

Trends in Sustainable Business Global and Indian context

21st Century Business Drivers


Disruptive Innovation




Global Change



Poverty & Inequity




Urbanisation



Population Growth


Resource Consumption



Pollution

Industrialisation

Trade Liberalisation

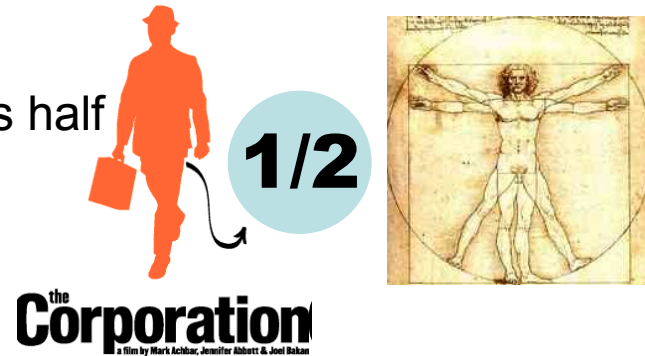


Civil Society

Information Explosion

Case for Corporate Sustainability

Average life span of corporate entity is half that of a human being

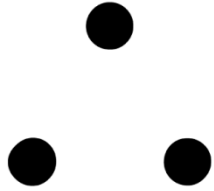


Rich-poor divide widening



1970 to 2010: 407 new companies
2000 to 2010: 204 new companies





Sustainable Business

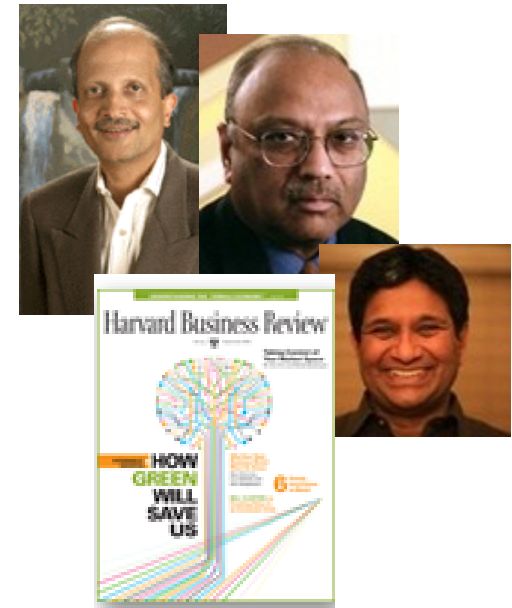
Sustainable business is dynamic and still evolving



