

CSR TODAY

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CSR can do wonders in Dholavira



Rajesh Tiwari

Publisher

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DHOLAVIRA IS ONE OF THE FIVE LARGEST HARAPPAN SITES AND IS SO FAR THE MOST DOMINANT ARCHAEOLOGICAL SITES IN INDIA OF THE INDUS VALLEY CIVILIZATION AND ARCHEOLOGISTS SUGGEST THE CITY WAS ONE OF THE GRANDEST ONES OF ITS TIME.

UNESCO this week put another archeological site to its world heritage list when it added Dholavira in Kutch district of Gujarat in the prestigious series.

The Harappan-era village takes its pride of place as the first site of Indus Valley Civilisation in India to be marked as such.

Dholavira earned the distinction at the 44th session of the UNESCO World Heritage Committee at Fuzhou, China. Recently, the UN body had also included the Kakatiya Rudreshwara temple in Telangana in the list.

UNESCO on its website has called the Dholavira site as 'one of the best preserved urban settlements from the period in Southeast Asia'.

The UNESCO World Heritage Committee described it as "one of the most remarkable and well-preserved urban settlements in South Asia dating from the 3rd to mid-2nd millennium BCE".

"Discovered in 1968, the site is set apart by its unique characteristics, such as its water management system, multi-layered defensive mechanisms, extensive use of stone in construction and special burial structures," it added.


The excavations at Dholavira, have found enough evidence that mark the rise and fall of the Indus Civilisation, the Archaeological Survey of India (ASI) said.

In fact, CSR can play a major role in transforming Dholavira into a grand tourism spot. Not only Dholavira but also all the other Indus Valley Civilisation spots in the country.

Dholavira is one of the five largest Harappan sites and is so far the most dominant archaeological sites in India of the Indus Valley Civilization and archeologists suggest the city was one of the grandest ones of its time.

Discovered in the 1960s by ASI's Jagat Pati Joshi, Dholavira has continuously been researched and excavated since 1990 by the archeological body and has also opened up new developments in the study of the Indus Valley civilization. There have been several other major sites uncovered from the Bronze-era civilization that include Harappa, Mohenjo-daro, Ganeriwala, Rakhigarhi, Kalibangan, Rupnagar and Lothal.

The city is remarkable for its planning and architecture. Among the marvels in Dholavira are the remains of two open air stadiums and a water harvesting system.

"The salient components of the full-grown cityscape consisted of a bipartite 'citadel', a 'middle town' and a 'lower town', two 'stadia', an 'annexe', a series of reservoirs all set within an enormous fortification running on all four sides," according to ASI. 

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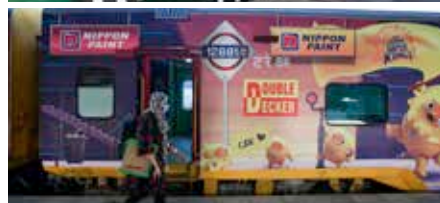
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Nippon Paint beautifies SBC Double Decker Express with landmarks of Chennai and Bengaluru

Nippon Paint, Asia's leading paint manufacturer in partnership with Southern Railway, have beautified SBC Double Decker Express which will ply between Chennai and Bengaluru. Each of the eight compartments are wrapped with artworks spotlighting key landmarks of Chennai and Bengaluru and serve as a reminder of the rich cultural fabric of both cities.

The artworks in the compartment's interiors take the passengers on a tour of Nippon Paint India's brand journey – from being the first manufacturing company in India to receive both GreenCo and Green Pro certification to the advanced features of Nippon Paint's products and Nippon paint's nshakti initiative for women painters. All through the artworks in the compartment's exteriors, Nippon Paint's brand mascot 'Blobby' is portrayed in various avatars in a train journey; from an idli seller on a train to a station master. Passengers will also be able to catch a glimpse of the all-time favourite CSK blobby and the recently launched RCB blobby.

