

ECO INSIGHT

Unveiling INSEE Ecocycle's Sustainability DNA



INSEE Ecocycle Vietnam presents in Waste Management & WtE Asia Summit 2025 from Mar 19 to Mar 21, 2025

The event plays a pivotal role in the Waste Management (WM) & Waste-to-Energy (WtE) industry across Southeast Asia, bringing together government officials, investors, technology suppliers, and key stakeholders to foster meaningful collaboration and policy insights.

It provides a valuable platform for industry leaders and policymakers to better understand Vietnam's evolving regulatory landscape and its implications for international WM & WtE development.

INSEE Ecocycle seized this opportunity to reaffirm its leadership in sustainable waste treatment and circular economy innovations.

By spotlighting co-processing technology—its practical advantages, current challenges, and relevance within Vietnam's EPR (Extended Producer Responsibility) framework—INSEE Ecocycle continues to attract forward-thinking businesses seeking carbon reduction solutions and sustainable growth partnerships.

HIGHLIGHTS IN THIS ISSUE

INSEE ECOCYCLE VIETNAM PROMOTES GREEN LIVING AT DONG NAI ENVIRONMENT WEEK

INSEE ECOCYCLE THAILAND JOINS FORCES WITH STARBOARD FOR WORLD OCEAN DAY CLEANUP

INSEE ECOCYCLE SRI LANKA COLLABORATES WITH THE SRI LANKAN AUTHORITIES FOR THE RESPONSIBLE DISPOSAL OF CONFISCATED HEROIN

Glow UP & Green UP: Share Your Green Habits – Win Eco-Friendly Gifts Worth up to 1 Million VND!

Welcoming the Month of the Environment with the spirit of “Live Green – Live Beautiful – Live Clean,” INSEE Ecocycle proudly launches the Glow UP & Green UP contest – where everyone is invited to share their green lifestyle moments and win meaningful rewards.

From simple actions like eating clean, choosing eco-friendly products, to taking care of yourself in a sustainable way – every little habit marks the beginning of a more meaningful green journey.

As of June, nearly 20 entries have been received, featuring creative and inspiring green ideas!

The contest runs until August 15, encouraging the community to sustain positive habits every day – for a greener, healthier environment for all.



“GLOW UP ∞ GREEN UP” CONTEST

SHARE YOUR GREEN MOMENTS AND WIN A GOT IT VOUCHER WORTH

1.000.000 VND

Join now



INSEE Ecocycle Promotes Green Living at Dong Nai Environment Week

On May 31, 2025, INSEE Ecocycle was honored to join hands with the Dong Nai Provincial People's Committee and the Department of Agriculture & Environment at Dong Nai Environment Week in Dinh Quan district.

This kickoff event is part of the “Together for a Greener Vietnam” campaign by INSEE Ecocycle, aiming to raise public awareness of sustainable development.

Nearly 100 visitors joined INSEE Ecocycle’s booth – a creative, friendly space featuring interactive games and educational activities to raise awareness about the environment and sustainable waste treatment technology.

The event brought the concept of co-processing closer to the local community in a hands-on, engaging way.



Waste-for-Gifts: Partnering with Coats Phong Phu

As part of the Waste2Gifts initiative, INSEE Ecocycle collaborated with Coats Phong Phu – a leading manufacturer and supplier of sewing threads for Vietnam’s textile industry – to deliver a meaningful chain of actions: from waste sorting and collection to transparent post-event waste treatment through a visual explainer video.

The message “Where Does the Waste Go After the Event?” was strongly conveyed, helping raise awareness and inspire the waste-to-resource journey through co-processing – an effective and sustainable solution.

All post-event waste was thoroughly and safely treated by INSEE Ecocycle, in full compliance with environmental regulations – ensuring peace of mind for participants who joined hands in green activities.



Panel Discussion: Sharing Expertise with the Business Community

In Q2/2025, Ms. Duong Thi Kieu – Ecocycle Director at INSEE – participated as a keynote speaker in Webinar #3 – M4DA 2025, with the topic: “ESG Marcom – From Strategy to Execution.”

She shared practical insights on implementing co-processing technology, the role of businesses in the green transition, and hands-on solutions to reduce emissions and optimize operations.

This activity not only spread valuable professional knowledge but also reinforced INSEE Ecocycle’s pioneering role in the field of sustainable waste management.



