

# ECO INSIGHT

## Unveiling INSEE Ecocycle Sustainability DNA



### Brick Walling Strategic Waste Streams

INSEE Ecocycle signed an MOU with the Kaduwela Municipal Council to further our commitment to sustainable waste management. This collaboration focuses on the responsible disposal of non-recyclable and non-biodegradable municipal solid waste, reinforcing our dedication to environmental stewardship.

For over 20 years, INSEE Ecocycle has partnered with more than 100 local authorities like the Kaduwela Municipal Council across eight provinces in Sri Lanka, delivering long-term, sustainable solutions for municipal solid waste management.

INSEE Ecocycle's holistic approach in Sri Lanka, in collaboration with local authorities, aims to create a cleaner, greener country for all to enjoy. Together, we are making strides towards a more sustainable future. Join us in celebrating this milestone and our ongoing efforts to protect and preserve the environment for future generations.

#### HIGHLIGHTS IN THIS ISSUE

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**INSEE ECOCYCLE THAILAND LEADS IN RESPONSIBLE IPR INFRINGING GOODS DESTRUCTION WITH SUSTAINABLE METHODS**

**INSEE ECOCYCLE VIETNAM PLANTS 300 GREEN TREES IN A NEW RURAL AREA**



## INSEE Ecocycle Sri Lanka Receives Innovation Grant for the PLEASE Project by the World Bank

INSEE Ecocycle is collaborating with the PLEASE Project, which is implemented by the South Asia Co-operative Environment Programme (SACEP), supported by the World Bank and UNOPS, to implement groundbreaking solutions to reduce plastic pollution in Sri Lanka.

The project will focus on mixed plastics, which often contain a complex composition of materials such as metal, rubber, and paper. This makes it difficult and costly to recycle, and as a result, large quantities end up in landfills.

At the project's core, INSEE Ecocycle established a women-led Material Recovery Facility (MRF) in Puttalam, close to its co-processing plant. This facility was funded by the grant and declared open on August 29 to recover the plastic, put them back in the loop, and manage the residual plastics using co-processing in an environmentally friendly manner. It will effectively lead to the management of post-consumer plastics in the area and promote a circular economy while also benefiting the local economy.

The women-led Material Recovery Facility is also a testament to INSEE's dedication to inclusivity and gender equality. It ensures women are at the forefront of driving change in the waste management industry. Through this community project, INSEE Ecocycle is proud to lead by example, showcasing how sustainable practices and gender empowerment can go hand in hand in creating a better future for all.

The World Bank funded the PLEASE Project, which was implemented by the South Asia Cooperative Environment Program (SACEP) with support from the United Nations Office for Project Services (UNOPS). It aims to catalyze actions that reduce the flow of plastic pollution into South Asian seas. With over two decades of expertise, INSEE Ecocycle has emerged as a game changer in waste disposal, recovery, and overall waste management solutions in Sri Lanka, solidifying the company's leadership in environmental stewardship and sustainability.



## Making Waves for a Cleaner and Greener Future

INSEE Ecocycle is committed to creating a sustainable Sri Lanka, and our beach clean-up at Nuraicholai Casuarina Beach is another step towards this goal. As part of the PLEASE project, this activity aims to raise awareness among the community on plastic pollution management and direct post-consumer plastic to the correct management channel.

With the support of passionate INSEE Ecocycle and INSEE Cement teams, over 355kg of plastic waste were collected and removed from Sri Lanka's beautiful shores. Every piece of plastic picked up is a step closer to protecting our oceans, marine life, and the natural beauty of our beaches. It is yet another milestone in our journey to create an environmentally responsible mindset among the communities.



### INSEE Ecocycle Participates in Oil & Gas Roadshow 2024

INSEE Ecocycle took part in the “Oil & Gas Roadshow 2024,” Thailand’s largest Oil & Gas and Petrochemical event, held from July 11-12, 2024 at the Golden City Rayong Hotel.

Partnering with B&W Energy Services for Pre-Commissioning Service and HMT PTE LTD for Tank Cleaning, INSEE Ecocycle showcased cutting-edge technology designed to serve the oil & gas and petrochemical sectors.

Additionally, INSEE Ecocycle and B&W Energy Services both spoke at the seminar on the topic “Proactive Pre-Commissioning: A Roadmap to Success.”

Driven by a commitment to excellence, INSEE Ecocycle continually enhances our capabilities to provide exceptional industrial services through a well-equipped and highly skilled team.