Passengers traveling on the SBC Double Decker Express that runs between Chennai (06075) and Bengaluru (06076) will be able to experience the train's fresh look. From Chepauk Stadium to Valluvar Kottam, from Thiruvalluvar statue to Auroville Dome, and from Mysore Palace to Lal Bagh, the train proudly



bears images of unique and iconic structures that gives Tamil Nadu and Karnataka its characteristic charm.

Maresh Anand, President, Nippon Paint (Decorative) India said, "We are happy to partner with Southern Railways for this very special project to beautify the double decker train. The theme has come out really well and highlights the important landmarks of both cities – Chennai and Bengaluru

along with our favourite blobbies. Through all these artworks, we are taking the passengers on Nippon Paint's brand journey – we have highlighted Nippon Paint's USPs like eco-friendliness, international Japanese technology and unique product offerings. It is wonderful to see these beautified trains receiving a lot of love from passengers, many of whom are seen taking selfies inside and outside the compartments."

MPL launches a holistic mental wellness programme, powered by Kaha Mind, for its partners

The programme—launched by MPL last year for all its employees—will be available to game developers and gaming studios that the company works with, and will equip them with tools and resources to improve overall mental health

Mobile Premier League (MPL), Asia's biggest esports and skill gaming platform, announced the launch of a mental wellness programme for its partners. This programme, powered by wellness platform, Kaha Mind, will provide MPL's partners with comprehensive tools and resources to address their mental health and wellness needs.

to name a few, and how to implement them in everyday life. Lastly, therapist-led virtual calls called Kaha Konversations will enable people to learn practical skills to cope with stress and anxiety.

Commenting on this, Sai Srinivas, Co-Founder and CEO, Mobile Premier League, said, "Our partners are an integral part of the MPL ecosystem and we are happy to

our partners will find the programme useful as well."

"Over the past year, we at Kaha Mind have been working with MPL to provide the team with the necessary tools to understand, recognise and tackle the stressors that affect us every day. This includes 1-1 therapy with trained mental health professionals plus workshops and discussions to break down topics like managing stress, coping with anxiety, finding your balance and more. We are delighted that MPL has now extended this programme to their developer network as well, and we look forward to working with them on their mental health and emotional wellness," said Abisha Fernandes, Psychologist and Programs Lead,



The current pandemic is a reminder of how important it is to look after our health and this programme will be beneficial to all our employees to enable them to take care of their mental wellbeing effectively.

As part of the programme, partners can avail one-on-one virtual therapy sessions with licensed mental health professionals to manage and address any mental health challenges they face, in a safe and confidential manner. Kaha Mind will also conduct a host of workshops to help people understand different psychological concepts such as resilience, coping with stress and effective communication,

launch this Kaha Mind programme to support them. As the pandemic continues to reshape our lives and test our resilience, this programme is a small step to share with our valued partners the resources to help them safeguard their mental health and lifestyle. Our team has benefited immensely from the various measures we have implemented through Kaha Mind over the last one year and we are confident that

Kaha Mind. Balakrishna, Managing Director of MaxPlayGames, an MPL partner game developer, said, "We are grateful to MPL for providing this platform and the complete range of mental health services by Kaha Mind. The current pandemic is a reminder of how important it is to look after our health and this programme will be beneficial to all our employees to enable them to take care of their mental wellbeing effectively."

CSR INDIA UNITED

Nissan India launches 'COVID 2.0' campaign with Cricketer Kapil Dev



As the country gradually unlocks, Nissan India launched an integrated general awareness and safety campaign with Kapil Dev that aims to educate & empower India against COVID-19 through Cricket, a force that unifies the country. By using Cricket analogies to draw parallels between preparing for a match and preparing to fight COVID-19, the campaign hopes to amplify the message of safety by urging Indians to come together as the country faces one of its toughest matches yet on health and safety.

The 7-video series campaign is available on all digital-led platforms,

with a new video going live every third day.

