



International Council For Circular Economy

## "I AM CIRCULAR" Challenge

### Introduction

The "I AM CIRCULAR" Challenge is a unique platform designed to recognize and celebrate the best circular innovations in India across various sectors. As the world pivots towards sustainable practices, this initiative seeks to spotlight pioneers who are redefining industry norms with circular economy principles. By highlighting these trailblazers, we aim to inspire widespread adoption of sustainable practices, fostering a more resilient and responsible future.

### Objectives

- **Showcase Circular Innovations:** To identify and promote groundbreaking circular products and services that exemplify sustainability and innovation.
- **Raise Awareness:** To increase public and stakeholder awareness about the importance and potential of circular practices through a prestigious coffee table book featuring the top 30 innovations.

### Who Can Apply?

- **Industry Leaders:** Companies with established circular products or services.
- **Designers:** Individuals or teams who have crafted products with longevity and sustainability at their core.
- **Creative Entrepreneurs:** Innovators using creativity to solve environmental challenges.
- **Startups:** Emerging companies offering new, circular solutions.

### What We Are Looking For

Applicants should demonstrate alignment with at least one of the following categories:

1. **Design to Last:** Innovations that are durable, repairable, and built to endure, reducing the need for frequent replacements.
2. **Work with Nature:** Solutions that harness natural processes, materials, and systems, promoting a harmonious relationship with the environment.
3. **Using Existing Resources:** Products or services that creatively repurpose or recycle materials, minimizing waste and maximizing resource efficiency.



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## The Outcome

A limited-edition coffee table book featuring the top 30 circular innovations. The book would be shared with the PMO, various ministries at the central and state levels, embassies, key stakeholders in the industry.

This publication will serve as a powerful tool to elevate the profiles of the innovators and inspire others to embrace circular economy principles.

The top 30 circular innovations will be featured in a limited-edition coffee table book, which will be distributed to:

- Various ministries at the central and state levels
- Embassies
- Key stakeholders in the industry

This publication will serve as a powerful tool to elevate the profiles of the innovators and inspire others to embrace circular economy principles.

## Project Timeline

- 16th Sep- 15 Nov - Applications open
- 1st Dec-20th Dec- Evaluation\*\*
- 6th Jan - Announcement\*\*
- 31 Jan- Publication and distribution of coffee table book\*\*

\*\*Proposed Dates

## Conclusion

The “I AM CIRCULAR” Challenge is not just a competition; it is a movement towards a sustainable future. We invite you to be a part of this journey towards sustainability, innovation, and circularity.