

CSR

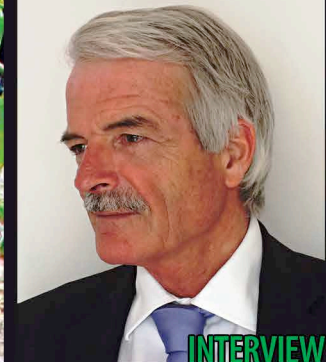
T O D A Y

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**WHEN CORPORATE
SOCIAL RESPONSIBILITY
BACKFIRES**

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ENERGY APPS
TO TAP**



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CHAIRMAN OF NHS ENGLAND

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50 CRORE TREES WOULD BE PLANTED IN THREE YEARS IN MAHARASHTRA. THIS IS ONE OF THE MAJOR INITIATIVES OF FINANCE, PLANNING AND FORESTS MINISTER SUDHIR MUNGANTIWAR, WHO HAD EARLIER ROPED IN CELEBRITIES LIKE SUPERSTAR AMITABH BACHCHAN AND BATTING MAESTRO SACHIN TENDULKAR AS BRAND AMBASSADORS.

Why CSR is good for Start Ups!



Rajesh Tiwari
Publisher
rt@iccsr.org

Start-ups have started to wake up to the concept of corporate social responsibility (CSR) recently and the marketing potential it brings.

Government of India has created a fund for start ups and it's time that new entrepreneurs take note of social good and social returns from the beginning!

A good foundation will attract likes of consumers, employees and investors and companies need to thrive on that built up. Small outfit can easily imbibe CSR in their core strategies as one of the leading private equity players said that we do look into CSR activities of companies seriously as this gives us an idea how responsible and serious is the promoter!

Business Standard in one of their pieces articulated this well and we quote "in the recent floods at Chennai Zomato, Paytm all were seen in action distributing water and food packets. As Chennai battled the floods, Ola had boats in action to help people get from one end of the city to another. The subtle take on such actions aside, it made for a decent feel good story. At the same time, start-ups were endearing themselves to the people of the country. In recent floods in Chennai Zomato donated food, Paytm and others offered free mobile phone recharges. At a time of natural disaster, help poured in. But for several of these companies, it wasn't an isolated call to action.

Start-ups have started to wake up to the concept of corporate social responsibility (CSR) recently and the marketing potential it brings. CSR is usually mandated on listed companies but some start-ups are doing it on their own. A report released by CRISIL said that smaller firms spent more on CSR than many large cap companies. While the spends can't be compared, experts said the need for CSR made sense for start-ups as well."

Unquote

Actions speak louder than words and as such a good work with the idea to earn good money by pleasing customers and instilling confidence in company and its products will go a long way in boosting the prospects of start ups.. So start up gear up for social returns while looking for financial returns!

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CSR

T O D A Y

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Wildlife

Individuals from all walks of life came together to pledge their support for fighting wildlife crime to mark the World Environment Day 2016. The event was organised at Raahgiri, Connaught Place, New Delhi, recently by the Ministry of Environment Forest and Climate Change, Wildlife Crime Control Bureau (WCCB), TRAFFIC, WWF-India, United Nations Development Programme, ENVIS Centers, PETA and Maashakti.

Celebrated globally on 5 June every year, the World Environment day highlights various conservation and environmental issues, with the theme changing every year. This year, the theme - 'Go Wild for Life- Zero Tolerance for Illegal Wildlife Trade' focused on the need to curb poaching and illegal wildlife trade to ensure survival of our species in the wild. Therefore the event at Raahgiri focused largely on this very important and perturbing issue.

TRAFFIC and WWF-India along with other partner organizations engaged the participants through wildlife films, wildlife quizzes, skits performed by students of law, painting competitions, slogan writing competitions, cultural programme and much more at Raahgiri. The highlight of the event was the march past of individuals around the inner circle of the Connaught Place with volunteers and supporters holding placards of various messages related to wildlife conservation and environmental protection. Another popular activity at the event was the selfie corner where cut outs of various protected species and related themes were put on display for participants to take selfies with-driving home the message that wildlife is ours to protect and not ours to consume.