Nissan India has chosen the iconic Cricket ambassador of India, Kapil Dev, as the voice of the campaign. Sharing his thoughts on the collaboration, "I am pleased to be a part of an impactful campaign that impels each one of us to do our bit to win over COVID-19 as a nation. As part of Team India, I have won many battles on the field but this battle with COVID-19 has been the toughest. It is a plea from us to the people of India on what we can all do to move to safety to make India win over COVID-19," says Kapil Dev.

"The auto industry has led from the front in making strong contributions towards combatting the challenges of COVID-19. As the challenge still continues, Nissan India has chosen Cricket as medium of choice to amplify the message on safety through precautions to win the battle over COVID-19 that we're fighting as a nation. Towards this, who better than one of the most admirable icons in Indian cricket history that brought home the 1983 World Cup to lead to spread the message," says Rakesh Srivastava, Managing Director, Nissan Motor India.

Nissan India has contributed over INR 4.3 crore for COVID-19 relief equipment, INR 2.2 crore to



Rakesh Srivastava (MD Nissan Motor India) & Kapil Dev

the Tamil Nadu State Disaster Relief Fund and INR 25 lakhs to the Tamil Nadu CM Relief Fund. As part of relief support at the start of the second wave, Nissan India distributed N-95 masks, PPE kits, oxygen concentrators, portable ECG machines, X-ray machines, pulse oximeters and nasal oxygen machines. In partnership with the World Community Service Centre, its manufacturing plant distributed cooked food packets to migrant workers and the needy to solve the rising hunger crisis during the lockdown period.

PANDEMIC HAS WIDENED GAP BETWEEN RICH AND POOR NATIONS IN MEETING SDGS

Poor countries are lagging even further behind in their response to environmental and social problems such as climate change, inequality and biodiversity loss, writes **Robin Hicks** about the latest UN report.

A woman walks into dried-up Narayanapuram Lake to collect waste to be sold in the scrap market. A woman wanders into dried-up Narayanapuram Lake to collect waste to be sold in the scrap market. The pandemic has hamstrung the ability of low-income countries to "build back better".
Image: Tim Ha, Eco-Business

The socioeconomic impact of the Covid-19 pandemic has stunted progress towards achieving the Sustainable Development Goals (SDGs), and widened the gulf between rich and poor countries in their capacity to realise sustainability ambitions such as poverty eradication, gender equality, and a low-carbon economy, a new report from the United Nations (UN) has found.

For the first time since the UN set the SDGs — a series of targets to bring about a greener, fairer, and more peaceful planet by 2030 — in 2015, the global average score for achieving the goals has fallen, which

is largely driven by higher poverty rates and unemployment following the outbreak of the Covid-19 virus.

The pandemic has affected all three types of sustainable development — economic, social, and



Progress towards achieving the SDGs. Image: UN

Dabur Red Paste says No to Paper Cartons; Supports Eco-Friendly Packaging

Paper saved from the initiative will support Educations needs with CRY

Taking a leap forward on the path to Environment Sustainability, India's leading Science-based Ayurveda major Dabur India Ltd is now moving towards removing outer paper cartons from its flagship Ayurvedic toothpaste brand Dabur Red Paste. Dabur India Ltd today announced the launch of its pilot initiative to remove paper cartons from Dabur Red Paste. The innovative carton-free eco-friendly packaging is being rolled out in key Modern Trade outlets in a joint initiative with Reliance Retail.

In addition, the company is also rolling out an outer paper carton-free low unit price (LUP) pack, specially created for rural markets. The paper saved by removing the outer cartons would be repurposed to create notebooks for underserved children supported by Child Rights and You (CRY). "As part of this initiative, Dabur Red Paste has also launched a unique campaign, 'Give up the Carton, Give me a Future' in association with CRY, under which the paper saved from removing the outer cartons will be used to make notebooks that would distributed among over 120,000 underserved children. We expect that these initiatives will help us to repurpose approx. 150 tons of paper and eliminating waste from our environment," Dabur India Ltd Marketing



Head-Oral Care Mr. Harkawal Singh said. "We are excited about working with Dabur on this smart way to reduce paper usage in packaging. Supermarket & SuperApp shoppers are aware citizens and are open to embrace such green efforts. They'll welcome this right away. Here's looking forward to our small step today becoming an industry-wide practice, soon," said CEO Grocery, Reliance Retail, Damodar Mall.

