

CSR TODAY

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HUMAN RIGHTS

AS A DRIVER OF CLIMATE ACTION AND SUSTAINABLE DEVELOPMENT

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CSR INITIATIVE

IIT Mandi Catalyst calls for applications for Startup Exploration Program 2019

CSR FUTURE

Thai water sports company wants to take back its historical missions

CSR CHALLENGE

Can cities and utilities work together to make impactful emissions reductions?

CSR REVIEW

7 cool sustainability innovations from Asia in 2018

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CSR expenditure of companies rise



Rajesh Tiwari
Publisher
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THIS YEAR, THE TWO OUTCOMES WHICH ARE SHOWING PROGRESS DUE TO THE (CSR) REGULATION ARE—GOVERNANCE AROUND CSR AND CONTRIBUTION OF THE PRIVATE SECTOR IN THE DEVELOPMENT

As 2019 heralds in with lot of opportunities, here comes a bit of good news - a recent survey by KPMG on India CSR Reporting 2018, stated that CSR expenditure of companies have risen to 47 per cent in 4 years to FY18.

The cumulative expenditure by top 100 companies from 2014-15 to 2017-18 is about Rs 26,385 crore.

The total unspent amount has reduced by Rs 749 crore to Rs 989 crore during 2017-18 from Rs 1,738 crore in 2014-15.

Energy and power sectors have spent the highest amount towards CSR at Rs 2,464.96 crore followed by BFSI at Rs 1,352.67 crore, customer products at Rs 635.41 crore, IT consulting and software at Rs 1,100 crore and mining and metal at Rs 647.12 crore. The average amount spent per company has gone up to Rs 76.1 crore as compared to Rs 58.8 crore during 2014-15, up 29 per cent

State-wise, Maharashtra, Gujarat, Rajasthan, Uttar Pradesh and Karnataka are the top five states from an expenditure perspective.

"This year, the two outcomes which are showing progress due to the (CSR) regulation are—governance around CSR and contribution of the private sector in the development," Santhosh Jayaram, partner and head, sustainability and CSR advisory at KPMG, India, said. KPMG also noted an improvement in governance around CSR. "The functioning of the CSR committee has shown significant development as an increasing number of top executives are involved and CSR is also a boardroom discussion."

Also, the fact that MDs and CEOs are becoming part of the CSR committee, it shows active participation by the top management, and that too is a good side. Finally, as companies are becoming conscious of global practices like Sustainable Development Goals (SDG), it shows a maturity of approach. It is no more ad hoc, making cheques, but companies are becoming concerned about their play in the overall system and doing their bit. On the downside, the spend continues to be concentrated on the top industrial states of India garnering the major chunk. The CSR spend is not spread wide and far.

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Amway India launches the 'Power of 5' campaign to address childhood malnutrition in India

Amway India, the country's largest FMCG direct selling company, launched the 'POWER OF 5' campaign to address the rising problem of malnutrition among children in India. In line with Amway's vision of helping people live better lives, the Power of 5 is a community-based campaign targeted at mothers and caregivers of children under the age of 5 years. The campaign aims to improve the nutritional knowledge and practices inclusive of complementary feeding, hygiene practices, growth monitoring and dietary diversity. The campaign further aims to identify and manage the malnourished children, and those with infections, by developing synergies among the service providers of associated departments (Integrated Child Development Scheme, Health and Sanitation) for improved services and timely referrals.

According to the World Health Organization (WHO), roughly 7 million children under the age of 5 die each year from preventable causes across the globe. Malnutrition is the underlying cause of 45% of these deaths according to the WHO. In India, malnutrition among children is a major concern too, belying nation's increasing economic achievement. According to a recent report by the World Bank, approximately 8 million Indian children suffer from Severe Acute Malnutrition (very low weight to height ratio). According to the National Health Family Survey,



(L to R) Mr. Sundip Shah, Chief marketing officer, Amway India | Ms. Usha Kundu, ACP CAW, Gurugram Police | Dr. Sunil Mehra Executive Director, MAMTA Health Institute

36% children in India below the age of 5 years are under-weight. The report further states that 38% are stunted, 21% are wasted, 7.5% are severely wasted, and 58% are anemic**.

Speaking about the launch of this program, Mr. Anshu Budhraj, CEO, Amway India, said, "At Amway India, we are committed to use our vast global experience in nutrition and wellness to contribute to the Government of India's National Nutrition Mission to raise the nutrition levels in the country. From our experience, we understand that the foundation for a healthy development and overall well-being starts with optimal nutrition in the first 5 years of life. With the launch of the Power of 5 campaign, our aim is to raise awareness on the issue of childhood malnutrition and bring in the much-needed behavioral shift in mothers and communities at large. This program has

been very successful globally - benefitting over a lakh children across more than 23 countries every year. We are pleased to launch this initiative in India and hope to make a positive impact in the lives of as many children and families as possible."

