

# CSR

T O D A Y

HOW THE WORLD  
CAN EAT AWAY  
AT EMISSIONS

Pg. 34



Kamal Meattle  
CEO, Paharpur Business  
Centre (PBC)

## BUSINESS SENSE & SENSIBILITY COMES WITH SUSTAINABILITY

KAMAL MEATTLE CREATED A UNIQUE BIO-DIVERSITY PARK IN NEHRU PLACE GREENS, NEW DELHI WHICH WAS ILLEGALLY OCCUPIED BY SLUM DWELLERS. HE FOUND HOUSING FOR THEM AND RELOCATED THEM THERE; CLEANED UP THE ENTIRE AREA WITH MORE THAN 100 TRUCKLOADS OF GARBAGE AND PLANTED 2,000 TREES IN THAT AREA TO TRANSFORM IT INTO A GREEN PATCH. IN 1996, HIS BUSINESS PARK, PBC, SIGNED AN MOU WITH MCD TO CREATE THIS FEATURE.

### CSR LOOKING AHEAD

CAN SATELLITES  
SAVE THE WORLD'S  
3,500 TIGERS FROM  
EXTINCTION?

### CSR MOVING AHEAD

SOLARCITY'S  
SOLAR + STORAGE  
PLAY ON KAUAI

### CSR CALLING ATTENTION

OIL MAJORS TREAD  
CAUTIOUSLY TOWARDS  
RENEWABLES

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# Social Good Defines Business Strategy: Putting Your Signature On CSR!



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

**Companies are increasingly seeking ways to tailor CSR to their business strategies to sustain their competitive advantages and enhance their brand positioning and reputation**

ICCSR has always been recommending that companies need to put their own signature towards their CSR efforts so as to remain not only unique for their acts but stamp its own marvel of efforts so as to sustain their competitive advantages and remain relevant!

Jessica Abensour wrote this lovely piece for Green Buzz and we quote “

## **Evolving toward signature initiatives**

A few key financial and organizational dynamics — like pressure from shareholders and consumers for public reporting and a growing desire for business to define its ROI on every dollar spent — are changing CSR. This makes it more important for companies to differentiate their CSR initiatives

A growing number of businesses are also reporting on the social impact of their programs.

Signature CSR initiatives allow a company to better align limited resources to drive greater community, social or environmental impact. As a result, a greater return is generated for the business.

This focus on societal and business impact improves storytelling. In turn, compelling stories better resonate with a company’s most important internal and external stakeholders, including boards of directors and shareholders, employees, customers and regulators.

## **How to develop a signature initiative**

The first step is to think more broadly about the vast company resources at hand. All companies have more than just money to bring to bear.

Start by identifying the four “P’s” — philanthropy, people, product and partnerships:

Ideally, a signature initiative will represent a significant investment of all four resources.

In addition, it should be a long-term commitment, with a specific issue focus that is meaningful to employees, measurable and intuitively aligned to business strategy.

## **Syncing with strategy**

There are several ways companies connect their signature CSR programs to their business strategies.

For example, Cisco’s Networking Academies uses Cisco’s products and services to boost IT skills and career training opportunities for people and organizations around the globe. AT&T’s It Can Wait puts a different spin on aligning a cause to a company’s core products.

While Cisco trains and certifies people on its products to help build the workforce, It Can Wait — a campaign to stop texting and driving — implores people to use its products safely with its mantra, “no text is worth a life.”

Companies such as chocolate manufacturers and coffee retailers, with supply chain needs in developing countries, have growing interest in serving communities where their products are sourced.

The bottom line is this: Being a good corporate citizen is no longer defined by how much money a company gives. It’s defined by what a company does and the impact it has on society and the business bottom line. “

## **Unquote**

Indian companies need to in one in their core strategic vision such novel business ideas so as to not just meet the stakeholders needs and aspirations but more importantly move out to the concept of not just financial returns but adding social returns to survive and retain competitive edge!

