

## Paris Climate Summit

# Why PM Modi Means Business

By Benedict Paramanand

**T**he US Secretary of State's statement that India would be a "challenge" at the Paris Climate Change summit shows how difficult it is to change long-held perceptions. Perceptions about India's ability to play a constructive role in most international dialogues concerning trade, environment, and labor is near abysmal. If it achieved results all these years, perceptions wouldn't have mattered that much. It's best to leave it to experts to say if India achieved even remotely significant results all these years.

This is making Prime Minister Modi's job that much more difficult. He is using all his charm and looks sincere to change the narrative. He is doing that with a lot of self belief about



French President Francois Hollande (L) welcomes India's Prime Minister Narendra Modi as he arrives for the opening day of the World Climate Change Conference 2015 (COP21) at Le Bourget, near Paris, France, November 30, 2015.

### Paris Summit Special

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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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Information in this publication is drawn from a variety of sources, including published reports, interviews with practicing managers, academia and consultants. While doing so utmost importance is given to authenticity.

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his ability to translate India's international commitments into action. Modi realizes that it is India's big chance to play a constructive role in shaping global policy and by doing that he, rightly believes he can shake up the slothful and clumsy domestic players.

No other Indian prime minister has shown Modi's agility and ease of networking with big players like he is doing now. He wants the world to know that India means business and is willing to play the high stakes game. His dream project – 175 GW of renewable energy - has got most global businesses drooling over him. The 'clean India mission' and '100 smart cities project' are multi-billion dollar global opportunities.

What's also driving India to play ball instead of looking to nitpick at the negotiations is how China has opened up to climate change issues. In the last three years of so China has taken very bold steps to rein in consumption and is willing to take a hit on its growth rate for that. The current low petro prices is thanks to China.

At the same time, PM Modi didn't lose the opportunity to blame the developed nations for the current mess. This he has to do to negotiate a harder bargain and not lose friends from the developing world, like Brazil.



**His offer to host an international solar alliance secretariat in India with financial commitment of \$30 million demonstrates to the world that India is indeed ready to take on cost for global cause and not wait for freebies from the West.**

His bigger challenge is to enhance the confidence of global and Indian businesses to invest in India through policy clarity and a robust roadmap. More needs to be done on 'ease of doing business' by removing bureaucratic hurdles. If he is able to execute his Clean India Mission, 100 smart cities projects and ambitious renewable energy projects, he will be in a good position to balance development and climate change. He is clear that it's no longer development vs. climate change it's rather development and climate change. A tough task ahead but India has never looked this positive in getting closer to achieving it.

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## Paris Climate Summit

# It's An Opportunity For India To Focus On The Home Front

As the global Climate Summit kicks off in Paris in December, **Navroz Dubash**, Senior Fellow at the Centre for Policy Research, makes a strong case in favor of finding a middle ground between development and equity for India during his talk organized by Atree in Bangalore recently



Here are a few tough questions India is faced with: What is India's actual game plan at the Climate Summit? Can we afford to play the two-level game of criticizing the government internally but support its negotiations in international climate change forums? Can we not think of what we can do domestically and only focus on strategic interests globally?

Are we saying that we can play the global climate game only if we get \$2.15 trillion as compensation without saying how we are going to use it? And does this posture risk leveraging downwards all international negotiations?

"If we are all about ensuring where the blame sits – if that is our sole objective, especially when we are not showing too much interest on the domestic front, the whole process could ratchet down. This dissonance doesn't do good to anyone. It is not a zero-sum game," he said.

**We need to have a clear domestic proposition – How much green energy we need, how much green gases we need to put out, how much leeway we need on top of that, and how can we maximize the synergies between development, equity and environment.**

Yet, the equity frame is absolutely necessary for India to ensure we don't get crowded out of development options. The challenge is: Can we be pro development and yet meet climate targets? A strong position on blaming the developed world for all the climate ills faces the danger of politicians covering up our underdevelopment at home.

If both the development and equity frameworks are pursued independently, Navroz said they can easily undercut each other. The trillion dollar question is: Can we co-exist with both these frames? "We have to work towards a way where both don't undercut but reinforce each other."



Navroz is sensitive to how the climate change enthusiasts can put the Indian government “in an awkward position” by pushing for strong environmental laws during international negotiations. “Should we be criticizing the governments for not doing enough on internal equity? If we do that we will be undercutting our case in the global arena?”

**Navroz** is clear about creating a middle ground between development and equity frameworks but it has to start with domestic propositions such as how much carbon we can emit to achieve a certain development and growth goal.

Clearly, he says, “climate change is not a burden, it is an opportunity.” It will allow the green warriors in us to take environmental issues to the high table. More importantly, it could allow for larger conversations about how climate change talks can impact and also benefit local environment issues.

For a start, he suggests mainstreaming the climate change issue with all ministries such as coal, power, transport, energy, environment, agriculture. “Positive interaction should be constant between climate policy and environment policy.”

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# Tech Billionaires Launch Energy Coalition

**B**ill Gates, Mark Zuckerberg, Richard Branson, Jeff Bezos, and pretty much every other crazy rich tech leader you can imagine have announced that they're banding together to combat climate change with a new partnership called the Breakthrough Energy Coalition. Their timing couldn't be better—or more telling, *Wired* reports.

“Solving the clean energy problem is an essential part of building a better world. We won't be able to make meaningful progress on other challenges—like educating or connecting the world—without secure energy and a stable climate.” - Mark Zuckerberg wrote in his Facebook post.



Mark Zuckerberg



Bill Gates

**Through the partnership, the group's members have committed to use a substantial portion of their hundreds of billions of dollars in collective net worth to invest in early stage clean energy companies.**

The timing of the announcement coincides with the global climate conference, COP21, taking place in Paris all through December 2015. With this timing, the Coalition is capitalizing on the fact that clean energy is on everyone's radar. “The announcement smacks of a distinctly tech-centric belief, shared by so many in Silicon Valley, that there's only so much that the government leaders gathered at COP21 will ever be able to accomplish without the private sector's help,” the report adds.

Bill Gates said the governments have done their bit by funding the basic research that has led to digital revolution. The next phase of funding can come from individuals' funding high risk breakthrough technologies in energy. This formula of pairing of investments by the government and the individuals will accelerate innovation at the research level. This will help in people not giving up energy use at the same time not damaging the environment. **“I'm confident we will get increased investment. If we come together, really realize what solves the problem, then we will make the breakthroughs.”**

There's no word yet on just how much the members of the coalition are putting in. Other billionaires who could join them are Jack Ma, Meg Whitman, George Soros, and billionaire environmentalist Tom Steyer say they will fund startups in a range of industries, from agriculture to transportation to electricity storage. They'll also focus the investments on the countries that are part of Mission Innovation—a consortium of 20 countries, including the US, that have committed to doubling their investment in clean energy over the next five years.

The World Bank announced a \$500 million initiative to help developing countries curb greenhouse gas emissions. The Transformative Carbon Asset Facility announced it will fund large-scale projects in areas such as renewable energy, transport, energy efficiency and low carbon cities with cash provided by Germany, Norway, Sweden and Switzerland.

