

# CSR

T O D A Y

## HOW BATTERIES COULD CHARGE UP THE FIGHT AGAINST CLIMATE CHANGE

THE BATTERY MARKET IS ANTICIPATED TO BE WORTH \$100 BILLION BY 2025. BY 2040, BATTERIES STORING SOLAR POWER FOR BUSINESSES AND HOUSEHOLDS WILL ACCOUNT FOR 57 PERCENT OF THE WORLD'S ENERGY STORAGE CAPACITY

### CSR ACTION

AS PHILIPPINES  
COASTAL VILLAGE  
SINKS, WHO'S  
PAYING FOR THE  
DAMAGE?

### CSR POSITIVE

WATERBIRDS  
FLOCK TO  
WELL-RUN  
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CLIMATE  
CHANGE CASES  
PREDICTED TO  
MAKE A LEGAL  
SPLASH IN 2018





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# CSR Needed In Desalination Technologies



**Rajesh Tiwari**  
Publisher  
rt@iccsr.org

**The world's water consumption rate is doubling every 20 years, outpacing by two times the rate of population growth. The availability of good quality water is on the decline and water demand is on the rise.**

**I**sraeli Prime Minister Benjamin Netanyahu, during his visit to India, presented a special gift – the Gal-Mobile water desalination and purification jeep – to our Prime Minister Narendra Modi.

The mobile water treatment jeep was dedicated to the people of Suigam village in Banaskantha by Modi in the presence of Netanyahu at a function near Bawla town in Ahmedabad district.

Netanyahu and Modi had waded into the Mediterranean Sea and ridden the “buggy” jeep on the coast during the latter's visit to Israel in July last year.

In fact, desalination is one of the important areas where Corporate Social Responsibility (CSR) teams can work on.

In fact, the Bhabha Atomic Research Centre (BARC) has given extra thrust to the development of desalination technologies and technologies for better quality of life.

India receives 4000 cubic billion metre of rainfall per year and 3000 billion cubic metre goes back to the sea.

The annual water consumption in India is now about 800 billion cubic metres per year for all applications including agricultural, industrial, domestic and commercial usage.

The BARC had been engaged in R&D activities on desalination since the 1970s. The development activities in the field of desalination was initially based on thermal processes. Later, the programme for development of membrane processes was also included in the 1980s when it showed signs of commercial viability. Over a period of time, BARC has successfully developed desalination technologies based on multi-stage flash (MSF) evaporation, reverse osmosis (RO) and low temperature evaporation (LTE). In the field of thermal desalination, efforts are directed towards utilizing the low-grade heat and the waste heat as energy input for desalination. In membrane desalination, work is being carried out on newer pre-treatment methods such as the use of ultrafiltration, energy reduction and higher membrane life.

Based on these technologies, a number of desalination plants have been successfully demonstrated during the last few years. These include desalination plants for conversion of sea water into fresh potable water, providing safe drinking water in brackishness-affected areas and for process applications.

The world's water consumption rate is doubling every 20 years, outpacing by two times the rate of population growth. The availability of good quality water is on the decline and water demand is on the rise. Worldwide availability of fresh water for industrial needs and human consumption is limited.

Various industrial and developmental activities in recent times have resulted in increasing the pollution level and deteriorating the water quality. Water shortages and unreliable water quality are considered major obstacles to achieve sustainable development and improvement in the quality of life. The water demand in the country is increasing fast due to progressive increase in the demand of water for irrigation, rapid industrialization, population growth and improving life standards. The existing water resources are diminishing (i) due to unequal distribution of rain water and occasional drought, (ii) excessive exploitation of ground water sources and its insufficient recharge, (iii) deterioration of water quality due to the discharge of domestic and industrial effluents without adequate treatment.

The proportion of the population which is urban has doubled over the last thirty years (and is now about 30%), agriculture now accounts for about 25% of GDP and the economy has been growing at around 7-9% a year. Country has a highly seasonal pattern of rainfall, with 50% of precipitation falling in just 15 days and over 90% of river flows in just four months.

Desalination is recognized as a possible means to augment the water supply using natural resources for meeting the growing demand of water.