INSEE Ecocycle Vietnam Training Sessions



Over the past two months, INSEE Ecocycle has successfully organized a series of practical sharing sessions with customers at industrial zones across Long An, Binh Duong, Vinh Long, Dong Nai, and Ho Chi Minh City. These sessions focused on two key topics: chemical spill response and on-site waste segregation.

Sharing on Chemical Spill Response

- These sessions were held at large-scale manufacturing plants in sectors such as textiles, footwear, food processing, and chemicals.
- More than 250 employees from customer companies actively participated in interactive activities and on-site scenario simulations.

Sharing on Waste Segregation & Environmental Safety

- With the aim of fostering greener workplaces, the sessions were organized at sites implementing or aiming to achieve standardized waste management systems.
- The discussions focused on practical, effective waste segregation at source, and received positive feedback from workers who appreciated the real-life relevance and benefits of proper waste classification for environmental protection

At each session, participants were not merely listeners—they actively contributed their own experiences, raised real-life situations from their own factories, and collaborated on identifying suitable solutions.

Many customers praised the practical and accessible approach of the sessions, which prioritized real-world application over theoretical content. The high level of engagement from frontline workers helped foster a culture of continuous learning, increased environmental awareness, and promoted positive behavioral change in the workplace.

These activities not only enhanced environmental awareness and response capacity among customer teams but also reaffirmed INSEE Ecocycle's role as a committed partner in co-creating sustainable, responsible business practices.



INSEE Ecocycle Thailand at MICE Day 2025: Advancing Sustainability in the MICE Industry

On April 25th, 2025, INSEE Ecocycle showcased its sustainable solutions and managed event waste responsibly at MICE Day 2025, reinforcing its leadership in circular economy and Zero Waste-to-Landfill practices.

The event, hosted by the Thailand Convention and Exhibition Bureau (TCEB) under the theme “Unfolding Journey”, focused on authenticity, technology, and sustainability in the MICE industry.

At its booth, INSEE Ecocycle engaged visitors through interactive games, displays, and discussions highlighting waste management services, circular economy initiatives, and the production of Refuse-Derived Fuel (RDF) from non-recyclable waste.

In partnership with TCEB, the company also handled 5.61 tons of structural and decorative event waste, which was co-processed in cement kilns as alternative energy – diverting waste from landfills and reducing coal use.

This participation strengthened industry connections, raised awareness, and demonstrated INSEE Ecocycle’s commitment to sustainable industrial practices and a circular future.



INSEE Ecocycle Joins CEO Panel Discussion at Sustainability for Business Forum 2025

On 29 May 2025, INSEE Ecocycle took part in the Sustainability for Business Forum 2025, held at the Bangkok Marriott Hotel The Surawongse. The event was jointly organized by the Franco-Thai Chamber of Commerce (FTCC), Netherlands-Thai Chamber of Commerce (NTCC), Swiss-Thai Chamber of Commerce (STCC), and Thai-Swedish Chamber of Commerce (SweCham).

Bringing together sustainability leaders and practitioners from across Asia, the forum showcased innovative strategies driving economic, environmental, and social performance, and provided a collaborative platform to exchange insights and share successful sustainability initiatives.

Mr. Bruno Fux, Chief Executive Officer of INSEE Ecocycle, joined the CEO Panel Discussion, sharing his perspectives on embedding sustainability into core business strategies and leadership practices. His remarks underscored the critical role of collaboration and innovation in addressing the evolving sustainability challenges faced by businesses today.

The forum also offered valuable opportunities to engage with solution providers and like-minded partners committed to driving meaningful change.

At INSEE Ecocycle, we remain dedicated to delivering sustainable waste management solutions and innovative industrial services, contributing to a more sustainable and resilient future.



INSEE Ecocycle Joins Forces with Sabina and Thailand Post for the “New Life BRA CYCLE” Campaign – Driving Sustainable Disposal of Used Undergarments

INSEE Ecocycle partnered with Sabina and Thailand Post to launch the 2025 “New Life BRA CYCLE” campaign, promoting the sustainable disposal of used undergarments. The campaign, now in its fourth year, expands nationwide through Thailand Post’s network, making it more convenient, and free for the public to donate worn-out items, including bras, underwear, boxers, tank tops, undershirts, swimwear, and socks, of any brand, condition, or gender.

Donations are accepted from June 1 to December 31, 2025, at Sabina shops or any Thailand Post office, addressed to the New Life BRA CYCLE Project.

At the launch event, attended by Ms. Pitcha Thanalongkorn of Sabina, Dr. Waraporn Khongkiewpan of Thailand Post, and Mr. Bruno Fux of INSEE Ecocycle, Mr. Fux highlighted the importance of collaboration in driving sustainability and reiterated INSEE Ecocycle’s role in responsibly co-processing the collected materials to recover energy while achieving zero waste to landfill. Over the past four years, the initiative has diverted 48.74 tons of waste, generated over 1,076,218 megajoules of thermal energy, and reduced carbon emissions by nearly 80,000 kilograms.



INSEE Ecocycle Joins Forces with Starboard for World Ocean Day Cleanup

To celebrate World Ocean Day 2025, INSEE Ecocycle partnered with Starboard to host a Paddle & Road Cleanup at Taco Lake, Samut Prakan. Over 100 volunteers, including 40 paddleboarders, collected 339.3 kg of waste, with 222.1 kg suitable for Refuse-Derived Fuel (RDF).

The event, supported by Trash Hero and other environmental partners, combined hands-on cleanup with education on sustainable waste practices. INSEE Ecocycle set up a segregation station and knowledge-sharing zone to demonstrate how non-recyclable plastics—like straws and packaging—can be transformed into alternative fuel at its Saraburi facility.

CEO Bruno Fux emphasized the importance of co-processing waste to reduce landfill and fossil fuel use. The initiative reflects INSEE Ecocycle’s ongoing commitment to circular economy solutions and community engagement.



INSEE Ecocycle Showcases Sustainable Waste Solutions at “Waste Management & Waste to Energy Summit 2025”

On June 25, 2025, INSEE Ecocycle reinforced its commitment to sustainability at the 9th Waste Management & Waste to Energy Asia Summit held at Hotel Nikko Bangkok. The summit gathered industry leaders, policymakers, and environmental experts to address pressing waste and energy challenges in Asia.

CEO Mr. Bruno Fux delivered a keynote titled “Closing the Loop for Non-Recyclable Waste: Sustainable Solutions for the Circular Economy,” sharing how INSEE Ecocycle’s co-processing technology transforms non-recyclable industrial waste into alternative fuels. This method reduces landfill use and greenhouse gas emissions by integrating waste management into cement production, helping industries meet their sustainability targets.

Mr. Fux also participated in a panel discussion on “Addressing Waste to Energy Project Obstacles in Thailand,” where government and industry leaders discussed regulatory, financial, and collaboration challenges. The panel emphasized the need for cohesive policies and stronger public-private partnerships to scale waste-to-energy solutions effectively.

INSEE Ecocycle’s presence at the summit underscores its role as a trusted partner in advancing Thailand’s circular economy through innovation and operational excellence, delivering customized waste management solutions that protect the environment while supporting industrial efficiency.



INSEE Ecocycle Supports Kandy City Cleanliness During Sacred Tooth Relic Exposition

During the recently held Sacred Tooth Relic Exposition one of the most revered and widely attended religious events in Sri Lanka—INSEE Ecocycle Lanka took proactive steps to support sustainable waste management efforts in Kandy. Recognizing the significant influx of pilgrims and devotees from across the country, the company partnered with local authorities to implement timely and effective waste clean-up measures throughout the city.

The initiative was part of INSEE Ecocycle's ongoing commitment to environmental responsibility and community wellbeing. By deploying dedicated clean-up teams and facilitating proper waste segregation and disposal methods, INSEE Ecocycle helped ensure that the sacred city of Kandy remained clean, hygienic, and welcoming for all visitors during this spiritually significant time.

As Sri Lanka's leader in professional waste management solutions, INSEE Ecocycle also raised awareness on responsible waste disposal and eco-conscious practices, encouraging both residents and visitors to reduce littering and respect the city's environmental sanctity. The initiative not only supported the city's cleanliness but also reinforced the company's role in fostering green cities and sustainable public spaces during major cultural and religious events. This effort reflects INSEE Ecocycle's broader mission to champion environmental stewardship in collaboration with local communities and authorities, especially during high-impact public gatherings



Strengthening Compliance Leadership Across Ecocycle: EcoCert Auditor Graduation

The EcoCert Auditor Graduation demonstrates INSEE Ecocycle's commitment to strengthening internal governance, compliance, and safety excellence across the regional Ecocycle community. By consistently developing auditor competencies, the program ensures a robust, standardized approach to compliance across all operations. The recognition of qualified auditors reinforces INSEE's leadership in maintaining operational discipline, fostering cross-border collaboration, and driving a culture of continuous improvement in safety and environmental compliance.