There was also a Wildlife Pledge taken by participants at the event,

led by A.N. Jha, Secretary Ministry of Environment, Forest and Climate Change, Government of India to combat wildlife crime. The Pledge Wall, where more than 700 individuals pledged to say NO to buying illegal wildlife products in order to support efforts to curb poaching and illegal wildlife trade. Visitors also participated in various painting competitions quizzes and slogan writing competitions. The winners from various competitions were given attractive prizes. Also placed at the event was a painting wall for individuals to paint their thoughts and ideas about wildlife conservation and protection.

Tilotama Varma, Addl. Director-WCCB said, "World Environment Day has given us an opportunity to highlight the on going wildlife crime that has endangered the future of many wildlife species in India. While enforcement agencies like ours are continuously strengthening and evolving ourselves to control this growing menace it is important that we have support of the end consumers of these wildlife products. Through the event at Raahgiri on this World Environment Day we hope that we were able to send a strong and impactful message about joining hands to fight wildlife crime".

Dr Shekhar Kumar Niraj, Head of TRAFFIC India further commented, "Today, poaching is driven by consumer demand and if the consumer demand is curbed the poaching will stop subsequently. Tiger, leopard, pangolin, monitor lizard, black spotted turtles, star tortoises, parakeets and many more species are being devoured by the illegal wildlife trade markets to the extent that the future of the species appears bleak in the wild."

Science: Sphere

A new facility titled 'Science on a Sphere', first of its own kind in the western part of our country, was commissioned at the Nehru Science Centre in Mumbai and this would provide real-time atmospheric and climatic data that is projected on the 1.8 metre 3D earth globe.

The giant animated 3D sphere appears to be floating in mid-air, and even rotating on its axis. "You can see



oceans and continents in their actual colours just as our planet appears from outer space, tropical rain forests, Currents of the oceans in motion, Moon, Jupiter and Mars," said Shivaprasad M. Khened, Director, Nehru Science Centre, Mumbai and Director, National Gallery of Modern Art, Mumbai

This amazing, cutting-edge technology, the Science On a Sphere (SOS), was invented by the National Oceanic and Atmospheric Administration (NOAA), USA, as a research tool to understand earth and space systems in a three-dimensional format. "This technology is now available worldwide for science centres, museums, educational institutes to educate general public," said Dr Shrikant Pathak.

How Sustainable Diets Will Future-Proof The Foodservice Sector

Educating consumers about sustainable diets — for example through cutting food waste, buying sustainably sourced produce, and moderating meat consumption — can therefore provide wider environmental benefits while helping secure the future supply chain for the food sector **BY MICHAEL HOLDER**

Foodservice companies promoting sustainable food and diets will enjoy a greater boost to their business in the longer term, according to a recent WWF report.

The report is the result of a three-year partnership between WWF-UK, the Food Ethics Council and catering company Sodexo. “Catering for Sustainability” (PDF) urges foodservice firms to pilot sustainable menus, remove unsustainably sourced ingredients and share best practices across the industry.

The report argues embracing sustainable diets will help foodservice providers to “future-proof” their business as evidence suggests consumers are increasingly demanding healthier and more sustainable food, as well as greater knowledge of where their food is sourced from. It added that with farming responsible for 20 to 30 percent of the world’s greenhouse gas emissions, of which 14 percent comes from livestock production, better promotion of sustainable diets also will help the foodservice sector curb some of its climate change impacts.

The report also argues the foodservices sector can play a major role in efforts to cut carbon emissions. In the U.K., 43 percent of

all expenditure on food and drink takes place through “out of home” catering in some form, equating to a market worth \$128 billion a year. Furthermore, the foodservice industry employs over 1.6 million workers across 450,000 sites, which feed between a fifth and a quarter of the U.K. population.

Educating consumers about sustainable diets — for example through cutting food waste, buying sustainably sourced produce, and moderating meat consumption — can therefore provide wider environmental benefits while helping secure the future supply chain for the food sector, the report said.

Dan Crossley, executive director of the Food Ethics Council, said as most people in the U.K. eat in cafes, work canteens, fast food outlets or high end restaurants, the food choices they offer can have “huge impacts not just on our own health, but on the health of the planet.”