In fact, the need for the CSR set ups of India Inc is to take this technologies out into the coastal areas across the country.

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## HUL Launches A New Campaign On Swachh Aadat Swachh Bharat To Create A Nation Of A 'Playing Billion'

**H**industan Unilever Limited, as part of their Swachh Aadat, Swachh Bharat initiative launched their new campaign to promote healthy hygiene habits among children. The campaign was launched by film actress Kajol Devgan.

One-third of India's children fall ill repeatedly, and this can be easily prevented by adopting basic hygiene habits like washing hands with soap, drinking clean water and using a clean toilet. The film puts a spotlight on the issue through a heart-breaking story of a group of kids who miss out on the simple joys of childhood due to repeated illness. The campaign aims to create awareness about the three 'swachh aadats', #HaathMunhBum, and then follow it through with a strong appeal to the nation.

Up to 50% of all child malnourishment is due to the lack of safe drinking water, sanitation and hygiene (WASH) practices - which leads to illnesses and life-threatening diseases like diarrhoea. Repeat episodes of diarrhoea are increasingly connected to chronic malnutrition and stunting. Therefore, HUL through its campaign is trying to draw attention to the fact that the incidence of repeated illness in children can be prevented by following the three simple habits.

Nearly 38% of India's children are stunted which is substantially higher than the world average. Stunting is associated with late school enrolment, lower cognition, poorer executive function, and less school attainment. Stunted bodies also remain highly sensitive to disease and infection. It becomes clear that if repeated illness is reduced, not only will children lead happy, healthy childhoods, but India as a nation will benefit by unlocking the true potential of its



Swachh Aadat Swachh Bharat Advocacy Ambassador Kajol along with Sanjiv Mehta, CEO and Managing Director, Hindustan Unilever Limited with the Ramkulla kids



Swachh Aadat Swachh Bharat Advocacy Ambassador Kajol along with Sanjiv Mehta, CEO and Managing Director, Hindustan Unilever Limited

multitudinous children. HUL's SASB aims to teach children these three simple but life-changing hygiene habits.

Actress Kajol, Advocacy Ambassador of Swachh Aadat Swachh Bharat said: "Health and sanitation has always been a major concern for India, especially for children. As a mother who understands the importance of

hygiene, I am honoured to be associated with the Swachh Aadat, Swachh Bharat campaign to help make a difference. My sincere appeal to the nation is to take up the cause personally, and spread the message of this powerful campaign. I am confident that together we can achieve a 'Playing Billion' for India."

Sanjiv Mehta, CEO and Managing Director, Hindustan Unilever Limited said: "Given the scale and complexity of water, sanitation and hygiene challenges in India, large companies like HUL have a key role to play in addressing the same. We believe that it is through our 'Swachh Aadat Swachh Bharat' campaign that HUL can support the Government's Swachh Bharat Abhiyan. More than 90% of households in India use HUL products. This gives us an opportunity and a responsibility to make a meaningful difference. Our knowledge & expertise in changing behaviours over the years, puts us in a unique position to drive the behaviour change agenda in the country.



# News

## You Can Use

### YES FOUNDATION announces INR 7.5 Crore Grant and Accelerator support for NGOs and Social Enterprise

**Y**ES FOUNDATION, the social development arm of YES BANK, launched the 5th edition of YES! i am the CHANGE (YIAC), a nationwide mindset transformation program to inculcate the spirit of responsible youth citizenship and drive positive social action through the impactful medium of films.

YES FOUNDATION will provide Youth, NGOs/Social Enterprises with a platform to use films as a storytelling medium to drive social impact. The Foundation invites Youth/ Filmmakers/ NGOs/Social Enterprises to participate in the YIAC Social Filmmaking Challenge, to depict stories of change in a 3-minute film

Through this process, the Foundation hopes to identify 25 deserving NGOs/ Social Enterprises who operate in areas of Climate Change/ Natural Capital, Livelihood Generation, Gender equality etc. YES Foundation would support these

NGOs with Grant of INR 7.5 Cr, towards scale up & capacity building. The grantee organizations will also receive 3-year mentoring to ensure onground tangible social impact.

