

# SWITCH to Circular Economy Value Chains Project (SWITCH2CE)

NEWSLETTER  
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## Global outreach, knowledge sharing & networking

- **SWITCH2CE at WCEF2023 in Helsinki:** During the World Circular Economy Forum held in Helsinki, 29 May – 2 June, SWITCH2CE organized an accelerator session with a fireside chat to present SWITCH2CE and SwitchMed initiatives, and introduced the Circularity Game, a gamified assessment tool prepared within the project. More than 90 participants joined the open sessions.
- **First SWITCH2CE Consultative Forum:** On 1 June, as part of WCEF2023 in Helsinki, the first SWITCH2CE Consultative Forum brought together around 65 participants from SWITCH2CE and SwitchMed initiatives. Using a participatory approach and the World Café methodology, the participants engaged in a half-day group work that enabled discussion, experience and knowledge sharing on key circularity challenges for the Plastic Packaging and Textile & Garments value chains.
- **SWITCH2CE at Global Fashion Summit Copenhagen:** SWITCH2CE activities were presented as part of the Global Fashion Agenda (GFA) expo booth and during the panel discussion “Disrupting Informal Sector Systems”, joined by Reverse Resources, BESTSELLER and BGMEA. [READ MORE](#)
- **The Circularity Game,** a gamified assessment tool on circularity developed by Circle Economy Foundation under SWITCH2CE, was rolled out at several events. [READ MORE](#)



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## Textile & Garments value chain in Bangladesh



- **SWITCH2CE officially launched with the Ministry of Commerce:** On 5 September, UNIDO and the Ministry of Commerce of Bangladesh organized an official launching ceremony for SWITCH2CE. [READ MORE](#)
- **Bangladesh Circular Economy Summit:** UNIDO Bangladesh Country Representative Mr. Zaki Zaman participated in the panel discussion “Accelerating Circular Economy in Apparel and Textile - The Role of Policy” and presented SWITCH2CE activities in Bangladesh. This was the first edition of the Bangladesh Circular Economy Summit, organized by Bangladesh Apparel Exchange, on 15 June in Dhaka, Bangladesh.
- **Alignment with the Government of Bangladesh:** SWITCH2CE project has been acknowledged by the Ministry of Commerce (MoC), the lead custodian of formulation of export expansion and diversification.
- **Capacity assessment and capacity building activities:** Circle Economy developed a gamified assessment tool The Circularity Game to assess circular capacities of the private sector and has already started outreach to MSMEs from the textile industry in Bangladesh. Assessment results will guide the creation of a tailored capacity building programme. The approach will be through Training-of-Trainers (ToT) to facilitate industry-wide capacity building. To this end, Circle Economy established a partnership with the Bangladesh Garments Manufacturers and Exporters Association - BGMEA. To date, 250 people in Bangladesh have played the Circularity Game.
- **Policy activities:** On August 24, Policy Exchange and Chatham House organized the first roundtable discussion on policy priorities for the circular textiles and garments value chain of Bangladesh. [READ MORE](#)



*“Bangladesh is now a world leader in green factories – there is no reason why it could not become a world leader in circularity, too.” - Dr. Bernd SPANIER, Chargé d’Affaires, EU Delegation to Bangladesh*



*SWITCH2CE partners at Bangladesh Circular Economy Summit, Dhaka, 15 June 2023*

## Textile & Garments value chain in Bangladesh



- **Progress on pilot project with BESTSELLER:**

The pilot partners Global Fashion Agenda (GFA), Reverse Resources (RR) and the Bangladesh Garments Manufacturers and Exporters Association (BGMEA) started analyzing the business case through a survey with local suppliers and global brands, to identify existing circular practices and the base line status, challenges and opportunities. The survey was distributed to 150 textile companies. Reverse Resources adapted a Code of Conduct (CoC) and training module on waste segregation.



