

CSR TODAY

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MENTAL HEALTH GO TOGETHER
IN OUR CITIES

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INDIAN CENTRE
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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

Budget would give focus to CSR activities



Rajesh Tiwari
Publisher
rt@iccsr.org

**HEALTH AND
EDUCATION NEEDS
TO BE GIVEN TOP
PRIORITY. THOUGH
INDEPENDENT INDIA
HAS WITNESSED
CONSIDERABLE
GROWTH IN
THE FIELDS OF
EDUCATION AND
HEALTH OVER THE
70 YEARS, THE
PROGRESS IS NOT
ADEQUATE.**

The Narendra Modi government is all set to table its budget for the financial year, 2020-21. All budgets are crucial but this is going to be special as it comes ahead of 2022, when India would mark 75 years of its Independence.

The budget would surely look at the social sector and this is where the CSR activities would play a major role. The India Ltd would have to be prepare for it - and should waste no opportunity.

In 2022, India would host the G20 summit and this would throw up opportunities at national and international level.

The G20 Summit is an international forum bringing together the 20 leading and emerging economies of the world, that account for 85 per cent of the world's economy and over two-thirds of the population, to hold discussions over tackling the various economic challenges in the world. The important challenges are – unemployment, demographic challenges, infrastructure bottlenecks, health and education, defence and security, disaster management and climate change, governance issues and social problems.

Health and education needs to be given top priority. Though independent India has witnessed considerable growth in the fields of education and health over the 70 years, the progress is not adequate. So far, the focus has been on 'quantity' or expansion of services through more schools, colleges and hospitals; But less emphasis was on quality aspect. The neglect on the quality aspect of vital sectors like – education and health – has been showing adverse impact on the quality of life, which is evident in the latest Human Development Index of the United Nations. In the 2016 rankings, India slipped to the 131st rank among the 188 countries surveyed. India's human development index (HDI) value of 0.624 puts it in the "medium human development" category alongside Pakistan and other countries such as Congo and Namibia. Hence, to build New India, renewed efforts must be undertaken to improve the quality of life through better health and education facilities.

Another area is disaster management and climate change. Apart from man-made disasters, India is vulnerable, in varying degrees, to a large number of natural disasters. More than 58.6% of the land mass is prone to earthquakes of moderate to very high intensity, 12% of its land is prone to floods and river erosion, close to 5,700 kms, out of the 7,516 kms long coastline is prone to cyclones and tsunamis and 68% of its cultivable area is vulnerable to droughts.

The frequency and severity of disasters like floods and droughts has been accentuated by the adverse impacts of global warming and associated climate change. The recent flash floods in Mount Abu (2017), Chennai (2015), Kashmir (2014) and Uttarakhand (2013) indicates this trend. In view of the expected rise in the disasters and its impact on the economy, especially on agriculture, and social life should be reduced to the extent possible and it is a no mean task for the government due to the magnitude of complexities involved.

Several of India's development priorities are mirrored in the SDGs. Projected to be the most populous and youngest country in the world by 2024, India's contributions will be indispensable for the achievement of the SDGs globally. India is embarking on a long-term visioning exercise aligned with the SDGs. The government is committed to inclusive growth and has launched many national programmes to achieve, within a short period, ambitious goals such as rural electrification, sanitation, housing for all, clean and renewable energy expansion, universal elementary school education, smart cities and skills development, to name just a few. These will determine the success of SDGs both in India and globally.

India is one of the fastest growing economies in the world. It is in a strong position to deliver on its national development priorities, as well as on the globally-agreed-upon 2030 Agenda for Sustainable Development. India has also provided leadership in shaping the Sustainable Development Goals (SDGs), particularly in ensuring that the voices of developing countries find prominence in global discourse.

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Consulting Editor: M Bose
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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

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CSR NEWS



More than 100 children of suicide farmers participated in Tree plantation drive organised by BJS on 'Farmers Day'

Bharatiya Jain Sanghatana (BJS) Pune office and BJS's WERC institution, Wagholi, came together and celebrated Farmers day by planting more than 170 trees and plants in their surroundings. Along with the School administration more than 70 teachers from the institution supported these students. It's noteworthy, for this drive, 'Maharashtra Forest Department - Pune' also donated 50 saplings which are planted around the school and college premises.

