



Confederation of Indian Industry



CII-ITC Centre of Excellence
for Sustainable Development

4th Sustainability Summit: Asia 2009

Winning Strategies for
a Sustainable World

25 - 26 November 2009
New Delhi, India



Activity Report

The 4th Sustainability Summit: Asia 2009 – a flagship event of CII-ITC Centre of Excellence for Sustainable Development was held on 25 – 26 November 2009 at New Delhi. The theme for the 4th Sustainability Summit: Asia 2009 was “Winning Strategies for a Sustainable World”. It focused on how visionary businesses and institutions are turning crisis into opportunity to change our world into one that is sustainable and all inclusive. The Summit was designed to provide real world understanding taking participants through the experience of ideating to transformation through action.

Where many sustainability conferences are focused along functional lines, this Summit had specific focus on elements of green economy (clean technologies, infrastructure), technology development and application, better corporate governance, where sustainability is critical to eventual business success for large companies, small and medium enterprises, and social enterprises.

The Summit addressed seven thematic areas on ***Climate Change, Natural Resources, Corporate Governance, Emerging Economies, Sustainable Infrastructure, Responsible Tourism*** and ***Communication & Information Technology***.

Since its inception in 2006, the Asia Sustainability Summit organized by CII-ITC Centre of Excellence for Sustainable Development has come to be recognised as the only international platform for discussing sustainability issues and the most awaited, must attend and largely talked about event of the year among industry, civil society organizations and academics working in the arena of sustainability and related areas. The Summit has grown to be a confluence point for sustainability practitioners and enthusiasts to raise awareness and debate on issues of sustainable development and business.

The 4th Sustainability Summit: Asia 2009 was graced by **Mr. Jairam Ramesh**, Minister of State for Environment & Forests (Independent Charge); **Dr. Farooq Abdullah**, Union Minister for New & Renewable Energy; and **Mr. Salman Khurshid**, Minister of State for Corporate Affairs and Minority Affairs (Independent Charge) as Chief Guests.

The Summit was organised in partnership with **Ministries of Corporate Affairs, External Affairs, Environment & Forests, Science and Technology**, Government of India; **National Foundation for Corporate Governance (NFCG), InWEnt** and **WWF**.

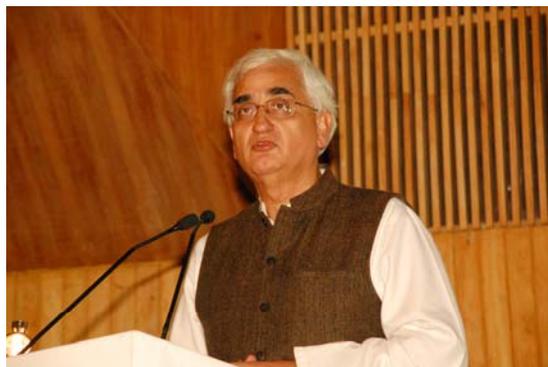
Mr. Jairam Ramesh, Minister for Environment & Forests, while addressing the Summit said that the National Green Tribunal Bill and creation of a National Environmental Protection Authority will be instrumental in future jurisdiction, regulation and decisions related to the environment. Through such mechanisms the government wants to ensure economic growth and demonstrating environmental sensitivity. Public confidence in rapid economic growth can be ensured through sustainability, he opined. The Minister added that domestic cap-and-trade certification system involving energy efficiency is under development. Companies exceeding the requisite benchmark levels could sell it to those who lag, paving the way for a market-based mechanism for energy efficiency norms. He also announced that a Comprehensive Environment Protection India Report will be released by the ministry on December 21, 2009, based on a study of 80 industrial clusters. Ranking of these clusters will be undertaken based on their sensitivity towards the environment; land and water, ensuring pollution norms are being met. Today sustainability concerns are not just CSR but part of corporate mainstream. Public pressure on the business and government is instrumental in demonstrating sustainable development.



Counting clean energy initiatives undertaken by the Ministry of New & Renewable Energy, **Dr. Farooq Abdullah**, outlined the National Solar Mission aiming at 20 GW solar capacities by 2022. India has achieved 15,500 MW of grid interactive installed

renewable power, which is around 8% of the total installed grid capacity of the country. He further added that his ministry has been instrumental in raising awareness and accelerating development of all renewable energy sources to realize the vast potential resting within the country. He listed the projections made in the Integrated Energy Policy Report (IEPR) which reveal that India would rely increasingly on imported oil, gas and coal in the medium term. Against this backdrop, the role of new and renewable energy assumes added significance.

