

## David Gottfried

### How He Made Green Building Movement a Global Force



Yes, it is possible. History shows that it's usually one man, a group or an organization's passion and drive that have made the world a better place, not the mob. While the eco or environment movements may not have a single godfather, the green building movement certainly does.

David Gottfried is considered the undisputed father of the global green building movement. His memoir - *Explosion Green: One Man's Journey To Green The World's Largest Industry says it all.*

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**Purpose :** To excite Indian businesses, SMEs, executives and students about the immense business opportunity in not only adopting Sustainability as Strategy in their companies but also inspire them to the possibilities of a big market for innovative sustainability products and services.

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Gottfried's peers say he not only accelerated the cause with contagious passion, he also provides a clear path towards delivering the transformational change. His work has been instrumental in connecting the market place to game-changing products.

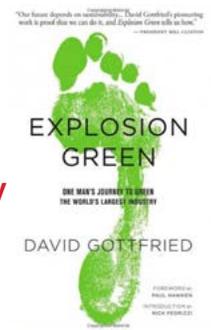
He set up the World Green Building Council, the U.S. Green Building Council and also the China Green Building Council. The councils function in 100 countries. They are said to have done more for carbon mitigation than any other organization. Gottfried's other books include *Greed to Green* (2004), and *Greening My Life* (2010).

Gottfried's work tenure includes real estate development, construction management, building ownership and property management, strategic consulting, network management and venture start-ups. He earned his degree in Engineering Management from Stanford University, where he

serves as a regular lecturer. He recently expanded his creativity into modern art painting.

*Explosion Green* tells the twenty-year story of the global green building movement through the eyes of David Gottfried, the man who helped start it all. It reveals the inner workings of the building industry as it comes to grips with the need for environmentally friendly practices. It describes how the industry has evolved, and how this evolution has helped fight climate change and prevent further damage to the environment while creating a multibillion-dollar industry.

It's full of his unique insight and self-deprecating humor. **Explosion Green has already won three 2014 Indie Book Awards: Second Place Grand Prize for Non-fiction, Business Category, and Memoir Category.**



## IGBC cross 2 billion Sq ft

The Indian Green Building movement in India crossed the 2 Billion sq.ft of green building footprint, with projects spread across all the five climatic zones of the county in 2013. It includes:

- 1,724 Members (123 Founding Members)
- 2,512 Registered Buildings
- 481 rated Green buildings
- 1,228 IGBC accredited professionals

# New Scorecard to Cut Eco-Impact of Data Centers



*Shekhar Dasgupta, former MD, Oracle India*

**D**ata center technologies expert and Green Field Software founder Shekhar Dasgupta has proposed a new supplementary scorecard to Balanced Scorecard, to measure IT efficiencies in data centers. He shows how next-gen data centre software should build a role-based framework to achieve organizational objectives and goals.

Mr. Dasgupta, a former Oracle Managing Director in India, recently spoke at the Data Center World meet in Las Vegas. He presented a new set of measures that go well beyond raising efficiency of IT infrastructure paving the way for leaner and greener Data Centers. These measures could improve performance and revenue besides reducing costs and environmental impact.

**He dispelled the myth among CIOs that they were responsible only for IT infrastructure.**

**He urged them to treat power, space, cooling and networks as an integral part of data center.**

Data Centers are designed to be fail-safe with multi level back up in power, computers, networks and air-conditioning virtually turning them to be energy guzzlers. It is estimated that data centers consume over 2 per cent of utility-produced electrical power in the United States and European Union.

**A new breed of Multi-Tenant Data Centers, set up to address the Cloud infrastructure**

**environment, together with tens of thousands captive data centers is leading to an unprecedented 15 per cent power consumption each year, Mr. Dasgupta said.**

**As large consumers of power CIOs have a role in mitigating risks to the environment.**

His framework also proposes to measure IT efficiencies of every operations person in a data center data.

Just as Balanced Scorecards had a profound impact on driving overall economic value of enterprises that use them, Mr. Dasgupta suggested that Data Centers can be better aligned with business goals through Scorecard-based Data Center Infrastructure Management software. Absence of monitoring and lack of proper measurements or key performance indicators (KPIs) are the principal causal factors of Data Center failures, inefficiencies and wastage.

Rising power consumption compounded with escalating energy prices, makes it important to measure and manage power use through Building Management Systems and DCIM software.

# Google Earth to Help Revive Water Bodies in Delhi



*Lake outside Purana Qila, New Delhi*

Of the 1,012 water bodies in Delhi, as many as 349 have reportedly dried up and 165 have been encroached upon. These startling figures have been compiled through satellite imaging by the city administration's Delhi Parks & Gardens Society. The society has also linked the entire database to Google Earth for better monitoring and upkeep of the water bodies.

**As the upkeep of the wetlands rest with different**

**agencies, the society has called a meeting of the officials of the city administration, DDA, MCD, NDMC and Forest department on June 17 to take stock of their prevailing condition and future course of action for reviving them.** All the agencies have been directed to work out a four point agenda for revival of the water bodies. The agencies have to submit their respective

plans on how they would de-silt the wetlands and later fill them up with clean water. Also, they have been asked to submit their plan on how they would carry out plantation around these bodies with future course of action on their maintenance.