From this initiative these Children of Farmers gave a very strong message to the world that, 'No matter, Rich or Poor. Today if you have food on your plate, It is because someone (Farmers) out there is growing it for you. Please support farmers by planting more trees as it prevents soil erosion, increase groundwater levels, conserve water and thereby

making the earth drought resilient.'

These children of farmers did not get it easy, their families are paying the price and despite the circumstances and loss, they are striving to give their best to the society and environment.

During the event, The respected Principal of the WERC institute, Mr. Bhandari said that, "India is primarily an agriculture country and around 70 percent of our population relies upon agriculture for their livelihood. Through this tree plantation initiative, we take this opportunity to express our deep gratitude to our dear farmers and their families."

Speaking about this initiative, Shri Shantilal Muttha, Founder of BJS, said that; The growing climate change, the scanty rainfall and depletion of underground water levels are some of the primary reasons for the drought

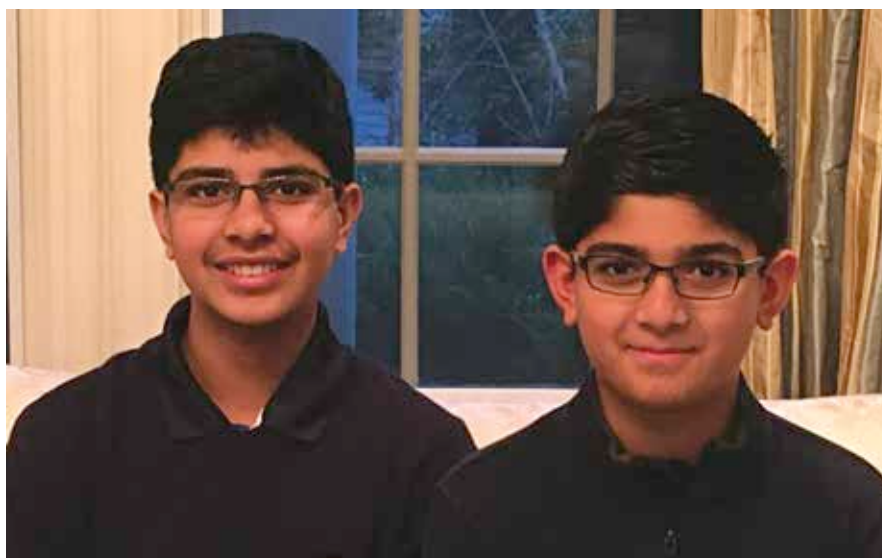
across states in India. Moreover, the rising cost and high rate of interest on loans have all contributed to making life a living hell for the most important community (farmers) in our country. The struggle for water has become so intense that farmers are paying the price with their lives.

The need to help farmers in India is now greater than ever. I urge each and every person to join our 'Sujalam Suphalam' initiative to address this problem. We are working relentlessly in various states which are severely affected by the drought. Our aim is to build and strengthen the ecosystem to be well equipped to handle any kind of situation in the future. We have put our blood sweat and tears as we believe that, when serving the society and when people's livelihood is involved, you can't take the emotion out of it.

Indian American Schoolchildren Awarded Inaugural President Bush Public Service Grant under ICCSR Sponsorship

Two Indian American schoolchildren were awarded the Inaugural President George H. W. Bush Public Service Grant for their homeless housing project in India next year. Imran A. Iftikar (Grade 7) and Irhan A. Iftikar (Grade 6) were sponsored by the Indian Council for Corporate Social Responsibility (ICCSR) in their proposal to spend next summer working under the tutelage of ICCSR to build prototype modular and foldable housing for the homeless people in New Delhi.

The President George H. W. Bush Public Service Grant was set up “to nourish our innate desire to make the world a better place, to learn about the world and its needs, and to be inspired to take action.” Imran and Irhan wrote in their application for the grant, “during our visits to India, along with its beauty, what struck us most is the severe poverty. Seeing homeless street children and their parents living in appalling conditions on the city pavements, inhaling the exhaust from unending lines of cars, made us realize the inequality in this world. Food, clothing, and shelter are fundamental and basic human rights. And yet millions of people around the world go to bed at night with no shelter and exposed to the elements. Not having a proper shelter causes all kinds of issues around safety, health, human dignity, and hygiene. No one should ever have to sleep in the open – by roadsides, on pavements, in “hume” pipes, under flyovers and staircases, on railway platforms, or just in the open air. The world has enough to provide basic shelter for everyone.”