# CEOs Want Nations to Unlock Potential of Private Sector

The Paris Climate Change Summit appears to be highly focused on what nations need to do as their medium to long term strategy to rein in carbon emissions. The private sector has expressed strong concern that the national governments are not engaging the private sector deeply enough in policy making. Here's a random pick of thoughts from the recent survey of CEOs Accenture did in collaboration with UN Global Compact.

In the first of its kind CEO Study, the world's largest program of CEO research on sustainability, business leaders have called for urgent and bold action from governments and policymakers to unlock the potential of the private sector. Surprisingly, 91% of CEOs see climate change as an urgent priority for business, and a clear majority call for urgent action from policymakers to unlock growth and innovation in the private sector. To unlock the potential of the private sector, business leaders are looking to close the gap between ambition and execution. Business leaders identify investment in low-carbon technologies and solutions as the third most important **leadership behavior** on climate change.

## Through committing to engage responsibly on climate policy, companies agree to:

- **Identify the company's climate change risks, opportunities and policy influences:** To understand opportunity, a responsible company will tune into the outside world and be open to understanding the implications of climate change.
- **Align words with actions, ambitions and influences (both direct and indirect):** To ensure consistency and accountability, a responsible company will take steps to review and align its direct and indirect influences on climate policy.
- **Report on policy positions, influences and outcomes:** To ensure transparency, a responsible company will disclose information about how it views climate policy and what it is doing (or has done) to help advance policies that reflect that position.

Caring for Climate, in partnership with CDP, the World Resources Institute (WRI) and WWF, calls on companies to **align corporate voluntary greenhouse gas reduction targets with climate science**, demonstrating how companies that follow this path can safeguard future profitability through driving innovation, enhancing competitiveness, building their credibility and reputation, and influencing public policy frameworks.

Respondents highlight **inconsistencies with trade associations** as one of the greatest challenges to responsible engagement on climate policy: just 45% of respondents (as few as 38% in North America) believe the industry associations reflect their views on climate policy. By providing an economic signal to high emitters to decide whether to reduce emissions or to continue business as usual at higher costs, a **carbon price** can stimulate clean technology and market innovation, fueling new, low-carbon drivers of economic growth

Business leaders are also seeking clarity from governments on what to expect: 82% of Caring for Climate CEOs believe business needs a clear roadmap and timeline from governments on policies related to future carbon pricing mechanisms.

## Go Green, Go Rich

In the US, the nine states that participate in the Regional Greenhouse Gas Initiative cut their emissions by 18% and grew their GDP by 9.2% in 2009–13; emissions in the remaining states fell by just 4%, with GDP growth of 8.8% over this same period.



Manoj Bhargava

# Billionaire 'Student Of The Simple'



**Bhargava** peddles the bike that can generate enough energy to last for 24 hours to run a household. He is championing the idea of 'free electricity'

**M**anoj Bhargava, 62, is an all action, no talk man. He doesn't believe in doing what's cool if it doesn't add significant value. Looking at the variety and scale of what he is venturing into, he's easily a philanthropist on an overdrive. If Bill & Melinda Gates Foundation is on a mission to solve the basic health problems of the poor, Manoj is investing most of his \$ 4 billion wealth on technologies that offer good quality yet affordable water and energy solutions to the world.

These are not ideas on paper; they are at various stages of delivery. **For example, 10,000 units of the power-generating cycles, his engineers developed, are being delivered to India early 2016.** These cycles, when pedaled for 60 minutes, can generate enough power to run a household for 24 hours.

The 5-hour energy drink entrepreneur hails from Lucknow but has been running his business in the United States for many years. He wishes to donate 90% of his wealth for public good. He dropped out of Princeton University after a year because he was bored and then lived in Hanslok Ashram in Delhi for 12 years. He said his best education came at the ashram.

Among the designs that Stage 2, name of his innovation projects, hopes to bring to market are a desalination machine that can fit inside a cargo ship container and process a thousand gallons of water per hour. He has his sight on drawing limitless amounts of clean geothermal energy—via a graphene cord.

Bhargava describes his role at Stage 2 as something of a gadfly. He constantly interrogates engineers on how to make inventions even smaller and simpler. He is quoted in Forbes saying: “I don’t consider myself an inventor,” he says. “I’m a student of simple.”

Thirty **engineers** work at Stage 2 Innovations. Bhargava likes to hire “tinkerers,” people who build things in their garages.

## Mission

The time for raising awareness is over. It is time to implement solutions to the most important global problems – water, energy and health.

## Water

The availability of fresh water

affects rich and poor alike. Solving water shortages will impact humanity in the most significant way. For rich countries, the availability of fresh water means global, economic stability. For poor countries, it’s the foundation of life, livelihood and health.

## Energy

The availability of electricity affects both rich and poor as well. For the rich, pollution from fossil fuel sources has created huge health problems for people and the planet. For the poor, lack of electricity has kept them in poverty by putting education, livelihood and basic necessities out of reach.

## Health

The healthcare system for both rich and poor is inadequate. It focuses on treating illness. But a more sensible approach is to prevent illness. Technologies that help prevent illness exist. They need to be implemented for the benefit of people – free from profit seekers and government red tape.

Source: [www.billionsinchange.com](http://www.billionsinchange.com)





# Indian Railway Sets Up A Chair in TERI

Indian Railways will be funding a railway research chair on sustainable mobility at TERI University. The railway ministry entered into a memorandum of understanding (MoU) with TERI University recently.

The ministry said the 'Railway Chair' will focus and promote research on issues of sustainable mobility, use of energy efficient technology and green energy initiatives by the Railways and would facilitate research into finding innovative solutions to these issues. It has provided an outlay of Rs.20 lakh per annum for the establishment of the research chair. The tenure of the Chair is one year initially, extendable upon review.

## Scope of work

1. To provide leadership in conducting research and teaching in the area of Rail Transport including energy management.
2. Dissemination of knowledge in the area
3. Advice to the Railways on specific projects related to the Chair.
4. Following are the indicative areas of research in rail transport:-
  - a. Policy Interventions and strategies for increasing the modal share of rail transport;
  - b. Strategic, Capacity and Investment Planning in Railways;
  - c. Climate change with focus on GHG emission in Railway sector;
  - d. International and Global practices and innovations in Railway sector
  - e. Better infrastructure productivity with improved energy efficiency and sustainable development through renewable energy resources.



## SustainabilityNext View

It is interesting that the Indian Railways has finally recognized the importance of sustainable mobility as an important issue. The MoU details very relevant topics that need to be addressed. Yet, going by the financial commitment of a mere Rs. 20 lakh a year and tenure of the Chair as the same period, it seems the Indian Railways is not serious. Whoever is behind this has no idea of the significance of the position of a Chair in a university and the reasonable cost of managing it. This may well end up being occupied by a mediocre talent – resembling the extreme mediocrity of how the Indian Railways is being run for many decades. But with TERI University being the partner, there could be some hope that this Chair may deliver, although with significant constraints.

# Maruti Suzuki Also Helps Build Toilets

**M**aruti Suzuki, country's largest car maker, is building lavatories in some villages of Haryana and Gujarat under its **Corporate Social Responsibility (CSR) and sanitation initiative to eliminate open defecation. It has tied up with the Sulabh International** for the construction of individual household toilets across 16 villages in Gurgaon, Manesar and Rohatak in Haryana and Hansalpur in Gujarat.

