



Masterclass for Leveraging Circular Economy for SMEs in Malaysia Post COVID-19

OCTOBER 2020 | SELANGOR, MELAKA, PERAK, PENANG AND KELANTAN

WHAT IS CIRCULAR ECONOMY?

CE is a regenerative system in which resource input, waste, emission and energy leakages are minimized by **reducing, closing and narrowing material and energy loops**. This is achieved through long-lasting and environmentally sensitive design, requiring lean operations and maintenance and promoting sharing, leasing, repair, refurbishing, reuse, remanufacturing and recycling.

WHY CIRCULAR ECONOMY?

Circular economy is a **Smart Business** choice. Circular economy improves the businesses' **competitiveness, generates employment and increases green investment flows** in addition to addressing **environmental sustainability**.

Training in CE will help SMEs in Malaysia to **compete in the international market** and take a leadership in the Asian Region.

A 7-day intensive and facilitated masterclass designed to help SMEs in Malaysia to improve their profitability, become competitive and at the same time reduce environmental impacts, through resource conservation, pollution prevention and practicing waste recycling

This program, over a short term, will provide SMEs a tool to be more resilient and **overcome the aftershocks of COVID-19** and turn their business more profitable. Over medium and long term, this program will also **help SMEs to increase their productivity and exports** and align with Malaysia's 12th Plan and SDG goals.



TARGET AUDIENCE

The masterclass is designed for:

- Production In-charge for SMEs
- Managers of SME Industrial Estates
- Regulators and Industry Associations
- Academicians and Civil Societies

SMEs are central drivers of growth in developing countries, accounting for the majority of jobs created. This makes a thriving, open and modern SME sector essential for fostering more equitable growth and delivering SDGs, especially SDG 12 – **United Nations Industrial Development Organization**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



WHY ATTEND?



- Enable SMEs to implement circular economy related projects
- Understand how to apply different tools to quantify environmental, economic & social benefits
- Prepare CE action plans as an assignment and receive feedback from experts



- Make SMEs Future-ready
- Build brand and attract investments
- Make SMEs more competitive, profitable and resilient especially in the post COVID-19 times



- Learn how to meet requirements on environmental and social codes of conduct in the supply chain
- Increase export potential by meeting requirements of the export markets



- Know some of the best international practices by SMEs in CE
- Learn how to start eco-entrepreneurship following business models in CE

WHAT IS PENJANA HRDF?

The HRDF new economic recovery initiative, PENJANA HRDF – Training Incentive Programme highlights how **generating job opportunities and training play a critical part** in Malaysia's fight to get back on its feet in the wake of the COVID-19. The government, through PENJANA, emphasises **training in terms of reskilling and upskilling of Malaysians** to enhance the employability of the unemployed. These efforts will be implemented through collaborations with various ministries and agencies. HRDF at the same time seeks qualified partners in delivering the initiatives crafted as part of the short to medium-term COVID-19 economic recovery plan, specifically related to job placement, entrepreneurship, self-employment and market-driven industrial revolution 4.0 training.

MASTERCLASS PEDAGOGY

The program will cover both **technical and managerial perspectives**. It will be a blend of **lectures, assignments and mentoring** to help the SMEs identify implementable projects in CE. The participants will be **physically attending the training sessions for the first 2-days**. Assignments requiring 12 hours of offline home-based work spread over next 3 days will be allotted to the participants. On the day 7 there will be an online mentoring sessions. **Participant engagement across 7 days is expected to be over 25 hours.**

KEY TOPICS

The activities will include:

- Overview of CE, its evolution and exposition to international initiatives with sharing of experience focusing on SME
- Redefine conventional business offerings of products and services to attain better resource efficiency while closing the loop of material and energy flow
- Examples from SME where CE principles were applied.
- Tools and techniques for identifying opportunities and developing projects for implementation.
- Mentoring to kickstart project preparation/implementation

ACTIVITIES

- Concept Presentations through Webinars
- Breakout Room Discussions
- Mentimeter Quizzes
- Reading Material Resources
- Interactive Sessions on Q&A
- Session with Local Experts
- Home Assignments

EXTENDED SUPPORT

All the participants of this Masterclass will be given free access to **CEkconnect** for a duration of six (6) months.

CEkconnect is a **knowledge network** connecting experts to share their knowledge and experiences on Circular Economy (CE) through an interactive platform. The knowledge network is a membership-based exclusive network. Here, members can access mentors and experts in the discussion forums. The network also provides an opportunity to connect with professionals, mentors and investors from around the world.

MASTERCLASS SCHEDULE:

5TH TO 12TH OCTOBER 2020

The class will be offered at Selangor, Melaka, Perak, Penang and Kelantan on these dates.



TRAINER & MENTOR - DR PRASAD MODAK

Dr Modak holds B Tech (Civil Engineering), M Tech (Environmental Science and Engineering) from Indian Institute of Technology (IIT) Bombay and Doctor of Engineering (Environmental Engineering) from Asian Institute of Technology, Bangkok. Dr Modak was a Professor at Centre for Environmental Science & Engineering at IIT Bombay (1984-1994) and later as Professor (Adjunct) at the Center for Technology Alternatives in Rural Areas (CTARA) (2009-2017). He is currently the Executive President of Environmental Management Centre LLP and Director of Ekconnect Knowledge Foundation.

Dr Modak has worked with almost all key UN, multi-lateral and bi-lateral developmental institutions in the world. Dr Modak has authored and executed more than 500 consulting reports and trained more than 10,000 professionals across the World. He is a widely acclaimed international trainer. Visit www.linkedin.com/in/prasadmodak for his detailed profile.

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For further details on the Masterclass, get in touch with us at contactus@greengrowthasia.org

Jointly organized by:

