



**econscious™**  
live more, waste less

# Case Study

for Plastic Innovation Challenge

## Econscious

Implemented by



Supported by



**UNOPS**



**WORLD BANK GROUP**

Supported by

CLIMATE  
CHALLENGES

Knowledge Partners

CLIMATE  
COLLECTIVE

# 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 lumber-made 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.

CO<sub>2</sub> Reduction

600

tons of CO<sub>2</sub> emissions prevented by reducing virgin plastic production.

Products Delivered

2,500+

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



## Pilots

### Project

Innovative solution for plastic waste management

Maldives

### 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.