Additionally, to encourage mainstreaming of India's youth in social development aspects, YIAC has lined up awards, and all-expenses paid scholarships to acclaimed documentary film festivals such as IDFA (Amsterdam), Docedge Kolkata. As part of the Open Challenge (Youth/Individuals/ Filmmakers), the top 20 winning film entries will be eligible for the same.

The program will also identify Everyday Heroes, discovered through YES! i am the CHANGE film entries, to be felicitated across 1000 locations across India for their exceptional attitude towards community service. Commenting on the launch, Rana Kapoor, Chief Mentor & Co-Chairman, YES FOUNDATION and Managing

Director & CEO, YES BANK said, "YES FOUNDATION follows a differentiated approach innovatively harnessing media to channel high octane energy and stimulate entrepreneurship for an empowered and equitable India. This year, through YES! i am the CHANGE, we will continue to inspire individuals and nurture development sector organisations, enhancing their contribution to nation building."

"India is in a revolutionary phase with the nation's youth driving social impact by developing innovative solutions to social challenges. Through YES! i am the CHANGE, we are keen to provide a platform to young changemakers and development sector organisations to accelerate and maximize their social impact," said Prerana Langa, CEO, YES FOUNDATION

Interested Youth and NGOs/Social Enterprises can register online at [www.yesfoundation.in](http://www.yesfoundation.in)

### Tata Tea Jaago Re 2.0 fosters a sporting culture in India

**A**s part of its ongoing endeavour to address the issue of a lack of sports culture in our country, Tata Tea Jaago Re 2.0 has created a platform to identify India's most promising athletes and provide them with an opportunity to hone their skills. After raising awareness about the urgent need to preact in the areas of women safety and sports culture during Phase II, Jaago Re is now walking the talk on-ground to bring about positive change in Phase III of the campaign.

The initiative, 'Champions of Tomorrow' in association with the Athletics Federation of India (AFI), is open to U16 boys and girls and will feature a number of sports such as running, long jump and shot put among others. All children from across the country can participate in this competition by registering on the Jaago Re website.

Commenting on this endeavour, Puneet Das, Marketing Head, Tata Global Beverages said, "Through 'Champions of Tomorrow',

Jaago Re aims to create a platform to nurture promising young athletes and instill a strong sporting culture in India. Only when parents are as actively involved in their child's physical education as they are in their academics, can India foster sporting talent that will go on to represent the country on international platforms."

The tournament kicked off in Lucknow on 13 January 2018 at PAC Stadium and will be followed by tournaments in Mumbai, Kolkata, Delhi, Hyderabad and Bhubaneswar and aims to reach out to over 1000 schools across the country. The national finals are scheduled to take place in February. 12 winners of the national finals will travel to sporting hub of UK, Loughborough University, for an eight-day training program of international repute.

**To register for 'Champions of Tomorrow', log on to [www.jaagore.com/champions-of-tomorrow/registration](http://www.jaagore.com/champions-of-tomorrow/registration)**

# HOW BATTERIES COULD CHARGE UP THE FIGHT AGAINST CLIMATE CHANGE



*The battery market is anticipated to be worth \$100 billion by 2025. By 2040, batteries storing solar power for businesses and households will account for 57 percent of the world's energy storage capacity, writes Jonathan Eckart, Project Specialist, Inclusive Business Strategies, World Economic Forum*

**A**t the COP23 climate meeting, electric shuttles moved delegates across town, showcasing sustainable energy and green technology. But for farmer Zhang Tuling, green technology means dusty air and stunted crops.

Zhang lives near a large mine in northern China that extracts a key ingredient for batteries: natural graphite. He can testify to the hidden social and environmental toll of lithium-ion batteries – the very devices that enable renewable energy storage solutions, electric vehicles and mobile power.

The battery market is anticipated to be worth \$100 billion by 2025. By 2040, batteries storing solar power for businesses and

households will account for 57 percent of the world's energy storage capacity.

The climate community has noticed. To keep global warming below 1.5 degrees, 100 million electric vehicles should be added to our roads globally by 2030, stated the 2015 Paris Agreement. This means a 50-fold increase from today's numbers.