At present, stench of apathy and greed is hovering over a majority of the water bodies in Delhi. Many environmentalists have time and again been raising their concern over the gradual loss of water bodies which are essential to maintain the groundwater levels. An environment department official said: "Water bodies are a part of the natural water chain on which an entire ecosystem is dependent. They contribute to keeping up a healthy groundwater table that has come under serious threat in the city."

Such initiatives should be taken up in all cities. With urban India expected to see massive growth, revival of water bodies becomes an imperative. Since public authorities have been incompetent, only civil society can now force such initiatives.

# Green Groups Bring Out Report on Lake Encroachments in Bangalore

Environment protection groups, Save Bangalore Lakes Trust (SBLT) and Namma Bengaluru Foundation (NBF), have brought out a report on the encroachment of lakes in the City.



*Ulsoor Lake, Bangalore*

The 209-page report, titled 'Phase 1-Lake Encroachment Report,' has been compiled after surveying 43 lakes. It essentially contains information on the total area, encroachment, BBMP action plan and survey number of the lakes, besides maps and satellite images.

While 16 lakes were visited by volunteers from NBF, under the guidance of BBMP officers, information on the 27 others has been provided by the SBLT

team with assistance from lake associations and residents in the vicinity of the water bodies. The volunteers started the survey in January this year and compiled the report recently.

Also, an official study that was meant to look at the way environmental clearances in Karnataka were given out in the last 10 years has turned out to be a virtual indictment of the entire process itself. [There is not a single project which has got the top two](#)

grades in the rankings that were compiled by the Environmental Management and Policy Research Institute (EMPRI), an autonomous body established by the state government.

The damning study, which was conducted by EMPRI researchers and three independent consultants, has been given a quiet burial. The decision to hold back the findings was taken at a governing body meeting of EMPRI on April 2.

The EMPRI co-chairman and secretary to the ecology and environment department, Ramachandra, said at the meeting that since the State Environment Clearance Committee (SECC) had been discontinued, the study had lost its relevance.

It is, however, not the SECC itself, but the findings of the EMPRI team that is glaring. The researchers found innumerable counts of environmental violations, and

loopholes in the SECC system. SECC documentation was either sketchy or not available at all. [Had the government published the report, it would have been a sort of admission that environmental clearances accorded in the last 10 years had been deeply flawed.](#)

The study in question had been commissioned by the department of forest, ecology and environment (DFEE) on March 13, 2013. Among other things, the EMPRI was

supposed to assess whether the SECC could make cumulative impact assessments, and also look at the impact/outcomes of the SECC approvals, especially those given in the past 10 years.

After submission of a number of drafts, the final report was submitted to the government in February. The state acted quietly in the meantime, and wrapped by the SECC through an official order on February 7, 2014. The order had

asserted that the committee was no longer needed in view of the Environment Impact Assessment (EIA) Notification of 2006. The DFEE head, Madan Gopal M, said that this had been done since the SECC itself had no legal standing. What he did not elaborate was why it took the Karnataka government eight years to realize that there would be no need of the SECC in view of the EIA notification that was issued by the Centre way back in 2006.

## The e-bomb is ticking in Pune



A report by the Associated Chambers of Commerce and Industry of India says that Pune is one of the major e-waste generators in India. With no proper disposing and recycling system in place, the

hazardous waste is posing a risk to the health of citizens as well as environment.

- Over 4.5 lakh children across the country are exposed to toxic chemicals as they

handle discarded electronic gadgets

- Of the total 12.5 lakh MT of e-waste generated in India, only 4 percent is recycled while the remaining is handled by scrap dealers
- When the e-waste is burnt to recover copper and other precious metal, kids come into contact with over 1,000 toxic substances
- This is likely to cause irreversible damage to their liver, kidney and the nervous system

# Encyclopedia Britannica to Digitize Indian Stories for the World



*A Play Day at Katha*

**This is big. Encyclopedia Britannica, a global leader in reference material business, partnered with Katha, recently, to take the best of Indian stories published for children, across the world.** The objective, they say, is to foster the love of learning in children through innovative education model – of active story-based learning. Katha is India’s leading independent publishing house with over 300 titles translated from 21 Indian languages.

Britannica will **provide digital knowledge and learning**

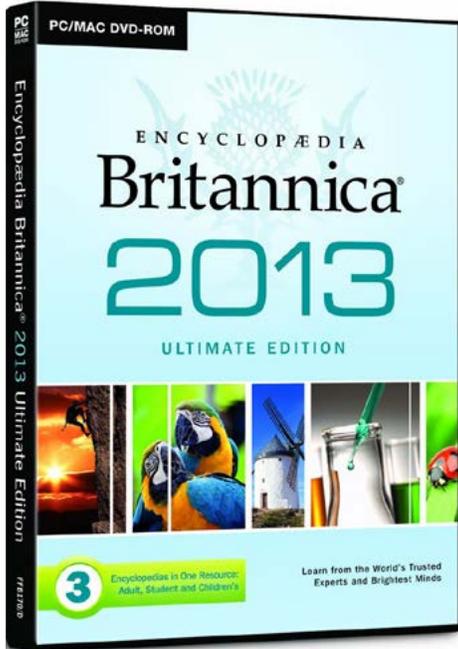
**products to Katha schools and learning centers for underprivileged children in India** as part of its corporate social responsibility. It will also convert titles owned by Katha into eBooks and distribute them worldwide as a part of its eBook program under the overall eLibrary initiative.

