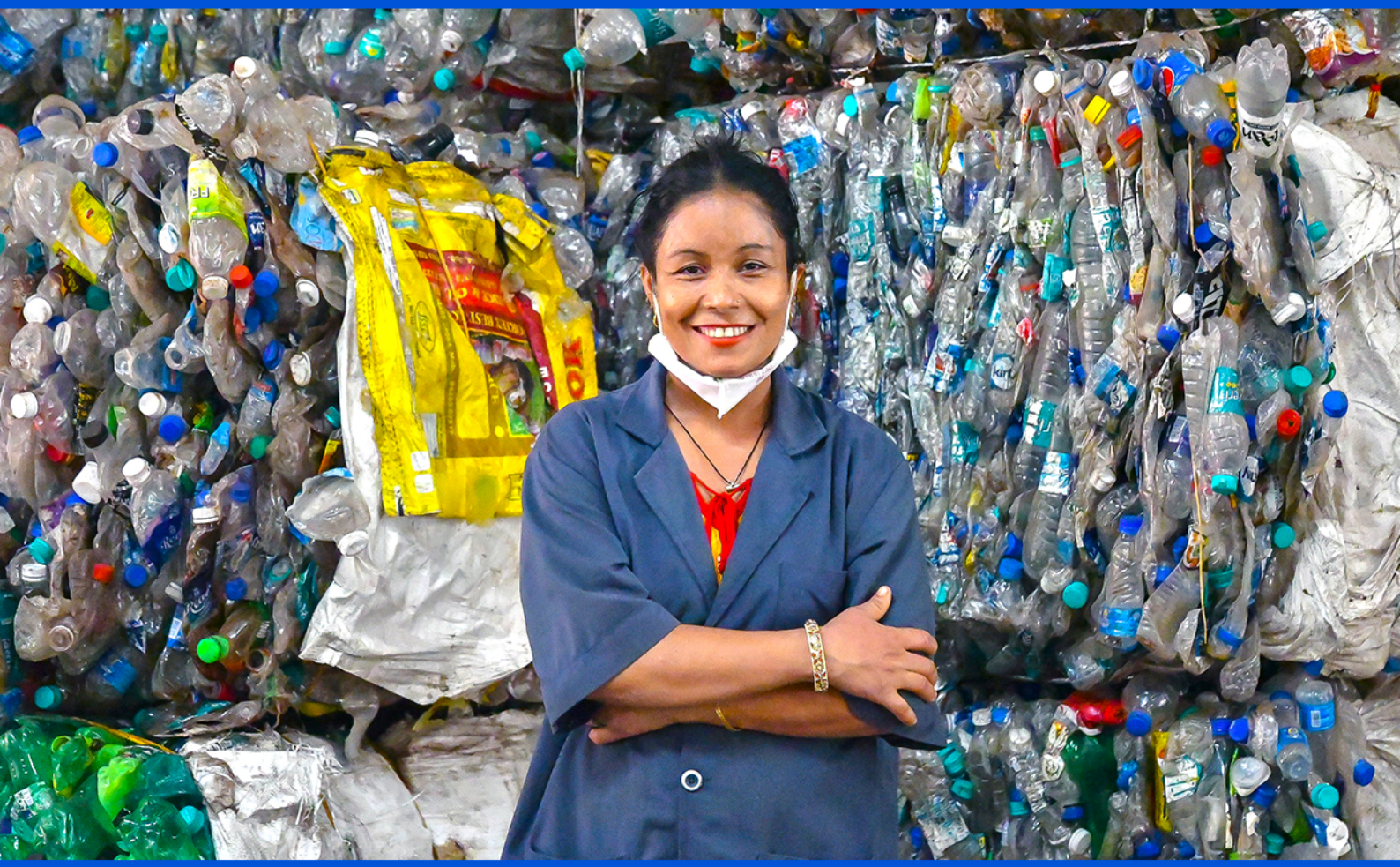
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Fostering Plastic Circularity Models At Scale

HUL's CSR Impact Report on 'Waste Free World'



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Executive Summary

Hindustan Unilever (HUL) aims to transform plastic usage by treating waste as a valuable resource. The HUL Compass enumerates several commitments to guide the company in the endeavour to achieve plastic circularity. In partnership with UNDP and Xynteo, the company has helmed a gamut of programmes under the aegis of Waste Free World, encompassing three initiatives:

- Decentralised Material Recovery Facilities (MRFs) to create accessible infrastructure for dry waste management at a ward level.
- Driving Behaviour Change by encouraging citizens to segregate waste at home, while concurrently implementing a digital curriculum to educate students on waste segregation and recycling.
- Linking sanitation workers with government social protection schemes, thereby fostering their social inclusion.