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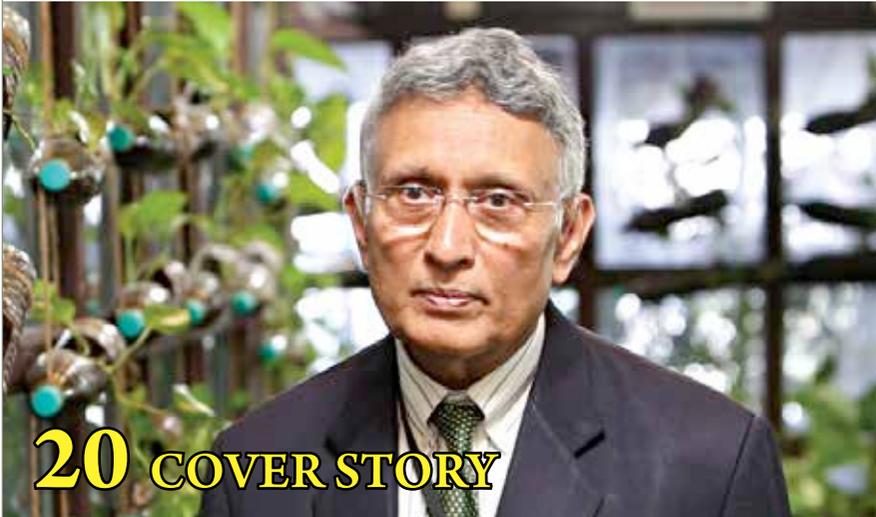
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## Tata Power Celebrates World Biodiversity Day With Their Fish's Knights And Junior Green Heroes

**T**ata Power, India's largest integrated power company, has been relentlessly working towards preserving the biodiversity and conserving and saving the Mighty Mahseer through its 'Act for Mahseer' movement. In celebration of this spirit of conservation, Tata Power rang in World Biodiversity Day by organising an exclusive visit to the Mahseer Hatchery for its Fish's Knights, people who have pledged to save the Mahseer and its Junior Green Heroes, Tata Power's ambassadors of eco-awareness under Greenolution.



The enriching visit organised by Tata Power for its Fish's Knights and Junior Green Heroes entailed a detailed walkthrough, covering the lifecycle and hands-on experience of the entire breeding process of the Mahseer fish. The Fish's

Knights and the Junior Green Heroes also released more than 1000 Mahseer fingerlings in the larger fresh water habitats of Lonavala, Maharashtra.

The 'Act for Mahseer' movement was initiated by Tata Power with a goal of conserving the Mahseer fish which is classified as an endangered species. The objective of this campaign was to encourage people to make a difference through their individual efforts by providing them with an opportunity to save a life.

Speaking on the occasion, Mr. Anil Sardana, CEO & Managing Director, Tata Power said, "Tata Power has always been sensitive to the environment it operates in. Through our 'Act for Mahseer' movement we have strived to conserve an endangered species of fish. To this effect, we have asked people to pledge their support to this unique initiative by practicing water conservation in their own little way, as loss of habitat due to water pollution along with exploitative fishing were the primary factors leading to its extinction. The response we received to this initiative



has been a rewarding experience. On the occasion of Biodiversity day, we wanted to show our appreciation to the people who have whole heartedly supported us in this venture, while also encouraging others to play an active role in becoming stewards of our environment."

As the world celebrates its Biodiversity; Tata Power joins in to remind everyone that the conservation and preservation of our biologically diverse planet rests with every individual. A healthy biodiversity is essential for a healthy environment. Biodiversity is the foundation for life and must be preserved to ensure a bright and sustainable world for our future generations.

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# News

## You Can Use

### Inspired By Mowgli, Tribal Boy Interacts With Tourists

This might be the record for any individual person working for awareness of general tourists visiting tiger reserves. Nikhil Saryam, a merely 23-years-old tribal boy from a Gond farmer family, from a small village Ghoti in Pench Tiger Reserve, interacted one-to-one with more than 38000 tourist visiting the reserve in last two years. Nikhil has a love for tiger since his childhood. He heard the stories of Mowgli and was curious about Mowgli's interaction with wild animals. However, he later realised that it may not be possible for him to wander in the jungle with wild animals like Mowgli does. He approached the local NGO Satpuda Foundation (SF), if he can work for saving Tigers and wild animals.