(Left) Imran Iftikar (Grade 7) and (Right) Irhan Iftikar (Grade 6)

“It does not take much to address this global issue, which is more prevalent in developing countries. Our program aims to design, build, and distribute ready to assemble (and disassemble), modular unit homes for people to put up at night to sleep inside and stack away neatly during the day. These modular homes will take very little space when stacked so public places do not become permanent places of residence and will act as beautiful advertisement units (most likely for their sponsors) and storage units for the homeless when not used for shelter.”

Mr. Rajesh Tiwari, the CEO & Director General of ICCSR, in his recommendation letter for the grant, wrote, “[W]e are delighted to receive the proposal from Imran A. Iftikar, a Grade 7 student, and Irhan A. Iftikar, a Grade 6 student, both from the Greenwich Country Day School (GCDS) of Connecticut, USA, who wish to partner with us in developing low

cost, foldable and stackable housing solutions for the homeless and street dwellers in India over their summer break next year. I understand that they were both quite moved with the living conditions of those Indians who spend their nights on the street, and I am touched by their desire to make a difference in the lives of those less fortunate in urban India.”

Ms. Jen Donnalley, Director of the Center for Public Good who gives out the awards, wrote “We, the Grant Committee members, were greatly impressed by the many interesting, creative, and thoughtful applications that we received. But your application stood out. We are confident that with this grant you will not only make the world a better place, but as its first recipient, you will inspire others to put CPG grants to work.”

Everyone at ICCSR is eagerly looking forward to working with these young children to better society further. 🌱



RACING ICE LOSS STRIPS GREENLAND OF MASS

Greenland is shrinking, losing ice seven times faster than a generation ago. Scientists have taken a new and ominous measure of polar loss.

Greenland – the largest body of frozen water in the northern hemisphere – is now losing ice seven times faster than it did during the last decade of the 20th century. From 1990 to 1999, the Greenland ice sheet spilled an average of 33 billion

tonnes of ice into the oceans every year. In the last decade the rate of loss has accelerated to an average of 254 billion tonnes a year.

Altogether, the Greenland ice cap has surrendered 3.8 trillion tonnes of ice since 1992. This alone is enough to raise global sea levels by 10.6 millimetres.

Glaciers and icecaps are in retreat in two hemispheres, and on every continent, as a consequence of profligate human combustion of fossil fuels, to drive up greenhouse gas levels in the atmosphere, and accelerate global heating.

Devastating

“As a rule of thumb, for every centimetre rise in global sea level another six million people are exposed to coastal flooding around the planet”, said Andrew Shepherd of the University of Leeds in the UK.



Civil society organisations hold a protest at COP25 in Madrid, Spain.
Image: John Englart (Takver), CC BY-SA 2.0

Trading carbon credits from nature sparks fiery debate at UN talks

Oil and gas companies say earning carbon credits to improve soils and forests will cut emissions - but critics call it a distraction.

Oil and gas companies have teamed up with the International Emissions Trading Association (IETA) on a new effort to build a global market for carbon credits generated from projects to conserve forests, soil and wetlands, they said on Thursday.

At the launch of the “Markets for Natural Climate Solutions” initiative at U.N. climate talks in Madrid, IETA said only 3 per cent of total climate finance

was going to support such projects. But storing more planet-warming carbon in ecosystems such as soils and trees could deliver about 30 per cent of the emissions reductions needed to meet the Paris Agreement goal to limit global warming to “well below” 2 degrees Celsius, it added.

“There is a massive discrepancy between what we are spending on this solution and what is on offer,” said Simon Henry, IETA’s director of carbon market development.

But corporations were beginning to grasp the possibilities, with major names such as Shell, Microsoft and Apple pledging hundreds of millions of dollars in the last 18 months to projects such as tree planting, he said.

The founding members of the new IETA initiative include energy corporations BP, Chevron, Shell and Woodside Energy, as well as mining and metals giant BHP and the U.S.-based Arbor Day Foundation, which has planted more than 300 million trees worldwide.