“Our research shows that foodservice companies are stepping up to the plate and offering ‘better’ sets of choices to customers that are likely to be more profitable in the long run,” he added.

However, the report concedes the majority of foodservices companies appear not to offer sustainable menus and there is “confu-

sion” over the precise meaning of a “sustainable diet,” with many businesses believing the term is synonymous with “healthy diet.”

In addition, it argues many foodservice companies are either unaware or only partially aware of the effects of climate change on their business, and are therefore following a “short-term agenda” that focuses on low prices but not sustainability.

However, consumer trends suggest increasing interest in eating less meat and demanding more information on food traceability, according to the report. It adds that the idea consumers are only interested in price and not sustainability is a “myth” and as such it is “possible to make a strong business case for sustainable meal choices based around revenue growth, profitability and supply chain resilience.”

The report comes alongside a survey by polling firm Populus on behalf of WWF-UK, which found that half of millennials — defined as 18- to 34-year-olds — are more likely to eat out in venues which provide details on where their food is sourced. 

(Source: <https://www.greenbiz.com/article/how-sustainable-diets-will-future-proof-foodservice-sector>)

The SDGs: A First Step To Enduring Progress

Here's why the United Nations Sustainable Development Goals (SDGs) are potentially a powerful driver for changing global economies, and how it would affect us all. BY **NICK ROWLEY**

In late September last year the new Sustainable Development goals (SDGs) were agreed in the United Nations General Assembly Hall in New York. From the media coverage, and the hundreds of world leaders gathered together at a single place and time to agree and adopt 17 SDGs and their 169 targets, the proverbial visitor from another planet would be excused for believing we have a genuinely global government. But we do not. There is no place or time when global decisions are taken and the law, regulation and other activities then change for the better to address our most pressing environmental and social challenges. Enlightened global governance is, perhaps sadly, an altruistic fantasy.

And yet it would be wrong to be cynical about the efforts of the United Nations. These new goals haven't just been plucked from the air. They have been agreed following a global negotiation involving governments at all levels; experts in social economic and environmental policy; multinational businesses, and wider civil society.

They come after the experience of the Millennium Development Goals (MDGs): agreed in 2000 and tasked with achieving their targets by 2015. In order to assess the

potential importance of the goals agreed in September, we must examine how successful the goals agreed 15 years ago have been.

Primarily focused on human development, the millennium goals have played a part in helping achieve real progress. From nearly half the developing world living in poverty at the end of the last century, the numbers of people now living in extreme poverty has been more than halved: falling from 1.9 billion in 1990 to 836 million in 2015. And with less people in poverty, the under-five mortality rate dropped from 90 to 43 deaths per 1,000 live births over the same period. These results have not been achieved solely because of the MDGs. And the indicators on some of the goals have been disappointing. But the United Nations goals did create unprecedented focus strengthening and legitimising the work of aid agencies, governments and the private sector.

The job of establishing the SDGs and their targets is modest compared to the massive task of translating the "whats" into the "hows" of domestic policy and business activity. No one involved in the hard work of drafting global social and environmental goals is naive enough to believe that all countries will meet all the targets. But if a country

doesn't, it is clear. The job of establishing the SDGs and their targets is modest compared to the massive task of translating the "whats" into the "hows" of domestic policy and business activity.

That the 17 goals and 169 targets are so many, and so broad, has brought criticism. After all, when there are that many dart boards on the wall you can surely throw blindfolded and hit at least one of the targets.

Fewer targets can achieve greater concentration and focus. And yet that the UN goals have now been broadened to include environmental goals, is a recognition that achieving human development will itself be constrained if the environment is despoiled in doing so.

As people become richer, if their increased consumption creates greater air and water pollution, then their health will suffer. And if emissions rise, further intensifying the global climate problem, then the effects could be both financially enormous, and socially and environmentally catastrophic. There can only be meaningful and enduring social gains with environmental progress.

Eradicating poverty by promoting sustainable, inclusive and equitable economic growth, reducing inequality, raising stan-

Cities Needs To Be Smart In Health

Professor Sir Malcolm Grant is Chairman of NHS England, an executive non-departmental public body of the Department of Health. He is the Chancellor of the University of York, and immediate past President and Provost of UCL (University College London) from 2003-2013. He is a barrister and a Bencher of Middle Temple.