In 2013, thousands of visitors use to visit Pench Tiger Reserve and return back without any proper information on nature and wildlife conservation. Field Director Sreenivasa



Reddy outsourced this difficult task to Satpuda Foundation. Satpuda Foundation, under the guidance of its conservation department, deputed Nikhil for this task after proper training in nature conservation.

Nikhil started interacting with tourist in August 2013 at Amaltas complex at Sillari. Most of the tourists use to insist for going for jungle safari only and not visiting the interpretation centre at Sillari. Nikhil's first challenge was to bring them inside the centre. "Field

Director Reddy who made it compulsory for every tourist to go inside the interpretation centre namely "Tiger Tale" and get a proper education on Do's and Don'ts in the jungle as well as basics of wildlife conservation and Pench Tiger Reserve," Nikhil said.

It was then up to Nikhil how he impress upon the tourist, kids to stay longer at the centre and get more and more information. Slowly he became expert in handling and winning the tourist. "In last two years, I interacted one to one with more than 38,000 tourist which may be record for any individual person," said SF founder Kishor Rithe, who handpicked him. He takes interested visitors for a nature walk at the designated nature trails at Sillari. Every evening, he show films like Truth about Tigers to visitors who are staying at the Amaltas complex. Nikhil's polite nature and friendly behaviour with kids made him "Mowgli Nikhil" for frequent visitors.

### World's First Online Coin Museum Launched

With an objective of reintroducing the joy and fun of coins, currency notes & stamps collection to modern India and its youth. [www.mintageworld.com](http://www.mintageworld.com) - the world's first online museum for Vintage & Current Coins, Stamps & Currency Notes was launched by Maharashtra Chief Minister Devendra Fadnavis.

Sushilkumar Agrawal, CEO, Mintage World and the Chief Minister unveiled it on the momentous occasion of the 25th (silver jubilee) anniversary of "Shukla Day" - India's largest annual exhibition on coins, currency and stamps, being held at the World Trade Centre. Several prominent personalities, collectors and celebrities

graced the launch. Mintage world is a wonderful way to educate contemporary India and the world about our rich historical heritage, tradition & culture. This online museum will impart rare information such as detailed catalogue of stamps, coins and currency notes all under one roof. Fascinating & interesting history section on coin issuing authorities, dynasties and rulers will be one of the major highlight of this site.

The sole vision behind this initiative is to provide a single point of access to seek and share information and knowledge of these three fields along with its global updates. It brings together experts and researchers to share their experience with the lovers of these rare

collectibles. This initiative will help reemphasize the glorious history, arts and cultural legacy of India and put our country on the global map of collectors. After the launch, Fadnavis said "I congratulate Sushilkumar for creating a dedicated online museum to us and Shukla Day organizers forgiving such a wonderful chance for collectors. If we want to know our history culture and tradition then it needs to be known thru its stamps coins and currency notes. Through mintage world & shukla day we can preserve the collections and also put it up for auction. Once you see this you can travel into history. I love history and this is a wonderful way for me to revive my love for history."

# The 5 Toughest Challenges Tomorrow's Cities Face

*In addition to climate change concerns, cities face challenges with communicating urgent but less visible sustainability problems to stakeholders, modernizing water and transportation infrastructure, improving urban design and feeding growing populations.* **BY MIKE HOWER**

**F**rom New York to Shanghai, cities across the globe are swelling, compounding social and environmental sustainability challenges. Meanwhile, cities are on the frontlines of the climate change fight — although they generate 70 percent of global greenhouse gas emissions, city dwellers have smaller carbon footprints than national averages, according to the International Institute for Environment and Development.

In addition to climate change concerns, cities face challenges with communicating urgent but less visible sustainability problems to stakeholders, modernizing water and transportation infrastructure, improving urban design and feeding growing populations.