From its repertoire of children’s titles and stories sourced from many Indian languages, Katha will compile a Literature Reader in English as a curricular textbook for Classes 1-8, which Britannica will publish and market in India. Britannica will, in turn, leverage

its channels to offer the Literature Reader to schools abroad that follow Indian curriculum, as part of its curricular offering.

Jorge Cauz, president of Encyclopedia Britannica, Inc. is visiting India to promote digital learning in the South Asia region. He has been at the center of Britannica’s transformation from a 246-year old publisher of printed reference works to an innovative provider of digital education products in online, mobile and printed versions for individual consumers and families, schools, libraries and universities.

Mrs. Geeta Dharmarajan, the creative and innovative force behind Katha’s work, for over the 25 years, said: **“It gives me great joy that as Katha celebrates its silver jubilee this year, we join forces with such a respected and world-renowned company to get great Indian stories into the hands of children worldwide and share India’s rich cultural heritage with them. We are living in exciting times where technology is bringing great changes to the educational possibilities for our children.**



**Our partnership with Britannica helps us realize our dream of inspiring children to learn.”**

A visibly touched Jorge Cauz, who visited the Katha school located in a slum in South Delhi, said: **“I firmly believe that trustworthy digital content coupled with highly motivated teachers, especially like the ones I met at Katha, can play a significant role in promoting literacy among the underprivileged”.**

Katha is a nonprofit organization. By seamlessly connecting grassroots work in education and urban resurgence, Katha brings children living in poverty into reading and quality education. So far it has brought schooling to 162,500 children, trained 17,000 of them in IT, taught 90,000 women in income-generation and social activism skills, and brought the joy of reading to more than 6,000,000 children.

## Cancer Threat from Artificially-ripened Mango



**T**he health department of ‘Ahmedabad Municipal Corporation (AMC) seized large

stocks of mangoes artificially ripened using cancer-causing calcium carbide. The AMC team inspected the Kalapur fruit market and seized 989 kg of mangoes that had been artificially-

ripened. The team also seized more than 40 kg of the deadly carbide from the market.

Mangoes normally ripen towards the end of April, said senior officials at APMC Vejalpur. Hence those which are available in the market before mangoes are due have been ripened using acetylene gas produced from calcium carbide. Industrial-grade calcium carbide contains traces of arsenic and phosphorous which are harmful to the body. It damages the skin, kidneys, heart and liver and also causes ulcer and gastric problems.

# Technology Leaders Launch Partnership to make Internet Access Available to All

Mark Zuckerberg, founder and CEO of Facebook, announced the launch of Internet.org, a global partnership with the goal of making internet access available to the next 5 billion people. “Everything Facebook has done has been about giving all people around the world the power to connect,” Zuckerberg said. “There are huge barriers in developing countries to connecting and joining the knowledge economy.



The founding members of Internet.org — Facebook, Ericsson, MediaTek, Nokia, Opera, Qualcomm and Samsung — will develop joint projects, share knowledge, and mobilize industry and governments to bring the world online. These founding companies have a long history of working closely with mobile operators and expect them to play leading roles within the initiative, which over time will also include



NGOs, academics and experts as well.

Internet.org is influenced by the successful Open Compute Project, an industry-wide initiative that has lowered the costs of cloud computing by making hardware designs more efficient and innovative.

Potential projects include collaborations to develop lower-cost, higher-quality smartphones and partnerships to more broadly deploy internet access in underserved communities. Mobile operators will play a central role in this effort by driving initiatives that benefit the entire ecosystem.

Partners will invest in tools that dramatically reduce the amount of data required to use most apps and internet experiences. Potential projects include developing data compression tools, enhancing network capabilities to more

efficiently handle data, building systems to cache data efficiently and creating frameworks for apps to reduce data usage.

## Helping businesses drive access

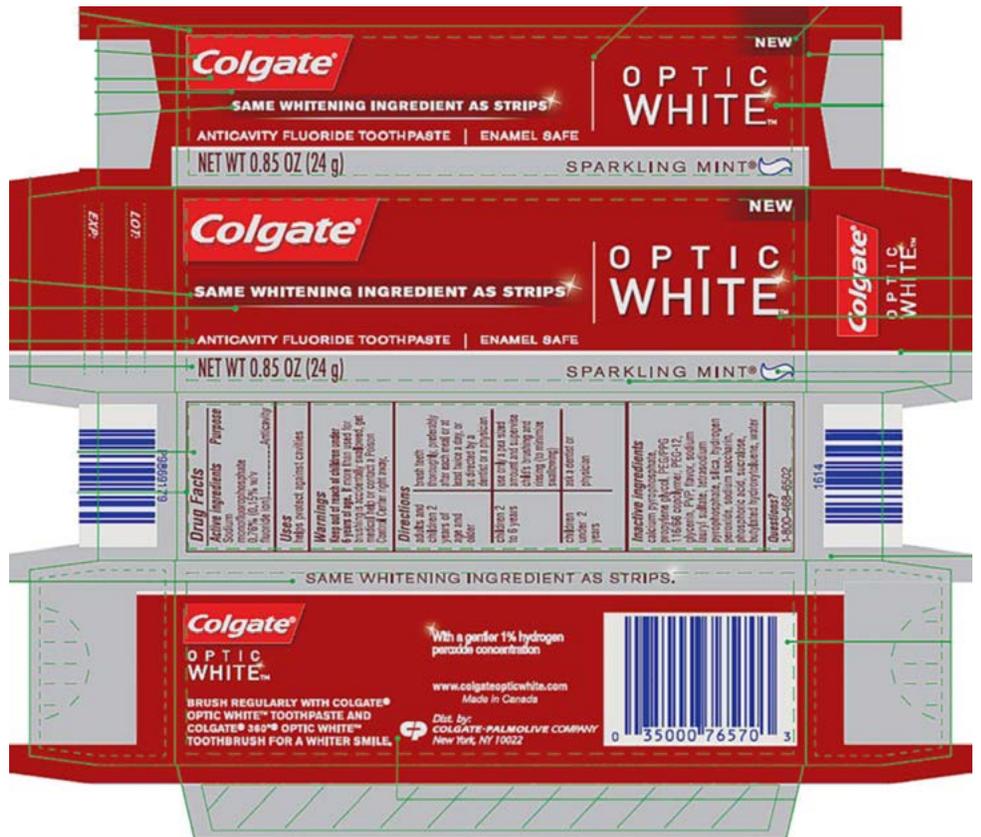
Partners will support development of sustainable new business models and services that make it easier for people to access the internet. This includes testing new models that align incentives for mobile operators, device manufacturers, developers and other businesses to provide more affordable access than has previously been possible. Other efforts will focus on localizing services — working with operating system providers and other partners to enable more languages on mobile devices. By reducing the cost and amount of data required for most apps and enabling new business models, Internet.org is focused on enabling the next 5 billion people to come online.