The Impact Assessment was carried out for the period 1st April 2022, till 31st March 2023 with the following objectives:

- To report the environmental impact as well as financial viability, scalability, and replicability of the Decentralised Material Recovery Facilities (MRF's) in Mumbai and Aurangabad by assessing the total plastic and dry waste processed.
- To report the effectiveness of the behavioural change campaign in driving awareness and urgency to act for waste segregation.
- The impact of Utthaan in enabling access to Government social security schemes for Safai Saathis, thereby enhancing their social inclusion.









Samhita Social Ventures conducted an Impact Assessment using a qualitative research design that involved primary research methods such as Key Informant Interviews, Focus Group Discussions, and Observations, as well as secondary research. The following are the key outcomes of the Impact Assessment Report:



- The Material Recovery Facilities (MRFs) in Mumbai and Aurangabad processed 4477 metric tons of dry waste between April 2022 to March 2023, with 2417 metric tons of plastics being segregated and processed responsibly. The D-Ward MRF in Mumbai achieved financial viability daily since April 2022 and has been operationally viable since August 2022 by sourcing and processing 3 metric tons of waste per day.

- 16,907 households and 84,535 individuals were reached through behaviour change initiatives in Mumbai.



- The 'Waste No More' curriculum educated 1,00,000 students on the importance of source segregation and recycling through a digital curriculum.

- Over 3,300 Safai Saathis have gotten access to Government documents and social protection schemes covering food, health, safety, security, and financial inclusion.

In conclusion, HUL's Waste-Free World has created a holistic chain of programmes encouraging sustainable waste management practices across all aspects of dry waste management at a ward level. The programme illustrates how a multi-pronged approach can create long-term systemic change. By covering everything from infrastructural support to behavioural nudges and the social inclusion of sanitation workers in the value chain, HUL has demonstrated a circular economy model that can be replicated across the country.



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INTEGRATED PLASTIC WASTE MANAGEMENT
A rising challenge

Plastic waste generation is a serious problem due to ineffective waste management practices. Domestically, India produces 9.3 million tonnes[1] of plastic waste annually. To address this challenge, there's a pressing need for the industry to embrace circular economy principles to minimise waste, pollution, and open avenues for sustainable growth and innovation.

Since 2014, the Indian government has also been continuously advancing waste management efforts, culminating in the launch of Swachh Bharat Mission-Urban 2.0 in 2021. This upgraded version aims for 100% source segregation, door-to-door collection, scientific management of all waste fractions, safe disposal in scientific landfills, and the remediation of dumpsites, envisioning garbage-free cities by 2026.[2] Alongside the enforcement of amended Plastic Waste Management Rules to curtail single-use plastics and notified guidelines on Extended Producer Responsibilities (EPR) on plastic packaging.

HUL's model:
Plastic circularity & Collective action

Hindustan Unilever Limited (HUL), has always championed the cause of creating a Waste Free World as part of their overall commitment to responsible business creating a positive impact on people, the planet, and society. HUL's contributions in this regard have been aligned with national development priorities and have created new standards for responsible business in the FMCG sector. The company is guided by the 'Compass' which is their fully integrated business strategy that lays the pathway for delivering superior value to all their stakeholders while practicing sustainable business.



[1] SBM Plastic Waste Book.pdf (swachhbharaturban.gov.in)

[2] https://pib.gov.in/PressRelease

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Driving Change
A Holistic Approach

HUL's Compass commitments aimed at a waste-free world have been brought to life in the form of three strategic CSR initiatives focused on various aspects of plastic circularity.

These programmes are further enriched by collaborating with significant ecosystem stakeholders such as municipal corporations, state governments, and esteemed organisations like the **United Nations Development Programme (UNDP) and Xynteo.**





The initiatives are:

Decentralised Material Recovery Facilities

Driving Behaviour Change Campaign

Improving lives of Sanitation Workers

Decentralized Material Recovery Facilities

Financially viable and replicable waste management infrastructure

The Material Recovery Facilities (MRFs) are a critical component in maximising the recovery of recyclable materials, particularly plastic waste. The MRFs serve as a specialised plant equipped with sorting equipment and well-defined Standard Operating Procedures (SOPs) to ensure efficient segregation and preparation of recyclable materials. HUL has entered two partnerships – one with Xynteo, Brihanmumbai Municipal Corporation (BMC), and Aurangabad Municipal Corporation (AMC) in the D-Ward of Mumbai and Aurangabad; and another with the UNDP, Brihanmumbai Municipal Corporation (BMC) in the H-West, K-East and R-North wards of Mumbai.