Paradoxically, realizing this goal could inflict unintended harm on both humans and the environment. Discussions from the recent COP23 in Bonn are making way for action. But in order for batteries to help rather than hinder our climate goals, the following five barriers must be addressed.

## THE CARBON FOOTPRINT OF BATTERIES IN ELECTRIC VEHICLES

Batteries powering electric vehicles are forecast to make up 90 percent of the lithium-ion battery market by 2025. They are the main reason why electric vehicles can generate more carbon emissions over their lifecycle – from procurement of raw materials to manufacturing, use and recycling – than petrol or diesel cars. Three factors account for this.

Firstly, producing an electric vehicle contributes, on average, twice as much to global warming potential and uses double the amount of energy than producing a combustion engine car. This is mainly be-

# The Curse Of 'Green Gentrification'

*Heavily polluted communities should celebrate environmental victories – and brace themselves for what comes next.*



Sunset Park, Brooklyn wasn't always so nice. Today, it boasts a waterfront park replete with baseball fields, tide pools and a seaside esplanade, but not long ago that park was a hazardous waste site.

The credit for that transformation rests, in part, with the residents of Sunset Park, who pushed the city to clean up the waterfront. Over the last two decades, locals have

racked up victories faster than Tom Brady. They blocked the construction of a gas-fired power plant, campaigned for a new shoreline walking path, and pressed transportation officials to remake a major street, adding trees and protected bike lanes, among other measures.

But every action has an equal and opposite reaction. In Sunset Park, a years-long crusade to make the neighborhood more

livable spurred a wave of investment. Developers erected luxury apartments and remade an aging manufacturing complex into a hub of art, fashion and technology. To a neighborhood known for its cash-only taquerias came artisanal pickles, avocado toast and what is reportedly America's most expensive cup of coffee – an \$18 mug of slow-drip opulence.

The surge of development has led to a dramatic rise in the cost of housing. Since the waterfront park opened in November, 2014, the average price of a condo in Sunset Park has shot up by 67 per cent, far outpacing Brooklyn as a whole. Day by day, the neighborhood is turning wealthier – and whiter – as longtime residents are priced out of their homes.

Some now fear what the closure of a waste transfer station will do to the cost of housing, said Elizabeth Yeampierre, head of Sunset Park environmental justice group UPROSE. "It's been really heartbreaking for us to think that we spent our lives trying to level the playing field," she said, "that people have to choose between affording to live here and being able to breathe." Sunset Park is a troubling example of what researchers call



# The World Is Failing To Achieve A Circular Economy – Here's How To Change That

*Less than a tenth of the billions of tonnes of resources pumped into the global economy every year are reused, and this waste incurs a huge economic, environmental, and social cost. How do we make the global economy more circular?*



**T**he world economy is only 9 per cent circular, and more than 90 per cent of the raw materials used to do business and sustain the global population go to waste instead of being cycled back into the economy, a new report by Dutch social enterprise Circle Economy has found.

Released on Tuesday in Davos, Switzerland on the sidelines of the World Economic Forum meeting, the Circularity Gap Report launched this new metric to quantify the degree to which the global economy is circular. A circular economy is one where materials and nutrients are recycled and reused instead of being wasted after a

single use; this latter linear model is often described as “take, make, waste”.

Circle Economy’s statistic was derived by comparing the amount of resources entering the global economy annually with the volume of materials being “cycled back” into the economy through measures such as recycling, composting, and conversion into fuels such as biogas. The data was derived from resource database Exiobase.

Overall, about 92.8 billion tonnes of resources are pumped into the economy every year, but only 8.4 billion tonnes are recycled. The most resource-intensive sector is housing and infrastructure with a footprint of 42.4 billion tonnes, followed by agriculture and transport.

Harald Friedl, chief executive officer, Circle Economy, told Eco-Business that the fact that the world is only 9 per cent circular was not a surprise, and was within the researchers’ expected range of results.

“The goal of the report was to create a strong metric that is needed to rally support, create awareness, and make impact measurement possible,” he added.