Facebook, Ericsson, MediaTek, Nokia, Opera, Qualcomm, Samsung and other partners will build on existing partnerships while exploring new ways to collaborate to solve these problems.

# Colgate-Palmolive Commits to 100% Recyclable Packaging

Colgate-Palmolive recently committed to making 100 percent of its packaging fully recyclable for three out of four product categories by 2020. The three categories set to go recyclable are home, pet and personal care. Colgate has also committed to developing a completely recyclable toothpaste tube or package. In addition, the company agreed to increase the average recycled content of its packaging from 40 percent to 50 percent, and reduce or eliminate the use of PVC — a hard-to-recycle resin — in packaging.

As You Sow (AYS) filed a shareholder resolution with Colgate in 2012, asking the company to explore the feasibility of adopting an Extended Producer Responsibility (EPR) strategy for post-consumer packaging. An EPR is a corporate and public policy that shifts responsibility for collecting and recycling from consumers and governments to



producers. Canada and several European countries require companies to be responsible for post-consumer packaging by paying some or all of the costs for collection and recycling. In the U.S, 24 states have EPR laws on the books that mandate producer

responsibility for collecting and recycling consumer electronics.

Academics have uncovered a key influence in the consumer's decision to go green, whether it's recycling, composting or buying environmentally friendly products. Research from Concordia University's John Molson School of business, proves that even just asking ourselves, or predicting, whether we will engage in sustainable shopping behavior can increase the likelihood of following through — especially when there's an audience.



# University of Vermont starts MBA in Sustainable Entrepreneurship



In an effort to **fundamentally reinvent business education and the MBA degree** the University of Vermont has started an MBA in 'Sustainable Entrepreneurship'. It hopes to **address issues related to the environment, ethics, entrepreneurship, poverty and inequality**. It has started a 45-hour credit program on sustainable business and entrepreneurship-focused curriculum.



**Stuart L. Hart**, a leading authority on the **implications of environment and poverty for business strategy**, has inspired this course following his experience of running the **Emergent Institute in Bangalore for entrepreneurs who are working on clean technologies**.

The program offers an **accelerated** one year program designed to get students back out there, inventing or reinventing their bottom of the pyramid (BoP) enterprise as soon as possible.

Students will enjoy access to business and entrepreneurs

around the world through the BoP Global Network which includes [Enterprise for a Sustainable World](#), India's [Emergent Institute](#), and the [BoP Global Network](#) - a vibrant community of academics and practitioners in 18 countries that engage in knowledge creation and dissemination about the theory and practice of creating sustainable businesses at the base of the economic pyramid.

**The students also get to do** meaningful, high-impact work with international partners that have on-the-ground access in emerging markets and the developing world.

## Why an MBA in sustainability?

The leaders in reforming the MBA education believe the world today needs revolutionary new business models, not just adjustment around the edges. Prof. Hart says: "We need a focus on the skills required to imagine, co-create, launch and scale game-changing new ventures that simultaneously lift the poor and leapfrog to new environmentally sustainable ways of living."

Prof Hart is at the forefront of this global movement. He has been involved in creating three such centers over the past 25 years--at the University of Michigan's Ross School and School of Natural Resources & Environment (The Erb Institute), at the University of North



Carolina's Kenan-Flagler Business School (Center for Sustainable Enterprise), and at Cornell University's Johnson School (Center for Sustainable Global Enterprise).

He bases his conviction on the fact that **over the past 25 years, most major business school in the world have added some kind of initiative, center, or institute focused on sustainability, corporate citizenship, or social entrepreneurship**. "The problem is that **virtually all of these initiatives, centers, or institutes continue to merely hang off the side of the existing business school edifice**. Like the proverbial "saddle bag" on a horse, the issues are contained within separate compartments that are readily visible from the outside, but have little impact on the behavior of the animal itself."

In India, BIMTECH in Noida is experimenting with teaching sustainability. But no one is yet to take the leap to offer a full MBA in sustainability.

