



Pop-Up India 2.0

Reference



Partner	Veolia	Year	2020 – 2023
Practice	Waste-to-Value	Geography	India

THE OPPORTUNITY

There is a growing demand for efficient and responsible waste-to-value solutions, which offer viable ways to reduce fossil fuels, limit GHG emissions and decrease the volume of waste sent to landfills. Corporations and startups alike can mutually benefit from open innovation and co-creation processes in this space – be it the energy, agriculture or technology sectors. Veolia is a global leader in optimised resource management, that has been present in India for almost 20 years. After the successful launch and implementation of the first phase of Pop Up India 1.0, Veolia India launched Pop Up India 2.0 in 2020 with the objective to work with startups that are innovating in the field of waste-to-value. In order to identify, co-create and build strong solutions, Veolia decided to partner with a local business catalyst for low-income markets.

OUR SOLUTION

To address its requirements, Veolia partnered with Ennovent to implement Pop Up India 2.0 in 2020 – a unique incubation platform that utilised an open innovation approach to co-create and pilot with the objective to work with startups that are innovating in the field of waste to energy. Over the course of program, Ennovent leveraged its expertise to support Veolia to validate market opportunities in these sectors, co-create business solutions with startups, and design effective pilot plans to test the minimum viable product. Through the help of lean pilots, the co-created business solutions were tested in the field, and the learnings were then inculcated to refine implementable solutions and present them to Veolia. Additionally, the selected startups received guidance to catalyse their business innovations and diversify their revenue streams.

THE BENEFITS

Through the partnership, Veolia was able to address critical challenges in their value chain with Ennovent’s support. Veolia successfully co-create two business solutions with startups and integrated them into its value chain. The Pop Up India 2.0 program, implemented through the partnership between Ennovent and Veolia, successfully identified two high-potential startups, A2P Energy and Krimanshi, to address challenges in the waste-to-value sectors in India. A2P Energy developed a marketplace for trading biofuels, leveraging AI and satellite imagery to track stubble burning and provide environmental and social impact metrics. Krimanshi established an insect protein production plant for poultry and aqua feed, promoting a circular economy and reducing GHG emissions. Both start-ups showcased results during their pilots and have proposed scalable solutions with significant environmental and economic benefits and drive positive change and contribute to a sustainable future in India’s resource management sector.

“Ennovent’s experience and network with the diverse sectors in India has brought added advantage to the projects under the Pop Up initiative launched by Veolia in India. Their flexible approach is a good value addition to the Veolia solutions on ground.” – Veolia India Private Limited