

CSR TODAY

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INDIA'S 'SOLAR GAL PALS' LIGHT UP RURAL HOMES

In sunny Rajasthan, women solar promoters fan out to persuade families of the benefits of renewable energy.

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INDIAN CENTRE
FOR CSR

104, Nirman Kendra, Dr. E Moses Road, Mahalaxmi Estate,
Mumbai -400011. Tel: +91 22 2490 30 78, +9122 2490 30 82,
+91 22 2495 52 60

Mowgli, Avni and Beyond



Rajesh Tiwari
Publisher
rt@iccsr.org

THERE ARE 9 TIGER RESERVES SITUATED IN THE SATPUDA LANDSCAPE WHICH ARE NOT MORE THAN 250 KM APART FROM EACH OTHER. THE CORE, BUFFER AND THE FOREST CORRIDORS CONNECTING THEM, FORMS A COMPACT TIGER HABITAT HOSTING MORE THAN 500 TIGERS

On 2 November, came the shocking news. A tigress T1, popularly called Avni, was shot dead by the Maharashtra Forest Department in the jungles of Pandharkawada area of Yavatmal district of Maharashtra. It was a shocker that Avni, aged between five and six, had to be put down. Besides, she had two cubs, who are yet to be secured - but the good news is that they have been seen by forest teams and also camera trapped. Avni was responsible for 13 deaths and was dubbed a man-eater and after necessary due diligence with the National Tiger Conservation Authority of Centre's Ministry of Forest, Environment and Climate Change, she was shot after series of tranquilisation attempts failed.

What is more important is this has led to a wider debate on the man-animal conflict or what is now commonly referred to as human-animal interaction.

The villagers and tribals face these problems in jungle areas - where there are presence of tigers and leopards.

In this kind of a situation, it is imperative that CSR needs to play some sort of a bigger role in addressing the issue - going beyond sponsorship.

The man-animal conflict is not something that is new in India.

Mowgli, the famous character from 'The Jungle Book' stories of the legendary Rudyard Kipling brings alive - what would central India have been a century ago.

Characters such as Shere Khan, the tiger, Baloo, the bear, Bagheera, the black panther, the wolves, the elephants, the python - clearly reflects the wildlife of Seonee (now Seoni), in Madhya Pradesh - way back in 1894, when the Mumbai-born Nobel laureate writer penned the fictional novel.

Basically, in a nutshell, the story was about the conflict between a kid, who had grown up in the wild, and a tiger.

Cut to 2018, around 124 years later, the central Indian tiger landscape has become a matter of national discussion.

On 2 November, when the Maharashtra Government's Forest department shot dead Avni aka T1, a tigress who has dubbed as a "man-eater", in the dead of night - the killing became a matter of debate and the issue of human-animal conflict or human-animal interaction came to the fore yet again. The Central Indian Tiger Landscape covers 35% of the

forest areas of the states of Maharashtra, Madhya Pradesh, Chhattisgarh and part of Andhra Pradesh, and supports major tiger source populations, according to the Wildlife Trust of India (WTI).

The landscape also serves as the headwaters to several rivers, including the River Narmada, which is one of seven major rivers in India, flowing from East to West.

The forests in this landscape also support local livelihoods: 60% of the income of local people in non-protected areas is based on these forests. Important forest products include fodder for cattle, tendu (*Diospyros melanoxylon*), mahua (*Madhuca indica*), awla (*Phyllanthus emblica*) and other ingredients essential for the herbal medicine industry.

The people of this landscape live and support themselves through a range of activities, including agriculture, forest produce collection, tourism and urban activities. This landscape has been the focus of recent development which includes introduction of new crops and development of new roads, rails, mines, tourism and other infrastructure. Simultaneously, studies on larger processes such as climate change suggest that this region will be highly vulnerable to climate change, and higher temperatures and altered precipitation may disrupt the existing environmental and economic system.

