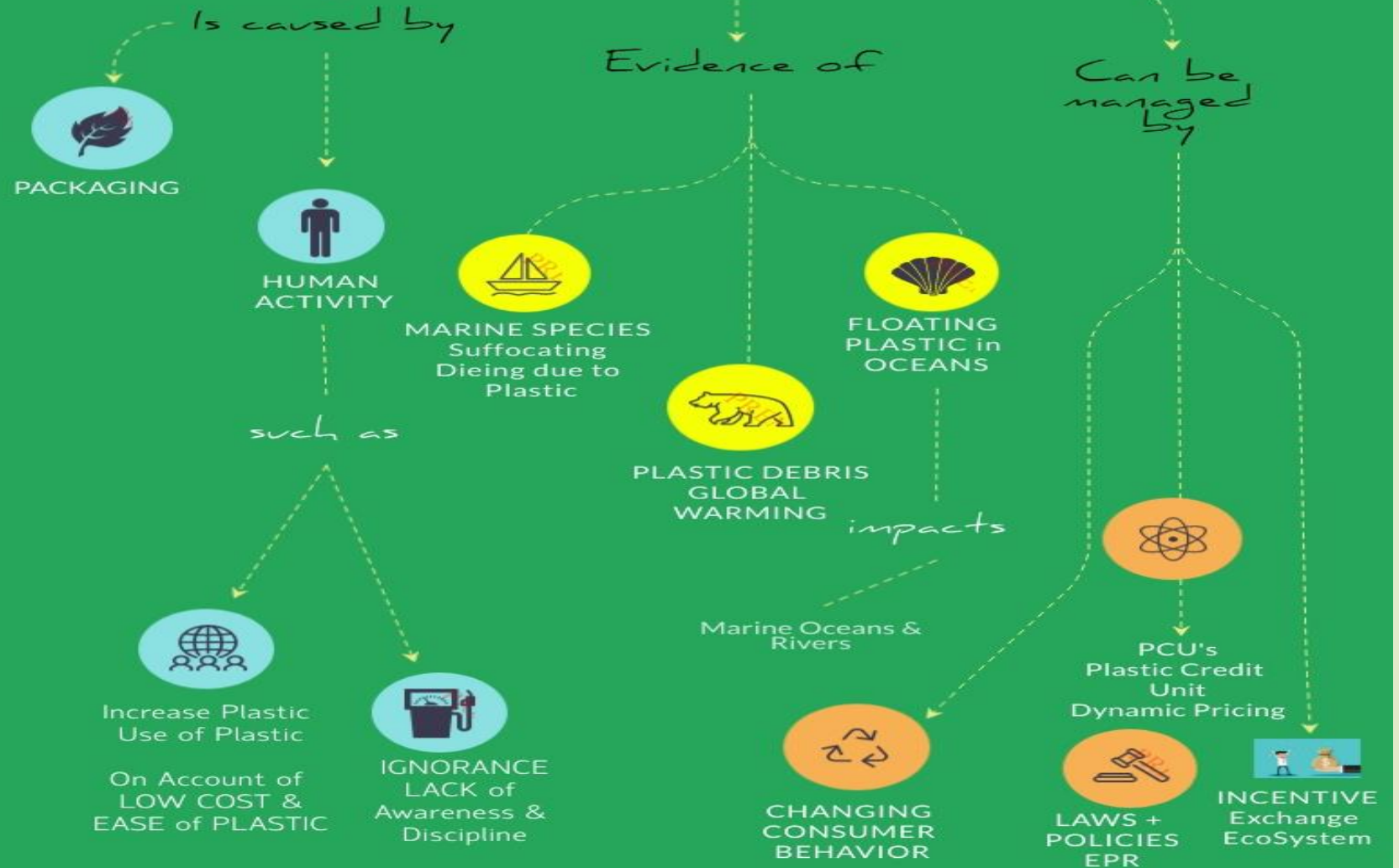
Dynamic pricing mechanism for fulfilling compliance

Social and Financial impact on the industry and consumer / people Behavior of PCU's