As an academic lawyer he specialised in planning, property and environmental law, and was Professor and Head of Department of Land Economy (1991-2003) and pro-vice chancellor (2002-03) of Cambridge University, and professorial fellow of Clare College.

He has served as Chair of the Local Government Commission for England, of the Agriculture and Environmental Biotechnology Commission and the Russell Group. He is currently a trustee of Somerset House, a director of Genomics England Ltd and a UK Business Ambassador.

In an interview, he shares his thoughts and makes a point that cities needs to be smarter in terms of health.

Give us a glimpse about the innovative happenings in the UK's Smart Healthcare sector could help improve the healthcare provisions in India

It is hard to give just a glimpse: there is so much to say! We believe that the last 70 years of learning from running the NHS plus the new approaches we are creating can help India develop the Universal Health Care system it deserves.

a. One of the most innovative things about

the NHS is that it provides a complete healthcare system for all its citizens. It is the embodiment of Universal Health Care in practice

b. Through our Five Year Forward View, we are now taking this to new levels with our unique New Models of Care programme where services will provide a fully integrated service across primary, secondary and tertiary care

c. Our RightCare programme aims to ad-

dress deep seated inequalities in health and healthcare and ensure patients get the right treatment at the right time. This will involve patients even more in their own care, improve health outcomes and make the system more cost effective

d. Our NHS Digital programme promotes self-management apps and systems for patients and confidential sharing of data between professionals to make care more effective and efficient

Is This Sustainability's Man-On-The-Moon Moment?

BY MIKE NOEL



Before Neil Armstrong stepped foot on the moon, JFK had to say “go.”

Historians say the Apollo missions never might have happened had it not been for the success of the Soviet space program in launching Sputnik and sending the first human into space.

With pressure mounting on Kennedy to display America’s excellence in comparison to the Communist model, he announced in May 1961 that the U.S. would put an American on the moon by the end of the decade. It was then left to NASA to figure out how exactly they were going to do that.

We see this same shift — from why to how — happening today when it comes to

private sector engagement in sustainability and CSR.

CEOs used to ask, “Why should I invest in sustainability? Where is the benefit in addressing social and environmental issues?”

Answering this question was an uphill battle for sustainability directors, who would spend a great deal of time and money to develop complex valuation models to determine the ROI from sustainability.

The results would be disappointing. We can identify hard savings figures for eco-efficiency projects, but more abstract value drivers such as brand loyalty and maintaining a license to operate always deliver fuzzy figures (despite what your ad agency might tell you).

And so corporate sustainability efforts remained lukewarm with a few leaders developing innovative approaches while the rest of the pack looked on.

Fast-forward to today and the business case has become much more clear, especially in the U.S.

Here are a few signals that show the business climate has changed:

- **Regulators have woken up:** 196 countries agreed to work together to limit the impacts of climate change at COP21 in Paris and the White House has published a report warning of the dramatic health consequences of climate change.
- **Consumers expect more from companies:** 87 percent of US consumers (91 percent globally) expect companies to do more than just earn a profit and the 2015 Edelman Trust Barometer showed that public trust in businesses declined to its lowest level since 2008.
- **Solid proof that you can make a lot of money off sustainability:** At least nine companies, including Nike and GE, have generated over \$1 billion from products and services that have sustainability or social good at their core.
- **Peer pressure has forced a race to the top:** Some of the most iconic rivalries in business — Target vs. Walmart, Kellogg’s vs. General Mills, Unilever vs. P&G — are one-upping each other on

Electrifying India

A key challenge for energy planners in India, and throughout the world, is identifying where energy demand exists and how to effectively respond. BY SARAH MARTIN AND DANA DAVIDSEN



Meeting energy needs is about more than supplying electricity. It's about providing reliable and affordable electricity services to power peoples' daily lives, and enhance productivity and economic activity.

In India alone, more than 300 million people (PDF) lack electricity, and even those with access oftentimes receive an unreliable supply. Despite capacity additions in India over the last few years, reliability is

still a major issue, with rural areas experiencing about nine hours of power outages every day.

