

Going BEYOND Awards

MAKE THE CASE: A UNIQUE COMPETITION TO IDENTIFY AND SHOWCASE HIGH-IMPACT PLASTIC WASTE REDUCTION INITIATIVES IN INDIA

"All across the world, countless people are working hard to find innovative solutions to help curb the global plastic pollution epidemic. The challenge, however, is that even though many of the solutions they're searching for already exist, and could be replicated, most people or organizations don't know where to look in order to enable them."

-Doug Woodring, Founder of Ocean Recovery Alliance and one of the long-term global thought leaders working on reducing plastic waste, Centre for Social Sensitivity and Action (CSSA), Goa Institute of Management in collaboration with Commitments Accelerator for Plastic Pollution (CAPP), Ocean Recovery Alliance (ORA) and Indian Plastic Institute (IPI), launched a unique competition known as 'Make the Case' Societal divides in the Philippines and the rest of Asia.



The idea of doing something around plastic waste was a result of a 3-minute virtual networking session at a Global Virtual Conference in August, 2020 between Professor Divya Singhal, Chairperson, Center for Social Sensitivity and Action, Goa Institute of Management, Goa, India and Rob Steir, Director, Commitments Accelerator for Plastic Pollution (CAPP).

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As per an estimate published by the Central Pollution Control Board of India, the country generated 3.3 million metric tonnes of plastic waste in 2018-2019. While increase in plastic waste is definitely a cause of alarm.

Another problem in our country is lack of an effective solid waste management system. UNDP, India remarked that that only one fourth of the plastic waste is recycled. Thus, there is an urgent need to address this plastic pollution which leads to a burden on our landfills, affects the quality of drinking water (SDG 6) and threatens life on land (SDG 15) and below water (SDG 14).

Taking cognizance of the situation, the central purpose of the competition was to call upon the youth to identify and highlight high impact plastic waste reduction that are making a difference in India.

The competition attempted to bring attention to the very best initiatives which can be replicated across the country, quickly and fairly easily, and avoid wasting valuable time and resources trying to "reinvent the wheel."

Moreover, the competition served as a platform for showcase innovations that generate plastic waste reduction results; and to provide global recognition to organizations who are working towards building a sustainable society.

Another important objective of the competition was to educate the youth about the menace of plastic pollution, make them aware about the impact of waste generation and encourage them to change their behavior towards plastic use for sustainable living.

The competition served a dual purpose:

- Highlight innovations in plastic waste reduction which can be replicated nationally and globally
- Sensitize and induce behavior change among youth and the community

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PROGRAM IMPACT AND SUCCESS

"The goal of this competition was not only to identify and showcase high-impact plastic waste reduction programs in India, but to demonstrate how those programs might also be implemented in communities around the world, improving knowledge sharing and efficiency to other communities who are also working to reduce their plastic pollution problems."

- Rob Steir, Co-Founder of CAPP; Working committee member of Make-a-Case competition

Over 165 teams registered for this national competition. Case Studies went through two rounds of rigorous reviews and the final event also included a panel discussion with experts from plastic waste management and the change makers whose innovations were showcased by the youth as the high impact initiatives on reducing plastic waste in India.

The team which won the first prize was from the SIES Graduate School of Technology. They showcased the Kabadiwalla Connect program, which was designed to leverage a city's existing waste infrastructure, working with informal waste pickers, to collect and process post-consumer waste in a more cost-effective and carbon-reducing manner.

CENTRE FOR SOCIAL SENSITIVITY AND ACTION GOA INSTITUTE OF MANAGEMENT

The Centre for Social Sensitivity (CSSA) has been created to promote social responsibility within and beyond the Goa Institute of Management to achieve the goals of Agenda 2030. CSSA was established in 2013 and acts as a bridge between the Goa Institute of Management (GIM) and society.

Objectives of CSSA

- To incorporate values of equity, inclusivity, and sustainability in all its activities
- To promote and prioritize responsible management education
- To prepare future leaders to respond to complex sustainability challenges faced by business and society

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PROGRAM IMPACT AND SUCCESS

The second and third place prize-winning teams hailed from Bhaskaracharya College of Applied Sciences, Delhi University and Indian Institute of Management, Visakhapatnam. Their case studies were about a technology that incorporates plastic waste into the sub-base and base layer of new roads being constructed from Bharat Petroleum, and a waste-to-fuel company, Rudra Environment Solution, which collects plastics from households and offers a technology process that converts plastic waste into oil & fuel, respectively.

