

LEADING WITH SUSTAINABILITY

How businesses can step up on the SDG's



LEAVE NO ONE BEHIND, TRUSTEESHIP AND THE SDGS

- Growth in nature is always balanced and multi-faceted; while ecosystems, grow, others decline. At the same time, everything is reused and transformed into new species and environments. This biological concept of development is an unfolding of species and organisms till they reach their potential; very different from our modern definition of growth that prioritises profit over everything else. A large part of the 20th century management philosophy around capitalism is based on what Milton Friedman propagated – the business of business is business i.e. profit maximisation at the cost of everything else.
- At one level, this is counter to everything we are taught at school, do unto others as you would have done unto yourself. The belief is that if everyone looks after himself then some ‘invisible hand’ will ensure that everyone will be better off. This hasn’t really happened anywhere in the world as inequality has reached new highs. Non-financial criteria, such as environment and biodiversity, are considered ‘externalities’ and not included in their assessments – and that is exactly what the problem is today. The things we have forgotten to measure, or considered as externalities are fighting back. While wealth metrics have increased over the years, the damage to other things has been immense.
- We are now in the midst of climate change with sky rocketing levels of carbon in the air. We are also in the midst of the largest species extinction with historic levels of loss in flora and fauna. Growth has not been equal; the richest 2000 own more than 4.6 billion others. Companies are flush with funds, but real incomes of people have declined. The consequences of imbalance are mostly seen in the long term and if allowed to go unchecked, disruption caused by a business at one level has led to huge imbalances in society. So, while capitalism has flourished people and the environment have been left behind.
- The discussion around the new emerging shift have repeatedly highlighted the need for balance. Hence, when we speak about ‘development’, we need to specify which kind of development we have in mind. If ‘development’ is used in the current narrow economic sense, it will further perpetuate the imbalances. If, however, the process of development is understood as more than a purely economic process and includes social, ecological, and spiritual dimensions, and associated with qualitative economic growth, then such a multidimensional systemic process can indeed be sustainable.
- During the 2014 UN Sustainable Development Summit, members from 193 countries of the United Nations collaboratively committed to adopting the 17 Sustainable Development Goals. The countries also committed themselves to meet the 2030 agenda for sustainable development. The seventeen SDGs and 169 interlinked targets within these addressed a variety of issues—from ending poverty to stemming climate change and provide a pathway to a sustainable and more prosperous world.

- Since the Sustainable Development Goals have to be implemented by 2030, it requires an immense effort not only from governments but also businesses. The Indian Government is already using SDGs as a roadmap for formulating national policies and regulations. It is therefore incumbent upon corporations to complement these actions. However, growth and GDP measures still don’t account for many of the things that we now value – health, wellbeing, environment, education and so on.
- While there are metrics for each SDG, we need to integrate these together into the GDP measures so that they actually reflect the challenges that we face and the urgency to overcome them at scale. Considering that many business models of the twenty-first century, largely based around technology, are about disruption or creating an imbalance and profiting from it, we need a new business philosophy that reflects how value and wealth need to be created.. With business metrics only covering profit and capital chasing unsustainable sources of value creation, changes to national level measures will be unsustainable without creating new metrics for business and finance.
- Gandhi’s vision of a world without poverty, inequality and injustice is akin to the core belief of the sustainable development goals (SDGs) that envision a world where no one is left behind. Gandhi also realised that business needs to be involved in making this a reality and outlined the socio-economic philosophy of Trusteeship. Trusteeship talked about holding wealth for common good and creating a just and equitable society. The Gandhian Model of Trusteeship is one such approach that, while being uniquely Indian, provides a means of transforming the present unequal order of society into an egalitarian one. It specifies that everything we do must be economically viable as well as ethical—at the same time making sure we build sustainable livelihoods for all.
- This model was debated in the 1940s and ’50s and had no real takers for most of the twentieth century. However, the challenges thrown up by the twenty-first century such as economic collapse, the absence of values and challenges of sustainable growth necessitate another look at this framework. Trusteeship can be the much needed modern day philosophical core that business and the world desperately needs. A uniquely Indian, philosophical construct that looks at redefining how we measure success.
- **Lets build back better by leaving no one behind!**



Namrata Rana

Director-Strategy and
Brand, Futurescape

HOW CAN WE BUILD BACK BETTER?