# Bottled Water Without Bottle for ₹ 4

By **Vaani Anand**

**B**ottled drinking water has become so common it appears as if there's no alternative to safe drinking water in India and in most other developing countries. The truth is that precious fossil fuel and resources are wasted trying to reach clean water. The irony is that once used, the PET bottles that keep our drinking water clean, end up contaminating and polluting water sources and the ocean. It is estimated that every second 1500 bottles head to a landfill.

Aghast at this impact Minhaj Ameen, Akshay, Saketh and Sandeep got together to find an alternative. They launched amrutDhara – a safe drinking water solution at public places. Set up in Auroville, Pondicherry ([www.amrutdhara.in](http://www.amrutdhara.in)) they are setting up a network of water stations which dispense safe drinking water for as little as between Rs.4 and Rs.8 a liter as against Rs. 15 - 20 for a one liter bottle in the market. It encourages consumers to use their own bottles or reuse bottles as well. The price varies depending on the location and



*Akshay, Minhaj Ameen and Sandeep*

source of water. The variation accounts for the retailer's margins and the volumes dispensed. For instance, it may be cheaper in a public place like a bus or train station.

The founders' logic is – If 90 percent of the cost of the drinking water bottle is the making of the bottle itself, can the same quality of water be made available without the bottle? amrutDhara plans to

develop micro entrepreneurs by getting thousands of vendors to run the water stations in public spaces like railway and bus stations.

## **Ensuring quality of water**

amrutDhara is putting up a real-time testing and quality process and the data is made accessible online.

They will be setting up water



### Facts about bottled water

- For making one liter of bottled water 250 ml of fossil fuel and 3 liters of water are used.
- Plastic can only be recycled or down-cycled. Only 30% of plastic actually ends up getting recycled
- Every second, there are 1500 plastic water bottles headed to a landfill

stations in public spaces which not only dispense water but will also act as a medium for communication and awareness. These stations will have filtration systems that are appropriate for the quality of inlet water, hygienic short-term storage, real-time testing and displays to show all monitored data.

An important difference between similar services run by other companies and amrutDhara is that the vendor is an essential part of the amrutDhara family. Through a series on incentives and workshops they will ensure that the vendor is a motivated social entrepreneur and a partner with

stakes in the success of the whole enterprise.

A start-up, amrutDhara is working very hard to make this dream a reality. Sandeep and Minhaj work on the strategic tie-ups and forays and Akshay takes care of designing innovative communication tools that are put up at amrutDhara retail outlets. Saketh has the evangelical yet uphill task of networking and convincing shop-keepers and retailers to be a part of the amrutDhara journey.

### How Plastic Kills

Plastic bottles that are discarded disintegrate very slowly and

leach “Phthalates” which contain carcinogenic compounds and at least one heavy metal like antimony. “These things are harmful for us but there is still no research to prove how harmful these are for human and living beings,” says Minhaj. Microplastics are formed in the environment as a consequence of the breakdown of larger plastic material, especially marine debris, into smaller and smaller fragments. The breakdown is caused by mechanical forces (e.g. waves) and/or photochemical processes triggered by sunlight (especially UVB). “People are worried that unsafe water will cause diarrhea but are blissfully unaware of the extreme harm that plastic bottles cause in the long run and choose to buy a bottle of water instead,” says Minhaj.

There are many concepts similar to that of amrutDhara working in Villupuram in Tamil Nadu and New Delhi already. “I have seen some dispensing machines and systems similar to ours in Malaysia where they are working extremely well,” says Minhaj.

Minhaj has a big dream for India. “I dream that one day, there will be a taboo associated with drinking bottled water just like there is for people who spit or pick their nose in public. We should have a day when buying bottled water is not cool anymore.”

# Grundfos Lifelink – Turning CSR into a Business Opportunity

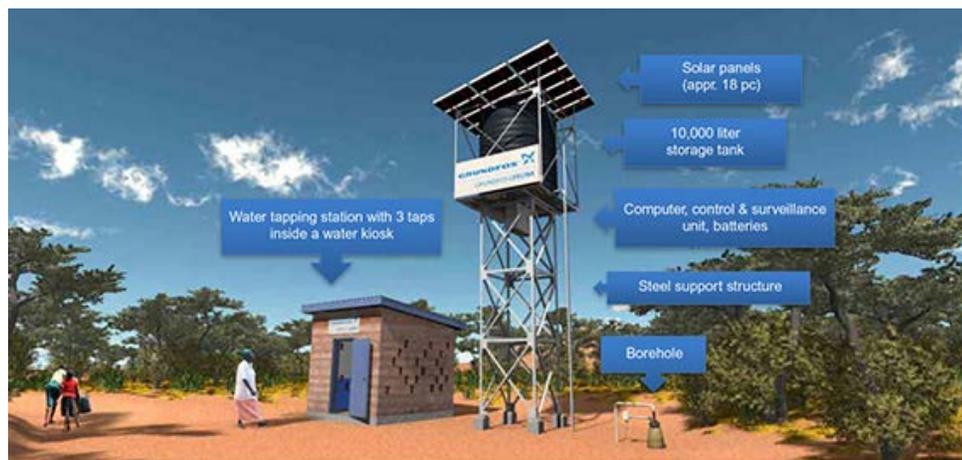


By **Tania Ellis**,  
The Social Business Company

The world is filled with unfulfilled community needs as a result of weak public institutions or perceived lack of market opportunity by private actors. But there are examples of how multinationals have discovered business cases where no one else had bothered looking.