"The central Indian Satpuda landscape is spread over a vast area in two states - Maharashtra and Madhya Pradesh. There are 9 Tiger Reserves situated in the Satpuda landscape which are not more than 250 km apart from each other. The core, buffer and the forest corridors connecting them, forms a compact tiger habitat hosting more than 500 tigers," says veteran conversationalist Kishor Rithe, the founder of Satpuda Foundation.

Since 2004, the tiger and the prey population has continuously increased. However the entire landscape is threatened due to a number of rapid infrastructure and development projects. Hence it is necessary to always keep track of ongoing and proposed infrastructure projects and use the existing legal administrative frameworks to keep the destruction away from the contiguous tiger landscape.

The Satpuda Landscape is spread over 15 districts of central India, a geographical area of over 1,25,000 sq.km, of which 34,141 sq.km is forest, supporting an estimated human population of 2,670,8175 individuals.

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EDITORIAL

Consulting Editor: M Bose

Executive Editor: Neil Thakkar

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PRODUCTION, CIRCULATION AND LOGISTICS

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HEAD OFFICE

CSR Today

104, Nirman Kendra, Dr. E Moses Road Mahalaxmi Estate, Mumbai - 400011

Tel: +91 22 249 03078 / 03082 / 55260

Email: editor@csrtoday.net

Website: www.iccsr.org

REGIONAL OFFICES

NEW DELHI

Regional Director: V Chopra

MUMBAI

Executive Vice President: Neil Thakkar

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Editor: Rajesh Tiwari

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IIT Hyderabad scientists developing Mobile Phone-based detectors to check for milk adulteration

Indian Institute of Technology Hyderabad Researchers are developing a Smart Phone-based sensors to detect adulteration in milk. As a first step, they have developed a detector system to measure the acidity of milk through design of an indicator paper that changes color according to the acidity of the milk. They have also developed algorithms that can be incorporated on to a mobile phone to accurately detect the color change.

The Research, undertaken by a team led by Prof. Shiv Govind Singh, Department of Electrical Engineering, IIT Hyderabad and comprising Dr. Soumya Jana and Dr. Siva Rama Krishna Vanjari, Associate Professors in the Department of Electrical Engineering, IIT Hyderabad and others, has been published in the November 2018 issue of Food Analytical Methods journal.

Speaking about the importance of this research, Prof. Shiv Govind Singh said, "While techniques such as chromatography and spectroscopy can be used to detect adulteration, such techniques generally require expensive setup and are not amenable to miniaturization into low-cost easy-to-use devices. Hence, they do not appeal to the vast majority of milk consumers in the developing world."

Further, Prof. Shiv Govind Singh added, "We need to develop simple devices that the consumer can use to detect milk

contamination. It should be possible to make milk adulteration detection failsafe by monitoring all of these parameters at the same time, without the need for expensive equipment."

As a first step, the research team has developed a sensor-chip based method for measuring pH, an indicator of the acidity. The researchers have used a process called 'electrospinning' to produce paper-like material made of nanosized (~10-9 m diameter) fibres of nylon, loaded with a combination of three dyes. The paper is "halochromic", that is, it changes color in response to changes in acidity.

The Researchers have developed a prototype smart phone-based algorithm, in which, the colours of the sensor strips after dipping in milk are captured using the camera of the phone, and the data is transformed into pH (acidity) ranges. They have used three machine-learning algorithms and compared their detection efficiencies in classifying the colour of the indicator strips. On testing with milk spiked with various combinations of contaminants, they found near-perfect classification with accuracy of 99.71%.

His Research team at IIT Hyderabad will extend the above research to study the effects of mobile phone cameras and lighting on detection efficiency. In the long run, they hope to develop sensors for other physical properties such as

conductivity and refractive index, and integrate it with the pH detection unit to obtain comprehensive milk quality check systems that can be easily deployed by the consumer using mobile phones and other hand-held devices.

Adulteration of milk is a serious problem in India. A recent report by the Animal Welfare Board shows that 68.7 % of milk and milk by-products in the country are adulterated with products such as detergent, glucose, urea, caustic soda, white paint and oil. Chemicals such as formalin, hydrogen peroxide, boric acid and antibiotics could also be added to milk to increase shelf life.