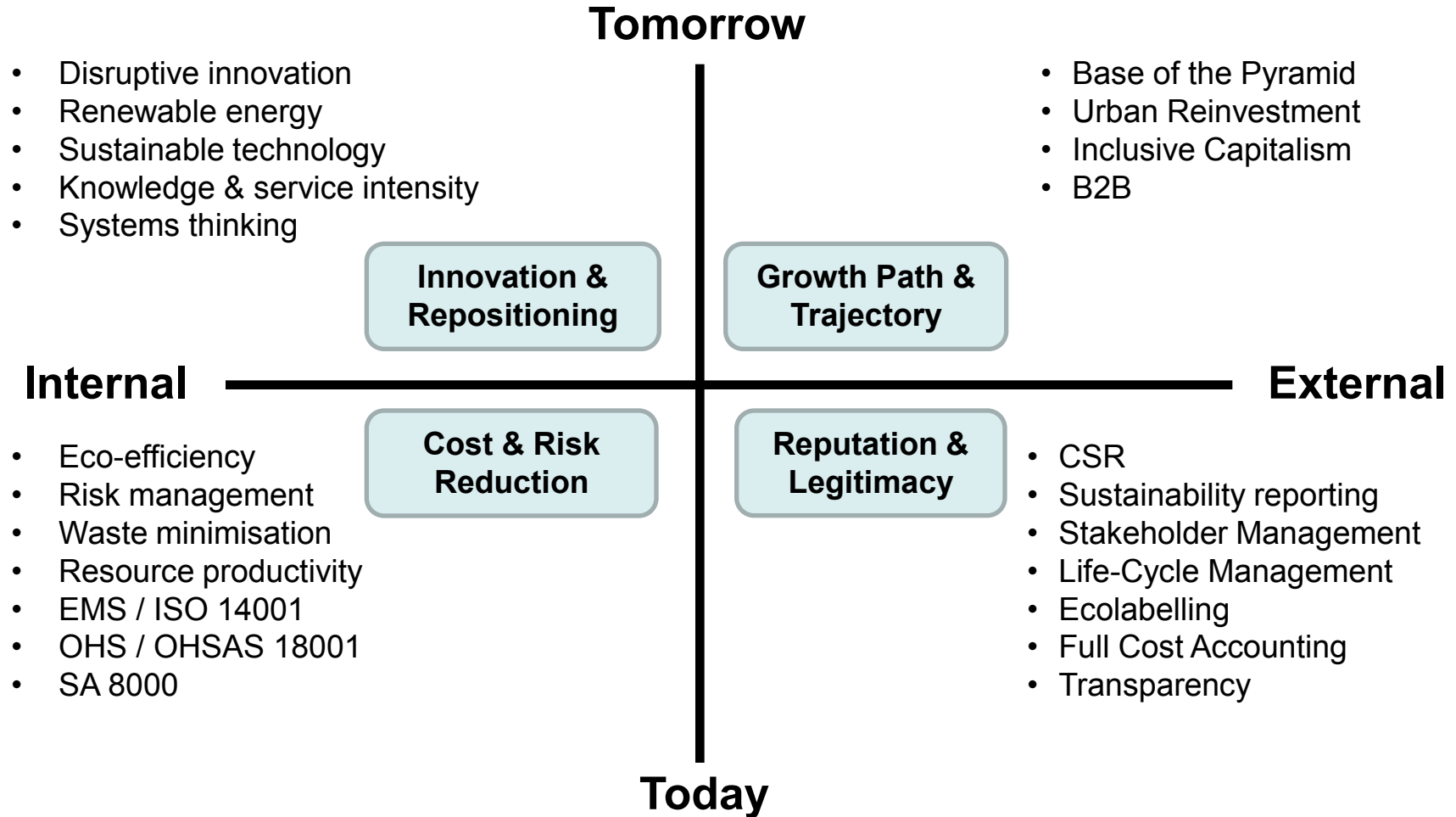
Sustainability is now seen as a key issue in business...

“In the future, only companies that make sustainability a goal will achieve competitive advantage. That means rethinking business models as well as products, technologies, and processes.”