“When it comes to taking action in the climate space, the world has been very long on say and very short on do,” said Duncan van Bergen, vice president for nature-based solutions with Shell New Energies.

BIODIVERSITY AND OUR BRAINS

HOW ECOLOGY AND MENTAL HEALTH GO TOGETHER IN OUR CITIES

Otters in Singapore.
Neuroscience can support
urban planners in allowing for
more flexibility and authenticity
of nature in urban areas.

*Image: budak via Flickr,
CC BY-NC-ND 2.0*

Biodiverse nature is particularly beneficial for mental well-being. There is also growing and compelling evidence that contact with diverse microbiomes in the soil and air has a profound effect on depression and anxiety, writes **Dr Zoe Myers**



Climate change poses an existential risk to ocean industries

Here's how they can respond, write **Steven Gaines, Erin O'Reilly, Eliza Northrop and Laurretta Burke**

Never before has the urgency of climate action for ocean health been more pronounced. In September, the Intergovernmental Panel on Climate Change (IPCC) published its first Special Report on the Ocean and Cryosphere in a Changing Climate, finding that climate-induced declines in ocean health will cost the annual global economy \$428 billion by 2050 and \$1.98 trillion by 2100.

Now, building on this analysis, a new paper commissioned by the High Level Panel for a Sustainable Ocean Economy

unpacks what these economic losses are at the country and regional level across three of the ocean-based industries — coral reef tourism, wild fisheries and mariculture (the cultivation of marine life for food).

The results are sobering. Changes to the ocean's temperature, chemistry, flow and food webs have broad implications for our global economy. While some countries are set to maintain or improve catch and profits, billions of others around the world who rely on healthy oceans will see decreases in fish, food and prosperity. West Africa

could see fish stocks decline by up to 85 percent due to migration to cooler waters. The North and South Atlantic, North and South Pacific and Indian Ocean basins will see fish stocks decline by up to 30 percent by 2100 as fish migrate to Polar Arctic and Southern Ocean basins.

Coral reef tourism, worth \$35.8 billion globally every year, could experience revenue losses of over 90 percent based on the current trajectory of warming. However, if we act now, we have a path to reinforce the resilience of these ocean ecosystems and the industries that rely on them.

First and foremost, we must urgently reduce global greenhouse gas emissions from both land and ocean sources. A

Downtown Raleigh,
North Carolina skyline



6 INEXPENSIVE THINGS CITIES CAN DO TO BECOME MORE SUSTAINABLE

More aggressive moves like going fully paper-free can cut costs of paper, printers, toner and the electricity used to run printers and copiers, writes **Nate Berg**

Bold environmental goals are becoming a hallmark of city governance. Across the U.S., cities are unveiling clean energy plans, climate targets, sustainability road maps and other aspirational programs to guide themselves into a more environmentally friendly future. Making these kinds of plans, it seems, is relatively easy. Paying to achieve the goals they set, especially in resource-strapped communities, can be a major challenge, though.

But environmental goals don't have to be expensive moon shots. Rather, there are many small steps cities can take to reduce their environmental

impacts. Some can even help out a city's bottom line. "There's a lot of things that directly pay off," says Cooper Martin, director of sustainability and solutions at the National League of Cities.

Some efforts may take time and others might require up-front investments. But there are programs and policies cities can implement today that can have a positive environmental impact without breaking the budget. Below are a few.

Building Retrofits

"Let's say you're a city, you've done business as usual for the last 30 years, you're just getting started. The easiest

thing for you to do is to look at your own municipally owned buildings and find ways to retrofit them," Martin says.

Replacing windows, lighting, or heating, ventilating and air conditioning (HVAC) systems can result in significant and long-term savings in energy and resource costs. So can insulating or even renovating entire buildings. A building energy efficiency program launched in 2012 in Chicago had retrofitted 75 buildings by 2018, saving an estimated 70,000 metric tons (77,000 tons) of greenhouse gas emissions per year.

"We know that the money saved over the life cycle of that building is going to be dramatic," Martin says. And the savings start immediately, with the next month's utility bill.