The conventional way to detect adulteration in milk is to analyse the chemicals that are present in it by complex processes. Prof. Shiv Govind Singh's Research Group seeks to detect contamination through sensing changes in the biophysical properties of milk as explained in their earlier published work in J of Food chemistry. Some common biophysical properties that change because of addition of adulterants are acidity, electrical conductivity and refractive index (passage of light through material).

For example, addition of detergent, caustic soda or boric acid can make the milk more or less acidic than it should be. The addition of urea can change the electrical conductivity of milk. The addition of sugar, water and urea has been shown to alter the refractive index of milk.

World hunger rose for three years running, and climate change is a cause

From 2005 to 2014, global undernourishment was on the decline. But the rate of decline continuously eroded, like a car moving forward at an ever-decreasing speed. Several years ago it stopped altogether, and world hunger started to climb once more. Among the factors driving this reversal was climate change, write Jessica Eise and Kenneth Foster

World hunger has risen for a third consecutive year, according to the United Nations annual food security report. The total number of people who face chronic food deprivation has increased by 15 million since 2016. Some 821 million people face food insecurity, raising numbers to the same level as almost a decade ago.

The situation is worsening in South America, Central Asia and most regions of Africa, the report shows. It also spotlights a troubling rise in anemia among women of reproductive age. One in three women worldwide are affected, with health and developmental consequences for them and their children.

From 2005 to 2014, global undernourishment was on the decline. But the rate of decline continuously eroded, like a car moving forward at an ever-decreasing speed. Several years ago it stopped altogether, and world hunger

started to climb once more. Among the factors driving this reversal was climate change. While malnutrition and food insecurity begin at the household level, hunger is everyone's business. The damage wrought by hunger on communities can provoke regional instability



Aerial view of drought stricken cultivated farmlands in Western province, South Africa.

and conflict that can extend beyond impacted areas. For example, drought and crop failures in Central America are among the drivers of immigration across the U.S. border.

Climate, weather and crops

The causes of food insecurity are complex and interrelated. In our recent book, "How to Feed the World," a collection of essays from leading researchers, we review pressing challenges. Among them, climate change emerges as a troubling problem that influences all others.

Earth's climate has swung into and out of ice ages since the dawn of time. In the last 50 years, however, things have changed. Average global temperatures have increased ever more quickly, with new recorded highs in 2014, then again in 2015, and again in 2016.

Climate change is also increasing the severity and frequency of extreme weather events, such as powerful storms and droughts. As a result, some

regions of the world are getting wetter, including the northern United States and Canada, while others are becoming drier, such as the southwestern United States. In the U.S. Midwest, heavy rainfalls events increased by over a third (PDF) from 1958 to 2012.

Agriculture is one industry that is most exposed and vulnerable to climate change. Crops and livestock are extremely sensitive to temperature and precipitation. A late spring frost can be devastating, and a heat wave during the flowering stage can result in sharply reduced yields. In short, agriculture is

How the circular economy unlocks new revenue streams

As circular economy initiatives take hold in North America, it is important that companies understand the financial benefits of embracing these new business models, including the opportunity for new revenue streams, reduced costs, more efficient supply chains and improved business intelligence.

Research from Accenture suggests the rise of the circular economy will unlock \$4.5 trillion in new economic growth by 2030. But for this bounty to be released, businesses, banks and governments must collaborate to encourage and enable a change in mindset to embrace new business and finance models. Just as the first industrial revolution transformed the way we live, work and interact, the transition from a linear to a circular economy presents a similar seismic shift — with immense benefits, and challenges, along the way.

A database launched by the Circular Economy Club reveals that about 62 percent of the 3,000 circular economy initiatives highlighted were based in Europe. North America lagged far behind with just 12 percent, followed by 11 percent in Latin America, 10 percent in Asia and Africa with 6 percent. But the circular economy and circular business models hold the promise of overcoming the dual challenges of rising and fluctuating commodity prices and resource depletion, which is as relevant to North American companies as it is to those across the pond.