So far Maruti Suzuki has built **106 individual household toilets in 2014-15** at a cost of Rs 1.6 crore which helped three villages of Manesar and targets to make at least seven more villages open defecation free in FY 2015-16, a company note said. For this, Maruti plans to construct **1000 individual toilets, 13 public toilets and 19 toilets in 10 schools** at a total cost of Rs 7.4 crore.

But only building toilet is not a solution to open defecation as many people, even having a household toilets, feel going out is more wholesome and this mindset is a hindrance to the goal of an open defecation free society. To counter this, Maruti is **working towards creating awareness by using various communication tools** like Nukkad Nataks, Mahila Sangathan, education and communication materials etc. Even while constructing the toilets, the company ensures that the quality and designs are such that villagers use these toilets instead of storing grains, cow dung etc. into it.

Maruti Suzuki has also upgraded 14 government schools in which 24 toilets blocks – separate for girls, boys and physically challenged student-have been constructed in recent years.

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# Ocean Farmer Wins Top Award

One of the most prestigious prizes in sustainability, the Fuller Challenge, has been awarded to a commercial fisherman turned entrepreneur. Following hurricanes Irene and Sandy, **Bren Smith**, founder of the ocean farming non-profit **GreenWave**, said he had a change of heart and began to search for a more sustainable form of fishing seafood.

“I had to adapt and reimagine how I was going to grow for this new era of climate change ... what species do I pick, what technologies do I use,” he said. So Smith invented the world’s first 3D ocean farm. Not only does his model aim to reduce overfishing, but it also attempts to mitigate the effects of climate change. **Seaweed and oysters — two of the species Smith grows — soak up carbon dioxide, the primary greenhouse gases emitted through human activities.**

“GreenWave’s integrated model shifts the practice of aquaculture **from growing vulnerable monocultures to creating vibrant ecosystems, which produce higher yields,**” said Buckminster Fuller Institute (BFI). “The infrastructure is simple: seaweed, scallops and mussels grow on floating ropes, stacked above oyster and clam cages below. From these crops ocean farmers can produce food, fertilizers, animal feeds, pharmaceuticals, cosmetics, biofuels and much more. The farms **filter harmful pollutants out of water, sequester CO<sub>2</sub>, support biodiversity, and are thus designed to restore rather than deplete our ecosystems.**”

With scalability in mind, Smith wanted his model to be simple and replicable. To that end, GreenWave supports other fish farmers to create their own 3D ocean gardens. “If you were to take a network of our farms totaling the size of Washington State, technically you could feed the world,” Smith said.

<http://www.marketplace.org/2015/11/19/sustainability/fisherman%E2%80%99s-plan-feed-world-and-reduce-climate-change>



# Cooling the Air with Sunlight

**G**eckoLogic has developed an air cooler called Suncool that can refresh an area of approximately 200 square meters. It works exclusively with sunlight using photovoltaic cells and water. It eliminates the need for a conventional power source.



Victor Sotelo Armengol, commercial director of the company, located in Baja California, Mexican west coast, explains that this air cooling system can operate for 12 continuous hours. It can eliminate 40 percent of the total consumption of electric energy used by companies for air conditioning. The device can decrease the air temperature by 15 degrees. It requires only water to operate.

## Industrial grade

The industrial grade evaporative cooler is also powered only by solar cells. It can be described as an air cannon with a fan that comes with photovoltaic cells and can be mounted on a building.

This technology is already patented in Mexico and might even work with sea water, after a series of small adjustments. Suncool is likely to be launched this year.

# Philipino Girl Invents Salt-water Lantern

**Aisa Mijeno announced her lamp powered by saline solution**, during a forum for the Asia-Pacific Economic Cooperation (APEC) Summit 2015 in Manila recently. She got a huge pat from US President Obama.

“The danger in (kerosene) lamps is it could cause fire accidents. We want to **provide a lighting option that is more cost-effective, safer, more sustainable and environmentally friendly** by way of a lantern that uses saline solution or ocean water, as a catalyst to generate electricity,” Mijeno said.



The lamp provides about eight hours of light, as well as power to a USB port for charging a phone. All you need to do is to replenish the saltwater solution for it to work again for another eight hours.

The salt lamp uses a fairly ordinary galvanic battery that consists of two electrodes and an electrolyte solution of salty water. Replenishing the saltwater will indeed get the lamp going again, but you also need to replace the anode every six months or so. There’s no magic here, but there is a substantial engineering challenge. “It is made of tediously experimented and improved chemical compounds, catalysts, and metal alloys that when submerged in electrolytes will generate electricity,” Mijeno explained.

The other challenge is being able to manufacture the lamp so that it’s reliable, cheap, and easy to maintain. If Mijeno’s lamp works as advertised, it will produce about 90 lumens of light at a cost of \$20, plus \$3 every six months for a replacement anode. She hopes to have it on the market in 2016.

<http://www.motherjones.com/kevin-drum/2015/11/salt-lamp-explained>

# Tata Steel to Mount 40 Football Field Size Solar Panels

Tata Steel has unveiled plans to create one of the world's largest solar energy projects of its kind in the Netherlands. Working with Pure Energie, the sustainable energy developer, Tata Steel will mount 80,000 solar panels on the factory roofs at its IJmuiden Steelworks - an area equivalent to 40 football pitches.

The solar project will have a 22 megawatt capacity and will generate the same amount of energy needed to power about 7,000 homes.

**Hans Fischer, Chief Technical Officer of Tata Steel's European operations, said: "This project will further minimize our carbon footprint. Since 1990 we have reduced the amount of energy needed to produce steel by more than 30% at our IJmuiden site, which is already one of the world's most energy-efficient steel plants."**

Pure Energie has specialized in sustainable wind and solar energy projects for more than 20 years and has been named the greenest energy company in the Netherlands. Alfons Wispels, a director at Pure Energie, said: "We are delighted to be working with Tata Steel to help them achieve their sustainability ambitions."

Mr Fischer added: "Tata Steel engineers are continuously developing innovative processes to streamline production and we are developing advanced steel products for customers to help them create a more sustainable society."

Tata Steel's products include advanced automotive steel grades which help make cars safer, but also lighter and therefore more fuel-efficient. The company's engineers are also working to develop HIsarna, a breakthrough new technology which has the potential to make iron with lower energy use and CO2 emissions.

[http://www.equitybulls.com/admin/news2006/news\\_det.asp?id=173870](http://www.equitybulls.com/admin/news2006/news_det.asp?id=173870)





# European Grocery Market Shows How Social Responsibility Can Lead to Growth

Here's a summary of the recent Boston Consulting Group report on how profits can be made by socially responsible businesses

What was once a niche business has become a driving force in the grocery industry. Responsible consumption (RC) brands—those that use organic, natural, ecological, local, or fair-trade claims to differentiate themselves—are booming in Europe. Even hard discounters are catering to consumer demand with pesticide-free produce and new packaged lines.

What's more, RC products are upsetting established market shares in the industry. “A” brands—those with the high-volume, quality-oriented products that dominated most categories in the past—are now losing out. Specialty brands and retailers' private labels are capturing the vast majority of RC sales, and their margins are rising as a result.

Using newly available checkout data, BCG recently completed a study of the trends in RC brands in Europe. The results offer insights into consumer preferences and suggest ways that A brands might jump-start their participation in this new growth area.