One of these very successful examples is Grundfos LIFELINK, an inclusive business model for sustainable supply of safe drinking water at affordable prices created by Grundfos, one of the world's leading pump manufacturers.

The Grundfos LIFELINK business model addresses the breakdown causes of many water projects:



limitations of inadequate physical infrastructure for water and maintenance as well as restricted access to financial services.

The model – a total solution water system with a solar-powered water pump, a water tank, a remote monitoring unit and an automatic tapping unit – also incorporates a payment facility, where the users pay for the water using smart cards and mobile banking.

The payments also cover Grundfos LIFELINK's service and maintenance of the pump stations. Any surplus from the

water revenue is paid back into the community's own account so it can invest in new development projects.

## Partnerships are a critical success factor

An important aspect of Grundfos' project is the partnerships, which they have made with various stakeholders to ensure that their solution is financed and delivered.

They have both a loan-based and a donation-based financing model and have gone into partnerships with local microfinance institutions, major NGOs like the WFP and

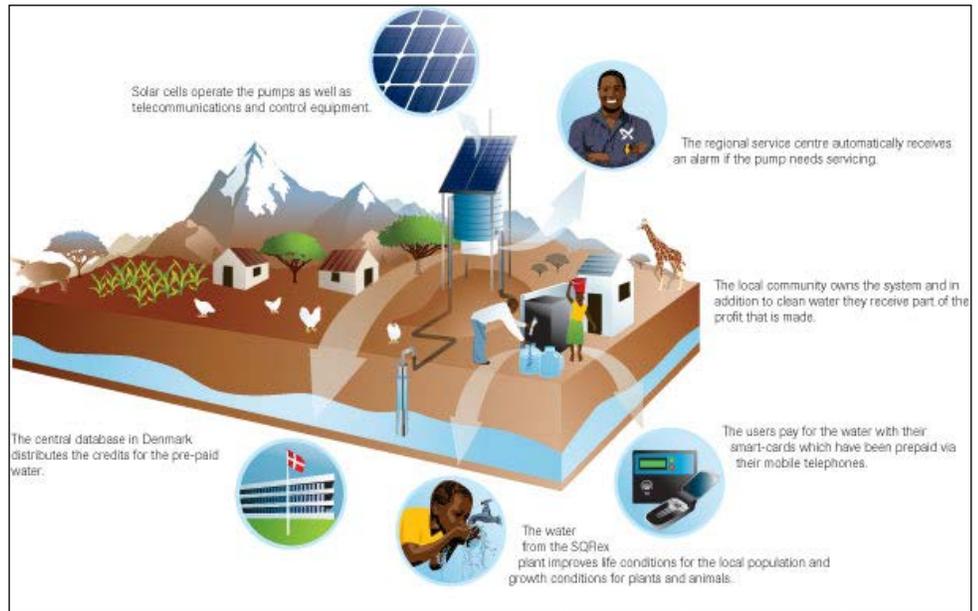
the Red Cross, governmental institutions, private foundations, and CSR programmes.

Now, Grundfos LIFELINK is expanding operations across Africa and Asia, providing the LIFELINK technology to water utilities and development organizations working to establish long term sustainable water supply in rural and urban low income communities.

### So what can we learn from Grundfos LIFELINK?

The Grundfos LIFELINK example proves that there are a myriad of business opportunities in unexplored markets. It is just a matter of leveraging your competencies as a company, and of developing original solutions to societal needs.

Think about what you do well, and think about how this can be



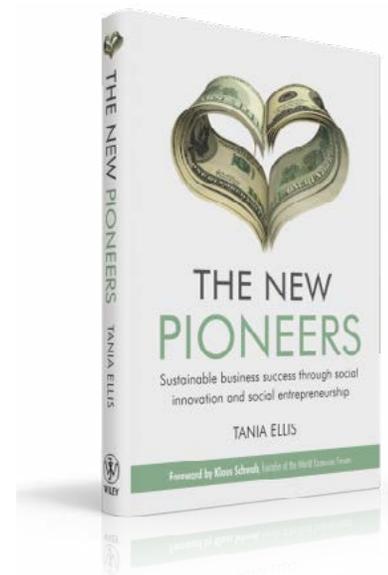
utilized in a developing market, given the market conditions.

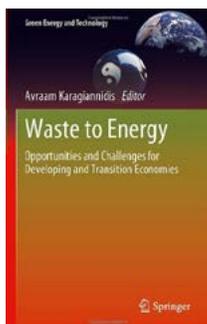
A last point to remember is to partner up with the right companies and organizations, as they often are the ones who hold or have access to invaluable local resources that could be a success factor of the project.

By combining the engagement of local knowledge, resources, skills and needs with the resources and technologies of commercial companies, the result may be co-creation of unique business models that create value for humanity as well as the corporate bottom line.

The New Pioneers are this century's generation of new leaders, social entrepreneurs, and social innovators that are turning global challenges into new business opportunities and sustainable ways of creating value. Our Case of the Month features New Pioneers that are creating new hybrids of doing business and solving society's problems. They are showing old world companies and organizations how to tackle new world challenges for the benefit of both humanity and the bottom-line.