The campaign aims to mobilize communities to encourage participation and to empower individuals by raising awareness of the services and entitlements among beneficia-

ries. Additionally, ASHA workers, ANM & Anganwadi workers will be sensitized to drive the behavior change among the parents and communities to establish synergies for timely inclusive service deliveries to the identified target beneficiaries. With MAMTA Health Institute for Mother and Child as its implementing partner, Amway will reach out to and benefit around 10,000 children directly through mothers and 30,000 individuals indirectly (parents, caregivers and community members) in West Delhi's Kirari area in the first pilot year.

Commenting on the partnership with Amway, Dr. Sunil Mehra, Executive Director, MAMTA Health Institute for Mother and Child, said, "There are many underprivileged children residing in this area who face health problems that can otherwise be simply tackled by slight changes in their nutritional intake.



The 2018 Woolsey Fire in California, seen from above. The effects of climate change exacerbated wildfires such as this one.

HUMAN RIGHTS

as a driver of **climate action** and **sustainable development**

This year alone, we have seen the catastrophic impact of climate change, a phenomenon where those who have contributed the least to it are also those most disproportionately suffering its harms. From wildfires in Greece and the United States, to floods in Japan and Nigeria, to a heat wave in Pakistan and mudslides in India, 2018 has been a year of devastating loss of life and displacement due to natural disasters either influenced by or exacerbated by global warming, writes **Lise Kingo**

On Dec. 10, the world celebrates the 70th anniversary of the Universal Declaration of Human Rights. The Universal Declaration was crafted at a time when the man-made horrors of World War II were still fresh in the minds of world leaders. Seventy years later, the rights set out in that document face a new man-made threat on a global scale: climate change.

This year alone, we have seen the catastrophic impact of climate change, a phenomenon where those who have contributed the least to it are also those most disproportionately suffering its harms. From wildfires in Greece and the United States, to floods in Japan and Nigeria, to a heat wave in Pakistan and mudslides in India, 2018 has been a year of devastating loss of life and displacement due to natural disasters either influenced by or exacerbated by global warming. The rights set out in the Universal Declaration are simultaneously straightforward and expansive — encompassing, for instance, the right to life, the right to work and the right to an adequate standard of living, including food, clothing and housing. The declaration establishes the essential framework necessary for human dignity. Conversely, climate change threatens not just individual rights but the very foundations necessary for individuals and communities to survive and flourish.



U.N. High Commissioner for Human Rights Michelle Bachelet, U.N. Deputy Secretary-General Amina J. Mohammed and U.N. Global Compact CEO & Executive Director Lise Kingo at a human-rights focused CEO Roundtable during the United Nations General Assembly in September in New York.

Businesses around the world are rising to the challenge of building a low-carbon economy. Thousands have made commitments towards the Paris Climate Agreement, and hundreds have set science-based targets in line with that agreement. But we should not be putting out the fire while ignoring the people affected. As companies accelerate action on climate change, it remains vital that such action is founded on respect and support for human rights.

Climate change, together with the actions we take to combat it, is fundamen-

tally transforming how we live and work. Even as green job opportunities continue to increase, other individuals and even whole communities are struggling with the fast pace of change. We are at risk of exacerbating poverty and inequality if we don't seek to build a low-carbon future that works for all of us. On the other hand, this moment of enormous change also presents us with an opportunity to build a future that is good for the environment, the economy and society simultaneously — the world envisaged in the 2030 Agenda for Sustainable Development.



TATA STEEL'S 'THE GREEN SCHOOL PROJECT' MAKES ITS WAY TO THE UN CLIMATE CHANGE CONFERENCE

The project was presented during a session hosted by TERI at the India Pavilion at COP24 in Poland

IIT Mandi Catalyst calls for applications for Startup Exploration Program 2019

Program aims to help aspiring entrepreneurs & start-ups refine business ideas, create prototypes and test for market potential; Last date to apply is 31st Dec

The Indian Institute of Technology Mandi's Catalyst, the first Technology Business Incubator (TBI) in Himachal Pradesh incubator, is inviting applications from start-ups and aspiring entrepreneurs for the next batch of the start-up Exploration Program. The start-up Exploration Program of Catalyst is a pre-incubation program at Catalyst. The objective of the program is to help the participants refine their business idea, create a prototype, and test for market potential.

Speaking about the Catalyst, Dr. Puran Singh, Faculty-in-charge of IIT Mandi Catalyst, said, "Catalyst has ambitious plans for the year 2019. We intend to support as many as 30 startups this calendar year. The program is most suited for startups in early stages looking for low cost environment to build up the product."