Part of the problem is that most of the information out there is on physical grid connections rather than energy quality and reliability issues, such as frequency and duration of power outages.

Without this data, governments, utilities and entrepreneurs can't plan for more effective energy systems, and consumers can't hold their suppliers and local officials

accountable for inadequate services. Yet new technologies and data initiatives are emerging to gather this information and improve electricity access in India. Here are two examples:

Mapping the market

A key challenge for energy planners in India, and throughout the world, is identifying where energy demand exists and how to effectively respond.

Market assessment maps provide a visual representation of this information as well as renewable energy potential, based on census and electrification data, access to banking services, asset ownership and households that have the potential to produce solar power. This allows energy planners and entrepreneurs to determine what policy, financing and power supplies can help close the electricity gap.

New Ventures, a global accelerator for environmental entrepreneurship founded by the World Resources Institute, used and analyzed this data in 13 Indian states to create market assessment maps. This information helped researchers identify areas where distributed generation (DG) energy systems — modular systems that generate



THE MEGA GREEN PLAN

50 crore trees would be planted in three years in Maharashtra. This is one of the major initiatives of Finance, Planning and Forests Minister Sudhir Mungantiwar, who had earlier roped in celebrities like superstar Amitabh Bachchan and batting maestro Sachin Tendulkar as brand ambassadors.

In a bid to increase the forest cover, the Maharashtra government launched its ambitious plan of planting 50 crore trees in three years on vana-mahotsav on July 1 with planting more than two crore saplings in a single day - in what is one of the biggest greening drives of the world.

The programme is the brainchild of Finance, Planning and Forest Minister Sudhir Mungantiwar, who over the last one-and-a-half-years has launched several initiatives and roped in legends like Bharat Ratna Sachin Tendulkar and Amitabh Bachchan as ambassadors.

July 1 marks van-mahotsav or forest festival and on this day, the massive programme was launched to increase the forest cover of Maharashtra. Maharashtra Chief Minister Devendra Fadnavis, Shiv Sena President Uddhav Thackeray, who is an nature lover and photographer, Union Minister for Environment, Forest and Climate Change Prakash Javadekar.

In the coming three years and in the next month, nurseries will be developed in all villages and the required funds for preparing saplings in these nurseries would be made available by the District Planning Committee. "After development of nurseries in all villages, well developed saplings



Maharashtra Chief Minister Devendra Fadnavis, Union Environment, Forest and Climate Change Minister, Shiv Sena President Uddhav Thackeray and state's Finance, Planning and Forest Minister Sudhir Mungantiwar at the tree plantation drive



Sudhir Mungantiwar with Defence Minister Manohar Parrikar

would be made available in coming three years for the tree plantation," Mungantiwar told reporters at Mantralaya, the state secretariat here. The first initiative under this direction was on July 1 when 2 crore trees were across the state. For this, total 65,674 sites were selected.

For preservation and maintenance of the 1.5 crore trees to be planted by the Forest department, one family per 1,000 trees would be provided with employment un-

der the Employment Guarantee Scheme. Regarding the remaining 50 lakh saplings planted by other government departments and public participation, it is expected that the related departments should take the responsibility for their preservation and they should act up on that and instructions in this regard have been given to them. The department is trying to form 10 lakh-strong green army from 89,000 schools of the state.

"The survival rate of plants is around 75 per cent, but we shall see that it would go up to 85 per cent with the use of modern technology. I am confident that Maharashtra would be elevated to number one

THE MEGA PLAN

- Out of 307 lakh hectares of total area in Maharashtra, around 20 per cent (61.35 lakh hectares) is covered by forests, while as per the National Forest Act, 1988, nearly 33 per cent area should have green cover
- Out of the total 2 crore trees, the forest department planted 1.50 lakh saplings while the rest of the departments did the rest
- The CCF-Nagpur would oversee the management and implementation of the programme
- CSR funds has also been invited

“Excellent initiative by the Maharashtra Government, of planting 2 crore trees in one day. Urge everyone in Maharashtra to support & join.”

—PRIME MINISTER NARENDRA MODI

Can We Transform The Built Environment By 2030?