# As Philippines Coastal Village Sinks, Who's Paying For The Damage?

*A small coastal village in the Philippines has been losing its land to the encroaching sea over the past 27 years. Residents on the frontlines plead for permanent relocation and hope those who are accountable will pay, writes Ping Manongdo*

**B**arangay Alaska is a coastal village in Aringay, La Union, a bucolic municipality 244 kilometres north of Manila. In this village, 306 families are fighting to protect their homes, and their existence as a people, from vanishing into the sea.

As of 2010, Alaska had a land area of 237 hectares in its lone community called Berlin. In the late 1980s, there used to be two communities in the area: Berlin, and Nagpanauan. But the latter community sank into the ocean when a devastating earthquake in July 1990 caused the land to cave and sea levels to rise. Since then, residents observed that the sea has continued to eat away at their shoreline.

Leticia Ferrer, a 42-year-old school-teacher, still remembers where the last four school buildings in Alaska once stood. Crashing waves destroyed three of the buildings, while the ocean completely submerged the fourth one. "This is the fifth time we've moved the school," the grade six teacher says. "If you swim towards that part of the ocean, you will see the old school building underwater," she tells Eco-



Business. But the shoreline around the new Newbern Elementary School, where 158 students are enrolled, is also receding, observed residents. "I fear the sea will engulf this school building, too," Ferrer says.

Long-time Alaska resident Editha Rulloda, 59, has the same concerns. She points

to the water less than a metre away from the sand bags that surround her home. "We have nowhere else to go," she says.

Typical houses in Alaska are built with lightweight materials: Pieces of cardboard, tin sheets, and tarpaulin patched together, mostly salvaged from residents' previous homes. The cost of relocation is a financial burden, and so they cannot afford to use concrete and can only build homes with about four square metres of space, with no plumbing. They have to share two public toilets. Washing clothes and cooking meals are done in common outdoor spaces.

The residents know that these problems will not end until their root cause is addressed: their existence as a community has been made fragile by the rising seas.

Despite this, village chief Jose Rulloda, 54, offers his house to double as the community gathering place. It is here where they discuss their challenges: Water from the pump has become salty, and fresh water sold from the neighbouring village is costly at US \$1 a bucket. This lack of water has resulted in poor sanitation and incidences of diarrhea and other diseases.



# PVR Nest and Mumbai Obstetrics & Gynaecological Society (MOGS) Celebrate The Accomplishments Of “She’s Ambassador” Program

*PVR Nest, the CSR arm of PVR Ltd., India’s largest film exhibition company and Mumbai Obstetrics & Gynaecological Society (MOGS), celebrated the completion of their “She’s Ambassador” program and its yearlong achievements. The campaign had sought to strategically emphasise on promoting quality healthcare inclusive of education and safe practices amongst young girls; enabling them to build resilient communities ensuring a life of dignity for all.*



L-R Priya Dutt, Twinkle Khanna, Sonam Kapoor, Niharika Bijli (PVR LTD), Dr. Nandita Palshetkar

As a part of its efforts to equip adolescent girls to face the challenges and complexities of modern times; She’s Ambassador travelled to 50 BMC schools imparting practical skills and information to 50,000 young girls through an innovative training program. It included knowledge sessions, new age counselling sessions with multi-sectored influencers, film-making workshops and project-based learning on: Nutrition & Fitness, Menstrual health & hygiene, Communicable & non-communicable diseases, Sanitation & cleanliness and Mental health & well-being,

Aimed at propelling health awareness in low income settings; She’s Ambassador collaborated with celebrity influencers from the film industry, business, finance,

# Why 2018 Is The Year For Business To Step Up Climate Action

*Large companies with global supply chains often produce as much greenhouse gas emissions as entire countries. With this scale comes responsibility, argue WRI president **Andrew Steer** and Mars CEO **Grant Reid**.*



**B**ig numbers can drive change, so here's a huge one: 800,000. That's how many years it's been since Earth's atmosphere was as loaded with carbon dioxide as it is now. The steep rise in this heat-trapping gas underlines the need for a globally sustainable economy if we want to avoid the costliest impacts of climate change this century.

