



## **Circular Economy: The Foundation of Krystahl's Innovative Re-Circulate™® Program**

The circular economy concept has emerged as a crucial response to address the increasing scarcity of resources, the pervasive environmental degradation, and the unprecedented consumption patterns that define the 21st-century economic paradigm. Recognizing this, Krystahl, an award-winning and globally recognized sustainability consulting organisation, has developed an innovative standard and certification system, **Re-Circulate™®**, which is revolutionizing the way businesses approach the circular economy.

The traditional 'linear economy' model – where resources are extracted, used, and then discarded as waste – not only leads to environmental degradation and resource depletion but also creates negative social impacts. Contrastingly, the circular economy concept challenges this 'take-make-dispose' model by seeking to maintain the value of resources in the economy for as long as possible. This can create a suite of environmental, social, and economic benefits. At Krystahl, we believe in the immense potential of the circular economy, which led us to develop the Re-Circulate™® standard.

Re-Circulate™® is an original Krystahl product, distinctive in its approach to sustainable development. It was designed and developed alongside our peers in the International Alliance for Circular Economy and Sustainability (IAoCE&SDGs), a coalition of over 150 experts, government officials, industrial stalwarts, organizations, and innovators across India and European countries. It has become the first circular economy standard 'Made in India, for the World', swiftly expanding across India, and SAARC nations.

Re-Circulate™® seeks to certify 'circular products,' 'circular offices,' 'circular manufacturing units, 'airports' and 'Circular OEMs & supply chains.' It can guide companies mandated for ESG Reporting and help them constructively include 'circularity+' in their Annual ESG /BRSR Reports. By capturing a holistic view of business operations, Re-Circulate™® assists businesses in understanding the multifaceted nature of the circular economy as well as the key opportunities and barriers.

The Re-Circulate™® journey begins with Zero Waste Certification, considered as the first step in achieving circularity. Recyclability, reparability, and durability are the elements that further promote circularity. The emphasis is placed on the design and operations phase, pushing companies to think about how materials can be kept in circulation through steps like modular design, use of non-toxic substances, greening



the supply chains and ensuring that products can be easily disassembled – features much welcomed by recyclers and customers alike.

Krystahl's Re-Circulate™® Standard provides different certification levels, which demonstrate the level of circularity that the business has achieved. These levels include Bronze: Circular Economy B, Silver: Circular Economy Nation+, Gold: Circular Economy Earth+, and Platinum: Circular Economy Universe+.

Implementing this standard allows businesses to benefit in several ways. Firstly, it provides certification for their circular products and services, strengthening their annual sustainability, and ESG Reports. Secondly, it allows them to reduce their carbon footprint and focus on achieving carbon neutrality (from waste management segment), thereby making a positive ESG impact. Thirdly, it grants a 'circularity' label to their products, consequently expanding their market base, and increasing profitability.

The Re-Circulate™® Label from Krystahl not only benefits the businesses but also extends its advantages to the consumers and the environment. It enables consumers to make informed decisions about the products they buy, rewarding businesses that take responsibility for their products' lifecycle. Additionally, it reduces the environmental damage associated with waste generation and resource extraction.

In summary, with the Re-Circulate™® standard, Krystahl is redefining the scope and practice of the circular economy, drawing on its vast experience, multidimensional approach, and visionary leadership. By integrating the circular economy's principles into its innovative solutions, Krystahl is helping businesses develop resilient, regenerative, and profitable models that benefit both people and the planet. At the heart of Krystahl's operation lies the endearing belief that materials can, and should, lead many lives and that Re-Circulate™® can guide businesses in ensuring that happens. Implementation of Re-Circulate™® is a solid step towards a sustainable and resilient economic model that benefits businesses, society, and the planet.