“Our cities are up against an awful lot of challenges,” said Frank Sesno, director of the School of Media and Public Affairs at George Washington University and founder of sustainability forum Planet Forward, at the 2016 Planet Forward Summit on Sustainable Cities recently in Washington, D.C.

“If we are going to do the things we need to do without melting the planet, we are going to need a lot of good stories.”

At the summit, business, government and non profit leaders shared their respec-

tive tales of dealing with today's social and environmental challenges to build the sustainable cities of tomorrow.

## **1** Communicating ‘invisible’ problems The challenge

The United States historically has shown a willingness to act to take on visible environmental problems — such as smog, which led to many of the air quality laws of the 1970s — but many problems cities currently face aren't as easy to see.

“For 45 years we have done a great job at nationally reducing pollution in a way that has significantly improved health for everybody in this country,” said EPA Administrator Gina McCarthy. “The challenges today are not a question of if we have the opportunity to make progress on these issues but how do we act when we can't see the problems?” Climate change, for example, is a more pervasive problem that can't always be directly observed. In a similar vein, many water quality issues afflicting municipalities are less visible to stakeholders.

### The solution

A lack of accurate information about sus-

tainability issues is one of the biggest impediments to action, McCarthy said. Case and point: the narrative that environmental and economic health are mutually exclusive. “Information and transparency are the biggest drivers of change,” McCarthy said. “Information allows people to act.”

Using facts to convince stakeholders to view sustainability measures as investments rather than costs is critical, McCarthy said. Pointing to the clean up of the Boston Harbor, she said that without this action Boston likely would not be the thriving place it is today.

“The environment opens up opportunities, and you have to look at it as an integrated thought process,” McCarthy said. “That's what sustainability is.”

## **2** Financing modern water infrastructure The challenge

Water is something many in the United States consider to be a fundamental human right — or a public good that everyone should have access to regardless of the cost.

“While it's a right, that doesn't mean it's free,” said Royce Francis, assistant professor of engineering and applied science at

# Maritime Industry Refuses To Change Emissions Course

*Despite the hopes of many climate campaigners, the meeting of the Marine Environment Protection Committee (MEPC) of the International Maritime Organization (IMO) did not deliver a greenhouse gas reductions target for the industry* **BY MADELEINE CUFF**

Few weeks ago, the eyes of the world were on the U.N. headquarters in New York, watching 175 national governments step up to the stage and in (relatively) quick succession formally commit their countries to the most wide-ranging and ambitious climate deal in history.

But in stark contrast to the sweeping ambition on display in New York, in London a meeting of the International Maritime Organization (IMO) showed an industry moving at a markedly slower pace towards decisive climate action.

Despite the hopes of many climate campaigners, the meeting of the Marine Environment Protection Committee (MEPC) of the International Maritime Organization (IMO) did not deliver a greenhouse gas reductions target for the industry.

The policy was backed by the Sustainable Shipping Initiative — a coalition of the greenest shipping companies around the world — and would have seen a framework established that would lead to the adoption of an industry-wide carbon reduction target in line with the Paris

target of limiting warming to well below 2 degrees Celsius. However, it was not to be. Emerging economies including Russia, Brazil and China, backed by the U.S., put up strong resistance to the idea of any firm emissions reductions target, arguing the industry’s mitigation efforts should not



begin until data from individual ships has been collected and analysed.

Delegates did agree to establish a working group for an in-depth discussion on how to “further progress this item” at the MEPC’s next meeting in October, according to Climate Home, in a compromise agreement but this only came after IMO chief Kitack Lim had urged delegates not to “kill the issue” outright.

The industry did offer one olive branch to those concerned about its considerable and expanding climate impact, approving new mandatory requirements for ships to record and report their fuel consumption. The widely expected new measure is being billed as the first in a three-stage process towards a decision on whether “further measures are needed to enhance energy efficiency and address greenhouse gas emissions from international shipping,” according to an IMO statement.