The competition highlighted how different stakeholders in India were trying to bring about a positive change and strengthening the movement towards recycling of plastic to eliminate waste.

The best case studies were published in the prestigious journal of Indian Plastic Institute. The program created curiosity and was a big opportunity for students to learn, interact with the stakeholders and suggest measures for strengthening the solid waste management system of the country.

"We, as students, underwent a huge learning curve. We would also like to extend our sincere thanks to Commitment Accelerator for Plastic Pollution, Indian Plastic Institute, Ocean Recovery Alliance, Chellaram Foundation, and Goa Institute of Management for relaying this opportunity in the form of 'MAKE THE CASE COMPETITION' to the students.

This was in a true sense, 'More than a Competition' which pushed us to understand the grievous situation of Plastic Pollution across the globe and how eminent it is to address the same."

- Team Terra (Source: IPI Journal Feb-Mar. 2021)

CSSA conducted a reflection survey to capture the perspective of the students towards such competitions, their learnings from the competition, knowledge gained about SDGs and how students can contribute to reducing plastic waste in India and the reflections showed that the initiative helped them in gaining more awareness of the varied challenges involved in the process of waste management as well as recycling plastic.

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SDG IMPACT

The competition showcased how organizations in India through their unique initiatives on reducing plastic waste was responding to several SDGs:

GOAL 3: Good Health and Well-Being

Ensure healthy lives and promote well-being for all at all ages

GOAL 4: Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 9: Industry, Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

GOAL 12: Responsible Consumption and Production

Ensure sustainable consumption and production patterns



LOOKING FORWARD

"Make the Case" competition filled an important niche within knowledge creation and knowledge transfer. The competition, focused a light on programs and innovations that have already been put into practice and have the potential to be scaled, rather than focusing on entirely new start-up concepts.

These are programs which often do not get the attention they deserve, and which can be helped by visibility, engagement and new collaborations, bringing positive impacts to communities without the necessary need for funding rounds and profit motives.

Inspired by the success of the competition in India; CAPP will now be hosting a similar competition in Curaçao and Fiji, two of CAPP's Flagship Nations.

The intention is to highlight effective programs from Caribbean and Pacific Islands which are helping to curb the plastic pollution problems faced by the respective countries.

The success of this competition has led to the preparation of Season 2 of the competition in India.



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Main Sponsor: Chellaram Foundation

"MAKE THE CASE" COMPETITION

Did you know?

10,000 TONS OF PLASTIC
PER DAY STAYS ON LAND OR POLLUTES OUR WATER BODIES

About the competition

SHOWCASE
HIGH-IMPACT INITIATIVES
IMPLEMENTED IN INDIA TO
REDUCE PLASTIC WASTE

HOW WILL YOU MAKE INITIATIVES REPLICABLE & SCALABLE IN INDIA? ARE YOU AN ADVOCATE OF SUSTAINABILITY?
DO YOU WANT TO BRING ATTENTION TO AN INITIATIVE THAT IS MAKING A REAL DIFFERENCE?

WHAT ARE THE STAGES?

Registration
5-20 November 2020

STAGE 1: Submission of
Summary sheet
(shorter version of case study)
30 December 2020

STAGE 2: Notification to
short-listed candidates
15 January 2021

Submission of
final case study
15 February 2021

Presentation,
Panel Discussion,
Award Ceremony
26 February 2021

WHO CAN PARTICIPATE?

Students from
B-Schools, Universities,
Technical and
Scientific Institutes.

Team size
3-4 students from
an institute.

WHY PARTICIPATE?

Prize Money

1st Prize USD 1,000
2nd Prize USD 750
3rd Prize USD 450

4 Categories:
2 Winners each
@USD 350

Other opportunities
Internship, Publication
and Presentation in
an international forum
on sustainability.

ACT NOW!

To learn more, visit

CAPPIIndia.in

contact@cappindia.in