The next step is to reinvest those savings into sustainability projects that don't pay back as quickly. "You can create a revolving fund for things like



SOCIAL MEDIA: THE NEW CAPITAL MARKETS ACTIVISM

The March For Our Lives movement has continued to be active on Twitter, helped organize a local chapter on Facebook and created extremely compelling content on YouTube, such as the video Generation Lockdown, writes **Megan Morrice**, Adjunct Faculty, Presidio Grad School

Activism is evolving, and technological advances have created new ways for individuals to make change. On social media, the ability to harness the power of the masses also has helped redefine the baseline of transparency expected for corporations. Consumers today expect serious accountability from the companies they buy products from and invest

in. Businesses are learning that they must proactively build trust to earn people's hard-earned dollars, whether that is at the cash register, in the stock market or on the timeline.

Social media campaigns turned movements

Historically, you had to be a shareholder in a company to vote on issues that affected the company's financials. Today,

you just need a Twitter account to have your voice be heard.

While some have accused modern society's civic muscles of atrophying, citizens have made it clear that they require two-way dialogues with companies in the private sector.

It is no longer considered brand suicide for a company to have political voice. For many consumers, seeing a company solve problems resonates more

The coolest Sustainability Innovations of 2019

From river trash shepherds to food waste-fighting cockroaches, here are 19 of our favourite sustainability innovations of 2019, writes **Robin Hicks** and **Nikki Wong**.

At a media workshop held by the World Bank and Eco-Business in Singapore earlier last year, it emerged that news consumers are growing tired of the doom and gloom in climate reporting, and are turned off by the constant flow of news about the impending end of the world. They want solutions. With that in mind, Eco-Business hunted for some innovations that gave us a bit of hope this year.

Car-charging roads

This year, Sweden opened a road that charges your electric car while you drive it. The road is embedded with an electric rail that can charge e-vehicle batteries as cars pass over it. A moveable arm attached to the bottom of the vehicle is lowered on to the road to draw up the charge. There's no electricity on the surface of the road, so it's safe to walk on.

River rubbish shepherds

The Great Bubble Barrier, co-invented by Dutchman Philip Ehrhorn, shepherds plastic detritus to the side of rivers us-



A shelf of cockroaches at Shandong Qiaobin Agricultural Technology Co., in Jinan, China. Cockroach farming, which reduces food waste sent to landfill and produces feed for livestock, became big business in China in 2019. Image: Wochit News YouTube screenshot

ing bubbles instead of physical barriers, which can harm wildlife. It works like this: a device laid diagonally on the bottom of a river pumps air through a tube. The rising bubbles bring plastic

to the surface, and the flow of the river ushers the trash to the riverbank, where it can be retrieved. Tests have shown it can divert more than 80 per cent of rubbish from entering the ocean.



20 YEARS LATER, REVISITING AN OLD MANIFESTO

For myriad reasons, I argued, we cannot stop development. Technology and industrialization irreversibly have opened Pandora's box, says **Alan AtKisson**, Director of Partnership & Innovation, Swedish International Development Cooperation Agency

Exactly 20 years ago, in late December 1999, I put pen to paper at a friend's house in East London and began to write a personal manifesto for the new millennium.

The resulting document, "Sustainability is Dead — Long Live Sustainability" (PDF), had a short, modestly viral life. It was emailed around the internet, released by my book publishers as

a standalone tract, condensed into a magazine article, included in university courses and ultimately anthologized in Marco Keiner's "The Future of Sustainability" (Springer, 2006).

Part think piece, part *cri de coeur*, my manifesto was an attempt to make sense of my own thoughts and worries about where humanity was heading, and to make the case for global transformation. This was not an obvious line

of argument at the time. While my own mentors in the field were mostly arguing for putting the brakes on global development, and mostly for environmental reasons, I called for speeding things up — but dramatically changing course. I saw no ethical or logical alternative.

For myriad reasons, I argued, we cannot stop development. Technology and industrialization irreversibly have opened Pandora's box. Meanwhile, billions still suffer from hunger and need.

But if we are to be sustainable, we cannot keep doing development the same way. Transformation — rebuilding our energy systems, recalibrating financial markets, altering consumption and production patterns, rescuing an

When countries adopted the 2015 Paris Agreement, they designed it to steer the world onto a pathway that would limit temperature rise to well below 2 degrees Celsius by 2100, while striving for the 1.5 degrees C goal. To ensure that countries take on greater climate action over time, the agreement requires each country to prepare and communicate nationally determined contributions (NDCs) every five years. These cycles begin in 2020, five years after countries submitted their first NDCs in 2015. The current set of NDCs falls short of aligning with the temperature thresholds in the Paris Agreement. Countries now need to deliver a measurable step up in ambition to start closing the gap between current emissions and where they need to be.

