



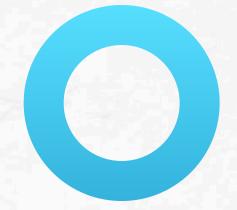


econscious™ live more, waste less

Case Study

for Plastic Innovation Challenge

Econscious



Implemented by



Supported by

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Knowledge Partners



Startup Summary



Date of Incorporation

September 24, 2020



Headquarters
Delhi, India

The Founder





Four years ago, inspired by seeing plastic waste during a mountain trek, the **co-founders of Econscious**; **Sonal Shukla & Vaibhav Verma,** decided to tackle the global plastic pollution problem. Since then, they have led efforts to up-cycle over 500,000 kg of post-consumer plastic waste into valuable products, while creating jobs for over 20 individuals. With a focus on plastic recycling, their mission is to build a sustainable society through innovation and sustainability.

Introduction

econscious® is a social impact startup that specializes in recycling post-consumer plastic waste into high-quality, eco-friendly products.

Products/Services Provided

Public utility: Benches, dustbins, artworks.

Impact gifting for individuals & corporates: Pots, planters, mementos, awards, etc.

Home decor & Office accessories: Benches, dustbins, artworks.





The Solution

They offer an innovative range of recycled plastic products in India, their 2 main product categories being furniture & gifting items.

Value Proposition

Sustainability: Diverts plastic waste from landfills and oceans.

Durability: Products are long-lasting, weather-resistant, and require minimal maintenance.

Social Impact: Provides livelihoods to informal waste workers and promotes community awareness about waste segregation.

Potential Use case for the Hospitality Sector

- The hospitality sector has a significant environmental footprint, with high levels of waste generation and resource consumption. econscious® offers sustainable solutions that align with the sector's growing focus on environmental responsibility.
- They have created products for resorts and eco-lodges to install durable outdoor furniture and waste segregation solutions. They provided plastic lumbermade furniture and waste bins to replace their conventional, short-lived options.

- Their products ensure:
- Aesthetic appeal: Customizable designs that blend seamlessly with hospitality spaces.
- > Sustainability: Reducing the establishment's reliance on virgin materials.
- **Cost efficiency:** Long-lasting products with lower lifecycle costs.

Quantified climate and social impact

Plastic Waste Recycled

500,000

kg processed

Social Impact

30+

workers employed with fair wages and improved conditions.

CO₂ Reduction

600

tons of CO₂ emissions prevented by reducing virgin plastic production.

Products Delivered

2,500+

public benches installed and 5,000+ products supplied to corporate clients.



Pilots

Project

• Maldives

Innovative solution for plastic waste management

Industry needs

This two-month initiative will provide Sun Siyam Group the opportunity to implement econscious®'s recycling technology, transforming plastic waste into durable products like sustainable furniture.

Outcomes

econscious® will supply the machinery, technical expertise, and staff training, while Sun Siyam Group will provide the necessary infrastructure, will oversee operations, and manage waste collection.

Long term goals and target

Scaling Operations: Establish additional recycling facilities in strategic locations across India and internationally.

Expanding Product Range: Innovating new products to meet the growing demand for sustainable solutions across industries, including hospitality.

Community Engagement: Continuing to educate and engage communities on waste management and segregation through campaigns and workshops.

Global Presence: Position econscious® as a leader in plastic waste management and sustainable product manufacturing in South Asia and beyond.