Want to learn more about The New Pioneers? Read excerpts or buy Tania Ellis' internationally recognized book at [www.thenewpioneers.biz](http://www.thenewpioneers.biz)





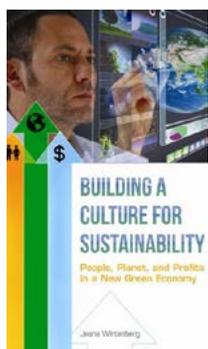
## Waste to Energy: Opportunities and Challenges for Developing and Transition Economies (Green Energy and Technology)

By Avraam Karagiannidis

Springer, 2014

Solid waste management is currently a major issue worldwide with numerous areas reaching critical levels. Many developing countries and countries in transition still miss basic waste management infrastructure and awareness. It is here that many of the solid waste management problems and challenges are currently being faced. As such, waste-to-energy (WTE) consists of a proven and continuously developing spectrum and range of technologies in a number of (mostly) developed countries. However, its integration in developing countries and systems in transition is often faced with skepticism and a complex set of barriers which are quite unique and differ greatly from those where WTE has been validated and applied over the years.

Waste-to-Energy approaches this dynamic aspect of environmental engineering and management in a methodical and detailed manner making it an important resource for SWM planners and facility operators as well as undergraduate and post graduate students and researchers.



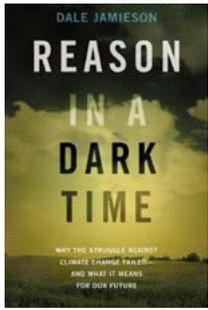
## Building a Culture for Sustainability: People, Planet, and Profits in a New Green Economy

By Jeana Wirtenberg

Praeger, 2014

In their own words, leaders, managers, and employees from nine global companies explain how they are turning their visions into reality. Sustainability and human resources expert Jeana Wirtenberg describes how these companies are transforming challenges into opportunities by opening their minds to the megatrends that will define the future. The vast majority of today's CEOs consider sustainability essential to their company's success, yet most do not know how to embed it into their company and its culture.

This book guides firms of all types and sizes—from those organizations just starting their journey to sustainability, to those seeking to accelerate their positive impact on people, reduce their negative environmental impact, and improve their bottom line. Wirtenberg shows readers how extraordinary results are possible by engaging the hearts and minds of employees throughout the organization.



## Reason in a Dark Time: Why the Struggle against Climate Change Failed -- and What It Means for Our Future

By Dale Jamieson

OUP USA, 2014

From the 1992 Rio Earth Summit to the 2009 Copenhagen Climate Conference there was a concerted international effort to stop climate change. Yet greenhouse gas emissions increased, atmospheric concentrations grew, and global warming became an observable fact of life.

In this book, philosopher Dale Jamieson explains what climate change is, why we have failed to stop it, and why it still matters what we do. Centered in philosophy, the volume also treats the scientific, historical, economic, and political dimensions of climate change. Our failure to prevent or even to respond significantly to climate change, Jamieson argues, reflects the impoverishment of our systems of practical reason, the paralysis of our politics, and the limits of our cognitive and affective capacities. The climate change that is underway is remaking the world in such a way that familiar comforts, places, and ways of life will disappear in years or decades rather than centuries.

Climate change also threatens our sense of meaning, since it is difficult to believe that our individual actions matter. The challenges that climate change presents go beyond the resources of common sense morality -- it can be hard to view such everyday acts as driving and flying as presenting moral problems. Yet there is much that we can do to slow climate change, to adapt to it and restore a sense of agency while living meaningful lives in a changing world.



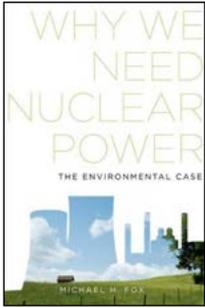
## After Sustainable Cities?

By Mike Hodson, Simon Marvin

Routledge, 2014

A sustainable city has been defined in many ways. Yet, the most common understanding is a vision of the city that is able to meet the needs of the present without compromising the ability of future generations to meet their own needs. Central to this vision are two ideas: cities should meet social needs, especially of the poor, and not exceed the ability of the global environment to meet needs.

*After Sustainable Cities* critically reviews what has happened to these priorities and asks whether these social commitments have been abandoned in a period of austerity governance and climate change and replaced by a darker and unfair city. This book provides a warning that a more technologically driven and narrowly constructed economic agenda is driving ecological policy and weakening previous commitment to social justice and equity.



## Why We Need Nuclear Power: The Environmental Case

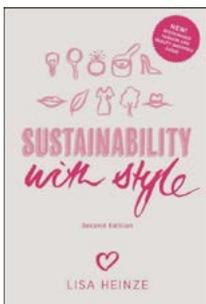
By Michael H. Fox

Oxford University Press, 2014

Nuclear power may just be the most important solution to our search for clean, sustainable energy sources. Although wind and solar can contribute to our energy mix, we need a reliable source to meet large-scale energy demands and break our dependence on fossil fuels. However, most people are wary, if not downright afraid, of nuclear power. Given nuclear disasters such as Chernobyl and Fukushima, it's not difficult to see why. In the wake of these events, fear has clouded the public's understanding of the facts. It's time to clear up those misconceptions and examine the science behind nuclear power, in order to determine what role it could and should play in our future.