Investing in energy efficiency isn't just necessary to develop resilient communities; it also makes good business sense as it creates jobs and strengthens economic competitiveness, writes Monica Kanojia, Consultant, U.S. Department of Energy



Energy independence, climate change and community resilience are among important issues that the clean energy revolution aims to resolve through increased uptake of energy efficient technologies, development of sustainable communities, and strategic operation and maintenance of buildings.

American cities are emerging as an integral piece to the sustainability puzzle with major metropolitan areas setting ambitious energy efficiency targets and regulatory re-

quirements, ultimately serving as hubs for strategic solutions and innovation.

What is the opportunity for increased sustainability?

Domestic buildings account for about \$400 billion in national energy consumption with about 85 percent of the population residing in major cities.

The progression of urbanization can take one of two paths — it can place a greater demand on existing energy systems and infrastructure and contribute to unsustain-

able behavior, or it can encourage state and local leaders and the building community to think outside the box and develop impactful solutions that will allow for deeper reductions in energy consumption.

Investing in energy efficiency isn't just necessary to develop resilient communities; it also makes good business sense as it creates jobs and strengthens economic competitiveness.

How are municipalities leading the way?

State and local energy efficiency programs and policies are critical to ensuring that revenue conserved through the application of cost-effective energy improvements is reallocated to initiatives that will continue to help reduce demand, improve system reliability, reduce dependency on unsustainable resources and provide significant public health and environmental benefits. The industry is responding to the need for transparency in building data to drive environmentally responsible behavior.

An example of this is the recent CoStar Group announcement of plans to display building energy efficiency and energy performance information in the CoStar Property database, with future efforts to incorporate energy usage data collected

10 Climate Change-Fighting Energy Apps To Tap

Want to be a part of expanding the renewables economy? Here are 10 nifty apps for businesses and consumers alike. BY MIKE HOWER

There seems to be an app for everything, whether you're looking for a ride across town, finding a place to crash for the night or even hoping to advance renewable energy. Energy is responsible for more than a third of global greenhouse gas emissions, primarily from burning fossil fuels for electricity. A cornerstone of the Paris Agreement coming out of the U.N. COP21 climate talks was investing in renewable energy, such as solar and wind, alongside energy efficiency.

Want to be a part of expanding the renewables economy? Here are 10 nifty apps for businesses and consumers alike.

1. Mapdwell

What's the solar potential of your town? This app, developed by MIT researchers, maps the solar potential of entire cities by doing a cost-benefit analysis for every rooftop. Enter an



address, and Mapdwell estimates installation costs, the number of years it will take to earn back this investment, the amount of carbon offset by the installation, and detailed installment specs such as the optimal panel tilt and the number of panels to fit on the roof.

Mapdwell has mapped a handful of cities across the U.S. and Chile, with plans for every major U.S. metro area by the end of 2016.



2. Project Sunroof

For getting from Point A to Point B you may already turn to Google Maps, which Project

Sunroof Google aims to leverage to advance solar energy. Sunroof gives homeowners details about how much solar power their roof can generate and how much money they could save on electricity by installing solar. Its 3D modeling calculates the amount of space on a building's roof for solar panels, and analyzes the positioning of the sun over the course of a year, accounting for the type of cloud cover and temperature in the neighborhood.

Launched in August in San Francisco, Fresno and Boston, Sunroof recently expanded to 42 states, and can analyze around 43 million

rooftops. Now tens of millions of potential solar customers can Google their own rooftops for solar suitability.

3. Windspire Me

This nifty, if slightly dated, app allows you to measure wind speeds with a smartphone, estimating what a Windspire wind turbine could power and how much CO2 could be saved. Tap the "Check my wind" button and hold the phone up with the microphone facing the wind. You can the post the speed to a map and share it with others.



While this isn't much more than a creative marketing tool for wind turbine producer Windspire, it also serves to generate public interest in wind energy by directly showing the positive environmental dividends of embracing wind power.

