



Sustainable production through market penetration of closed loop technologies in the metal finishing industry (ACIDLOOP)

Location : India (NCR, Chandigarh, Pune, Aurangabad, Ahmedabad, Vadodara, Rajkot, Chennai, Bangalore, Hosur)

Duration : 48 months (1 Feb 2012-31 Jan 2016)

Facts & Figures:

Objective:

Improved resource efficiency in specified metal finishing companies in the target regions

Grant: Euro 1,916,055.67

Target Group:

Metal finishing SMEs covering units doing

- electroplating, painting, anodising, powder coating of metallic parts
- any surface treatment industry using acids

Inefficient use of resources in metal finishing SMEs



Beneficiaries:

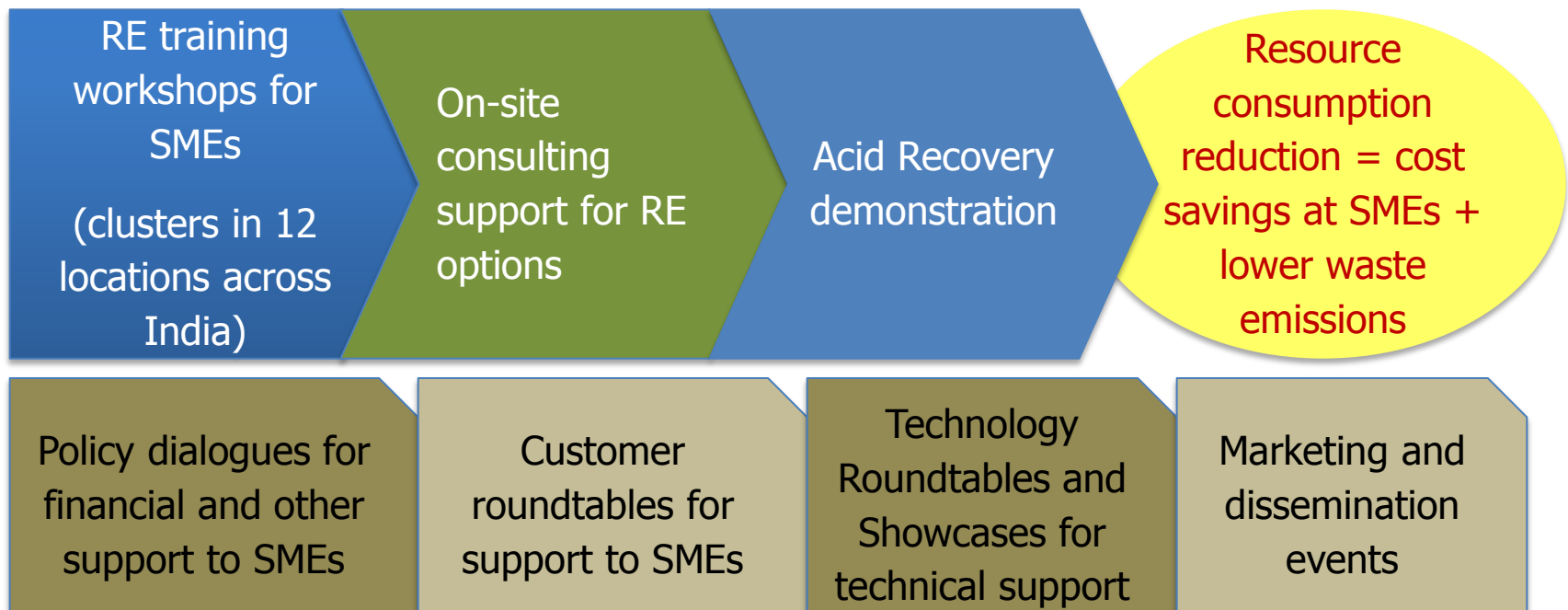
- SMEs (involved in metal finishing operations) and their associations
- Auto manufacturers / fabricators
- Technology suppliers
- Policy makers

Associates:

- None

How to make a difference....

- Both horizontal & vertical scaling-up being used
 - Metal finishing clusters over a wide region
 - Multi-level engagement (vehicle manufacturers → local industry associations → SME)
 - Linking with policy makers and financial institutions





Impact in numbers (till now & planned)

- SMEs / target groups involved
 - Pre-workshop dissemination led to **400+** companies registering for introductory workshop
 - Introductory workshops attended by **400+** persons so far
 - Around 70% companies have registered for next round
 - Intense training & onsite consulting for ~100 selected companies
- Interaction with policy-makers
 - 3 policy dialogues held in Delhi, Pune & Chennai in Aug 2012
 - Participation by , industry associations, SPCB, R&D organization, government officials

- Plan for impact assessment

What	Why
Materials flow	Current resource use
RE options	Waste minimization – environmental impact
ROI	Economic impact
Acid & water recovery demonstration	Raw material minimization – environmental impact

- Anticipated reductions
 - 15% in resource consumption
 - 30% in energy consumption





Steps to communicate lessons on replication and impact:

- Communication strategy
 - Press releases, press conferences
 - Videos of events and pilot plant operations
 - Materials like quick tips and case studies bulletins shared through associations websites and newsletters/mailers
 - Project exhibits in exhibitions, conferences, workshops and other relevant gatherings of the target group
 - Publications (including website)
- Steps to sustain availability of results post-project
 - Training on paid-basis using pool of well trained experts and developed material
 - Continued operation of demonstration plants with industry / association funding
 - Continued link with policy makers through policy briefs
 - Possible integration of project website with that of partner website
 - Continue dissemination through associations websites and newsletters/mailers





THANK YOU !

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