



The Incubation
Network Presents

**INCLUSIVE CIRCULAR
ECONOMY PROJECTS**



2020
Cohort 1





ABOUT

Since 2020, the Network Development team has been running an annual RFP cycle to support projects that seek to reduce plastic waste, advance a circular economy and improve the livelihoods of informal workers, especially women and girls, with a view to scale.

Each project will receive final and technical support for 6-12 months. We will focus on facilitating knowledge sharing and enabling access to a pool of technical experts and mentors. In addition, we will provide practical resources for programs and offer both financial assistance, as well as design support to make the programs happen.





Agra Innovation Lab

Focus

- 1) Identification
- 2) Sorting
- 3) Transportation
- 4) Recycling of waste



Global



[project brief >](#)

Massive Earth Foundation and GoMassive Incubators setup the Agra Innovation Lab for Prevention of Plastic Leakage into the Environment (AIL-PrePLE) with support provided by The Incubation Network (TIN). AIL-PrePLE is a platform for entrepreneurs, academicians, technical researchers, and innovators across the globe to accelerate and pilot test solutions that prevent plastic leakage into the environment. The focus was on solutions relevant to identifying waste, mechanized collection and transportation of waste, sorting of waste, and unique recycling processes.

GoMassive provided support to selected innovations to pilot their solutions in the city of Agra. Successful pilot further allowed these startups to become a fully-fledged partner in the two-year Agra city cleanup project and also raise funding from GoMassive investment platform.

Key Impacts



10
Startups
Supported



Advancing Gender Equality

Out of the 31 applications, **8** applications were led by women
Out of the 10 shortlisted applications, **5** applications were led by women or were a part of the founding team
Out of the final 4; 2 startup has women leadership



About the Partner

GoMassive

Led by entrepreneurs, seasoned angel investors, corporates, and VCs, GoMassive invests in sustainability startups solving pollution & climate change. The network brings access to capital, mentorship, and validation of ideas through its partnerships with research labs, tech academia, and policy think tanks. GoMassive has evaluated 350+ startups in the pollution space since 2019.



Circular Impact Market Accelerator

Focus

Reducing plastic waste in F&B



India



[project brief >](#)

In December 2020, The Incubation Network partnered with one of our members, AtWorks, an impact-focused entrepreneur support organization to support their project, Circular Impact Market Accelerator (CIMA). With TIN's technical and financial support, AtWorks launched CIMA, India's first product accelerator to solve for plastic use and waste in mainstream industry. The 1st cohort is focused on the F&B industry, and AtWorks partnered with Impresario Handmade Restaurants, who run some of India's leading F&B brands like Social Offline, Smoke House Deli and Salt Water Cafe. The 6-month program was designed to help identify viable, market-ready solutions that Impresario can adopt, and to guide the integration and onboarding of these solutions into Impresario's value chain, and embedding them as long-term suppliers for the group. For more information on opportunities provided to startups, [click here](#)

Key Impacts



23
Startups
Supported



Advancing Gender Equality

The accelerator design targeted at least **50%** of the selected start-ups to either have women founders or women in leadership positions.

One of the **4 key focus areas** for a selected start-up was on "Strengthening gender dynamics in the context of the work they do". Support and expertise will be provided to how their work can be leveraged to support imbalance dynamics with stakeholders they engage with.

Other

A Playbook will also be developed by AtWorks which will allow for sharing of learnings and support with other Entrepreneur Support Organizations (ESOs) towards replicating the model in other industries and geographies



About the Partner

AtWorks

AtWorks is a vibrant small business and entrepreneurial community in Chennai focused on innovation and local ecosystem development.



Mentorship Program on Circular Packaging

Focus

Circular Packaginging



Global



[project brief >](#)

The program aspired to mainstream sustainability in packaging value chains by providing opportunities for stakeholders in the packaging industry to learn more about the circular economy. The capacity building exercise was carried out through a series of four workshops spaced over four weeks covering the following topics:

1. Overview of Circular Packaging & Waste Management
2. Ideation and generation of packaging alternatives LCA tools and Life Cycle Management
3. Improving packaging waste collection and waste recycling
4. How to make business plan for circular packaging

Key Impacts

 **38** Startups Supported

notable applicant: Indian Institute of Packaging and Indonesian Packaging Federation



Advancing Gender Equality

The mentorship program addressed how to influence the design of packaging and choice of materials that can ensure informal waste pickers - whom majority are women - an ease in sorting and recycling to support livelihoods and reduce risks.



About the Partner

Ekonnnect Knowledge Foundation

Established in 2012 as a section 25 not-for-profit company, Ekonnnect Knowledge Foundation (Ekonnnect) offers awareness, training, education and entrepreneurship programs in environmental management and sustainability.

In addition, Ekonnnect undertakes policy research and action-based projects with community-orientation to catalyse innovations and foster green investments.



Climate Ready for Women in Upcycling

Focus

Upcycling / Women Entrepreneurs



India



[project brief >](#)

Climate Ready for Women in Upcycling is a pre-accelerator program specifically for women entrepreneurs in upcycling business with focus on business literacy and strengthening business models through training and mentorship.

The program is designed to bridge the missing skills so that women entrepreneurs build confidence and gain adequate knowledge to thrive in the market and actively seek support available in the ecosystem. It is a program by Climate Collective Foundation with the aim to create a gender balanced climate /cleantech startup ecosystem.

20 women entrepreneurs in the MVP or early sales stage will be part of the cohort. The cohort will receive capacity training as well as networking opportunities through collaborative exercises with the cohort and external speakers to build confidence to leverage opportunities.

Key Impacts



20
Startups
Supported

Advancing Gender Equality

Climate Ready for Women in Upcycling program was designed specifically for women to support gender diverse pipelines coming to entrepreneur support programs and to have more successful women led startups in upcycling.

Specific tailored sessions for women's needs with an aim to bridge gaps were arranged like personal branding, importance of networking, interactive sessions and talks, funding for women and ecosystem opportunities.

The program focused on gender diverse trainers and mentors. Specifically, women founders were invited to be mentors for the one-on-one mentoring to create a safe space and diverse perspectives

One of the key insights from the cohort was that 30 % of the upcycling businesses upskill women for their production process, leading to inclusive green jobs creation.

Other

From participant surveys:

- 81% improvement in confidence as an entrepreneur
- 54% gained business literacy
- 57% connected with external stakeholders post sessions
- 47% raised funding through grant opportunities
- 47% selected for other programs in the ecosystem such as the Climate Launchpad



About the Partner

Climate Collective Foundation

Climate Collective is a non-profit focused on empowering entrepreneurs throughout the Global South by building, or strengthening, local climate startup ecosystems by bridging the gap between the development and private sectors.



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INCLUSIVE CIRCULAR ECONOMY PROJECTS

POWERED BY

SECOND
MUSE



The
Circulate
Initiative

SUPPORTED BY

Canada

Program undertaken with financial
support of the Government of
Canada provided through Global
Affairs Canada

ALLIANCE
TO END
PLASTIC
WASTE