Under the new system, ships weighing more than 5,000 tonnes will be required to collect consumption data for each type of fuel they use, which will be aggregated and sent to the IMO’s Ship Fuel Consumption database at the end of each year. The IMO will use the consumption data — which will be anonymized — to produce an annual report for the MEPC. The system is still pending approval at the MEPC session in October, but could enter force in 2018.

In a statement, Lim said the data collection system represents a significant contribution to international efforts to tackle climate change, claiming IMO

# War And Peace And Water

*Water scarcity can spark bitter conflict, but effective resource management and resilience policies can help countries avoid water scarcity and boost economic growth, says World Bank Group vice president for sustainable development **Laura Tuck**.*



Farmers planting saplings in an irrigated field in Zagora, Morocco. In years of low rainfall, Morocco's river-basin authorities give the lowest priority to crop irrigation, the largest consumer of the country's water.

India is currently facing its worst water crisis in years, with an estimated 330 million people – one-quarter of its population – affected by severe drought. Ethiopia is also dealing with its worst drought in decades, which has already contributed to the failure of many crops, creating food shortages that now af-

fect around a tenth of the population. Under such circumstances, the risk of tension over resources is high.

In the past, droughts of this severity have led to conflict and even wars between neighboring communities and states. One of the first in recorded history erupted around 4,500 years ago, when the city-state

of Lagash – nestled between the Tigris and Euphrates rivers in modern-day Iraq – diverted water from its neighbor, Umma.

Competition for water sparked violent incidents in ancient China and fueled political instability in Pharaonic Egypt.

Today, actual wars between countries over water resources are uncommon, owing to improved dialogue and cross-border cooperation. But, within countries, competition for scarce water is becoming a more common source of instability and conflict, especially as climate change increases the severity and frequency of extreme weather events.

As we detail in our new report “High and Dry: Climate Change, Water and the Economy,” limited and erratic water availability reduces economic growth, induces migration, and ignites civil conflict, which fuels further potentially destabilizing migration.

This cycle has been apparent in some regions for decades. In Sub-Saharan Africa, for example, periods of low rainfall over the last 20 years have often been followed by spikes in violence, civil wars, and regime change.

And in many parts of rural Africa and India, a decline in rainfall has acted as a “push

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*Kamal created a unique bio-diversity park in Nehru Place Greens, New Delhi which was illegally occupied by slum dwellers. He found housing for them and relocated them there; cleaned up the entire area with more than 100 truckloads of garbage and planted 2,000 trees in that area to transform it into a green patch. In 1996, his business park, PBC, signed an MOU with MCD to create this feature.*

In 1986, Kamal Meattle formed the Save the Trees Organization, which aimed at stopping the felling of trees for making wooden apple boxes in the northern Indian state of Himachal Pradesh. When he learned that two acres of trees were being chopped to make boxes for every one acre of apples being harvested, he adapted apple-box designs from New Zealand manufacturers to come up with a stronger and recyclable corrugated box that can be made up of recycled paper and fibers. As it takes about a cubic foot of wood to make a single wooden box, he estimates that approx. 100 million trees have been saved since 1986. He adds that the corrugated boxes have worked so well for apples that they are now being used for mangoes, oranges, grapes, and cherries, too.

He also led a campaign namely, "Save Two-Wheeler on Polluting Delhi" (STOP) to reduce the pollution caused by scooters in Delhi. He surveyed more than 300,000 scooter operators to discover that nearly all of them were using the wrong engine oil; instead of using a two-stroke oil designed for lightweight engines like those in scooters, they were not only buying a heavier oil but also using too much of it with a belief that more oil is better. One of his businesses was a flexible-packaging company, which makes recyclable pouches for packaging lubricating oils. Despite of knowing that it would hurt his own business, he filed one of two public-interest-litigation (PIL) suits that led the Supreme Court of India to order oil

companies to set up special pumps with a premix of oil and gas, which creates less pollution. Eventually, after law was passed, his company lost at least 20 million pouches per month.

