



The Incubation  
Network Presents

EQUALITY  
in PLASTICS  
CIRCULARITY

# Equality in Plastics Circularity

2021 COHORT



## INTRODUCTION

# **The marginalization embedded within waste systems and global markets today tends to disproportionately affect women.**

Many waste management and recycling systems in South and Southeast Asia rely on women working in the informal sector, but offer them few opportunities to secure dignified work or improve their livelihoods. The work of women is often less secure and less valued than the work of men, and women are at greater risk of discrimination, harassment, and violence. Opportunities to build assets and consolidate influence or power in the waste management value chain are also often harder for women to access.

The pursuit of innovative solutions to improve waste management runs the risk of inadvertently contributing to trends that could negatively impact the most marginalized and disenfranchised people in the system. Therefore, it is essential to keep a focus on gender equality and social inclusion in the work of The Incubation Network.





# Introducing the **Equality in Plastics Circularity** program

The Incubation Network's new **Equality in Plastics Circularity** program will support a cohort of solutions to advance gender equality within plastic waste management and recycling systems.

## PROGRAM KEY OBJECTIVES

### OBJECTIVE

# 01

## **Raised awareness, and practical responses**

To increase awareness around gender inequalities and human rights issues within waste management and recycling systems, highlight practical approaches to improving gender sensitivity and responsiveness, and demonstrate the potential impact of such approaches.

### OBJECTIVE

# 02

## **Innovation with women as key stakeholders**

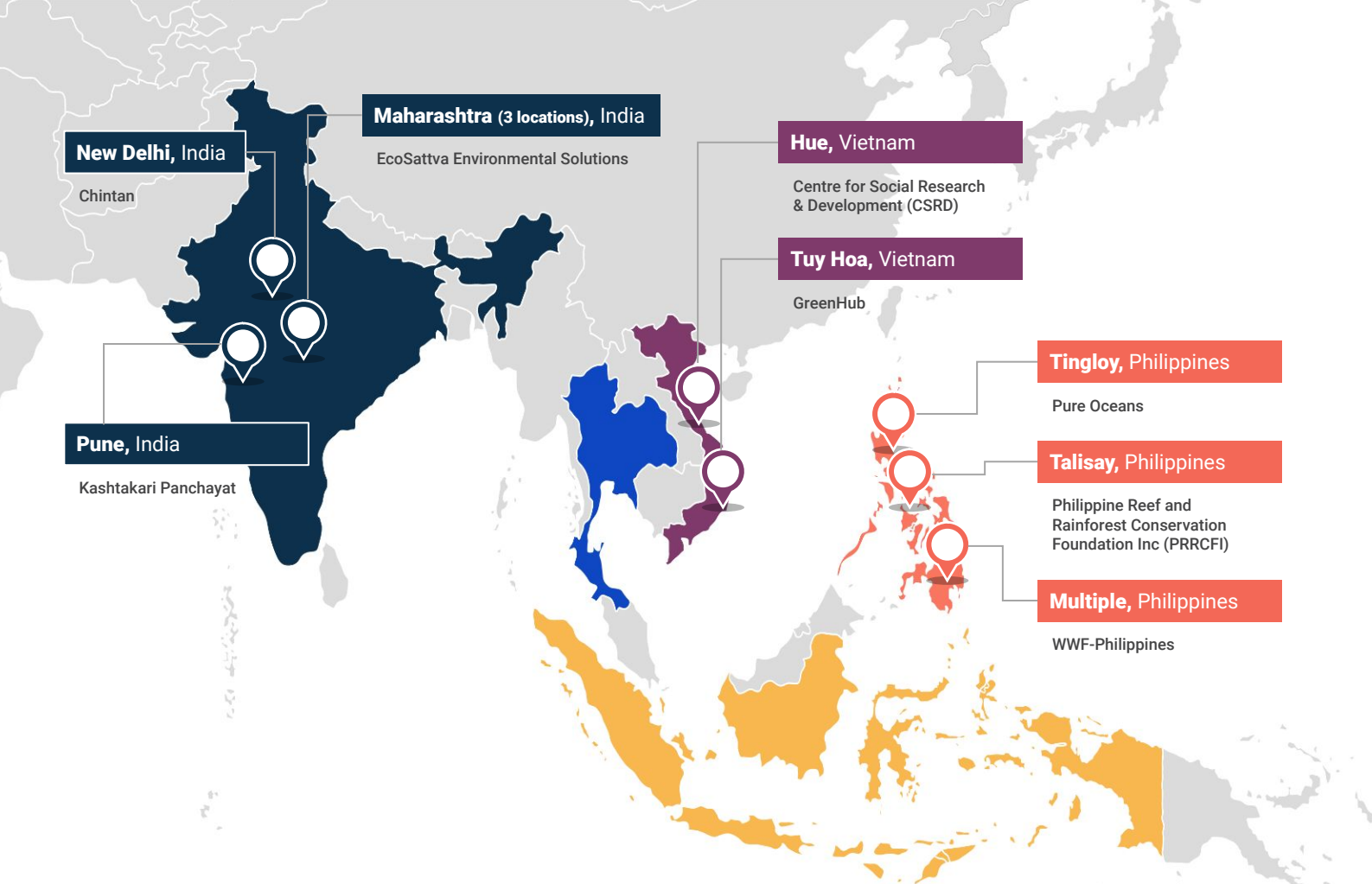
To generate and scale two-pronged innovative solutions that tackle issues within waste management and recycling systems, and simultaneously value women as key stakeholders, thus increasing women's access to and control of resources.