Decentralized Material Recovery Facility Model

Waste Generators

- **Residential** Housing Col, Private Houses, Apartments, Hostels, etc.
- **Commercial** Office buildings, Malls, Stores, Hotels, Lodges, etc.
- **Industrial** Factories, Mills, Warehouses etc.
- **Institutional** Schools, Colleges & University Hospitals, Govt. Institutions

STEP 1 — **Segregation** (Implementation Partner assisting in source-level segregation through workshops and training)

Citizens, house keeping staff, Implementation Partner
Community Engagement

STEP 2 — **Collection** (Segregated waste collected by Implementation Partner's Safai Sathis in collaboration with ULB providing transport services)

Implementation Partner + Safai Sathis
Capacity Building

STEP 3 — **Primary Sorting** (Collected waste sorted into multiple categories Eg: plastic, paper, cardboard, glass, metal)

STEP 4 — **Secondary Sorting** (Further sorting of waste material in to multiple sub-categories Eg: PET, HDPE, LDPE etc.)

STEP 5 — **Aggregation** (Of previously sorted material based on their quality, quantity and requirement for final processing stage)

STEP 6 — **Processing** (Preparation of material based on specific recycling requirement for example baling, shredding)

STEP 7 — **Transportation** (Packing and moving processed waste from MRF to Recyclers)

Implementation Partner + Recycling Partners
Material Recovery

STEP 8 — **Recycling** (Final processing of materials to pallets or raw material for new material manufacturing)

SDG Linkages

Plastic Waste Management Programme brings a unique cross-cutting opportunity to contribute towards most of the 17 Sustainable Development Goals (SDGs)

Increased income of the waste pickers

Reduction in landfill, greenhouse gases and marine litter. Promotes safe practices of handling waste.

Empowering women waste pickers through inclusion and improved livelihoods.

Circular Economy of waste, innovation in technology, energy recovery and promoting extended producers' responsibility.

Collaboration, engagement and partnership at every level.

The MRFs have processed 4477[3] metric tons of dry waste between April 2022 to March 2023, with 2417[3] metric tons of plastics being segregated and processed responsibly.



"Once the waste comes into MRF it becomes a material and does not remain waste anymore."

-Haider Ali, Founder,
Aasra Welfare Association[4]

The MRFs' functioning is geared towards not only maximising recovery but also facilitating a circular and sustainable business model. Through partnerships with off-take partners, recyclable materials processed at the MRFs are transformed into new products like benches or polyester T-shirts, thereby promoting responsible consumption and production.

Highlighting Success

The D-Ward MRF achieves financial and operational viability at sourcing and processing 3 metric tons of waste per day, a feat it has achieved daily since April 2022 and has been operationally viable since August 2022.[3] This reinforces the financial viability and replicability of the programme, in tum ensuring that it is a long-term and sustainable model.

Financial viability is crucial for ensuring the replicability of the model. For any project to attain financial viability, it is essential that revenues exceeds the costs. The primary revenue source for MRFs is derived from selling incoming waste to registered recyclers, which depends upon the quality of waste received at the MRF. Poor-quality waste hampers effective secondary segregation processes, leading to reduced revenue streams. Therefore, enhancing source segregation is of paramount importance for the project to achieve financial viability.

-Ritik Kumar Sinha,
Associate Partner, Xynteo



[3] Impact Evaluation Report, Islands of Excellence Programme, FY 22-23 + UNDP Quarterly Progress Report

[4] The Aasra Welfare Association is responsible for operating the MRF in the H-West Ward of Mumbai

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Driving Behavioural Change

Start A Little Good - Getting Indians to segregate waste at home



In FY 2022-23, the Start A Little Good (SALG) campaign initiated by Hindustan Unilever Limited (HUL) aimed at addressing the critical issue of waste segregation in Mumbai. The behaviour change campaign combined human insights and behavioural science techniques to inspire citizen action to drive better waste segregation in societies. SALG engaged key stakeholders from every level involved in the waste value chain to become partners of the program. The campaign sought to build confidence among residents that their efforts in waste segregation would be effectively supported breaking the resistance to changed behaviours. Starting with the Brihanmumbai Municipal Corporation (BMC) to streamline waste collection infrastructure, the campaign sought to build confidence among residents that their efforts in waste segregation would be effectively supported breaking the resistance to changed behaviours. Furthermore, by involving students as agents of change and leveraging early adopters as champions within the community, the SALG campaign employed behaviour science-backed techniques to reduce perceived barriers to the segregation of waste at home. Frequent digital reminders via WhatsApp reinforced the message and fostered a sense of social belongingness among residents, encouraging sustained participation.