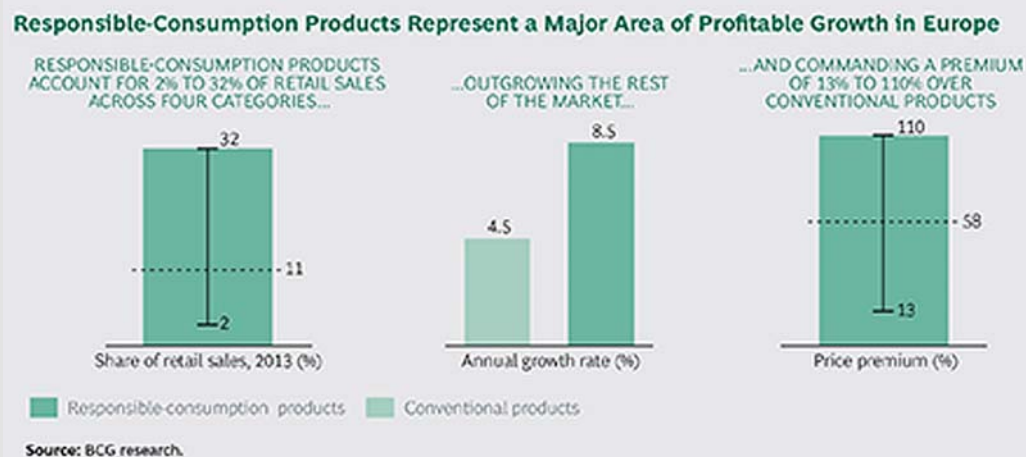
## The Boom in Responsible Consumption

To get hard facts for our study, we teamed up with IRI, the largest and most authoritative market-measurement provider in Europe. IRI provided data on sales, price per product, and product size, allowing us to understand the volume, growth, and price premiums of RC products in grocery markets.

We focused on sales in three countries—France, Germany, and the UK—that together account for 40% of the population of the European Union. And we concentrated on four popular grocery categories: coffee, fruit juice, hand and body lotions, and household cleaners. We assessed each of the thousands of products in these categories to determine whether they fit into any of the RC categories. To compute growth rates, we looked at annual sales over four years, from 2010 through 2013.

We found that in 2013, RC products accounted for 2% to 32% of total sales in the four categories, for an unweighted average of 11%. (See the exhibit “Responsible-Consumption Products Represent a Major Area of Profitable Growth in Europe.”)

**More important, the annual growth rate for sales of RC products was**





**almost twice the non-RC rate: 8.5% versus 4.5%. We also found that Europeans are willing to pay a substantial premium—ranging from 13% to 110%, with an average of 58%—for RC products over conventional alternatives.**

As for market share, private labels and specialized brands command the lion's share of RC sales across the four categories: about 40% each. By contrast, A brands have only a 10% share, with the remaining 10% held by smaller, usually local, non-RC brands.

## Moving into the Mainstream

RC products are moving into the mainstream in all three of the countries we studied. In France, for example, where prices for organic juice are almost double the conventional version, annual sales have grown by 15%. Retailers and specialty brands account for nearly all of these sales, leaving A brands with a mere 6%. Aldi's experience provides a remarkable example of how RC has shed its niche origins with eco-minded and wealthy consumers. The hard discounter has invested heavily in RC for both its general brands and new organic lines. In coffees, Aldi jumped so quickly on surging demand for fair-trade and organic offerings that its stores have captured 39% of the entire German market—with a 33% growth rate. By contrast, A brands hold only 12% of the RC coffee market in Germany and realize just 9% growth.

**Aldi's push follows aggressive moves in Europe by non-discount grocers Carrefour, Tesco, Sainsbury's, and Albert Heijn, which carry RC versions of their private labels at a price premium of 30% to 80%.** Umbrella brands, such as Carrefour Bio and Tesco Organic, can be particularly effective once a retailer has a sufficiently wide range of products. Retailers that are capitalizing on the trend and investing in RC private labels are gaining the scale to negotiate ever more-attractive deals with contract manufacturers.

In the UK, the pioneer in overall RC marketing was The Co-operative Food, which has a long-standing mission-driven commitment to local communities and fair trade. Superseding it in recent years has been publicly traded Waitrose, a high-end chain that worked to broaden its supply of organic produce and certify the origin of products bought internationally. Also helping to bring RC fully out of its niche was Sainsbury's, one of the four big mainstream chains. Sainsbury's saw an opportunity to differentiate itself as the “supermarket with a conscience,” and it has invested heavily in a variety of areas, most notably fair trade.

## The Opportunity for A Brands

There's still time for A brands to make up for their slow response to RC's popularity, but they face a challenge. Consumers are buying from specialty and private labels even when the A brands offer RC product extensions. In focus groups, consumers showed greater skepticism toward RC claims by A brands than those by retailers. The A brands' legacy of powerful positioning around conventional products may now be getting in the way of



credible RC offerings. That's especially true when a well-established brand's attributes do not seem to support RC claims.

Successful A brand RC products have combined accurate targeting with real credibility. In some cases A brands have done this by developing new brands in-house. But the more common method has been acquisition. Rather than absorb the outsiders into existing operations—and lose their brand credibility—A brands grant their acquisitions a high degree of autonomy. That's what Coca-Cola did with UK-based Innocent Drinks in the European smoothie market.

Unilever did something similar with its Ben & Jerry's ice cream, which had been available only in the US but now sells throughout Europe. Indeed, Ben & Jerry's, along with other RC brands at Unilever, is growing at twice the rate of the rest of the company's portfolio.

Sometimes A brands may be able to shift an entire category toward a responsible position. Starbucks was able to do so worldwide with its fair-trade claim in coffee, a category in which A brands have long been especially strong. The company took advantage of trailblazing efforts by specialty brands such as Cafédirect, a UK for-profit organization (set up in 1989 by Oxfam and two other nonprofits) that still holds a third of the fair-trade market.

Of course, private-label and specialty brands aren't standing still. With continued growth, RC is likely to become a highly contested arena. Whether you manage an A brand, a private label, or a specialty brand, you'll need to understand your category and brand realities before making your next move.

What are the current RC and non-RC demands? What are the related benefits and product offerings in your target categories? What price points are acceptable, and what volumes are realistic? What are category- and country-specific consumer attitudes toward RC claims? How much credibility does your brand bring to the table—by itself and compared with competing brands? Responsible consumption is one of the rare pockets of growth in European groceries. Getting it right will be worth it.

<https://www.bcgperspectives.com/content/articles/sustainability-consumer-products-when-social-responsibility-leads-growth-european-grocery-market/>

## Connecting Good Corporates & Good NGOs for CSR

Problem of plenty is as difficult to handle as problem of scarcity. The Indian government's mandatory two percent spend on CSR projects has thrown up the problem of good companies chasing right projects to fund and the right NGO which can implement them.

The NGO community is eager but is not able to market itself too well.

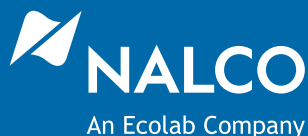
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# 3D TRASAR™ Technology Helps Personal-Care Manufacturer in India Meet Sustainability Goals



## CASE STUDY - MANUFACTURING

CH-1608AP

### SITUATION

A leading multinational manufacturing company set up its plant in India. Its product range included personal care, household cleaning, laundry detergents, prescription drugs and disposable nappies. It served over 650 million customers across India. Environmental sustainability was one of its corporate goals aimed at continuously improving the environmental profile of its operations, including energy and water savings, and waste reduction.