Utilize the newly certified auditors to support EcoCert assessments throughout the region, promoting shared learning and harmonization of best practices. Position the EcoCert program as a benchmark for professional excellence within the waste management and circular economy sectors. Continue investing in annual auditor development to maintain momentum and further elevate regional standards.



Sri Lanka Celebrates Zero LTI for 2000+ Days at RRC



Achieving over 2,000 days without a Lost Time Injury at INSEE Ecocycle's Resource Recovery Center showcases the organization's safety culture and unwavering commitment.

This milestone not only boosts team morale but also strengthens INSEE's reputation as a responsible and safety-driven industry leader. Through the celebrations, continuous education, recognitions, and active participation, the achievement highlights INSEE's leadership in creating zero-harm, high-performance workplaces aligned with global best practices.

Building on this achievement, INSEE Ecocycle will continue strengthening its safety culture through regular training, leadership engagement, and employee involvement. Future efforts will integrate broader health and wellbeing programs to ensure a holistic approach to workplace safety.

By setting new safety milestones, INSEE will maintain momentum, reinforce its leadership in operational excellence, and position itself as a model for sustainable, zero-harm operations.

INSEE Ecocycle Marks World Environment Day with Tree Planting Initiative at BOI Horana Zone

In celebration of World Environment Day, INSEE Ecocycle proudly partnered with our valued stakeholders to carry out a meaningful tree planting initiative at the BOI Horana Export Processing Zone on June 5th. This collaborative effort reflects our shared commitment to environmental preservation and sustainable development.



Each tree planted is more than just greenery—it symbolizes a living promise to protect our planet for future generations. It is a tangible reminder that “Tomorrow Matters”—and that the actions we take today directly shape the world we leave behind.

This initiative brought together employees, partners, and community representatives, uniting under a common cause: to foster a healthier, greener, and more resilient environment. As the trees grow, they will contribute to improving air quality, enhancing biodiversity, and strengthening the ecological balance within the industrial zone and its surroundings.

At INSEE Ecocycle, we believe that real change begins with responsible action. Through projects like this, we continue to uphold our role as a catalyst for positive environmental impact, supporting both local communities and national sustainability goals.

Promoting Environmental Awareness in the Next Generation



The Kids Art Competition organized for World Environment Day 2025 strengthens INSEE Ecocycle's role in promoting environmental awareness and sustainability values among the younger generation. By encouraging creative expression on environmental themes, the initiative engages not just children but also families and communities, extending INSEE's influence beyond the workplace. It further reinforces INSEE's commitment to CSR, green values, and enhances the company's image as a brand dedicated to fostering a sustainable future.

INSEE Ecocycle will position this type of activities as a platform to drive stakeholder engagement. The initiative will elevate INSEE's role as a champion of environmental sustainability while building deeper emotional connections with key stakeholders. By connecting the competition to ongoing recycling efforts and broader sustainability narratives, INSEE will use the program to reinforce leadership in circular economy solutions.

INSEE Ecocycle Collaborates with the Sri Lankan Authorities for the Responsible Disposal of Confiscated Heroin

INSEE Ecocycle Lanka, in partnership with the Sri Lanka Police Narcotics Bureau (PNB) and the National Dangerous Drugs Control Board (NDDCB), successfully disposed of 494.048 kg of confiscated heroin using environmentally sound cement kiln co-processing technology at INSEE Cement's Puttalam plant. This secure and sustainable disposal took place on 28 April, under strict legal and regulatory oversight.

The process adhered to global best practices and safety standards, involving high-temperature thermal destruction (1800–2000°C), with zero harmful emissions. The heroin was first verified by the Government Analyst Department (GAD) and other authorities. INSEE Ecocycle also conducted risk assessments and managed technical evaluations in collaboration with stakeholders to ensure safe handling and processing.

As Sri Lanka's only certified facility with co-processing capabilities, INSEE Cement reaffirmed its commitment to public health, safety, and environmental responsibility. This initiative underscores INSEE's ongoing support for national anti-narcotics efforts and its broader role in promoting a circular economy through sustainable waste management.