### OBJECTIVE

# 03

## **Increased influence of civil society organizations**

To create opportunities for civil society organizations, particularly those that represent waste workers and women's rights, to influence decision-making in waste management and recycling systems.



## Project Profiles

**8 projects selected**  
from six Civil Society Organizations  
and two Social Enterprises

**Additional  
technical assistance**  
will be deployed

**5 entrepreneurial  
solutions**  
complemented by three research  
and policy advocacy projects

**US\$220,000+**  
in financial assistance  
across all projects





# Project Profiles (1/4)

## Kashtakari Panchayat



India

[Visit website >](#)

Based in Pune, India, Kashtakari Panchayat is a non-profit organization that supports waste pickers, their families, and their collectives, which include the KKPKP union and SWaCH Cooperative, through direct financial assistance and indirect support such as training, facilitation, and research.

Kashtakari Panchayat's solution is part of an [EU SWITCH-Asia](#) project that aims to establish new, vertically integrated supply chains that create greater incomes and opportunities for (women) waste pickers and other stakeholders.

### Project Overview

- Establish four new supply chains for value-added products from plastic waste, such as 3D printing filament, that will be owned and operated by waste pickers, of which 70% will be women
- The Incubation Network will provide direct support for four co-op scrap shops and two recycling units, as well as for the mobilization and training of waste pickers

## EcoSattva Environmental Solutions



India

[Visit website >](#)

EcoSattva Environmental Solutions is a women-led social enterprise based in Aurangabad, Maharashtra, India that provides services in solid waste management, green cover management, and waste water management. Their project seeks to provide services that reduce leakage and also create income-generating and otherwise empowering pathways for women.

Ecosattva Environmental Solutions is also a cohort participant of The Incubation Network's [Leakage and Livelihoods](#) program.

### Project Overview

- Pilot a business, led by women waste pickers, to provide bulk waste management, zero waste events, and event waste management services
- Test the markets in Aurangabad, Alibag, and Rajgurunagar, and select one market
- Train women waste pickers in:
  - Driving
  - Circular economy, zero waste & waste reduction methods
  - Financial & business management
  - Communication skills
  - Forward linkages
- The Incubation Network is establishing a technical assistance partnership between EcoSattva and a locally-based NGO to address and mitigate any potential unintended consequences, such as the risk of gender-based violence

# Project Profiles (2/4)

## Chintan Environmental Research & Action Group



India

[Visit website >](#)

A New Delhi-based non-profit organization, Chintan Environmental Research & Action Group works to reduce waste and consumption, collect and manage solid and electronic waste, and advocate around materials, waste, and consumption, as well as for waste pickers. By adopting an action research approach, their project aims to identify and achieve conditions for better social, economic, and political integration of women waste pickers.

### Project Overview

- Establish four decentralized plastic waste collection facilities on land owned by municipality or residents' associations, with two being led by women waste pickers and the other two being led by men waste pickers
- Identify the optimal working conditions for women waste pickers to manage plastic waste
- Identify the differences in strategies deployed by men and women in running waste collection facilities
- Conduct policy advocacy and awareness-raising campaigns on gender inequality in local waste management and recycling systems with policymakers, municipalities, and waste pickers' organizations
- Carry out capacity-building training for waste pickers on topics such as material handling, safety, and financial management

## Centre for Social Research & Development (CSRD)



Vietnam

[Visit website >](#)

CSRD is a non-governmental organization based in the central region of Vietnam, operating since 2008 to seek justice for vulnerable communities threatened by external change. Their project seeks to socially, economically, and politically integrate women informal waste workers by determining how they might contribute to the implementation of Hue's 'Green Cities' master plan, and presenting those findings to the government.