### INSEE Ecocycle Leads in Responsible IPR Infringing Goods Destruction with Sustainable Methods

INSEE Ecocycle recently marked its continued commitment to environmental protection by participating in the destruction ceremony of “Intellectual Property Rights (IPR) Infringing Goods.” for the fifth consecutive year. The company once again demonstrated its dedication to eco-friendly practices by ensuring the destruction of these goods was conducted using sustainable methods, achieving zero waste to landfill.

INSEE Ecocycle was entrusted by the Ministry of Commerce’s Department of Intellectual Property to manage the entire process, including the transportation and final destruction of seized counterfeit goods, as well as organizing the destruction ceremony for the intellectual property infringing items. This year’s operation took place at the facilities in Chonburi and Saraburi provinces, with the destruction process being witnessed at the Antiaircraft Artillery Battalion 7, Antiaircraft Artillery Regiment 1 in Don Mueang, Bangkok. The ceremony was presided over by Mr. Phumtham Wechayachai, Deputy Prime Minister and Minister of Commerce.

INSEE Ecocycle was honored to contribute to such an important initiative and look forward to continuing our partnership with government and private organizations to deliver safe and sustainable waste management solutions.





### INSEE Ecocycle Joins International Coastal Cleanup Day 2024 at Phayun Beach, Rayong

INSEE Ecocycle, together with King Mongkut's University of Technology North Bangkok, led a group of over 50 employees and students to participate in the 2024 International Coastal Cleanup Day in Rayong Province, Thailand, in collaboration with Dow Thailand Group on September 21, 2024. This year's event took place at Laem Charoen Beach, Suchada Beach, Phra Chedi Klang Nam in Mueang Rayong District, and Nam Rin Beach, Phayun Beach, and Phla Beach in Ban Chang District.

As part of the event, INSEE Ecocycle also showcased an exhibition on co-processing in cement kilns to raise awareness about Zero Waste to Landfill and preventing the leakage into the environment.

International Coastal Cleanup Day serves as a powerful platform for the industrial sector to inspire learning, innovation, and the practice of waste segregation—an increasingly vital issue today. It also encourages a sense of environmental stewardship, with a focus on keeping our coastlines clean. This year's event saw the participation of approximately 3,400 dedicated volunteers.

### INSEE Ecocycle and Nestlé Join Forces for a Greener Future at Khlong Khanom Jeen in Phra Nakhon Si Ayutthaya

INSEE Ecocycle is proud to have joined forces with Nestlé in the restoration of Khlong Khanom Jeen in Phra Nakhon Si Ayutthaya Province. This collaboration reflects our shared commitment to creating positive change in Thai society, conserving our precious water sources, and enhancing biodiversity in the ecosystem.

Our team of volunteers segregated the waste collected from the canal, focusing on non-recyclable or low-value plastics like single-use plastics, straws, plastic bags, and packaging. These materials will be transported to INSEE Ecocycle's plant in Saraburi Province, where they will be transformed into Refuse-Derived Fuel (RDF). This RDF will be co-processed in cement kilns, substituting coal and maximizing resource recovery.

Together, we are helping to build a sustainable and thriving community that respects and preserves the environment.





### INSEE Ecocycle Joins SPE Thailand Season Opening 2024/2025 and E&P Awards Announcement Dinner

INSEE Ecocycle proudly participated in the SPE Thailand Season Opening 2024/2025 and E&P Awards Announcement Dinner, held at the Landmark Hotel, Bangkok, with over 250 industry leaders and professionals in attendance.

It is an honor to be among the finalists for this year's awards, showcasing the electromotive project!

Our collaboration with Chevron Thailand has been pivotal in deploying this cutting-edge and sustainable solution to clean retired assets. Together, the team has created a novel and sustainable solution that can benefit the oil and gas industry, the environment, and society both in Thailand and worldwide.

### INSEE Ecocycle Exhibits at Thailand One Team Lower Carbon Expo 2024 Hosted by Chevron

INSEE Ecocycle had the opportunity to exhibit our sustainable waste management industrial services and highlight our latest collaboration with Chevron on the Electromotive Project at the Thailand One Team Lower Carbon Expo 2024, hosted by Chevron on September 25, 2024 at their head office.

More than 200 participants attended the event to learn about Chevron's Actions Toward Net Zero Journey through insightful talks from their team and management.