Catalyst mainly incubates technology-based start-ups in many relevant domains such as road safety, healthcare, agriculture, disaster prevention, waste management, eco-tourism, and clean

energy. Catalyst will provide administrative and infrastructure support, expert services including financial and legal advisory besides training and mentoring support from experts in various domains. It will also provide financial support and assist in raising further funding.

The last date to apply for this program is 31st December 2018. Interested startups can apply through: <http://bit.ly/catalyst18apply>

Shortlisted applicants will have to present their initial pitch to a panel of experts followed by multiple discussion rounds to evaluate and establish the novelty and workability of ideas. Selected teams will be guided by Catalyst to explore various business and technology aspects of a business idea leading to the refinement of ideas.

Successful completion of the Exploration Program would open the door for a one-year support program through which Catalyst provides up to Rs. 15 Lakh seed fund using which start-ups are expected to commercialize. Catalyst-supported start-ups are also provided



7 COOL SUSTAINABILITY INNOVATIONS FROM ASIA IN 2018

From blockchain chickens to edible packaging and zero-carbon shipping, here are our favourite climate-friendly innovations of 2018.

It's been a gloomy year for climate-related news, but the flame of human ingenuity still burns bright.

Eco-Business looks at the bright ideas and innovations from Asia that caught our attention this year.

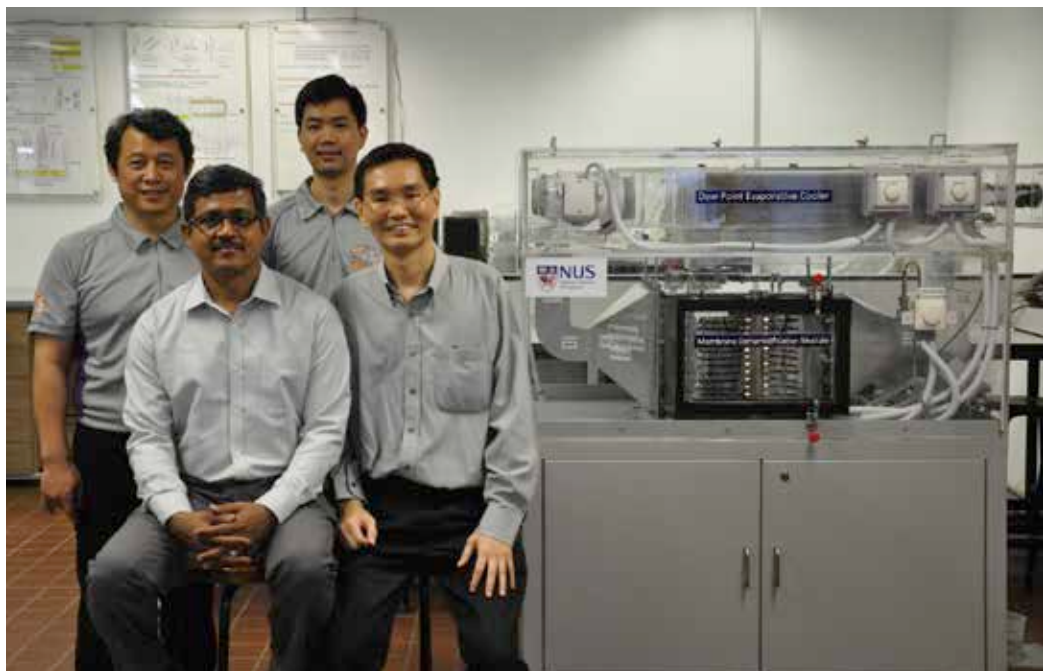
1. Hello, gold

Kuala Lumpur residents can now exchange their recyclables for gold, thanks to new reverse vending machines dotting the capital city.

A tie-up between fintech firm HelloGold and reverse vending machine company Klean, the machines offer 0.00059 grams of investment-grade gold or 10 Malaysian cents for each plastic bottle or aluminium can accepted.



The Midas touch for recyclables? Image: HelloGold



The NUS prototype NUS' prototype of its green air conditioner and the team behind it. (Clockwise from top left): Dr M Kum Ja, Dr Bui Duc Thuan, Associate Professor Ernest Chua, and Dr Md Raisul Islam.

Image: NUS

The credits are stored in a digital wallet and can be redeemed in the form of gold bars, coins or cash when users have accumulated sufficient value.

2. Goodbye, refrigerants

It has been year of cool(ing) technology.

Researchers from the National University of Singapore in January unveiled a sustainable air conditioner that uses water instead of refrigerants. The prototype can cool a space to as low as 18 degrees Celsius and consumes 40 per cent less electricity than regular units,

while also producing potable water as a byproduct. Meanwhile, North Carolina-based company Phononic is shaking up the traditional design of refrigerators for commercial use. It substitutes chemical refrigerants, which are potent greenhouse gases that seep out from home appliances, with a thermoelectric effect that makes use of electrical currents to produce a difference in temperature.