C.K. Prahalad, M.R. Rangaswami
and Ram Nidumolu
Harvard Business Review 2009



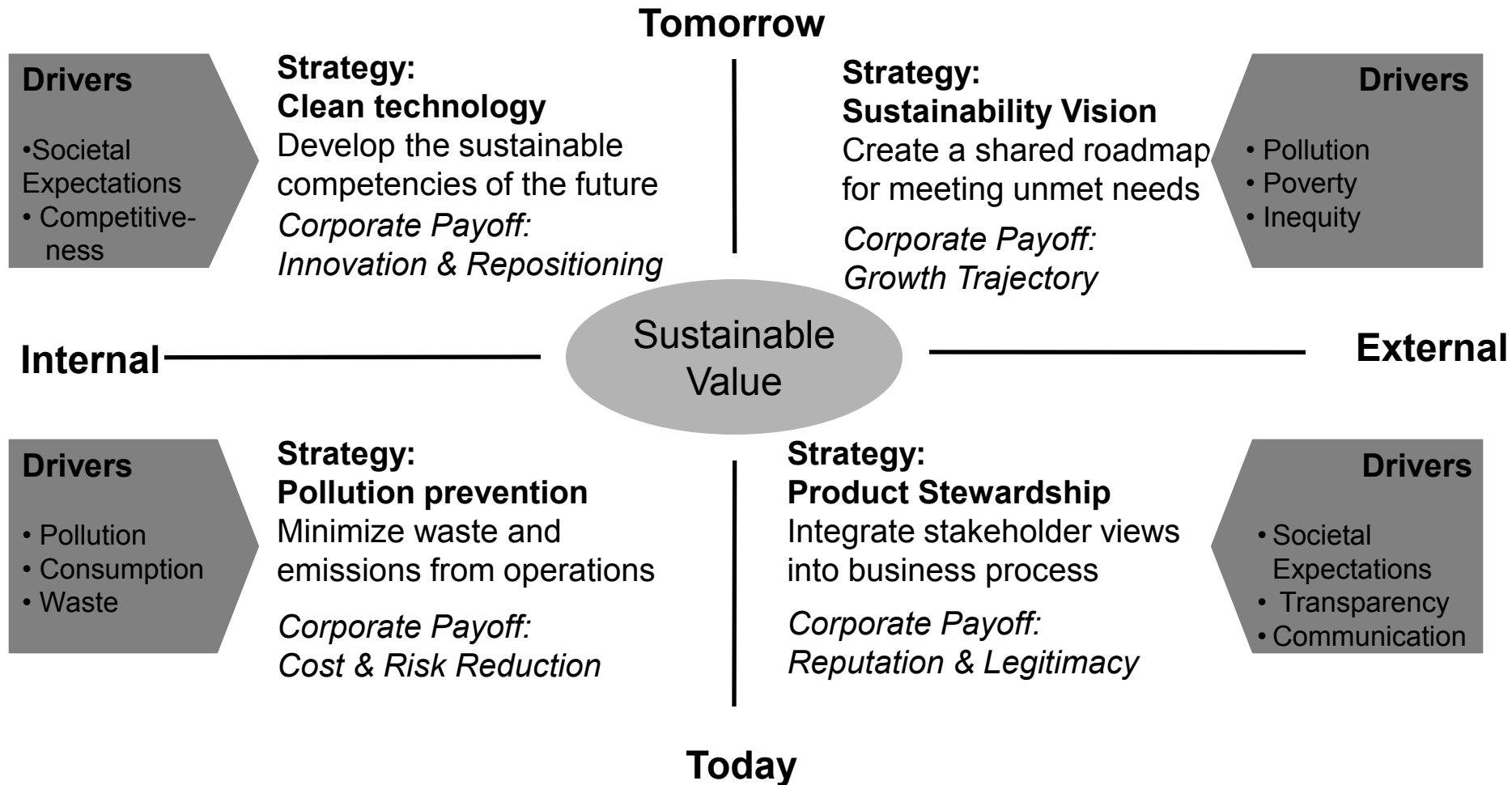
Different tools and approaches



Different options and tools within the quadrants

Cost & Risk Reduction	All options are geared toward increasing the efficiency and security of operations, e.g. by the reduction of waste and emissions associated with a company's current operations.
Reputation & Legitimacy	Options which focus on focus on stakeholder engagement, transparency, and life-cycle management.
Innovation & Repositioning	Clean technologies and capabilities (through either internal development or acquisition), focusing on emerging, "leapfrogging" technologies (genomics, biomimicry, nanotechnology, information technology).
Growth Path & Trajectory	Options concerning tackling population growth, poverty, and inequity associated with globalization, as well as potential growth paths .

Sustainability Value Framework



What market systems reward sustainable business?

How do they influence market behaviour & preference?