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# Plastic Littering



# Key Gaps and Needs Identified

Page 3

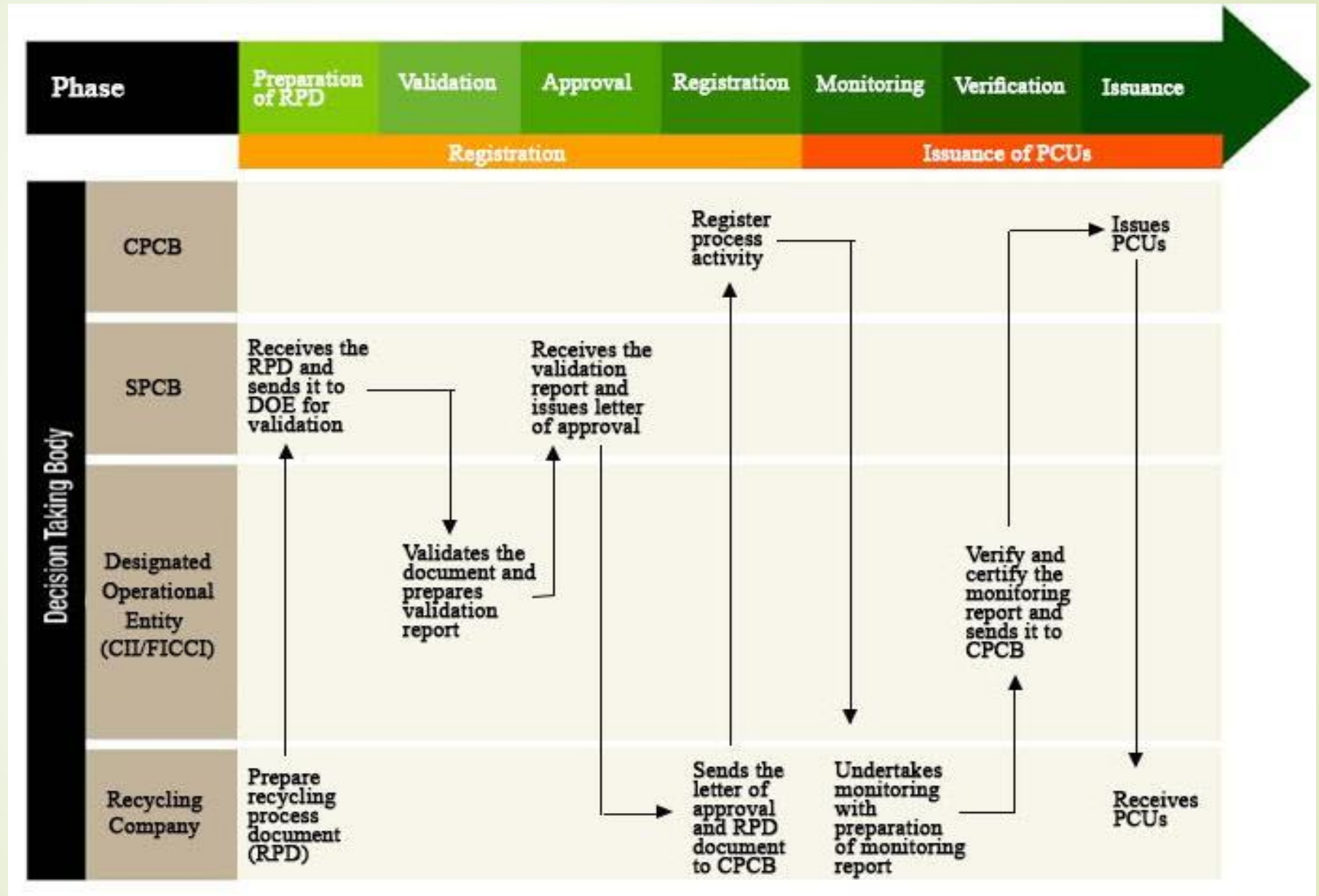
Gap	Rationale
<ul style="list-style-type: none"><li>- <b>Non Segregation of Plastic at Source</b></li><li>- <b>Lack of People Accountability</b></li></ul>	<ul style="list-style-type: none"><li>- Plastic has to be segregated from other waste <b>to recycle</b></li><li>- Segregated Plastic has to be <b>brought to recycler</b></li></ul>
Need identified	Who expressed the Need?
Cost of Segregation is high and has to be <b>incentivised</b>	Research Shows that <b>Economic Viable design is scaleable and Sustainable</b> rather than Charity / Social Work