In *Why We Need Power: The Environmental Case*, radiation biologist Michael H. Fox argues that nuclear power is essential to slowing down the impact of global warming. He examines the issue from every angle, relying on thirty-five years of research spent studying the biological effects of radiation. Fox begins with the problem, carefully laying out how our current energy uses and projections for the future will affect greenhouse gases and global warming. The book then evaluates each major energy source and demonstrates the limits of renewable energy sources, concluding that nuclear power is the best solution to our environmental crisis. Fox then delves into nuclear power, looking at the effects of radiation, the potential for nuclear accidents, and the best methods to dispose of nuclear waste. By systematically analyzing each aspect of the nuclear issue, Fox clarifies which concerns have a scientific basis and which remain unsupported. His in-depth exploration of the facts persuasively demonstrates that nuclear power is critical to reducing the effects of energy production on the global climate.

Written in an engaging and accessible style, *Why We Need Nuclear Power* is an invaluable resource for both general readers and scientists interested in the facts behind nuclear energy.

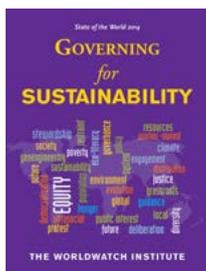


## Sustainability with Style

By Lisa Heinze

Lisa Heinze; 2014

Part autobiography and part eco-guidebook, Lisa shares everything from learning the ropes of eco-fashion and natural beauty products, to understanding the best way to talk about the environment with non-greenies. If you've ever wanted to 'go green' but just can't picture yourself as a tree hugger, let Lisa show you how you can achieve sustainability without losing your personal style. "Heinze's story is as inspirational as it is entertaining - her combination of personal anecdotes, practical advice and cultural exploration is the perfect handbook for any aspiring greenie



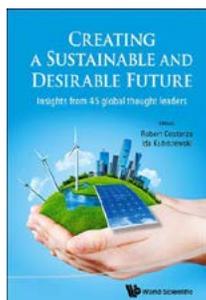
## State of the World 2014: Governing for Sustainability

by The Worldwatch Institute

David W. Orr

Citizens expect their governments to lead on sustainability. But from largely disappointing international conferences like Rio II to the U.S.'s failure to pass meaningful climate legislation, governments' progress has been lackluster. That's not to say leadership is absent; it just often comes from the bottom up rather than the top down. Action—on climate, species loss, inequity, and other sustainability crises—is being driven by local, people's, women's, and grassroots movements around the world, often in opposition to the agendas pursued by governments and big corporations.

These diverse efforts are the subject of the latest volume in the Worldwatch Institute's highly regarded *State of the World* series. The 2014 edition, marking the Institute's 40th anniversary, examines both barriers to responsible political and economic governance as well as gridlock-shattering new ideas. The authors analyze a variety of trends and proposals, including regional and local climate initiatives, the rise of benefit corporations and worker-owned firms, the need for energy democracy, the Internet's impact on sustainability, and the importance of eco-literacy. A consistent thread throughout the book is that informed and engaged citizens are key to better governance.



## Creating a Sustainable and Desirable Future: Insights from 45 Global Thought Leaders

By Robert Costanza, Ida Kubiszewski

World Scientific Publishing Company, 2014

Visionaries and theorists have often been characterized as mere impractical dreamers. It must, however, be recognized that action and change without an appropriate vision of the goal, and analyses of the best methods to achieve it, can be counterproductive. In this sense, a compelling and appropriate vision can be the most practical application. Envisioning must be seen as an ongoing process in which community members collectively identify shared values, describe the future they seek, and develop a plan to achieve common goals. The challenge for the current generation of humans is to develop a shared vision that is both desirable to the vast majority of humanity and ecologically sustainable. This book is an attempt to contribute to a broad discussion on what a positive vision of the future is, should be, or can be.

Written by some of the world's leading thinkers, the book is divided into four sections covering: the process of envisioning; "future histories," which describe the envisioned world from the future, looking back; detailed descriptions of certain elements of the vision; and ideas about how to get from 'here to there'. This book will be of interest to anyone interested in knowing what a sustainable and desirable future might look like from a broad range of perspectives.

**Greenco Summit 2014**

26th to Jun 27, 2014 | ITC Grand Chola, Chennai

[www.cii.in](http://www.cii.in)**Solar South 2014**

18th to 20th July, 2014 | Chennai trade center

[www.solarsouth.in](http://www.solarsouth.in)**Green Power 2014**

17th to 18th July 2014 | ITC Grand Chola, Chennai

[www.cii.in](http://www.cii.in)**Solartech Expo India**

22nd to 23rd July, 2014 | New Delhi

[www.10times.com/solartech-expo-india](http://www.10times.com/solartech-expo-india)**5th World Renewable Energy Technology Congress & Expo - 2014**

21st to 23rd August, 2014 | New Delhi

[www.wretc.in](http://www.wretc.in)**Green Building Congress 2014**

02 to 06 September, 2014 HICC, Hyderabad

[www.cii.in](http://www.cii.in)**Energy Efficiency Summit 2014**

29th October to November 01, 2014 | HICC, Hyderabad

[www.cii.in](http://www.cii.in)**Advanced Course on Sustainable Lighting Practices**

18th to 20th June, 2014 | Pune

[www.eai.in/360/events/pages/463#sthash.gJ0urrsH.dpuf](http://www.eai.in/360/events/pages/463#sthash.gJ0urrsH.dpuf)**Post-Graduate Diploma Course in Sustainable Development (PGDM-SD)**

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Bharati Vidyapeeth Deemed University

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