As circular economy initiatives take hold in North America, it is important that companies understand the financial benefits of embracing these new business models, including the opportunity for new revenue streams, reduced costs, more efficient supply chains and improved business intelligence. And it is not just large corporations that



can benefit from circular businesses practices. Companies, financiers and institutions in circular supply chains often work together in a network of collaboration and co-creation, providing benefits to all.

As an example, as a member of the World Economic Forum's Platform for Accelerating Circular Economy

(PACE), ING is leading the set-up of a "circular supply chain accelerator."

Joost van Dun, circular economy lead at ING Sustainable Finance, notes: "The accelerator is meant to help small to medium-sized (SME) companies in the supply chain of large multinationals to speed up their development of circular business models."

New models

Research from Accenture identifies five distinct circular business models, each of which offers its own benefits for businesses, suppliers and end users of products and services.

In the Circular Supplies model, using fully renewable, recyclable or biodegradable inputs not only creates sustainability throughout the supply chain but also increases predictability

and control — lessening disruption and risk. "By reducing waste and using circular inputs, companies create supply chain efficiencies, thus reducing costs for themselves, their suppliers and customers," van Dun said.

In the Resource Recovery model, recovering embedded value at

the end of a product lifecycle to feed into another transforms waste into value through innovative recycling and upcycling services. Companies either can recover the end-of-life products to recapture and reuse valuable material, energy and components or recover waste and by-products from a production process. van Dun said: "Pursuing

GIRL POWER!

INDIA'S 'SOLAR GAL PALS' LIGHT UP RURAL HOMES

In sunny Rajasthan, women solar promoters fan out to persuade families of the benefits of renewable energy.

Buffalo trampled over it? Rain drenched it? Child dropped it? No problem! This solar flashlight can endure it all, said Bassi in a pitch

to her neighbours in rural India to convince them to power their homes with clean energy instead of polluting fuels.

Bassi is one of 2,500 “Solar Sahelis”, or solar women friends, who fan out to different villages and persuade families to use solar energy in the western desert state of Rajasthan, which sees about 300 days of sunshine every year.

With unreliable electricity and hours-long power cuts every day, many rural families in Rajasthan are often forced to rely on candles, kerosene oil



Bassi, a Solar Saheli (Solar Friend), interacts with a self-help group for women in her village Moonpur village of western Rajasthan on September 12, 2018

lanterns or burning wood, which emit soot and noxious fumes. They not only can lead to premature death due to disease, but can also cause fire accidents and burn injuries.

That is why solar is the way to go, 26-year-old Bassi, who goes by one name, told the Thomson Reuters Foundation in her village of Moonpur, about 130 km (80 miles) from state capital Jaipur, where buffalos and cows wander the dusty streets.

“They just makes more sense—affordable, long-lasting, durable and safe,” said Bassi, who has sold up to 32 solar flashlights since becoming a Solar Saheli last year. Even then, Bassi said it can be a challenge to win over villagers who are usually wary of the initial higher costs and distrust solar products due to experience with some flimsy products from China.

The most popular product, the “Solar Rakshak”, or solar protector, flashlight

Is your business wasting money on waste?

The Renewal Workshop was founded in 2015 to help brands recover losses from garments that had been considered waste, writes Nicole Bassett

Waste is considered business as usual for apparel and home goods brands.

Should it be? Waste — product that is made, but is unsellable — costs brands money and damages the environment. This is such a well-documented and understood business risk that it is accepted and accounted for as a foregone conclusion. It doesn't have to be. A shift to a circular model for apparel and home goods transforms products that previously were a financial loss into new profit.

"We've found that 1–3 percent of a brand's total production is wasted," says Jeff Denby, co-founder of the Renewal Workshop. "At 100 million units per year for a big brand, the scale of 1–3 percent waste becomes huge. And, the larger the brand is, the more complicated their business operations, means that rate can increase to as high as 5 percent."