# What is PCU's

- ▶ Plastic Credit Unit is Mechanism to Convert Compliance in to Cost
- ▶ By having Plastic Credit Units Compliance can be traded based on demand & Supply
- ▶ Demand & Supply can lead to Dynamic Pricing, Hence if recyclers will not sell credit's below cost neither will they incur losses
- ▶ Regulation's of Government to take Plastic Back from the eco-system and recycle will enable Demand for Compliance
- ▶ PCU's is not trade in plastic but in Compliance



# Process for Issuance of PCU's



# Dynamic Pricing & its Impact – Benefits of Trade system

Page  
6

- **Reference Pricing and deep Markets** for Segregation & Collecting plastic Back will
  - Enable More Recyclers as they will have Visibility of their Business Models.
  - If the Cost of Such Collector's / Recyclers increases then the same can be passed on to Producers by having
  - Pricing to be based on Open trade by demand & Supply leading to competitiveness & Market
- Larger Impact will involve
  - Increase in plastic cost as cost of compliance effectively get added to price of product
  - Recycling will increase ( Development of much needed industry )
  - Consumers and Producers will become more alert & sensitive to not litter plastic
  - Move from Being only Socially responsible to Auto Sustainable Design

# Feedback from stakeholder meetings

Page 7

Which stakeholders?

Corporates, Producers, Individual Customers, Regulators

What was their response?

- Found the Idea Novel & Implementable
- Regulator's found it Globally acceptable
- Customers gets medium to become plastic neutral

## IRONY OF ENVIRONMENTAL DEPLETORS AND CLEANERS ( Social welfare organizations )

Depletors include Environment hazard creators

Plastic Manufacturers, Plastic Users, Fuel Users

Plastic Recyclers, Planters

Cleaners include those who do away with these hazards

# Key Findings

Page  
8

- ❖ There are lesser Plastic Recyclers and existing recyclers are also struggling with their business models
- ❖ Collection of plastic post consumption from waste, Rivers, Ocean's and Landfill's is not a lucrative business.
- ❖ 2 things are not done at scale
  - ❖ Different types of Plastic Needs to be segregated at source from other waste
  - ❖ More incentives to segregator's of plastic & getting it to recyclers
- ❖ Cost of Compliance for taking back plastic is ignored.
- ❖ Stagnant pricing for complying with regulations to take back plastic is not working.
- ❖ There is very high awareness & Sensitivity locally & globally to avoid plastic & need to become plastic neutral.
- ❖ Producers of plastic wants to focus on their Core & pay price for collection to outsource it but eco-system / platform missing
- ❖ Software, Mechanism & Platform for Dynamic Trade is required



# Suggestions , Recommendations and Discussion

Page  
9

- **Policymakers to allow Creation and Trade of Plastic Credit Units**
- **CPCB, SPCB and Environment Ministry has to Enable this through Policy Making**
- **Policymakers to Enable / Allow Development of Platform for Effective Trade of Credit Units**
- **PPE Route suggested : Government can Themselves Develop or participate with Allowing entities in enabling this platform for trade of credit units**
- ***Plastic Neutral People : Individual plastic Consumption policy Foundation for Individual Level Accountability be created. Regulation followed with monitoring framework for consumption***
- **Government Investment in such entities, Framework's and Software's is required.**
- **Tax & other incentives for Corporates, Recyclers and Individual complying**

# What Brings me on this platform

I see Sustainability & participation in Plastic recycling process as

**doing Social welfare  
thru Inclusion  
with Innovation  
from Within us**

- Start with Plastic and then roll on to other sustainability & social welfare initiatives like addressing Air pollution, tyre pollution, public waste etc
- ❖ Implementation of sustainability related government policy initiatives
  - Providing platforms and Innovative ways in form of Trade Eco-system
  - Frameworks & Research by helping fulfilling accountability for taking back plastic & Enhancing Sustainability
  - Being a part of enabling circular economy



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Thank You