While sharing his views, Minister for Corporate Affairs, **Mr. Salman Khurshid** said that the government foresees CSR credit as a tool to internalize sustainability commitments from enterprises. Furthermore institutional support will be instrumental in ensuring sustainable development with a rational, reasonable and humanist approach. The minister also said that an active society can play a key role in filling the gap between the Government and corporate.



Mr. B.J. Panda, Member of Parliament, Lok Sabha, also addressed the Summit. He said that the threat of climate change is frighteningly real and it is imperative that all nations strive to mitigate GHG emissions. At the same time he pointed out that in our country there are bottom up demands e.g. demands for electricity, which need to be given equal priority by the government. This leads to situation where difficult choices have to be made involving some kind of trade-off.

Mr. Deepak Gupta, Secretary, Ministry of New & Renewable Energy, while addressing the plenary on 'Balancing Economic Growth with Natural Resources' said that practices of energy conservation and energy efficiency are a moral imperative on businesses. Maximising the usage of renewable energy can be harnessed in a decentralized way, which ensures low emissions energy development pathway for the nation.





Mr. Ricardo Young, President of the Ethos Institute, Brazil delivered the keynote address at the Summit. He stated that sustainable businesses are partners to build a sustainable and fair society. He outlined Brazil's efforts in reducing deforestation, saving the Amazon forests and proper utilization of water resources.

Mr. Y C Deveshwar, Past President, CII, Chairman, CII-ITC Centre of Excellence for Sustainable Development Advisory Council and Chairman ITC Ltd. said that global warming and climate change makes future progress unsustainable. Sustainability therefore should be made an integral part of economic development. Aligning the efforts of the government with the business community is imperative in drafting a setup for a low carbon, clean energy economy.



Addressing the 4th Sustainability Summit and corroborating on issues like Inclusive Business, Energy & Climate Change and Ecosystem Conservation, **Mr. Marcel Engel**, Managing Director, WBCSD Regional Network was of view that if we are to be sustainable, we would have to find innovative solutions for low ecological footprints. Businesses are the main source of technology and innovations and can make significant contributions to a low carbon economy. The requirements are: Clear targets

to trigger necessary investments; Conducive policy environment; Funding mechanism for break through technologies; Technology transfers; Cooperation between governments and businesses.

The other key speakers at the summit included **Dr. Steve Howard**, CEO, The Climate Group; **Mr. Simon C Martin**, Head – Group Corporate Sustainability, HSBC Holdings Plc.; **Mr. Stephen Harper**, Director – Environment & Energy Policy, Intel; **Mr. Carlos Eduardo Lessa Brandao**, Chairman of the Sustainability for Companies Study Group, Brazilian Institute of Corporate Governance; **Mr. David Hillyard**, Director – Partnerships, Earthwatch Institute; **Mr. Dennis Pamlin**, Advisory, WWF and Senior Associate, Chinese Academy for Social Sciences; **Mr. Hans Mielants**, Regional HR Director for South Asia, Holcim Group Support Ltd.; **Mr. Jitesh Khosla**, Officer on Special Duty, Indian Institute of Corporate Affairs; **Mr. M P**

Bezbaruah, Permanent Representative, WTO & Former Secretary, Ministry of Tourism; **Mr. Rajesh Agrawal**, Executive Director (Heritage), Ministry of Railways; **Mr. A L Kapoor**, Managing Director, Ambuja Cement; **Mr. Som Mittal**, President, NASSCOM; **Mr. Cyrille Jegu**, Executive Director – The Natural Step in Asia; **Mr. R N Mukhija**, President (Operations) & Member of the Board, L&T Ltd.; **Dr. Nik Senapati**, Managing Director, Rio Tinto India; **Mr. Ravi Singh**, Secretary General & CEO, WWF India.

The 4th Sustainability Summit was accompanied by the presentation ceremony of CII-ITC Sustainability Awards 2009. The awards were presented to business leaders who have, over the last one year, displayed strong commitment and made significant contributions to the objective of sustainable development.

The prestigious Sustainability Awards focused on the strong link between corporate reputation and customer trust, and feed into building brand value and the public positioning of Indian companies. The awards are also intended to be a tool for imparting knowledge through which CII aims to strengthen the capacity of Indian businesses to adopt sustainability practices.

The Summit, like previous years, was attended by over 450 participants representing all stakeholders from academia; banks; civil society; consultants; corporates – large, medium & small; development cooperation agencies; diplomats; environmentalists; environment; engineering & management students; financial institutions; foreign; central & state governments; infrastructure developers & users; media, research & educational institutions; technocrats, venture capitalists and many more.