



CII-ITC Centre of Excellence  
for Sustainable Development



Confederation of Indian Industry



## Call for technofinancial bids: Recyclable flexible packaging solutions

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## Call for applications with technofinancial bids: Recyclable flexible packaging solutions

Area	Narrative
<b>Context/ Background</b>	<p>Approximately 70% of all plastic packaging used in Indian consumer packaging is flexibles. Recycling rates of flexible packaging are very low. Larger packs made from PE or PP mono-material plastic films are collected for recycling to some degree; however, the large proportion of flexible packaging that is multi-polymer, or multi-material (MLP) is not recycled due to its complexity, low value, and lack of viable end-markets. The lack of recyclability of MLP poses a significant environmental challenge for India and leads to a loss of valuable resources for the Indian economy.</p> <p>In recent years, in the UK and Europe, there has been considerable progress by brands and retailers in moving from problematic MLP to more recyclable mono-material (PE or PP) materials. This has been driven partly by global and national policy pressures and through voluntary business action (for example, the UK Plastics Pact). This move has required considerable development work by the film producers (convertors) to engineer and develop mono-material film materials that can perform well enough to displace MLP and retain the structural, barrier, forming and appearance requirements of the packs.</p> <p>In India, there has yet to be this move and while the drivers for change are less acute, the Indian EPR regulations have targets for film recycling and use of recycled content signals this move will be needed.</p> <p><b>To address this, India Plastics Pact, an initiative by the Confederation of Indian Industry is inviting applications for solutions that will demonstrate the viability of transitioning to mono-material recyclable films. The India Plastics Pact has films and flexibles as a priority theme in the next 12-18 months and this trial is a part of an overall strategy for managing films and flexible packaging in India.</b></p>
<b>Objective</b>	<p>This project aims to accelerate the move from non-recyclable, multi-material, multi-layer plastic film or flexible packaging to recyclable materials that are mono-material, metallisation free* and are considered recyclable by the current film recyclers in India. This call is for applications with techno financial bids to demonstrate solutions.</p> <p>The objective is to enable successful applicants to demonstrate a positive use case(s) for businesses to investigate and transition to more recyclable film packaging. Moving to full-scale production of such packaging for high-volume selling products will ultimately be required for the India Plastics Pact to achieve its 2030 targets.</p> <p>This project will help ‘de-risk’ gathering the evidence and insights for the businesses to make the move to recyclable films. The goal is to demonstrate what can be achieved in the Indian context with the expectation of encouraging more brands and converters to</p>

	<p>conduct trials and move to recyclable packaging formats.</p> <p>*Vacuum-deposited aluminium is considered recyclable in the global market unlike India, where manual sorting is dominant due to which these films cannot be easily identified and are therefore sorted as MLP.</p>
<b>Eligibility criteria</b>	<ul style="list-style-type: none"> <li>• Open to FMCG brands and converters registered in India.</li> <li>• Either brand or converter must be a signatory to the India Plastics Pact and be the lead applicant.</li> <li>• Brands and converters may partner with waste management organizations and recyclers for project execution.</li> </ul>
<b>Requirements</b>	<p>The product proposed in the solution must be</p> <ul style="list-style-type: none"> <li>• produced and sold in India (although the film could be imported)</li> <li>• any of the following B2C product categories             <ul style="list-style-type: none"> <li>○ food &amp; beverage</li> <li>○ home care</li> <li>○ personal care</li> </ul> </li> <li>• a small sachet or a larger format film pack</li> </ul> <p>The proposed mono-material film</p> <ul style="list-style-type: none"> <li>• can be a substrate already being used in India or internationally but not at scale for the product being trialled.</li> <li>• must be acceptable as recyclable at scale in the Indian context.</li> </ul> <p>The successful applicants will require the trialling of the recyclable films and comprehensive testing in the Indian market to demonstrate whether the films are acceptable from a functional, performance, and recyclability perspective. Ideally, the demonstration of the solution will include a period of test market selling for a limited time or within a specific geography for a significant time (3 months or more) rather than being limited to a simulated test in a controlled laboratory setting.</p> <p>The solution should demonstrate whether the</p> <ul style="list-style-type: none"> <li>• packaging material change will lead to reduced shelf life or reduced product protection, subsequently leading to environmental impact.</li> <li>• proposed packaging is deemed recyclable by Indian film recyclers.</li> </ul> <p>It is mandatory that the key findings, learnings, and insights from the trial be shared throughout the challenge period and upon its completion. The India Plastics Pact will disseminate this information in the form of a case study and webinar (potentially also a</p>

	<p>press release and further channels) for the benefit of its members and other businesses. The case study will contain details of the project (both successful and any less successful elements) and key next steps. Any commercially sensitive information will not be shared. It is hoped that through this process, viable solutions will find a market and businesses will find successfully demonstrated solutions.</p>
<b>Structure</b>	<p>The project consists of the following four phases:</p> <ul style="list-style-type: none"> <li>• Phase 1: project kick off and sharing detailed timescale and plan</li> <li>• Phase 2: trial phase</li> <li>• Phase 3: testing and validation of the trial</li> <li>• Phase 4: trial completion and report writing.</li> </ul>
<b>Timeline</b>	<p>Deadline for receiving applications: 5 July 2024            Selection and notification: 2 August 2024            Project finalisation and contract signing: 5 September 2024            Deadline for Phase 1: 30 October 2024            Deadline for Phase 2: 31 January 2025            Deadline for Phase 3: 15 April 2025            Trial final report: 31 August 2025</p>
<b>Consideration</b>	<p>The number of solutions that will be selected will depend on the quality and value of the technofinancial bids in the applications and available budget. A selection committee will evaluate and select the applicants.</p> <p>The amount that will be paid as consideration for demonstration of solutions by each successful applicant will be finalised through negotiation. It can be used to cover a wide range of costs including (but not limited to): staff time, testing costs, line trials, production change parts, consumer testing or purchase of trial film stocks. <b>Some expenditure on the demonstration of solutions</b> from participating businesses whether in-kind or actual expenditure is expected.</p> <p>Successful applicant will receive consideration of up to INR 30,00,000/- to conduct the trial. Applications can be made for a higher amount as consideration for the demonstration if the solution has a particular high impact and/or level of innovation.</p>
<b>Selection criteria</b>	<p>Tentative criteria for selection of applications:</p> <ul style="list-style-type: none"> <li>• Quality of the proposal and consortium (30%)</li> <li>• Level of innovation being investigated as part of the trial (15%)</li> <li>• Value for money (15%)</li> </ul>

	<ul style="list-style-type: none"> <li>• Scale of potential impact because of the trial being rolled out (15%)</li> <li>• Technical expertise of the proposal applicant (15%)</li> <li>• Likelihood of potential uptake beyond the trial (size of sector in India) (10%)</li> </ul> <p>Weighting is tentative and subject to the discretion of the selection committee. Applications will be solely evaluated based on selection criteria. The selection committee consists of CII, WRAP, and other external experts.</p>
<p><b>Terms and conditions</b></p>	<p>The applicant shall note the following before applying:</p> <ul style="list-style-type: none"> <li>• This call for applications is not an offer by CII, but an invitation to receive responses from the applicants. No contractual obligation whatsoever shall arise from this process unless and until a formal contract is signed and executed by duly authorized official(s) of CII with the successful applicant.</li> <li>• CII reserves the right to rescind this call for applications without any obligation to indemnify any applicant for any reason, whatsoever.</li> <li>• All submissions received in response to this call for applications will become the sole property of CII and will not be returned.</li> <li>• Submissions that do not adhere to the criteria mentioned in the call for applications will be disqualified.</li> </ul>