The plant suffered from the problem of its cooling tower fills getting fouled necessitating cleaning every three months. This decreased the efficiency of cooling and the company was under pressure to cut its cost of operations. Therefore, the client was looking for a comprehensive solution to help it reduce its total cost of operations and, achieve water and energy savings to meet its sustainability-related goals.

### SOLUTION

Nalco engineers conducted a Mechanical, Operational and Chemical (MOC) survey, to identify the major areas of the system, to realize the reduction of the total cost of operations, save water, and increase the cleaning frequency of the cooling tower fills, without impacting production. According to the survey result, combined with Nalco's world-wide industrial expertise, the team agreed with the client that the problem could be solved by maintaining the system's approach temperature and increasing the Cycles of Concentration (COC). With that in view, Nalco proposed the following solutions:

#### 1. Apply 3D TRASAR Cooling Water Technology

This innovative actives-based technology can provide:

- Real-time water-quality monitoring of crucial system parameters, including pH, conductivity, turbidity, temperature, and chemical concentration

#### ENVIRONMENTAL INDICATORS

Reduction of 76,200 kWh electricity consumption, per year, due to improved approach temperature

Water saving was 1,350 m<sup>3</sup> per year, due to increased COC from 4.5 to 6



#### ECONOMIC RESULTS

Annual energy saving of US \$8,700 per year

Water saving of US \$440 per year

Nalco reports eROI values to customers to account for contributions in delivering both environmental performance and financial payback.



- Automatic chemical dosing control

## 2. Change the water-treatment chemical program to reach the best performance

A two-drum corrosion and scale inhibitor was recommended to react with the high-stress situation under higher-cycles operation.

## 3. Propose strong microbial control program

It can prevent the slime build up and micro-organism growth to relieve the fills fouling issue.

After the program was applied for six months, the approach temperature was increased by 4-5°C, from 1-2°C to 5-7°C and it delivered significant reduction in electricity use.

## RESULTS

The client compared the energy and water consumption of last year, under a competitor's treatment, and this year, under Nalco treatment. The total cost of operations was reduced, and the results included:

### Energy Saving

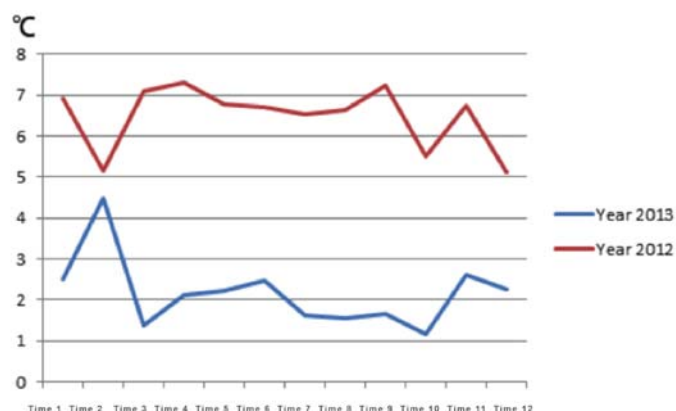
Consumption of electricity was reduced by 76,200 kWh due to chiller - efficiency improvement contributed by the increased approach temperature, saving US \$8,700 per year.

### Water Saving

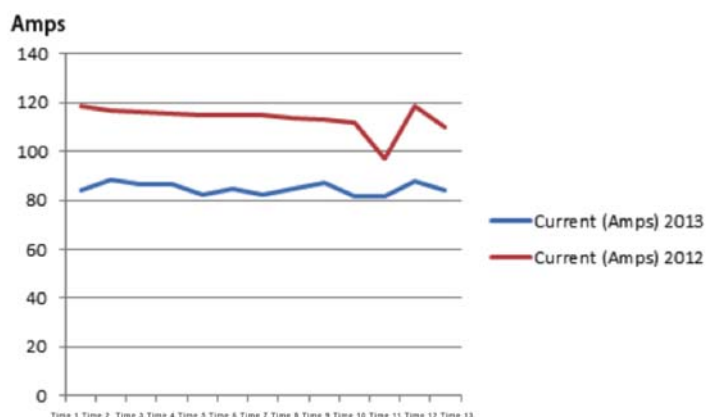
3D TRASAR Cooling Water Technology helped the cooling system operate more efficiently at 6 COC instead of the original 4.5 COC. Water consumption was reduced by 1,350 m<sup>3</sup> per year, saving US \$440 per year.

### Assets Protection

The cooling tower fills were maintained in cleaner conditions, after Nalco's chemistry program was applied, to reduce fouling issues, saving fills cleaning cost amounting to US \$100, and reducing the water volume used for fills cleaning, by 120 m<sup>3</sup> for three months.



**Figure 1:** Approach Temperature comparison before and after Nalco treatment



**Figure 2:** Electricity consumption comparison between before and after Nalco treatment

## CONCLUSION

Nalco 3D TRASAR Cooling Water Technology convinced the customer by increasing the efficiency of its cooling system. The comprehensive program was entirely in line with the commitment of the customer to realize its sustainability-related objectives, total cost of operations reduction and, water and energy savings.

## NALCO

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North America HQ 1 630 305 1000

Australia 61 2 8870 8100 • China 86 21 6183 2500 • India 91 20 3939 4000

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Pragati Maidan, New Delhi

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- Clean energy / Smart grids
- Smart / green transportation
- Smart / Green buildings
- Smart IT and communications / *Digital India*
- Smart education / *Skilling India*
- Smart health
- Smart urban planning
- Smart security, safety and surveillance
- Disaster management
- Smart manufacturing / *Make in India*

### Previous show highlights (2015 edition)

- 207 exhibition participants
- Over 40 countries participated
- 39 conferences session
- 241 speakers
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- 17 Indian states visited the expo
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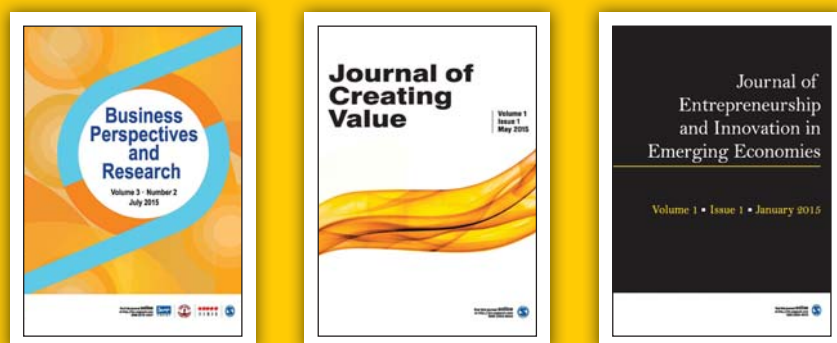
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# National Summit Sustainable Water & Sanitation

7 - 8 January 2016, Sheraton Grand, Bengaluru

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## Conference Overview

**“Make Swachh Bharat a mass movement – link it to economic activity.”**  
Mission Swachh Bharat was launched last year with the inspiration to create a clean India of Gandhiji's dreams by the Mahatma's 150th birth anniversary in 2019. The Prime Minister announced, that all government departments will actively participate in this mission to make it a reality. The planning commission has budgeted US\$ 26.5 billion for the years 2012-2017, to provide safe water to all urban and rural areas. The business potential of water treatment plants, sewage and effluent treatment plant is around US\$ 130.3 billion with the rural sanitation market being worth US\$ 25 billion.