"In a first of its kind step by any Toothpaste brand in the market, we are pleased to announce the launch of our carton-free packs for Dabur Red Paste with a new eco-friendly design. This is a pilot initiative being rolled out in Modern Trade outlets, to begin with. Together, this move is expected to result in an annual

saving of 150 tons of paper," Dabur India Ltd Vice President Marketing-Personal Care Mr. Rajeev John said.

"CRY has always believed that access to quality education is every child's right. It is an essential building block of a child's future. CRY is committed to ensure free and quality education for the children of its project areas. Thus, for us every support in fulfilling our commitment counts. The initiative taken by Dabur is commendable and visionary. The campaign is truly dedicated to our future generation as it will go a long way in ensuring both education and environmental sustainability", said Regional Director, Child Rights and You (CRY), Soha Moitra.

Dabur has been driving several environment sustainability initiatives to preserve our planet for future generations. These include promoting biodiversity, collecting, processing and recycling post-consumer plastic waste, besides reducing use of paper in product packaging. This initiative is a step forward in this direction. By simply shifting to carton-free toothpaste packs, a family of four can ensure that the carton they would have otherwise discarded, will meet some part of the education material need of underserved children every year. As part of this campaign, Dabur will be donating more than 1.2 lakh notebooks. 🌱

Audiologist and Speech-Language Pathologist Devangi Dalal assures helping hearing-impaired children with the right hearing aid technology!

We aim to work for hearing-impaired children; providing the right treatment with hearing aid technology, says Audiologist and Speech-Language Pathologist Devangi Dalal

In India, any kind of handicap is considered a curse, which is followed by a series of fallacies. Many kids with hearing impairment are perfectly capable of communicating with speech or spoken language but lack of right treatment and rehabilitation facilities keep them away from becoming part of the normal society and we label them as handicap and show sympathy towards them without realizing that they can be also part of the normal society.

The fact remains that these kids are not dumb or mute; they are not able to communicate clearly because they have not heard the words correctly due to their hearing disability. It is difficult for these kids to regulate the volume, pitch, or sound of their voices in a way that people can understand.

A child born with deafness is assumed to be dumb. This is because a child learns to talk through hearing and if a child's hearing is damaged then it is presumed that



A child born with deafness is assumed to be dumb. This is because a child learns to talk through hearing and if a child's hearing is damaged then it is presumed that the child is dumb as well.

the child is dumb as well. There are many factors that contribute to these children's condition. Some of them being illiteracy, poverty, myths and misconceptions, linguistic barriers, social stigma, ignorance, lack of support from government bodies, and lack of support across the society.

Due to social stigma these disabilities are not seen or often overlooked, they prefer not to talk and out of the fear of being mocked or made fun of, they prefer to not use words at all to communicate and in turn, they shift to sign or gestural language.

It has to be understood that out of the global population of hearing-impaired people, 60 percent are children under the age of 15 and only 10 percent of these get proper treatment. That's a very small percentage and due to lack of knowledge, it is assumed the kids are both hearing and speech impaired. It is estimated that out of every 1000 births in India, six are deaf. In our country, there are myths and misconceptions surrounding the hearing impaired. Since their disability is not visible,

Sustainable business certifier B Corp is launching in Southeast Asia

The certification scheme for businesses with a conscience wants to grow stakeholder capitalism in Southeast Asia.

B Lab, a United States-headquartered certification non-profit, is setting up shop in Southeast Asia with a mission to grow a community of B Corporations, or B Corps, and advance stakeholder capitalism in the region.

Since B Lab certified its first batch of businesses in 2007, there are now 3,944 certified B Corps across 150 industries in 74 countries, but still only 13 in Singapore, two in Indonesia, and one in Malaysia.