New policies and market trends show that a low-carbon transition, as envisioned

in the 2015 Paris Agreement, is accelerating around the world – but not fast enough. National climate commitments made by countries under the Paris pact will only get us about a third of the way to the emissions reductions needed to keep the global temperature rise below 2 degrees Celsius, compared to pre-industrial levels.

To get the rest of the way, accelerated short-term action and enhanced longer-term national ambition will be required,

according to the UN's 2017 Emissions Gap report.

Business has a critical role to play in achieving the scale of decarbonization needed. In fact, some large companies with global supply chains account for greenhouse gas emissions equivalent to those of entire countries: Mars, Incorporated has a carbon footprint similar in scale to Panama's. With this scale comes responsibility. By being more innovative and efficient, and working with suppliers and local economies, companies are finding ways to cut carbon and costs.

Between now and 2030, the world will spend \$90 trillion on infrastructure. How those investments are directed will make all the difference. These expenditures can make cities, energy, agriculture and other sectors more sustainable, or they can lock in backward-looking technologies that add even more carbon to the atmosphere and drive the global temperature even higher.

Now is the time for industry to transform its role in creating a more sustainable world. Companies that prioritize clean technology, like renewables, and avoid investing in high-carbon infrastructure are not only being environmentally responsible, they are also future-proofing their growth by factoring in



# Will Corporate Action On Ocean Plastic Make An Impact?

## 6 Ways To Tell

*Organizations such as the Asia Pacific Economic Cooperation Forum, the World Bank and the newly formed Closed Loop Oceans are implementing high-impact solutions, such as investing in waste collection and recycling. Governments including Indonesia are stepping up, recognizing their authority and responsibility. And the push for action is increasing, seemingly every year. At the United Nation's Ocean Conference in New York last year, 561 action-taking pledges were made against ocean pollution, writes Emily Woglom, Executive Vice President, Ocean Conservancy*

Plastic in the ocean is reaching crisis proportions. It's found all over our ocean, inside fish and other creatures and among grains of salt, and in the deepest parts of the Marianas Trench to the surface of Arctic ice. While plastic has enabled environmental and societal advancements, it does not belong in our seas.

Less than a decade ago, there was very little information about this problem. We didn't know how much plastic was going to the ocean, where it was coming from or why it was escaping. That changed with the 2015 publication of a groundbreaking Science paper by Jenna Jambeck and colleagues. For the first time, we had a sense for how much plastic is flowing in to the ocean (8 million



metric tons per year), where it is coming from (land), and what causes those leaks (exponentially increased production of plastics with inadequate recycling and waste management systems where development outpaces infrastructure). Additional analy-

sis such as our "Stemming the Tide" report (PDF) built on this research and showed us where to target our efforts.

Organizations such as the Asia Pacific Economic Cooperation Forum, the World Bank and the newly formed Closed Loop Oceans are implementing high-impact solutions,

such as investing in waste collection and recycling. Governments including Indonesia are stepping up, recognizing their authority and responsibility. And the push for action is increasing, seemingly every year. At the United Nation's Ocean Conference in New

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- **Specialization:** Office Services
- **Qualification:** Any Post Graduate, Any Graduate.

**Job Description:**

- To convert the insanitary toilets into pour flush toilets.

- To remove the system of manual scavenging.
- To make people aware of healthy sanitation practices by bringing behavioral changes in people.
- To link people with the programmers of sanitation and public health in order to generate public awareness.
- To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness..
- To provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

Interested candidates can mail their resume on [career@one2onehrsolution.com](mailto:career@one2onehrsolution.com) and call at 0120-4325957

**Company:** CONNEXIONS

**Job ID:** 60897824

**Designation:** Manager Corporate Social Responsibility

- **Experience:** 5 to 10 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Retailing
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** CSR related activities, CODE OF CONDUCT related activities, POSH related activities.
- **Job Function:** Corporate Planning / Consulting / Strategy
- **Specialization:** Business Strategy, Corporate Planning, Strategy.
- **Qualification:** Any Graduate.

**Job Description:**

- The selected incumbent will be responsible for