*SWITCH2CE partners at Switch to Upstream Circularity Dialogue event, Dhaka, 3 September*

- **Switch to Upstream Circularity Dialogue: Pre-consumer Textile Waste in Bangladesh:**

On 3 September, BGMEA and other pilot partners organized the event in Dhaka, bringing together brands, manufacturers, policymakers, and financial institutions. The dialogue covered the strategies, policies, infrastructure, collaborations, and innovations necessary to build a thriving circular ecosystem in Bangladesh. [READ MORE](#)



- **Progress on Pilot project with H&M:**

UNIDO, Chatham House and Circle Economy visited H&M's co-applicants Simco and DBL Group to understand the challenges on post-industrial waste sorting, segregation and mechanical recycling. UNIDO, H&M global and local team, engaged a technical partner for community engagement to build an ethical and traceable PET supply chain, and the expert team has started activities in September. Another workstream to establish an integrated sorting and recycling system for blended textile waste is in preparation.





- **"Plastic Pollution: Challenges and Opportunities" national workshop:** SWITCH2CE was presented at the "Plastic Pollution: Challenges and Opportunities", workshop organized by the Ministry of Energy Transition and Sustainable Development of Morocco to mark the World Environment Day. [READ MORE](#)



*"Plastic Pollution: Challenges and Opportunities", national workshop*

- **PlastExpo 2023:** Circle Economy Foundation presented SWITCH2CE capacity development activities and approach in Morocco during PlastExpo conference, held in El Jadida, Morocco, in the period 7-10 June.

- **Capacity assessment and capacity building activities:** The Circularity Game was rolled out to enterprises in the plastics industry in Morocco. To date, around 40 people in Morocco have participated. For the industry wide dissemination and capacity building coordination in Morocco, Circle Economy partners with Centre Technique de Plasturgie et de Caoutchouc (CTPC). [READ MORE](#)



*Circle Economy team representing SWITCH2CE at PlastExpo 2023*

- **Policy activities:** Chatham House established a local partnership with Coalition pour la Valorisation des Déchets (COVAD) to implement policy workshops as part of the policy support activities in the country.

- **Progress on pilot project with ECCBC for establishing the first bottle-to-bottle recycling programme in Morocco:**

Roots4Sustainability (R4S) conducted 280 interviews with informal waste pickers and established contact with 30 collection centres. These interviews offer valuable insights into the informal waste management activities in Marrakech. R4S is now selecting the waste pickers for integration into the project and to create a training program to engage and empower them. Right Execution Daily (RED) has developed and tested *Be Green*, a web app for PET collection for retailers and consumers. Close to 1000 points of sales were surveyed to evaluate retailer receptiveness to participate in the pilot.



- **Project Mission to Cairo:** During a mission to Egypt in July, the UNIDO SWITCH2CE team held meetings with the Egyptian Environmental Affairs Agency, Ministry of Trade and Industry, Chamber of Information Technology and Telecommunications-CIT, Industrial Modernization Centre, the Environmental Compliance and Sustainable Development office-ECO, Electronic waste recycling – E Tadweer, Arab Corporate social responsibility - ACSR, and the Embassy of Finland in Cairo. [READ MORE](#)
- **Planned activities:** Meeting with European Delegation in Egypt to update on project current project progress; Meeting with Ministry of Environment; Meeting with WMRA chairman to introduce the project and discuss way of collaboration
- **Progress on pilot project:** Ongoing administrative preparations and contract finalisation between UNIDO and the selected ICT multinational and pilot consortia partners, after which a technical kick-off for the pilot project will take place.



*Left to right: Meetings with IMC Chairman; ECO-FEI; ICT Chamber of Commerce; and the Embassy of Finland in Cairo*

## Project activities and events planned for the next quarter

### Morocco:

- Inaugural Project Monitoring Committee meeting
- Marrakech Pilot Project Communication Campaign Launch
- A series of policy workshops organized by Chatham House and COVAD
- Deployment of the Circularity Game to a sample of Moroccan companies
- Value chain assessment/mapping workshop by Circle Economy Foundation

### Bangladesh:

- Value chain assessment/mapping workshop by Circle Economy Foundation and BGMEA
- Validation of training module/materials
- Piloting of interventions with two pilots
- Finalization of the Policy assessment findings on both Textile and PET waste value chain and promotion of report

### Egypt:

- Operational kick-off of the pilot