In the late 1990s, Kamal learned that benzene was being used in India as a fuel additive. Exposure to it greatly increases the chances of getting leukemia; he is especially concerned about traffic police, who are constantly exposed to exhaust fumes. He led a public campaign to reduce the Benzene content in gasoline from 5% to 1%, thereby reducing the Benzene content in the ambient air, resulting in an order to reduce it, by the Supreme Court of India.

He has filed several successful Public Interest Litigation on environmental issues in Hon' able Supreme Court of India and has created awareness regarding such issues.

Kamal created a unique bio-diversity park in Nehru Place Greens, New Delhi which was illegally occupied by slum people. He found housing for them and relocated them there; cleaned up the entire area with more than 100 truckloads of garbage and planted 2,000 trees in that area to transform it into a green patch. In 1996, his business park, PBC, signed an MOU with MCD to create this feature.

The story of making the impossible possible began about 30 years ago when Kamal Meattle, CEO, Paharpur Business Centre (PBC) became allergic to Delhi's polluted air. His lungs capacity went down.

Being aware of the annual mortality rate due to Delhi's air pollution, doctors advised

Kamal to leave the city (his lifelong home). He realized the intensity of this threat and how it can affect people's health. But he chose to stay back and find solutions instead of escaping from it.

He was on the board of IIT Delhi that time. Combining his own research with that of the IIT team he could find a viable and easy-to-do solution for improving indoor air quality with the help of common houseplants that are adapted to local environment. He implemented this solution in his own office. But buildings are not about just the infrastructure, it is for people – their well-being and comfort. Moreover, buildings consume a significant chunk of world's total energy and resources. Hence, a holistic approach on the overall impact on people and environment is imperative.

Kamal soon realized that all of this wouldn't be possible without smart and sustainable solutions. Thereafter, his journey on applying his knowledge and skills for developing the real estate sector, with respect to saving energy; creating a cleaner and greener environment; and comfort; began. This further led to following the principles of sustainability and reporting the Triple Bottom Line.

Being an acute environmentalist and serial entrepreneur, Kamal implemented such solutions in his own office, and also contributed in a huge manner in bringing change in the environment.

With a vision to reshape commercial buildings in India while keeping the principles of sustainability intact created, "PBC"

# Why Forests Will Make Or Break The Climate Fight

*Forests are huge carbon sinks that can help fight climate change, but are rapidly being cleared due to economic and social pressures for land and agricultural commodities. How can the global community balance the economic value of forests with their climate benefits?* BY VAIDEHI SHAH



This year's Earth Day was a momentous one, marked by the signing of the Paris Agreement, which aims to confine global temperature rise to below 2 deg C. With a theme of "Trees for the Earth," the event also kicked off a global goal to plant 7.8 billion trees by 2020, underscoring the importance of forests in the global climate fight.

But just months before the landmark climate deal was finalised in France last Decem-

ber, raging forest fires in Southeast Asia added more greenhouse gases into the atmosphere. This is a sober reminder that deforestation could undermine the global community's efforts to curb climate change.

As Masagos Zulkifli, Singapore's Minister for the Environment and Water Resources said in a statement at the United Nations summit in Paris: "Reducing emissions is not only about mitigating emissions from our industrial sectors; it can also be about protecting our

forests". Experts say that avoiding deforestation has multiple benefits beyond reducing emissions. Nancy Harris, research manager, Global Forests Watch—an initiative by Washington-based non-profit World Resources Institute (WRI)—notes that "unlike the energy and transport sectors, forests can also actively sequester carbon dioxide".

WRI data shows that deforestation currently accounts for about 10 per cent of annual emissions, almost as much as the total output of all cars and trucks on the planet. Protecting forests could eliminate these emissions entirely and reduce them by at least another 2 per cent through carbon sequestration.

Forests also provide ecosystem services such as protection from floods, clean air and water, medicinal plants, and are a sacred and cultural place for many people.