The programme was operated in D-Ward, Mumbai by Xynteo. A similar program was operated in and in the H-West, K-East, and R-North wards of Mumbai by UNDP.





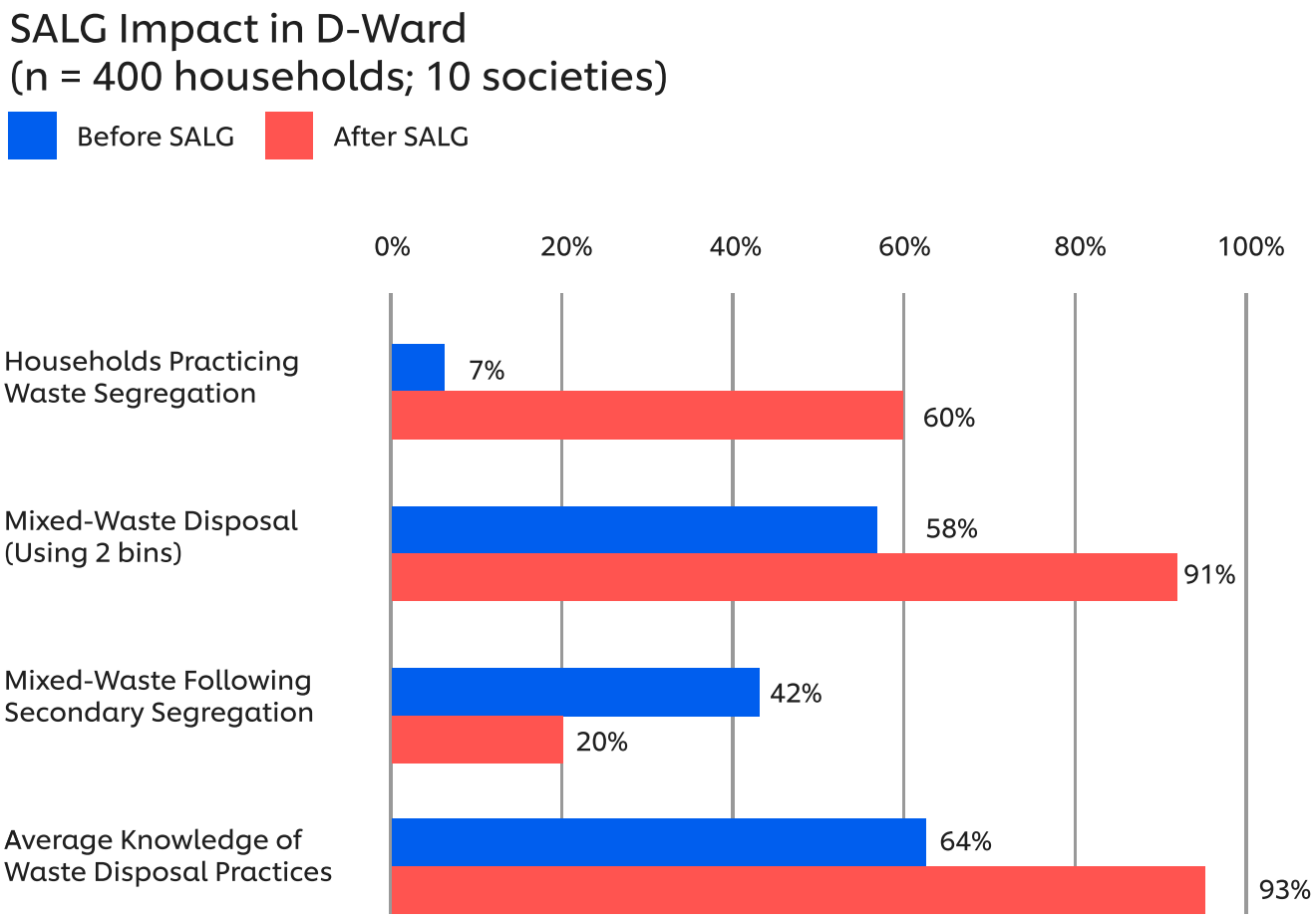


For the behavior change initiatives, 16,907[5] households and 84,535 were reached.

[5] IEC Campaign Impact Evaluation Report + UNDP Quarterly Progress Report

Highlighting Success: The D-Ward Story

The below table showcases significant progress through improved knowledge and action on source segregation practices and community behaviour via Start A Little Good Campaign by HUL & Xynteo in D-Ward through an assessment conducted by ConnectEd Technologies:



"The door-to-door outreach made people more conscious of the need to participate and make a difference. There has also been a change in the way our Safai Saathis feel about their role in this effort."