LIMIT WARMING TO 1.5°C

‘Our challenge is urgent and clear. To limit temperature increase to 1.5°C, global emissions need to be halved by 2030 and the world will need to be carbon neutral before 2050. India has a very important role to play in this journey.’

As we look to recover from the COVID-19 pandemic, we must commit to doing better. That means transforming our economic, energy and health systems — to save lives, create stable, inclusive economies and stave off the existential threat of climate change. We need long term thinking and strong leadership to enable this.



Renata Dessallien
United Nations Resident Coordinator in India

BUILDING BACK



BETTER

SUSTAINABLE DEVELOPMENT GOALS



2020

THE DECADE OF ACTION

The health crisis has shown how unprepared the world has been
This may be the rehearsal of more things to come.

The time for *rapid action* is now.

The way we

make things is changing

consume things is changing

connect is changing

2020

THE DECADE OF ACTION

CONSUMER AWARENESS

TECHNOLOGY

COMPLIANCE

CARBON REDUCTION

PRODUCTS

MANUFACTURING

LOGISTICS

REPORTING - NEW METRICS

VISION OF A BETTER WORLD

‘While economies were booming and delivering prosperity to people, the pandemic has shown us global poverty.

Sustainability should include employment, how we use resources and generally in the way we live our lives.’

All stakeholders should adopt the idea of an accelerate growth with a moral compass in order to achieve the Sustainable Development Goals (SDGs) that have taken back the centre stage due to the Covid-19 pandemic.



Preetha Reddy
Vice chairperson, Apollo Hospitals

WINNING WITH PURPOSE

‘Success is linked to sustainability’

Priority Areas

1. Working with Farmers

Sustainable practices that improve farmer livelihoods and productivity

2. Water Security

Returning back more water than the company uses

Making water accessible to 21 million people in India over the next few years

3. Plastics

By end of next year, Collect and Recycle 100% of MLP that the company makes



Ahmed Elsheikh
President and CEO, PepsiCo India

A COMPLETE FRAMEWORK

‘Principles of SDG will play a big role in the ecosystem for change’

Priority Areas

- Responsible Sourcing
- Water Security - Recycling of water and Groundwater Protection
- Energy conservation
- Tree plantation
- Inclusive workforce
- Reducing carbon footprint
- Enabling circularity
- Lifecycle measurement



Dipali Goenka
CEO & Jt. MD, Welspun India Ltd

CREATING POSITIVE IMPACT



‘India is the best place for making it happen. We have a commitment to responsibility for a better life, people, society and planet, and we need to do this together’

Four Pillars of Change

Health and Sustainability

Circular Ikea

Climate Positive by 2030

Gender Equality



Peter Betzel
CEO, IKEA India

CLEAN ENERGY TRANSITION

‘Sustainability is a competitive advantage’

Priority Areas

Product

Pure EV's will not have an advantage in carbon unless the electricity generation is 60 percent from renewable sources. Hybrids are the best way forward and will make for most of the products over the next 2 years. CAFE norms of fuel efficiency in India will help reduce the carbon footprint even further

Production

Our factories run 95% on renewables and have been reducing energy used, further fresh water is not used for anything but cooking.

Society

We need behaviour change towards our relationship with carbon and we teach our teams how they can achieve carbon neutrality.