Brands are losing money to waste at multiple "dead ends" in the existing linear business model. The usual



suspects include returns, warranty and overproduction. And, with the constant demand of the next seasons' products coming, warehouse managers are forced to make due with the bad options for managing inventory. Current waste management systems send the majority of apparel to landfill or incineration at end of life.

At any brand, at any scale, waste is a perpetual burden and a liability to manage, warehouse, transport and pay to dispose. When waste is an acceptable cost of business, companies learn to be bad at tracking it, good at masking how big the problem is and blind to opportunities for change.

The Renewal Workshop was founded in 2015 to help brands recover losses from garments that had been considered waste.

These garments went out to sales channels and came back for various but

manageable reasons such as a lipstick smear in the changing room, a missing button or a garment returned in perfect condition but couldn't be restocked in time to sell again. For apparel under warranty, it is often simpler for the brand to issue replacement product or a gift card to a customer than to repair and return an item.

Brands write this waste off their accounting books but that doesn't make it — or the other expenses it drives — disappear. They are still stuck figuring out what to do with the physical product. "30 percent of the product we take in at the Renewal Workshop has nothing wrong with it at all," says Denby, "it's because of an inefficient return system that these clothes are categorized as waste."

Losing the value of the product is one waste channel; paying to manage waste-that-was-product is another. Denby

GLOBALLY, NATURE, BIODIVERSITY AND PLANETARY HEALTH, ARE IN STEEP DECLINE

Humanity and the way we feed, fuel and finance our societies and economies is pushing nature and the services that power and sustain us to the brink, according to WWF's Living Planet Report 2018 (LPR 2018). The report, released today, presents a picture of the impact of human activity on the world's wildlife, forests, oceans, rivers and climate,

underlining the rapidly closing window for action and the urgent need for the global community to collectively rethink and redefine how we value, protect and restore nature.

Since 1998 the Living Planet Report, a science-based assessment of the health of our planet, has been tracking the state of global biodiversity. In this landmark anniversary edition, 20 years after its original publication, the Living Planet

Report 2018 provides a platform for the best science, cutting-edge research and diverse voices on the impact of humans on the health of our Earth, with inputs from more than 50 experts from academia, policy, international development and conservation organizations across the world.

"Science is showing us the harsh reality our forests, oceans and rivers are enduring at our hands. Inch by inch



SUSTAINABILITY REPORTING: 4 THINGS COMPANIES GET WRONG

From 100-page disclosures to a lack of standardisation in reports, here are four essential mistakes that companies make in their sustainability reports, according to GRI chief Tim Mohin

Southeast Asia is witnessing a rapid increase in sustainability reporting with 500 per cent growth in the number of companies producing reports over the last six years, according to the Global Reporting Initiative (GRI), a standards organisation that helps companies report their impacts.

The region is the biggest and fastest growing market for GRI, but companies can be more efficient and effective in



A business district in Taipei, Taiwan. The state's sustainability reporting rate among the top 100 companies by market capitalisation was 88 per cent last year, according to the GRI. Taiwanese companies were lauded by Mohin for having reports that were comparable across firms.

the way they do their reporting, said chief executive Tim Mohin.

Some sustainability reports published today can run into the hundreds of pages, and busy executives may not

have time to read them, defeating the purpose of the report, Mohin added.

The former sustainability chief of American chip-maker Intel said sustainability reporting should be con-

What does a sustainable city mean to Singapore's youth?



Preserving local heritage and being in touch with nature is essential to living in a sustainable city, said students at a recent youth event in Singapore.

Students in Singapore raised concerns over the cost of urbanisation to national heritage and biodiversity at a recent youth dialogue held at Singapore Management University.

Organised by Temasek, the dialogue brought together over 100 students and student leaders who engaged in discussion with speaker of parliament Tan Chuan-jin on how they envision living in a sustainable city. The main issues put forth by the students revolved

around the trade-offs associated with rapid urban development, sparking questions about the importance of incorporating nature into the city, preserving historic sites and balancing economic growth with other social and environmental challenges.