Our collaboration with Chevron on the Electromotive Project offers a novel and sustainable solution for cleaning impacted assets in the oil and gas industry. With faster treatment of pipeline bundles, improved efficiency, reduced costs, and significantly less liquid waste, this process minimizes environmental impact and reduces risks to workers.





## Reflecting on Memorable Moments from the Visit to the Hon Chong Factory with Apparel and Footwear Supplier Factories

The Hon Chong plant tour was successfully conducted with two customer groups on August 15 and August 22, 2024, with the participation of over 60 customers from apparel and footwear supplier factories. The tour was also graced by the presence of senior leaders, including Ms. Duong Thi Kieu, Director of INSEE Ecocycle Vietnam and Sustainable Development, and Mr. Vladimir Kouzmine, Plant Manager at Hon Chong.

During the tour, customers had the opportunity to observe INSEE Ecocycle's co-processing process firsthand, guided by detailed explanations from the consulting team. This experience allowed customers to gain a deeper understanding of the importance of waste management.

The tour received positive feedback, from the preparation stage through to the introduction of the co-processing process. This feedback, along with the success of the tour, will motivate INSEE Ecocycle to continue organizing future plant tours.

## INSEE Ecocycle Plants 300 Green Trees in a New Rural Area

INSEE Ecocycle, in collaboration with the Hoa Dien Commune People's Committee, Kien Luong District, Kien Giang Province, and valued customers in the footwear and apparel industry, planted 300 green trees in the Ap Cang area, Hoa Dien Commune, on August 16 and 23, 2024.

Speaking at the ceremony, Mr. Diep Thanh Vinh, Sales Manager of INSEE Ecocycle Vietnam, shared: "Each seed we plant today will lay the foundation for a solid future for generations to come. In that spirit, INSEE Ecocycle is proud to contribute to planting the first green seeds in new rural areas for future generations."

Mr. Nguyen Ngoc Tuan, Chairman of the Hoa Dien Commune People's Committee, delivered a meaningful speech, emphasizing INSEE Ecocycle's significant contribution to building a green, clean, and beautiful Hoa Dien.

The tree-planting program, "Because Tomorrow Matters - Greening the New Rural Areas," is not only an environmentally significant initiative but also an opportunity for various groups to unite in building the community. The event received enthusiastic support from volunteers, helping to create a cool and refreshing green space for the locality.



## INSEE ECOCYCLE Vietnam Kick-Offs Referral Program to "Share Ecocycle, Share Green, and Receive Lucky Gifts"

For 17 years, INSEE Ecocycle has deeply valued our customers' partnership in preserving the Earth and protecting the environment. We see our customers not just as clients, but as vital partners who share our vision and mission of "Because Tomorrow Matters." This program empowers INSEE Ecocycle Vietnam to attract a wider customer base, encouraging more people to actively participate in sustainable development initiatives.

### Participate in just 3 simple steps:

Step 1: Visit <https://lnkd.in/gjY-saM2> or scan the QR code and select the Referral Program icon.

Step 2: Register as a member

Step 3: Submit potential customer details according to the program's information fields.

Refer to the program's terms and conditions here: <https://bit.ly/4c1s12s>

### Prizes include:

**Green Partner Award:** 5,000,000 VND discount or 3,000,000 VND Got It voucher

**Eco Ambassador Award:** 200,000 VND Got It voucher

**Green Outreach Lucky Spin:** Get 1 free spin and have a chance to win hundreds of attractive "Green Living" items.



## Customer's Moment in Q3/2024

Throughout the year, INSEE Ecocycle Vietnam organizes activities to support our valued customers. In the third quarter, we successfully conducted the "Battery Exchange for Joy" campaign with Phong Thai Co., Ltd. and the "Chemical Spill Response Training" with Taekwang Can Tho Co., Ltd.

### Battery Exchange for Joy Campaign

On August 25, 2024, in Bac Son Commune, Trang Bom District, INSEE Ecocycle Vietnam, Phong Thai Co., Ltd., and the Bac Son Commune People's Committee collected 11,000 used batteries. This campaign not only contributed to environmental protection but also raised awareness about hazardous waste classification and proper disposal, promoting a cleaner, greener community.

### Chemical Spill Response Training

On August 27, 2024, INSEE Ecocycle Vietnam partnered with Taekwang Can Tho Co., Ltd. to conduct a "Chemical Spill Response Training" for over 20 employees. This initiative, supported by the Can Tho Department of Industry and Trade, enhanced emergency response skills and was praised for its commitment to safety and environmental protection in production.