Vikram Kirloskar
Vice Chairman, Toyota Kirloskar Motor

TECHNOLOGY FOR THE PLANET

‘We have an opportunity, as a businesses, to do way more for the world than we thought possible’

There is a Clear connection between a healthy business and a healthy community

Priority Areas

People

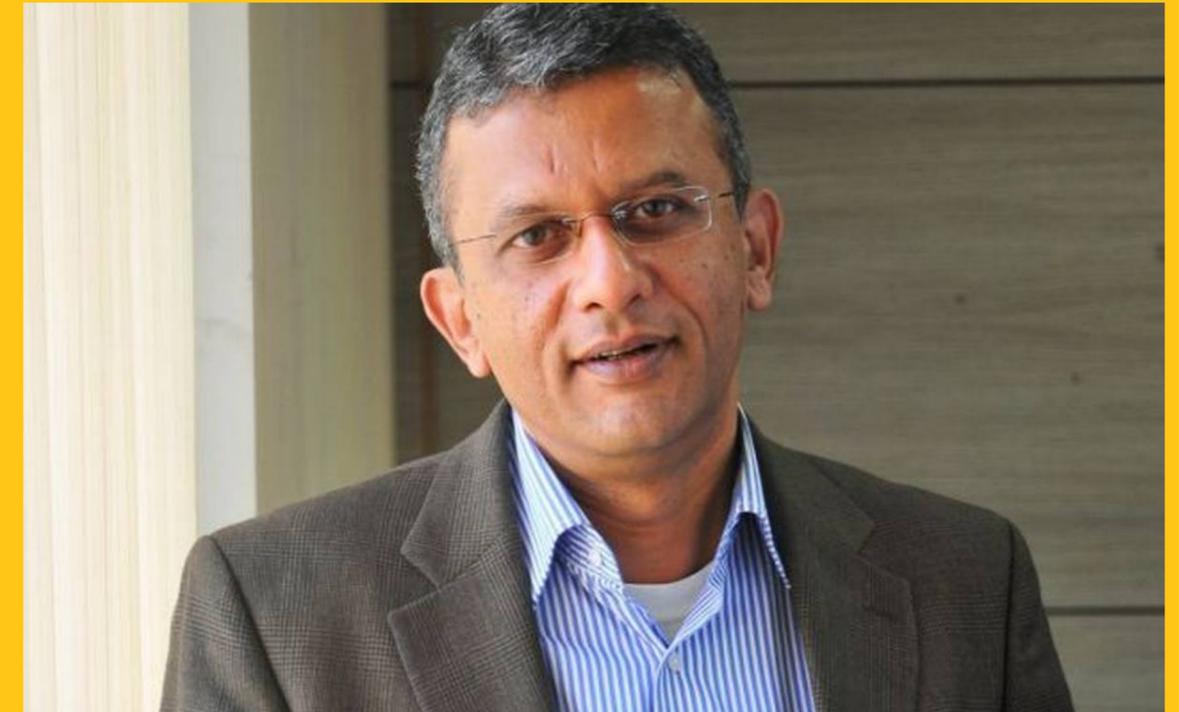
Empowering our people and teams to thrive in a digital workforce

Society

Scaling inclusive social and economic impact in countries around the world

Planet

Advancing environmentally sustainable growth in a digital world



Sameer Garde
President, Cisco India and SAARC

RETHINK, INNOVATE AND BUILD

‘We are focused on responsible business growth - as much on eco-efficiency as operational efficiency.’

We all have to leverage the power of the human mind in order to rethink, innovate and to build solutions to not only achieve economic recovery. Instead how do we balance it with sustainable technologies and alternatives to the mainstream.

Priority Areas

Focusing on climate change by reducing emissions, renewables in operations and an internal carbon price



CP Gurnani
Managing Director & CEO, Tech Mahindra Ltd

RESPONSIBLE GROWTH

‘The UNSDG's are fostering unprecedented efforts in driving the sustainability agenda’

Priority Areas

Corporate India has to take the onus of driving responsible and sustainable growth, taking care of people and planet as we progress.

The ambitious roadmap for sustainability by India has set a high goalpost for Indian corporates as well.