4. Green Button

This technically isn't an app but an open data initiative launched by the energy industry in response to a White House call to action. Yet Green Button enables households and busi-

Thinking Big About Ocean Protection

What is the number one thing we can do to conserve the Earth's oceans? BY LIZA GROSS



When New England fishers complained of working harder to catch fewer fish, Spencer Baird assembled a scientific team to investigate. Although a fishery failure once would have seemed inconceivable, Baird wrote in his report, “an alarming decrease of the shore-fisheries has been thoroughly established by my own investigations, as well as by evidence of those whose testimony was taken.”

The report was Baird's first as head of the U.S. Commission of Fish and Fisheries. The year was 1872.

Baird recognized the ocean's limits. A decade later, however, his British counterpart, Thomas Huxley, took a decidedly different view. Calling the sea fisheries “inexhaustible,” Huxley deemed regulations useless, because “nothing we do seriously affects the number of fish.”

Over the next century, as fishing became increasingly mechanized, Huxley's notion that oceans are infinitely bountiful persisted even as evidence mounted that they are not. Today, 80 percent of global fish stocks (PDF) have been fished to the limit or beyond, and our failure to protect the ocean — not just the fish in it — as a finite resource threatens its ability to recover, argued an international commission of government and business leaders in a 2014 report.

“Habitat destruction, biodiversity loss, overfishing, pollution, climate change and ocean acidification are pushing the ocean system to the point of collapse,” the Global Ocean Commission (PDF) co-chairs warned.

Scientists know how to cure many ills plaguing the high seas — that is, ocean waters farther than 200 nautical miles from shore, beyond the jurisdiction of nations. Restricting industrial activities

such as fishing, shipping and deep seabed mining in biodiversity hot spots would go a long way toward restoring ocean health, they said. But there is no room for such measures in a regulatory structure created to manage consumption and commerce, not conservation.

It's a system that's stubbornly clung to Huxley's tunnel vision, even in the face of evidence so alarming Baird scarcely could have imagined.

Toothless conservation

The primary international framework for regulating the ocean's bounty is the United Nations Convention on the Law of the Sea. UNCLOS, which went into effect in 1994, was set into place to fill in gaps left by earlier U.N. agreements, which regulated shipping (through the International Maritime Organization) and fisheries (through the Food and Agriculture Organization).

The treaty soon was supplemented by the 1994 Implementation of Part XI of UNCLOS, which governs deep seabed mining of nonliving resources (through the International Seabed Authority), and the 1995 U.N. fish stocks agreement, which depends on 10 regional fisheries management organizations, known as RFMOs, to implement its sustainability guidelines.

UNCLOS depends on 166 countries to ensure their own citizens and vessels comply with the treaty in areas beyond national jurisdiction — two-thirds of ocean waters. Countries tend to sign on to intergovernmental agreements — called “sectoral”

Are Mega Dams A Solution Or Burden To Climate Change?

As the world rushes into implementing the commitments enshrined in the historic climate deal in Paris in December, the use of large dams to mitigate climate change is becoming more popular across Asia and the world. But for many environmental and social advocates, this source of water and power remains a questionable solution that may even exacerbate our already fragile river resources. Eco-Business takes a look into the debate surrounding mega dams. **BY MEDILYN MANIBO**



A coalition of more than 300 non-profit organisations from 53 nations called on governments and international financial institutions at the COP 21 climate summit in Paris last December to scrap large hydropower dams from the list of

climate initiatives that deserve any carbon credit or climate mitigation fund.

Hydropower projects are accepted by the United Nations Framework Convention on Climate Change under its Clean Development Mechanism, which allows such projects to generate carbon credits.

The civil society groups, led by International Rivers, Oxfam International, Asia Indigenous Peoples Pact, Carbon Market Watch and Rivers Without Boundaries, outlined in a Manifesto the 10 reasons large hydropower dams should not be considered a solution to fight climate change.

Apart from the huge investments needed for the construction of dams, the groups cited the destruction of rivers and the massive amounts of methane emissions as reasons for their stance.

“At least 12 governments with major hydropower sectors have included an expansion of hydropower generation in their reports on Intended Nationally Determined Contributions (INDCs),” the coalition noted in a statement.

Some of these countries include China, India, Laos, Myanmar, Japan, Canada, Turkey, Argentina, Ecuador, Uganda and Ethiopia.