With 2020 just over the horizon, WRI's 2020 NDC tracker reveals that 68 countries have indicated they will enhance the ambition or action of their NDCs next year — but they represent only 8 percent of global emissions. This includes 59 countries that were part of the Climate Ambition Alliance announced by Chile, the COP25 Presidency, during the recent United Nations Climate Action Summit (UNCAS). One country — the Republic of the Marshall Islands — already has submitted an enhanced NDC. Forty-one countries (including the European Union, representing its member states) have said they will update their NDCs in 2020, although this might mean only providing more information or clarifying actions to implement their initial NDCs.

Early indication that countries are ready to enhance their NDCs is encouraging, but those are mainly small- and medium-size countries, many quite vulnerable to climate change impacts. Meanwhile, most major emitters have not yet announced whether they will submit new NDCs in 2020.

So what changes will 2020 bring for national climate commitments? Will the countries that have said they will do more do enough? Here is the current state of play based on 2020 NDC tracker.



What we know so far about countries' 2020 climate commitments

With 2020 just over the horizon, WRI's 2020 NDC tracker reveals that 68 countries have indicated they will enhance the ambition or action of their NDCs next year — but they represent only 8 percent of global emissions, writes **Noémie Leprince**, Associate, World Resources Institute.

The enhancers

A total of 33 small island developing states (SIDS), where climate change poses an existential threat, have signaled their intent to enhance climate ambition. These countries understand the threat posed if countries do not take strengthened action and want to lead the way. For example, the SIDS aspire to shift to 100 percent renewable energy (PDF) and map the way to carbon neutrality. Some of these countries may be ready to submit their NDCs in early 2020.

Twenty African countries — including South Africa, Nigeria, Ethiopia and Morocco — have indicated that they will enhance their NDCs in 2020 (four of these African countries are also SIDS). As with many SIDS, many African coun-

tries already face significant impacts from climate change and aim to build stronger clean energy and climate-resilient economies. South Africa, where coal is a dominant energy source, was an encouraging surprise among those that indicated their intent to enhance, which President Cyril Ramaphosa announced in a written statement during UNCAS. The government recently approved an electricity infrastructure development plan but there are unclear signals in it about the climate path South Africa may choose to take.

Norway was a welcome addition to the enhancers in the 2020 NDC Tracker. It aims to become a low-carbon society by 2050, requiring 80 to 90 percent emissions reductions below 1990

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- **Salary:** As per Industry Standards
- **INDUSTRY:** Financial Services / Stockbroking
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** Community relations
- **Job Function:** Advertising / PR / Events
- **Specialization:** Community Relations
- **Qualification:** Any Graduate

Job Description:

- Identify & recommend CSR (Corporate Social Responsibilities) initiatives to ensure good corporate citizenship and build community relations. Help build Brand DBS by showcasing sustainable outcomes achieved by the bank in India.

Key Accountabilities

- Implement the group strategy on Social Enterprises (SEs)
- Drive SE partnerships in India
- Showcase DBS as a Force for Good

Job Duties and Responsibilities

- Identify new CSR partners and manage existing CSR relationships
- Conceptualise and execute organisation wide staff volunteering programs

COMPANY: HCAPITAL
DESIGNATION: Corporate Social Responsibility

- **Experience:** 7 to 10 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Recruitment / Placement Agencies , Consulting Services
- **Location:** Mumbai (Maharashtra)

- **Key Skills:** hr training corporate social responsibility salary communication skills csr activities presentation skill ir
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** MBA / PGDM ,Any Graduate
- **Corporate Social Responsibility Industry:** Banking, Financial Services & Insurance
- **Functional Area:** HR / Admin / PM / IR / Training
- **Salary:** 12 Lac - 15 Lac

About the Client

- The company is India's Leading Non Banking Finance Company (NBFC) operating in Wholesale & SME Lending. As part of the business activities, the company is predominantly focused into Asset Financing and Lending business.