The National Summit on Sustainable Water & Sanitation (NSSWS) will bring together various governments departments and stakeholders on one platform. Access to water and sanitation is a national need and cannot be separated. Therefore, the engagement to find solutions to the problems has to come from private and public organisations. NSSWS focus is to create awareness about the existing water and sanitation issues in India, the governments' future plan for Swachh Bharat Abhiyan & national reforms on water and sanitation. Besides government undertaking this summit will also showcase sustainable solutions for the water and sanitation sector through PPPs models, by inviting the private sector to participate and introduce regulatory reforms.

## Event Highlights:

13+ Panel Discussions

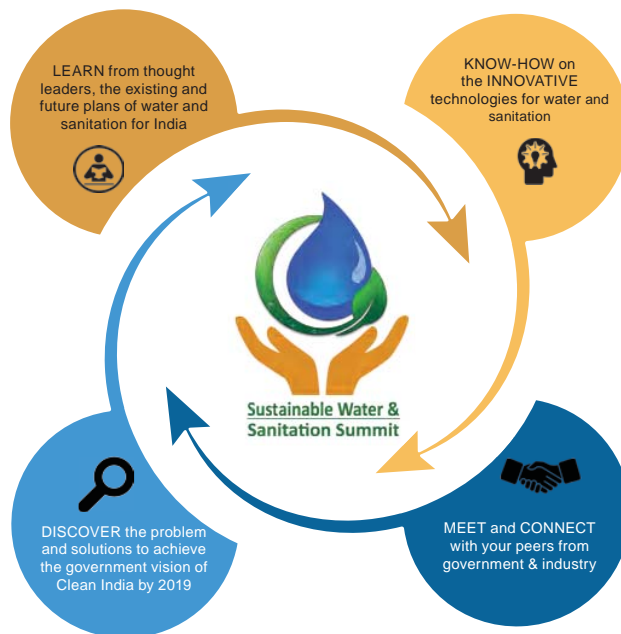
02+ Key Note

09+ Case Studies  
(National & International)

500+ Delegates

75+ Speakers

## Key Benefits



## Who Should Attend:

Key Professionals from Ministry of Urban Development, Key Professionals from Ministry of Drinking Water and Sanitation, Urban Development & Municipal Administration Department, Rural Development & Panchayat Raj Department, Policy makers and Regulators, Municipal Corporation, Central, State and District Coordinators for Water and Sanitation, Central, State and District SBM Coordinators, Rural and Urban Local Bodies, Public Health Department, Central and State Pollution Control Board, State Water Supply and Sewerage Board, Local & International Solution Providers, Consultants, Technology Providers, Trade Commissioners, Council General, Embassy Officials, Funding Agencies, Start-ups, Research and Development Organization, STP's (Sewage Treatment Plants), Operation & Maintenance Contractors, Urban and Rural Planning and Development Agencies, Instrumentation and Monitoring Solution Providers

## Invited Speakers



**Dr. M. Dhinadhayalan**  
Joint Advisor (PHEE),  
CPHEO  
Ministry of Urban  
Development



**Shri. Anjum Parwez, IAS**  
Managing Director  
Krishna Bhagya Jala Nigam  
Limited



**Smt. Sandhya Singh**  
Joint Director (Sanitation)  
Ministry of Drinking Water  
& Sanitation



**Mr. Stanzin Tsephel**  
Program Coordinator  
South Asia, BORDA



**Mr. Dirk Walther**  
Project Director, GIZ Sanitation  
programme,  
German Ministry for Economic  
Affairs and Development



**Mr. Yatin Tayalla**  
Business Leader  
GE Water



**Mrs. Sreevidya Satish**  
Director  
CASS at CDD Society



**Mr. Rajiv Mittal**  
Managing Director  
VA TECH WABAG



**Mr. Indra N. Mitra**  
Vice President (Technology)  
NJS Consultants



**Mr. Kirankumar Topudurti PhD**  
Deputy Director  
U.S. Army Engineer Research and  
Development Center



**Dr. Ashwin Mahalingam**  
Assistant Professor, IIT Madras, MoUD, CoE  
Decentralized Waste Water Management  
and Public Private Partnership

## Topics

- Policy Reforms in Water & Sanitation for Urban and Rural Sector
- Water Landscape Future for Better India
- Sanitation Landscape – Open Defecation Free India by 2019
- Innovations in Wastewater Treatment
- Participatory Approaches in Urban & Rural Sanitation Sector
- Skill Development in Water & Sanitation
- Opportunities & Challenges in Water & Sanitation Projects

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Sanet Flooks  
Senior Systems Planner, Matla Colliery, Exxaro

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## Who Should Attend

- Heads and Directors of Operations, Maintenance and Production
- Operations Managers, Maintenance Managers
- Reliability Engineers, Production Managers and Engineers
- Maintenance Supervisors, Maintenance Planners, Schedulers and Controllers
- Plant Managers / Assets Managers
- Engineering Managers / Chief Engineers
- Project and Shutdown Managers / Leaders / Planners / Coordinators

## Benefits of Attending

- Understand modern Maintenance and Plant Management and the Lean Thinking philosophy, performance goals and critical success factors
- Understand the real reasons of failure of maintenance operations managed and planned with a "traditional" style
- Trigger a different thinking mechanism suited to focus onto crucial issues of the planning process
- Use lean ideas to see maintenance works as "waste-less flow processes" and to think about improvement of the whole maintenance function
- Equip your toolbox with lean planning tools, tips and techniques
- Ensure Maintenance works of any size / scale will be accomplished in time, within budget and with overall satisfaction
- Understand the difference between traditional Plant Management and Lean Plant / Assets Management
- Transmit lean concepts to your own people and to external parties such as sub-contractors
- Optimise Plant Performance through lean-thinking people while assuring their job satisfaction

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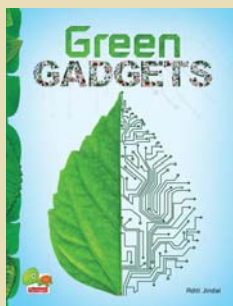
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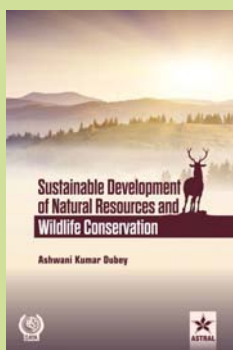
# BOOKSHELF



## **Green Gadgets (A savvy, green guide to gadgets for a sustainable, low-carbon lifestyle)**

Aditi Jindal, The Energy and Resources Institute, 20 September 2015

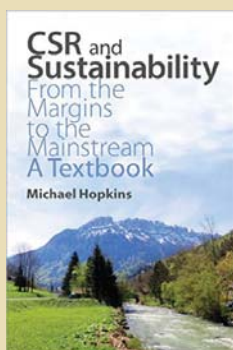
**G**adgets: those sleek, shiny, snazzy companions you and I love! By making numerous tasks easier, keeping in touch with others and the world faster, and our lives so much smoother, gadgets today are simply indispensable. But did you know that your smartphone, game console, or phablet has a dark side too? Their toxic constituents, power consumption, and the careless manner in which they are discarded bring out their evil side in the form of critical problems like pollution, energy crisis, and climate change. Using them also means paying hefty electricity bills. So, is there a way to balance your love for these devices while being sensitive towards the environment and considerate towards your pocket? Find out as Green Gadgets introduces you to a world of eco-friendly and energy-efficient alternatives.