Massive investments, mega plans

For decades, many communities and environmentalists have questioned the sustainability of large dams. Yet today, these mega-structures are sprouting up around

Philippine Bamboo Bike Going On An Epic Trip

Each bike takes up to five months to build, including a bamboo treatment which takes up most of the time. The actual building work takes only about a week. The process involves shaping the poles, gluing them to the joints, wrapping and shaping the joints. Then the frame is sanded down, painted and finished. Bambike produces up to 30 frames a month. **BY FATIMA ARKIN, SCIDEV.NET**



When Liam Ackerman first saw a bicycle made of bamboo while honeymooning in the Philippines last February, the operations manager for Amazon Logistics immediately knew he wanted to use it on a milestone journey he had in mind.

On July 16, this Englishman will cycle 500 kilometres on a Philippine-made 'Bam-

bike' to deliver a Kindle e-reader to a school in the Indian Himalayas, making it the highest Amazon delivery to date.

The delivery is part of Ackerman's fundraising campaign to build a new outdoor playground at Shey Lamdon school, which educates and boards 130 kids from some of the most remote and underprivileged areas of the Himalayan region. For Ackerman, using a Bambike on the journey was a strategic

decision. "I wanted to use it not only to put another spin on the expedition", he tells SciDev.Net.

"But to also show how robust these bikes are."

In 2010, Bryan Benitez McClelland officially launched the company Bambike in the Philippines, using local materials and talent. The country has around 70 species of bamboo, but Bambike uses only about four of them. Each type is carefully chosen for its unique properties such as wall thickness and rigidity. "That's something that we've developed in our technique over the years and I think that's one of the reasons why our product is different from other bamboo bike models," says McClelland.

The bikes are handmade at a village run by the NGO Gawad Kalinga in Tarlac province north of Manila. Bambike employs poor people from the community who earn roughly 4.80 British pounds (US\$6.60) a day plus benefits to build the bikes. In addition to providing livelihood, the company also re-invests some of its profits in scholarships and education for young children who live in the village.

Each bike takes up to five months to build, including a bamboo treatment which

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Company: NASSCOM Foundation

Job ID: 57351476

Designation: Officer Corporate Social Responsibility

- **Experience:** 2 to 4 yrs
- **Salary:** As per Industry Standards
- **Location:** Bengaluru / Bangalore , Delhi
- **Key Skills:** Social development maintain relationships portal management PR
- **Job Function:** Marketing / MR / Media Planning
- **Specialization:** Market Research , Marketing Strategy
- **Qualification:** Any Graduate

Job Description

- **Qualification:** Degree/Advanced degree in Social Sciences.
 - **Experience:** 2-4 years experience, Social development, CSR, Research Skills / Knowledge:
1. Have proven expertise in CSR and be well versed in current trends in this discipline.
 2. Experience in writing, public relations and messaging on topics related to CSR.

3. Strong communication and presentation skills in English along with the ability to actively interact and communicate with stakeholders.

4. Ability to build and maintain relationships and partnerships with outside organizations and with senior executives.

5. A motivator and facilitator, with cross-functional organizational ability.

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2. Promote this vision and accomplishments before internal and external audiences, including building online communities through Web presence, social media and social networking sites and working with PR and analyst relations groups

Company: Vedanta Aluminium Ltd.

Job ID: 57348560

Designation: Head Corporate Social Responsibility (Associate General Manager)

- **Experience:** 12 to 15 yrs
- **Salary:** As per Industry Standards
- **Location:** Mumbai
- **Key Skills:** managing relationships with the community Rural Development delivery of community programs
- **Job Function:** Advertising / PR / Events Industry Marine / Aviation / Military / Mining / Shipping
- **Specialization:** Client Servicing , Community Relations , Consumer PR & Publicity , Public Relations
- **Qualification:** Any Graduate

Job Description

The incumbent shall be responsible for spearheading the design and delivery of community initiatives and managing relationships with the community and other stakeholders. Minimum Educational Qualification: PG degree in Rural Development or equivalent Minimum experience required is 12-15 years of development experience, with the recent 3 to 5 years spent in the delivery of community programs for a reputed global organisation.



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