"Biodiversity and urbanisation are often seen to be diametrically opposed," said Jerrie Liao, an avid scuba diver and third year student who cultivated an interest in ocean conservation while studying at Singapore

Management University's School of Social Sciences. "However, we need to know that for cities to grow, for us to live, we require the ecosystem services provided to us by nature."

"The question is: how can we better integrate nature into our cities and what factors do we have to consider?"

Singapore has one of the highest greenery densities in the world, despite its small land size. The country's continual urban development to house a growing population has been done in parallel with careful management of the island's green spaces, with gardens, parks and nature reserves taking up 10 per cent of its land.

However, big governmental projects in recent years have triggered debate over the environmental impacts associated with their development. The Cross Island Line, slated to be completed by 2030, has received backlash from local environmentalists and nature groups that have expressed concern that the new MRT line would cause major disturbance to Singapore's largest patch of primary rainforest.

Today, less than 0.5 per cent of the country's original primary forest cover remains. Singapore's dwindling natural spaces are generating worry that despite governmental efforts to provide opportunities for Singaporeans to appreciate nature in their urban environment, residents will feel increasingly cut off from nature as the country continues to urbanise.

According to Tan Chuan-jin, the trade-offs linked to growth and urban-

What does it mean to live with climate change?

Extreme weather patterns and natural disasters this summer point to a future of worse weather driven by climate change. How can billions of at-risk people and businesses adapt and remain resilient?

For anyone still undecided about the consequences of global warming, the summer of 2018, one of the hottest on record, should have tipped the scales. Across far-flung longitudes and latitudes, regions are struggling with the fallout from large-scale climate-related events.

In the southern United States, cities and towns pummeled by Hurricane Florence in September were still drying out when Hurricane Michael brought more flooding in October. In California, firefighters are battling the embers of the largest wildfire in state history. And in parts of Latin America, Europe, Africa, and Asia, agricultural output is in freefall following months of stifling heat.

Cooler weather has done little to ease the suffering. According to the National Oceanic and Atmospheric Administration, “moderate” to “exceptional” drought conditions cover 25.1 per cent of the United States. But “extreme” and “exceptional” drought—the worst categories—expanded to cover 6.3 per



cent of the country, up from 6 per cent in mid-September. Regions in Australia also are struggling with the worst drought in a generation.

In fact, for a growing number of people around the world, floods, landslides, and heatwaves—Japan’s summer in a nutshell—is the new normal. A recent study in the journal *PLOS Medicine* projects a five-fold increase in heat-related deaths in the US by 2080; the outlook for poorer countries is even worse.

The climate debate is no longer about causes; fossil fuels and human activity are the culprits. Rather, the question is how billions of at-risk people and businesses can rapidly adapt and ensure their communities are as resilient as possible. Even if the world meets the Paris climate agreement’s target of limiting the increase in global temperature

to 2° Celsius relative to pre-industrial levels, adaptation will still be critical, because climate extremes are now the new normal.

Some communities have already recognised this, and local adaptation is well under way. In Melbourne, Australia, for example, planners are working to double the city’s tree canopy by 2040, an approach that will lower temperatures and reduce heat-related deaths.

Similarly, in Ahmedabad, a city of over seven million people in Western India, authorities have launched a major initiative to cover roofs in reflective paint to lower temperatures on “heat islands,” urban areas that trap the sun’s warmth and make city living unbearable, even at night. These are just two of the many infrastructural responses that communities around the world have undertaken.

Can energy become secure, affordable and sustainable as the sector transforms?

Energy is at the root of modern economies and is vital to the Fourth Industrial Revolution and the internet of things. The challenge for policymakers is to craft policy frameworks that enable the three critical goals of energy security, environmental sustainability and affordability and access while the energy sector undergoes a fundamental transition.