-Resident, D-Ward





Behaviour Change Program for Children

HUL drives behaviour change programs in schools to inspire children – who can be powerful changemakers and advocates of appropriate waste disposal practices in their surroundings – be it at their schools, their homes, or in their neighbourhoods.

The Waste No More curriculum is an interactive and self-learning digital curriculum designed to educate students on waste segregation and recycling concepts. This is deployed in partnership with the State Education Department by leveraging the government's e-learning platforms such as Diksha and Hawa Mahal. In 2022, the program was scaled up in Maharashtra and Rajasthan. The estimated reach through digital outreach is over **1,00,000** students.[6]



Improving lives of Sanitation Workers
Project Uthhaan



Safai Saathis or waste pickers are the backbone of traditional waste management system in most Indian cities.

Notably, in India, approximately 4 million Safai Saathis work without social security, health insurance, or even minimum wages.[7] According to a survey conducted by the UNDP, the majority of Safai Saathis are employed in the informal sector, with nearly 70% hailing from socially backward groups and over 60% lacking formal education. Furthermore, less than 5% of them have health insurance, and only 20% are linked to the Jan Dhan Yojana.[8] These figures underscore the urgent need for concerted efforts to address their exclusion from government benefits and help uplift the community.

The 'Utthaan – Rise with Resilience' project, led by HUL in partnership with UNDP India, served as a beacon of support for Safai Saathis. This initiative offers targeted assistance to mitigate their vulnerabilities and bolster their resilience.

[6] Waste No More Digital Curriculum Impact Report

[7] https://indianexpress.com/waste-pickers-policy-support-welfare

[8] https://www.undp.org/india/creating-life-dignity-safai-sathis-india



'Utthaan – Rise with Resilience' enhances access to social protection schemes for Safai Saathis. Through strategic interventions, HUL and UNDP India ensure the effective administration of schemes like the Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, eSHRAM cards, and Jan Dhan accounts. Efforts are made to streamline the issuance of essential national identity cards, enabling eligibility for accessing social security programs and their benefits, as well as social inclusion.

In collaboration, HUL and UNDP India through its implementation Partners have made significant strides in uplifting Safai Saathis.

In 2022, over 3,300 Safai Saathis were linked to government social protection schemes by HUL and UNDP in Mumbai and Delhi.[9]



"I am happy that now we are protected with insurance and have access to health services."

-Jahanara Begum,
Safai Saathi

Conclusion
HUL's sustainable impact across programs

In conclusion, HUL's Waste-Free World program has created a holistic chain of programs encouraging sustainable waste management practices across all aspects of dry waste management at a ward level. The program illustrate how a multi-pronged approach can create long-term systemic change. By covering everything from infrastructural support to behavioural nudges and social inclusion of sanitation workers in the value chain, HUL has demonstrated a circular economy model that can be replicated across the country.



[9] UNDP Utthaan Project Closure Report

Annexure 1: Partner Collaborations

Name of collaborating partner organisation	Type of Stakeholder	Roles and Responsibilities
Hindustan Unilever Ltd. (HUL)	Convener	Financial and non-financial support – CSR funding; knowledge and outreach support for behaviour change, communication activities
Xynteo	Technical expert Project management	Project manager – Programme design and monitoring; implementing and managing PPPs
United Nations Development Programme	Multilateral organisation/ development partner	Design, Monitoring & Evaluation partner
Brihanmumbai Municipal Corporation (BMC)	Government partner	Enabler – Providing civic infrastructure, land, utilities and approvals for setting up MRF in Mumbai
Aurangabad Municipal Corporation (AMC)	Government partner	Enabler – Providing civic infrastructure, land, utilities and approvals for setting up MRF in Mumbai
State Bank of India (SBI) Foundation	Institutional donor	Catalytic funding
Dalmia PolyPro	Mechanical recycling company	Implementation partner- Decentralized Material Recovery Facility
EcoSattva	Social Enterprise	Implementation partner- Decentralized Material Recovery Facility
Swachh Sustainable Solutions Pvt Ltd	Social Enterprise	Implementation partner- Decentralized Material Recovery Facility
Aasra Welfare Association	NGO	Implementation partner- Decentralized Material Recovery Facility
Aakar Mumbai	NGO	Implementation partner- Decentralized Material Recovery Facility
Citizen Association for Child Rights	NGO	Implementation partner- Driving Behavior Change
Stree Mukti Sanghatana	NGO	Implementation partner for Project Utthaan

Bal Vikas Dhara	NGO	Implementation partner for Project Utthaan
Haqdarshak	NGO	Technical partner for Project Utthaan