After establishing a Southeast Asia hub in Singapore, B Lab is aiming to certify 100 businesses

across the region by 2025, B Lab's Southeast Asia community builder Caroline Seow told Eco-Business.

"We provide a framework for companies to measure, manage and advance stakeholder impact. Without measuring performance and setting goals to improve, it [sustainability] is just all talk," said Seow, who is currently fundraising to staff the operation.

To become a B Corp involves meeting some of the highest social and environmental standards in sustainable business certification. Only



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There are 3,944 certified B Corps across 150 industries in 74 countries, including The Guardian newspaper, ice cream brand Ben & Jerry's, clothing firm Patagonia, and file sharing service WeTransfer. *Image: B Corp*

Gas has bridge fuel role to play—but it's shrinking, say experts

Covid-19 has significantly altered the energy transition outlook, reducing the importance of gas in the energy shift and future energy mix, writes **Tim Ha**

Due to its lower carbon dioxide emissions compared with other fossil fuels, natural gas has long been touted as a key bridge fuel that could help wean the world off dirty coal and eventually give way to renewables and other low-carbon technologies as they mature.

This view still appears to hold water, but the fuel's outlook is slowly crumbling as the Covid-19 crisis upends energy projections and cleaner alternatives gain ground amid rapid drops in clean energy costs and rising climate ambitions, according to experts.

Speaking at an event titled Bridge or Destination? LNG and Hydrogen in the Energy Transition last week, they said that gas would still have its part to play in reducing coal burning in emerging markets, and in scaling the hydrogen economy.

But despite the hype that has built up around the fuel, new data suggests that gas consumption in



A natural gas power plant. Compared with other fossil fuels, gas emits the least amount of carbon dioxide into the air when combusted. However, substantial methane leakage during the fuel's production and transport has increasingly come under public scrutiny in recent years.

Image: Jon Sullivan, CC BY-NC 2.0

the electricity sector and industrial processes could fall rapidly in the decades ahead.

Dexter Wang, Asia Pacific market engagement manager at energy price reporting agency S&P Global Platts, said the impact of Covid-19 on energy markets had made gas' role as a bridge fuel "shorter and narrower" in the energy transition.

He said the pandemic had deflated overall energy demand growth forecasts while bringing about a range of policy changes, from green stimulus plans to tougher climate targets by major economies like China, Europe,

the United States, South Korea, and Japan.

These changes would allow clean alternatives to fossil fuels to take up greater shares in the energy mix in the coming years, dampening the prospects for gas, he explained.

Recent gas market volatility, which poses growing threats to producers and consumers of the fuel, is also set to stifle the industry's growth momentum, he said.

Earlier this year, a report by the Institute for Energy Economics and Financial Analysis, an energy think tank, warned that erratic gas prices

Photos from #TheRacelsOn campaign to drive action at global conferences in 2021



NATURE-POSITIVE BY 2030

ONE BIG GLOBAL GOAL FOR NATURE

Biodiversity loss and climate change: two inextricably linked existential threats. Since 2015, we've had the universal climate goal of '1.5 degrees or under'. Now: introducing a Global Goal for Nature, what 'nature-positive' means and how it will be measured, writes **Melanie Heath**, Director of Science, Policy & Information

The dangerous and worsening decline of biodiversity is well-documented – we know we are destroying natural systems faster than they can replenish themselves. Yet, we completely depend on nature for human health, well-being and prosperity. The recent 'Dasgupta Review' on the global

economics of biodiversity – commissioned by the UK Treasury – provides further evidence that we have collectively failed the natural world, with demands far outstripping its capacity to supply us with goods and services. The prosperity and health of current and future generations is at risk. With more than half of global gross domestic product (GDP) shown to be

moderately or highly dependent on nature, biodiversity loss is among the top five risks to the global economy. COVID is almost 'small change' in comparison...

It is clear that our planet is in the red and we have to reset the global compass to protect and conserve the nature we have today, and to halt and reverse nature loss to avoid