## A perennial problem

Despite their value, forests have been shrinking since the 1990s, due to population pressures and growing demand for food, timber, and other agricultural commodities. The Food and Agricultural Organisation (FAO) last year found that while forests made up 31.6 per cent of global land area, or 4,128 million hectares in 1990, this figure stands at

# How The World Can Eat Away At Emissions

*Researchers around the world have shown that various shifts in diet can lead to notable reductions in our individual dietary greenhouse gas (GHG) footprints. These range from making minor changes to going completely vegan.* **BY MIA OVERALL**



Cutting down on the amount of animal products we eat can have a huge impact on the planet as well as our health.

**E**nvironmentalists, particularly those working to protect our planet against climate change, may be surprised to learn what a huge portion of our carbon footprint comes from meat. The latest figures from the Food and Agriculture Organization indicate that livestock accounts for 14.5 percent of all human-induced emissions. That's more than all direct emissions from

transportation including cars, planes and ships combined globally.

While the impacts of our diets largely have been overlooked in the climate change debate, a growing body of research is showing the link between diet and climate.

A new World Resources Institute study, "Shifting Diets for a Sustainable Food Future," highlights the role of diets in reaching our sustainability goals.

According to lead author Janet Ranganathan, "Food is the mother of all sustainability challenges. We are what we eat and what we eat has a profound impact on the planet. Around the world people are converging on diets high in calories, meat and dairy, with dire consequences for the health of the planet."

Researchers around the world have shown that various shifts in diet can lead to notable reductions in our individual dietary greenhouse gas (GHG) footprints. These range from making minor changes to going completely vegan. OneU.K. study found that if average adults simply aligned their eating habits with World Health Organization dietary guidelines, they would reduce their GHG footprint by 17 percent. Another found that adopting a Mediterranean diet could generate a 30 percent reduction compared to the projected 2050 global average diet. A vegan diet may be able to reduce GHG emissions by 50 percent.

While the models vary, they all found that reductions in animal products such as beef, eggs and dairy coupled with increased fruit and vegetable consumption sizably would reduce nitrogen and GHG emissions.

# SolarCity's Solar + Storage Play On Kauai

*On Wall Street, the stocks of SolarCity and other solar installation companies have been undergoing a rough ride of late, with sell-offs occurring every few weeks. SolarCity shares went from a high of \$62 a share a year ago to \$21.94 a share at the close of trading Friday, a 64 percent decline. However, since SolarCity announced its utility scale solar plus storage plus DER product, its shares are up slightly from \$17.82 a share.* **BY BARBARA GRADY**



Kauai Island Utility Cooperative's existing solar farm. Two more are in the works, including a new one with SolarCity.

**T**o the islanders of Kauai, worries about sea level rise swallowing their coastline tourism industry and memories of how tough things were when electricity rates spiked with the price of oil are constants: They come up in conversation; in daily decisions; and in island policy.

Kauai, like the entire state of Hawaii, is committed to transitioning to 100 percent renewable power electricity by 2045. The Kaua'i Island Utility Cooperative (KIUC) is already 38 percent renewable and expects to reach 50 percent by decade's end, said Jim Kelly, communications director of the

island's only utility. But that second half, getting from 50 to 100 percent, seems "pretty daunting" to all.

"Everybody is up for the challenge, but nobody thinks it will be an easy reach or cheap to make it to 100 percent," Kelly said in a conversation with GreenBiz.

Hear more about Kauai's solar plus storage plus DER plans at the VERGE Hawaii Asia Pacific Clean Energy Summit June 21-23 in Honolulu.

he sunny island's utility has two 12-megawatt solar farms. Additionally, about 3,200 residents have roof top solar that feed into KIUC's grid. Together, these solar assets

can supply 85 percent of the power the island needs on a clear sunny day — with a hydropower plant and a biodiesel operation continuously providing about 15 percent.

But because Kauai's main industry is tourism, day time — especially those clear sunny days — isn't when electricity is in high demand. That would be evening. After 5 p.m. is when the hotels and restaurants and homes of the island power up their air conditioning, lights, computers and appliances. Typically that is when KIUC turns to burning petroleum for electricity.

"People on Kaua'i, especially, are very conscious of climate change and they re-

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