Companies that have ranked higher in the Sustainability index and ESG performance have shown better resilience in the time of crisis



Dilip Gaur
Managing Director, Grasim Industries



RESPONSIBLE

BUSINESS

RANKINGS

2020

RESPONSIBLE BUSINESS RANKINGS

INDIA'S TOP COMPANIES FOR SUSTAINABILITY AND CSR 2020

SUSTAINABLE DEVELOPMENT GOALS

60% of the companies have mapped their activities to the SDGs.

Key action themes for companies include [renewable energy](#), [water](#), [waste](#) and [data privacy](#).

[India's Top Companies and the SDGs](#) ↻

Energy

Renewable energy capacity and its utilization have geared up. While solar energy is the preferred renewable energy source, there is growing impetus on biofuel.

Water

Access to water and management of water resources continues to be a focus area for internal operations and societal initiatives.

Waste

Initiatives to manage e-waste, municipal waste and plastic reuse & recycling show an increasing trend.

Data

Customer data and its privacy is a material aspect in the operations of services companies.

Highlights



ESG performance of companies has risen across the board



The first time a service sector company achieved the top rank.



Manufacturing companies continue to perform better than service companies



Information Technology and diversified are the top performing industries, while NBFC's are laggards.



Sustainability is increasingly becoming part of core corporate strategy



Integrated reporting is ramping up. 26% of the companies produce integrated reports.

- 01 Infosys Limited
- 02 Mahindra & Mahindra Ltd.
- 03 Tata Chemicals Ltd.
- 04 ITC Ltd.
- 05 Vedanta Ltd.
- 06 Wipro Ltd.
- 07 Hindustan Unilever Ltd.
- 08 Godrej Consumer Products Ltd.
- 09 Grasim Industries Ltd.
- 10 Bharat Petroleum Corporation Ltd.

Future Trends

The economic recovery will have sustainability at its core.

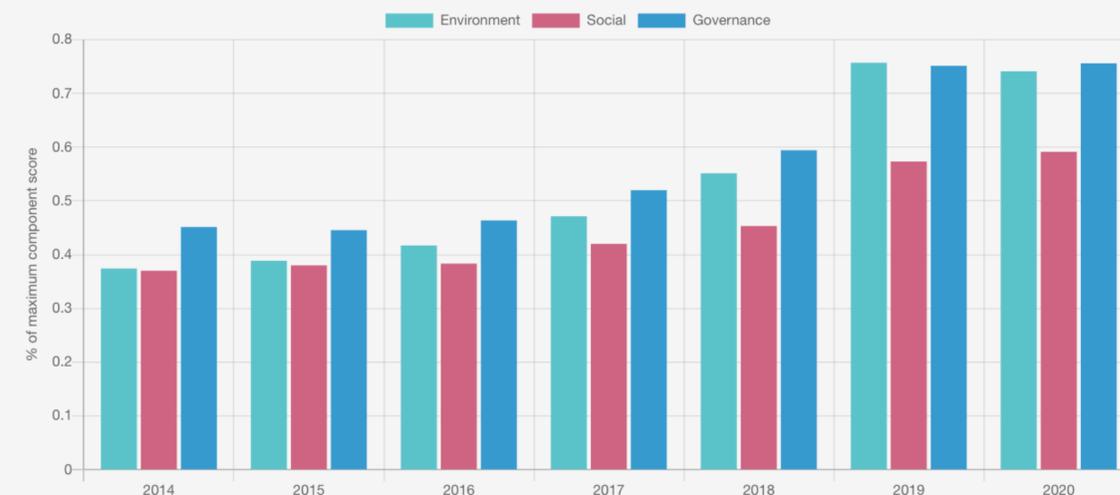
Green and resilient supply chains are the emerging focus and not merely the lowest cost.

The developments in Europe – the clamour for green recovery and the release of taxonomy for ESG – are likely to have significant transmission effects for Indian companies with global ambitions.

ESG investing will continue its rising trend and will put pressure on companies that engage in unsustainable practices.

The Government of India is considering establishing a Social Stock Exchange (SSE).

ESG Performance Over Years





We need

SUSTAINED ACTION @ SCALE