Maintaining a balance between these three goals creates a “trilemma,” which is getting more complex for countries and energy companies — especially given the uncertain pace of the transition to decentralized, decarbonized and digital systems. Put differently, we are trying to build a bridge while crossing it.

The comparative rankings and profiles of the 125 economies covered in the World Energy Trilemma Index 2018 highlight how the exponential acceleration of interconnected megatrends shaping the global energy sector are rapidly evolving the means to achieve and balance energy trilemma goals.

Energy security

Evolving energy sources are shifting the definition of and means by which to achieve energy security. In a fossil

fuel-driven world, energy security was ensured by the security of energy supply. But technology has led to an increased supply of natural gas and has driven improved performance and reduced costs of renewables. Today’s energy security increasingly implies flexibility of a diversified grid, which is hard to measure and even harder to ensure.

For example, coal-fired electricity generation in OECD countries is in terminal decline. Initially displaced

generated from coal dropped from 52.8 percent in 1997 to 45 percent in 2009, and then to 30.1 percent in 2017. Meanwhile, the share of natural gas in 2017 stood at 31.7 percent, and the share of renewables was at 17.1 percent.

On this trajectory, by 2050, up to 90 percent of OECD generation will be from renewables. The IEA predicts that the share of all renewables in total global power generation will be 40 percent by 2040 [PDF].

Looking outside the OECD, coal as a percentage of total electricity generation is expected to remain high in the near term. For example, coal is on track to grow to 75 percent in India by 2027 and to 56 percent in Indonesia in the near term.

However, China may be indicative of future trends in other countries that hope to balance energy security, increased energy access and environmental sustainability. Coal is on track to drop to 56

percent of total energy generation in China — from 80 percent in 2007, as China continues its focus on increasing renewables.

Fossil fuels are also affected by the movement to divest from fossil fuel [PDF], which has grown 11,900 percent from \$52 billion assets under management four years ago to over \$6 trillion today, with nearly 1,000 institutional



by cleaner natural gas, it has been increasingly losing ground to renewable sources that continue to grow faster than predicted: The share of renewable generation has doubled every 5.5 years. Under these trends, coal-fired power and nuclear no longer will be viable sources of power in OECD countries by 2050. For example, in the United States, the share of electricity

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COMPANY: B3 BRAIN BEHIND BRAND.
DESIGNATION: Studio Creative Director (Architect).

- **Experience:** 7 to 10 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** IT - Software.
- **Location:** Kolkata (West Bengal).
- **Key Skills:** Executive Search, Corporate Social Responsibility, Salary, Talent acquisition, communication skills, placement.
- **Job Function:** HR / PM / IR / Training.
- **Specialization:** Recruitment.
- **Qualification:** M.arch (Architecture) Any Graduate.

Job Description:

- The company is a well-respected and a reputed brand in all the domains it represents which are-Real Estate, Hospitality, Healthcare and Education and our recent

forays into Sports and Entertainment. The company has been responsible for various landmark projects. The Group has several ongoing projects in Eastern India as well as other parts of the country and is continuing to live by its maxim of making a difference to the way people live.

- They are a responsible, progressive & sensitive corporate citizen, deeply involved in philanthropy. They will continue to put in sincere and continuous efforts to contribute to the economic, social and human development of our nation.
- Going forward, we pledge to harness the best talents, live up to our commitments, achieve high-quality standards and innovate ourselves to achieve holistic solutions to the peoples needs while upholding the highest standards of trust, integrity, service and corporate social responsibility.
- **Job Role:** Studio Creative Director

- **Job Location:** Kolkata, India
- **Experience:** At least 7 years' experience
- **Qualification:** Preferably Graduate.

Job Responsibilities:

- A minimum of 7 years of industry experience
- Architect or extensive architectural background
- A master level understanding of architectural terminology and the ability to read complex drawings
- Exceptional creative skills and composition understanding
- Excellent communication skills, both verbally and written (English)
- Flexibility in hours and attentive to global production demands
- The ability to manage a multi-task team of professionals and work on several projects at any one time



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