The use of thermoelectric currents to cool has been around for some time, but has been too expensive to use for refrigeration until Phononic.



Bulgarian pepper in a box on a shelf in a supermarket.

THE LINK BETWEEN FOOD WASTE AND PACKAGING

Our food is almost exclusively coming packaged from our local grocery store or neighborhood restaurant, writes **Jackie Suggitt**

The journey of a single food item from farm to fork can be rather treacherous, as it is picked, boxed, transported, sorted and reboxed on its way to our local grocery store and ultimately our kitchens.

The reality is that 40 percent of the food that's produced globally never even reaches its final destination as it becomes waste somewhere along the

way. In 2016, ReFED published "A Roadmap to Reduce U.S. Food Waste By 20 Percent," highlighting 27 cost-effective and scalable solutions all along the supply chain. Based on this analysis, one of the most important factors in completing that journey from farm to fork has nothing to do with the food itself, but with its packaging.

Up to 25 percent of residential food waste is due to packaging size or design,

NIRDPR trains MLAs & MLCs from 15 States on New Strategies in Rural Development and Achievement of Sustainable Development Goals

Institute hosts 4-day workshop on various aspects including leveraging technologies for Sustainable Development with focus on GIS and Appropriate House Building Technologies

The National Institute of Rural Development and Panchayati Raj (NIRDPR) in Hyderabad trained Members of Legislative Assembly (MLAs) and Members of Legislative Council (MLCs) on critical issues such as climate change issues and disaster management in the rural ecosystem.

More than 56 MLAs and MLCs from 15 States, including the Speaker of Haryana Legislative Assembly, took part in this program. It also dealt with leveraging various technologies for sustainable rural development with focus on GIS and appropriate house building technologies.

The Four-Day Training and Workshop on 'New Strategies in Rural Development and Achievement of Sustainable Development Goals' began on 18th December 2018 with a presentation on 70 years of the rural development journey, and went on to a discussion on the Mahatma Gandhi National Rural Employment Guarantee (MGNREGA) Act, Convergence and SDGs, followed by a visit to Rural Technology park and concluded today with all the MLAs exchanging their views on Rural Development from their own constituencies,



Dr. WR Reddy, DG, NIRDPR speaking during the discussion



The MLAs & MLCs at the field visit organized by NIRDPR at Ibrahimpur, a model village in Siddipet district of Telangana, on 20th Dec 2018

and experiences from the field work in Ibrahimpur in Siddipet and ways to overcome the challenges faced in achieving development.

Speaking about the about the significance of this workshop, Dr. WR Reddy, Director General, NIRDPR said, "This programme is the training of lead-



WHAT DOES IT MEAN TO LIVE WITH **CLIMATE CHANGE?**

asks Patrick V. Verkooijen

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?

Can cities and utilities work together to make impactful emissions reductions?

There are many different city types and sizes, resulting in some variation of city emissions profiles. The emissions profiles can be analyzed in two ways: by sector, which includes residential, commercial/industrial, and transportation; and by energy type — including electricity, natural gas, and transportation fuels, states **Abby Finis**



Cities have a greater ability than they realize to bend the emissions curve toward a low-carbon future. From zoning to line-items in the city budget, to projects included in a capital improvement program; there are touchpoints in the regulatory, policy and planning authority of local governments that can be leveraged to influence carbon emissions within their jurisdictions.

The key to cities making the biggest impact on emissions is understanding both where their emissions come from now, and where they'll come from in the future so that efforts can be directed to the highest impact opportunities while avoiding duplicative efforts. For example, if a city is in the territory of an electric utility that already plans to decarbonize over time, the city

might prioritize efforts in other areas to ensure additional gains in emissions reductions.

Over the past year, the Great Plains Institute (GPI) has been working with more than two dozen Minnesota cities to incorporate energy and climate into planning documents. Through this process, we have collected and organized data that includes energy consumption and associated greenhouse gas (GHG) emissions of transportation, as well as commercial and residential buildings for communities across the state. This information is incredibly valuable to help cities think about how they can achieve major GHG reductions.

Assessing a city's emissions profile

The first stage of this approach is to develop an existing conditions report

that describes energy patterns for a community, referred to as a city emissions profile. This includes analysis of consumption trends across sectors, identification of biggest emissions sources, as well as analysis of local solar and wind resource potential.

There are many different city types and sizes, resulting in some variation of city emissions profiles. The emissions profiles can be analyzed in two ways: by sector, which includes residential, commercial/industrial, and transportation; and by energy type — including electricity, natural gas, and transportation fuels. This information is then used to create profiles of cities and categorize them based on their unique characteristics.

Looking at an emissions profile by sector allows cities to be categorized based on dominant emissions sources.

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- A clear understanding of how clear and effective CSR could enhance the organization's brand and boost stakeholder morale
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towards addressing those needs

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