### Project Overview

- Conduct research incorporating Feminist Participatory Action Research methods
- Map the waste management and recycling system, and contribution of women informal waste workers in Hue
- Determine the status of women informal waste workers, and their desired reality
- Identify the policy changes necessary to improve social and economic conditions of women informal waste workers

# Project Profiles (3/4)

## GreenHub



Vietnam

[Visit website >](#)

A Vietnamese civil society organization established in 2016, GreenHub focuses on zero waste solutions, plastic waste, marine plastic, sustainable agriculture, and natural conservation. GreenHub's research and advocacy project aims to integrate women informal waste workers into formal provincial waste management and recycling chains.

## Project Overview

- Conduct detailed research on the status of women informal waste workers, who account for around 98% of all informal waste workers across the waste supply chain in Tuy Hoa city, Phu Yen province
- Map, assess and illustrate:
  - The specific role of women informal waste workers and how they contribute to recycling value chains
  - Their desires around social, economic, and political inclusion
- Leverage GreenHub's relationship with local political institutions to seek leadership, integration, financing, or capacity-building opportunities for women informal waste workers, based on the research findings

## WWF-Philippines



Philippines

[Visit website >](#)

A long-established non-profit organization based in Quezon City in the Philippines, WWF-Philippines supports and develops conservation and sustainability programs to help protect the most biologically significant ecosystems in the Philippines and across Asia. As a partnership between WWF's [No Plastics in Nature Initiative / Plastic Smart Cities program](#), the [University of the Philippines Centre for Women and Gender Studies](#), and the center's special arm, the Angat Bayi Women's Political Empowerment Program, this research and advocacy project seeks to understand women's perceptions and attitudes towards the Philippines' waste problem, so that future interventions can tackle root causes.

## Project Overview

- Conduct in-depth research and policy advocacy
- Utilize research findings to design policy interventions with women politicians who are fellows of Angat Bayi
- Monitor policy interventions, and publish best practices

# Project Profiles (4/4)

## Philippine Reef & Rainforest Conservation Foundation, Inc (PRRCFI)



Philippines

[Visit website >](#)

A not-for-profit non-governmental organization established in 1994 that acts as the caretaker for Danjungan Island in the Negros Occidental province, the PRRCFI runs several environmental programs that focus on biodiversity conservation, nature tourism, science & research, environmental education, solid waste management, and zero-waste initiatives. As part of their homegrown Wala Usik ("do not waste anything") movement, the PRRCFI will be conducting a project to address gender and human rights issues for women informal waste workers.

### Project Overview

- Conduct research, consultation, and prototype innovations to support women informal waste workers to participate in (and benefit from) a circular economy
- Produce a localized version of a three-stage Design Thinking Framework:
  - Empathize and Define
  - Ideate, Prototype, and Test
  - Implement, Communicate & Measure
- Develop a 'Local Government Unit Guide for Gender-Responsive Waste Management and Circular Economy

## Pure Oceans



Philippines

[Visit website >](#)

Pure Oceans is a marine conservation social enterprise based in the Philippines, working with below-the-line island and coastal communities in the Verde Island Passage of the Coral Triangle, to design waste management systems and divert coastal plastic waste into the circular economy. Their project seeks to combat ocean plastic pollution in poor communities through the inclusion of women as primary agents of change.

### Project Overview

- Pilot two new business models, in three island/coastal locations:
  - Cloth diaper subscription service
  - Refillable home/lifestyle products sold door-to-door, as an alternative to sachets
- Provide additional income for sales agents, who will be disadvantaged mothers receiving conditional cash transfers from the government to keep their children in school
- Promote behavioral changes in local communities on plastic use
- Work closely with the volunteers who manage marine protection and the locations' material recovery facilities
- Carry out a market assessment on the demand for compostable diapers





## REQUEST AN INTRODUCTION

Email [inclusivemarkets@incubationnetwork.com](mailto:inclusivemarkets@incubationnetwork.com) to connect with any of our cohort participants.

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Program undertaken with  
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