## **Sustainable Development of Natural Resources and Wildlife Conservation**

Ashwani Kumar Dubey, Daya Publishing House A Division of Astral International (P) Ltd., Sept. 2015

**N**atural resources may exist as a separate entity such as freshwater, and air, as well as a living organism such as a fish, or it may exist in an alternate form which must be processed to obtain the resource such as ores, oil, and most forms of energy. Natural resources management deals with managing the way in which people and natural landscapes interact. It brings together land use planning, water management, biodiversity conservation, and the future sustainability of industries like agriculture, mining, tourism, fisheries, and forestry. Wildlife conservation is in the practice of protecting endangered animal and plant species and their habitats. Among the goals of wildlife conservation are to ensure that nature will be around for future generations to enjoy and to recognize the importance of wildlife and wilderness lands to humans. This book will be really useful for environmentalists, researchers and wildlife conservators in taking some positive steps towards improving our environment and protects our resources for future generation.

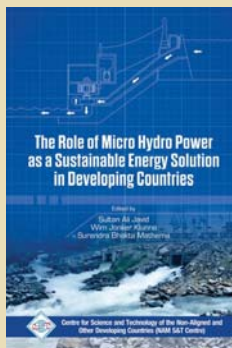


## **CSR and Sustainability - From the Margins to the Mainstream: A Textbook**

Michael Hopkins, November 2015, Greenleaf Publishing

**C**orporate Social Responsibility (CSR) is steadily moving from the margins to the mainstream across the spectrum of private companies, NGOs and the public sector. It has grown from being a concept embraced by a small number of companies such as The Body Shop in the early 1990s to a widespread global movement. At its weakest level, it is represented by a few philanthropic gestures by organizations but, when applied in its most complete form, it can steer the organization or sector to deliver a fully fledged, system-wide, multi-stakeholder operation, accompanied by multiple types of certification.

For the first time, a book brings together key issues relating to CSR as they apply to different aspects of business; it is not another generalist title about CSR. Michael Hopkins, a leading expert in the field, is joined by a number of outstanding contributors to the book, to explain how CSR has evolved since the 1990s and to offer ground-breaking insights and practical and specific applications of the concept. For example, Mervyn King explains Integrating Reporting, Deborah Leipziger looks at the laws and standards for CSR, Branding and the Supply Chain, George Starcher provides a framework for Socially Responsible Restructuring, and Adrian Henriques explores Social Accounting and Stakeholder Dialogue.

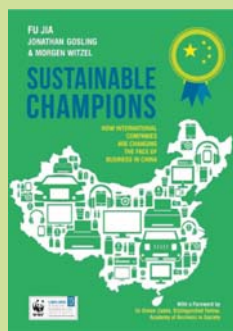


## The Role of Micro Hydro Power as a Sustainable Energy Solution

By Sultan Ali Javid, Wim Jonker Klunne, Surendra Bhakta Mathema, Daya Publishing House A Division of Astral International (P) Ltd., 21 September 2015

Power is of special significance in a nation's economic development. The rising cost of energy, depleting conventional energy resources and increasing social and environmental constraints against the development of large hydro and concern over pollution from thermal power plants has seen renewed interest in the development of small or micro hydro power projects. The salient features of the micro hydro are short gestation period, environment friendly and inexpensive operation and maintenance. Micro hydro power is perhaps the most reliable of all renewable energy sources which can provide electricity in environmentally benign manner. In fact, a micro hydro system does a similar job to what a solar or wind system does, which is charge batteries.

In current scenario, micro hydro systems seem a more cost-effective alternative than a grid connected system. The present publication is a follow up of the International Workshop on The Role of Micro-hydel for Developing Countries organised by the NAM S&T Centre at Kathmandu, Nepal during 19-22 April, 2013 jointly with the the Nepal Academy of Science and Technology (NAST) in collaboration with Alternate Energy Promotion Centre (AEPC). The book includes 19 research papers and status reports from 11 countries, presenting significant insights on role of micro hydro technology in providing wide range of benefits, especially for rural areas and developing countries. It is expected to be of great value for the researcher, professional, experts, non-governmental and governmental organizations working in the field of Small and Micro hydro industries.



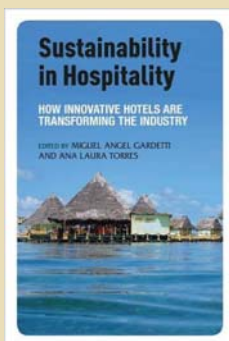
## Sustainable Champions - How International Companies are Changing the Face of Business in China

by Fu Jia, Jonathan Gosling and Morgen Witzel, October 2015, Greenleaf Publishing

In the face of strong competitive pressure and a dynamic market, multinational companies in China are forced to innovate with extraordinary pace and inventiveness. Environmental sustainability is a vital benchmark, and is a key driver for the best companies in each sector - many of them allied with the WWF Climate Savers programme.

*Sustainable Champions* shows how nine leading multinational companies - including Nestlé, HP, Tetra Pak and Sony - are dealing with environmental, supply chain and ethical challenges in China. The book illuminates some of their transformative practices, and the impact this is having on business in China and beyond. The concluding cross-case analysis of supply chain and environmental challenges faced by leading international firms presents key lessons for business and for sustainability champions.

*Sustainable Champions: How International Companies are Changing the Face of Business in China* is essential reading for researchers and course leaders seeking on-the-ground examples of local environmental challenges, and any company doing business in one of the world's fastest-growing economies.



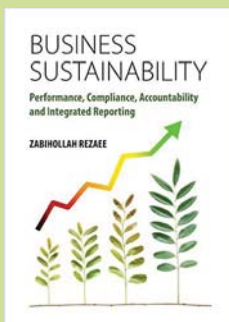
## Sustainability in Hospitality - How Innovative Hotels are Transforming the Industry

Edited by Miguel Angel Gardetti and Ana Laura Torres, November 2015, Greenleaf Publishing

This ground-breaking research represents the most complete collection yet on how the hospitality industry is addressing sustainability and ethical issues. Covering supply chain management, innovative sustainability initiatives, CSR programmes, biologically-respectful tourism and Value Creation, *Sustainability in Hospitality: How Innovative Hotels are changing the Face of the Industry* presents valuable global viewpoints on embedding sustainability into all aspects of the hospitality industry, and the impact this could have on transforming the sector into an advocate for more sustainable, eco-conscious tourism.

The chapters in this edited collection span organisational governance, human rights and labour practices, environment and climate change, fair operating practices, stakeholder engagement, CSR and strategic management. The global reach of the collection brings case studies from China, the US, the UK, Mexico and Italy, while company case studies include Fairmont Luxury Hotels and Sextantio.

*Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry* will be an essential read for academics researching the development of ethically-conscious and sustainable hospitality, and for hotel managers and group CEOs who want to know how sustainability and CSR can be embedded in their day-to-day operations.



## Business Sustainability - Performance, Compliance, Accountability and Integrated Reporting

By Zabihollah Rezaee, October 2015, Greenleaf Publishing

Business sustainability has advanced from greenwashing and branding to being a business imperative. Stakeholders - including shareholders - demand, regulators require, and companies now need to report their sustainability performance. No longer is this a choice for businesses. A decade ago, fewer than 50 companies released sustainability reports, and now more 8,000 global public companies disclose sustainability performance information on some or all five economic, governance, social, ethical, and environmental (EGSEE) dimensions of sustainability performance, and this trend is expected to continue. Indeed, more than 6,000 European public companies would be required to disclose their environmental, social, governance and diversity information for their 2017 reporting year. However, the proper determination of sustainability performance, accurate and reliable reporting and independent assurance of sustainability information remain major challenges for organizations of all types and sizes.

Through reading this book, you will:

- Identify sustainability strategies to create innovation in new products, services, energy-efficiency, environmental facilities and green initiatives.
- Understand the role and responsibilities of all participants in the corporate reporting process, including directors, officers, internal auditors, external auditors, legal counsel, and investors.
- See ways to improve public trust, investor confidence, business reputation, employee satisfaction, corporate culture, social responsibility and environmental performance.
- Learn all five economic, governance, social, ethical and environmental (EGSEE) dimensions of sustainability performance separately and their integrated and interactive effects on achieving the goal of creating sustainable value for all stakeholders, including shareholders.
- Learn how to adopt best practices in sustainability development and performance, and deliver effective integrated sustainability reporting and assurance.



## Course

### Science and Management for Sustainable Living

[www.bhoomicollege.org](http://www.bhoomicollege.org)

### Post Graduate Diploma Course in Sustainable Development (PGDM-SD)

<http://bimtech.ac.in/>

### M.Sc. in Sustainable Development - Distance learning Course + information

The Global Open University

<http://nagaland.net.in/>

### Post-Graduate Certificate in Sustainable Enterprise

Indian Institute for Sustainable Enterprise

<http://theiise.net/pgcertinse.html>

### Postgraduate in Sustainability Management

Silver Bright Institute of Management

<http://www.htcampus.com/college/silver-bright-institute-management-sbim>

### Post Graduate Diploma in Sustainability (Distance learning)

Chhattisgarh University

<http://www.cguniversity.com/>

### Post Graduate Diploma

IGNOU- Indira Gandhi National Open University

<http://www.ignou.ac.in/>

### MBA in Environmental Science

School of Management & Infrastructure and Development Studies

<http://www.minds-india.org/>

### Master of Architecture (Sustainable Architecture)

Bharati Vidyapeeth Deemed University

<http://www.bharatvidyapeeth.edu/Campuses/Pune/default.aspx>

### MBA and MA in Sustainability Management

TERI University

<http://www.teriuniversity.ac.in/>

### M Tech, MSc Environmental Science

Thapar University

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Entrepreneurship Development Institute of India

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### PhD in Environmental Bio-Technology & Solid Waste Management School of Environmental Sciences

Jawaharlal Nehru University

<http://www.jnu.ac.in/main.asp?sendval=SchoolOfEnvironmentalSciences>

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## Events

### **Global SME Business Summit 2015 – CII National Vendor Development Programme**

7-8 December 2015, India Habitat Centre,  
Lodi Road, New Delhi

Contact: Vignesh J Kumar, Email: vignesh.kumar@cii.in

---

### **Training Programme on - “Mastering the Art of Influencing - Build, Maintain, Strengthen Relations by Excellent Influencing Skills”**

Wednesday, 2 December 2015: Hotel Lemon Tree,  
Delhi NCR

Contact: rohin.agarwal@cii.in

---

### **Workshop on “Export Import Documentation and Procedure”**

10-11 December 2015, Mumbai

Contact: t.pramila@cii.in

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### **8th Annual Manufacturing Conference 2015 - “Make in India” and “Anchor” Sector led Manufacturing**

15-16 Dec. 2015, Hotel Leela Palace, Bangalore

Contact: Augustine T U, augustine@cii.in

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### **Workshop on “Lean Implementation - Strategy & Tactics”**

17th December 2015, Hotel Citrus, Bangalore

Contact: sahay@oipltd.com

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### **AgriCon 2015 - Conference on Precision Agriculture Technologies**

17th December 2015, Hotel Hilton, Chennai, INDIA

[http://farmnest.com/ads/trainings-and-events/agricon-2015-conference-on-precision-agriculture-technologies-17th-dec-2015-hotel-hilton-chennai\\_3576](http://farmnest.com/ads/trainings-and-events/agricon-2015-conference-on-precision-agriculture-technologies-17th-dec-2015-hotel-hilton-chennai_3576)

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### **Conference on Zero Defect Zero Effect – TPM Way**

19th Dec. 2015: Auto Cluster Exhibition Center, Pune

<http://www.tpmclubindia.org>

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### **5th Technical Conference on Air Pollution Control & Monitoring - Issues & Solutions (2 Day Event)**

December 07, 2015 , FICCI, New Delhi

Contact: Ms. Karishma Bist, karishma.bist@ficci.com

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### **FICCI-CMSME: Multi-Sectoral Business Delegation to Cambodia and Lao PDR (5 Day Event)**

Phnom Penh, Cambodia; Vientiane, Lao PDR,  
December 07, 2015

Contact: Mr. Deepesh Sharma, cmsme@ficci.com

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### **Global R&D Summit 2015 (2 Day Event)**

December 07, 2015, New Delhi

Contact: Samrat Soo, samrat.soo@ficci.com

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### **IRCA UK approved ISO 22000:2005 Food Safety Management Systems (FSMS) Lead Auditor Training Program (5 Day Event)**

December 07, 2015, New Delhi

Cont.: Mr. Mritunjay Kumar, mritunjay.kumar@ficci.com

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### **IRCA UK Approved ISO 27001:2013 Information Security Management System (ISMS) Lead Auditor Training Program (5 Day Event)**

December 07, 2015, Bengaluru

Cont.: Mr. Mritunjay Kumar, mritunjay.kumar@ficci.com

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### **FICCI’s Annual Conference on Pensions Sector**

December 09, 2015, FICCI, New Delhi

Contact: Nidhi Tomar, nidhi.tomar@ficci.com

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### **International Conference on ‘Arbitration in the Era of Globalization’ (2 Day Event)**

December 11, 2015, New Delhi

Contact: D Sengupta, ica@ficci.com

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### **DST-Lockheed Martin India Innovation Growth Programme 2015: Chennai Technology Expo & Innovator - Investor Meet**

December 11, 2015, Chennai

Contact: Eittee Gupta, eittee.gupta@ficci.com

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### **CII - Family Business Network ( FBN) India Chapter - 3rd Next Generation (NxG) International Convention on Family Business With Amy M. Schuman focusing on - Next Generation Leaders: Forging the path to Excellence in HR Practices**

18-19 December 2015:Marriot Hotel, Goa

Contact: Ms Pooja Jha, pooja.jha@cii.in

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**Send Your Events Plan To - [uma@managementnext.com](mailto:uma@managementnext.com)**