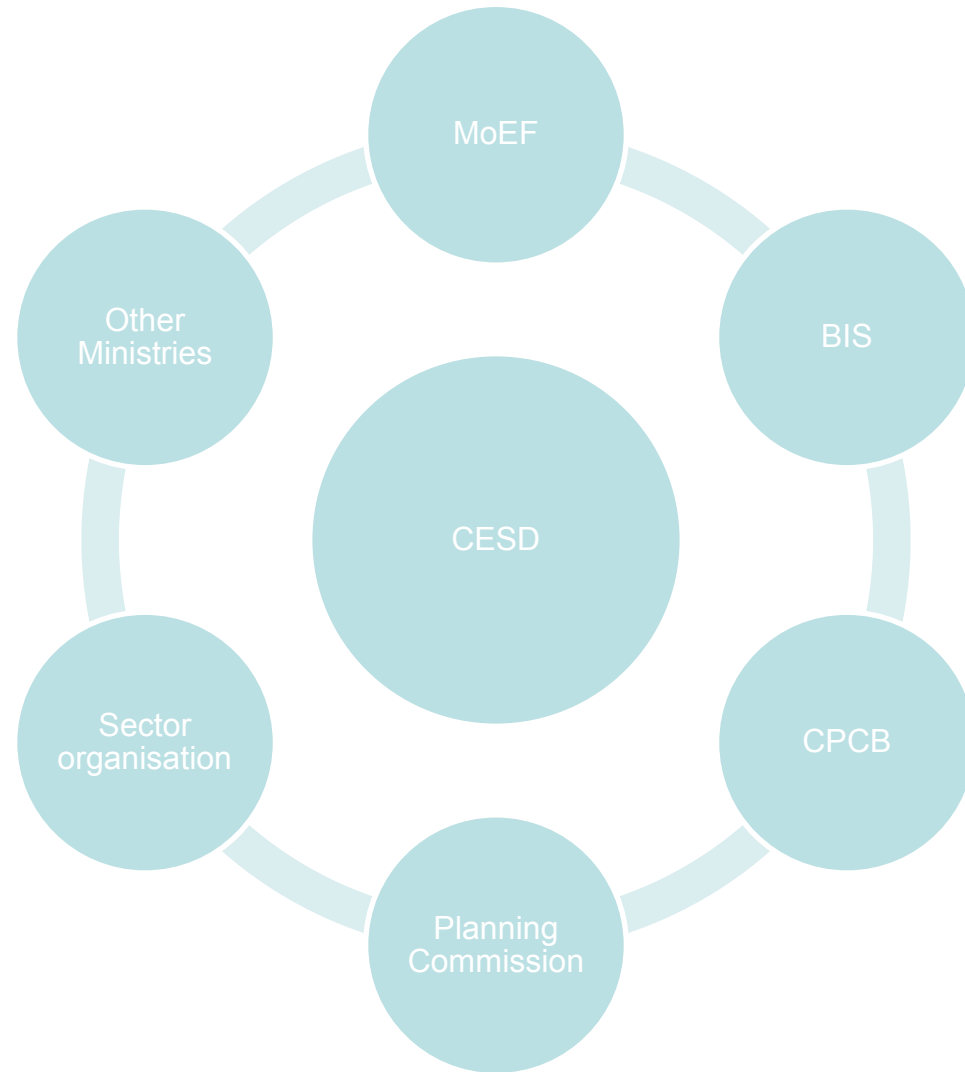
What mechanisms will aid informed decision making?

Green Public Procurement



अहो रं हरियाली ।
वर्षो रं खुशहाली ॥

Ministry of Environment &
Forests Government of India



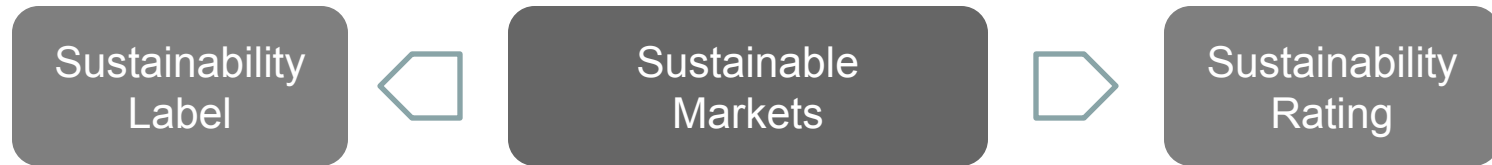
Green specifications

Public works: cement, bricks
Electrical appliances
IT equipment
Pharmaceutical: bulk drugs

GPP legislation

GPP management framework

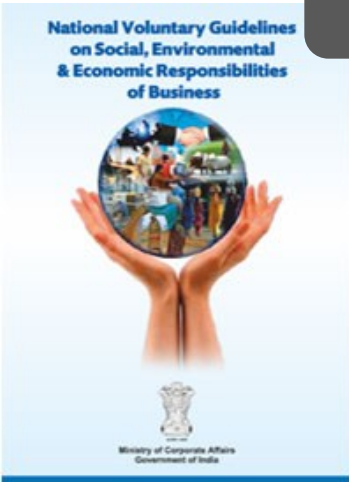
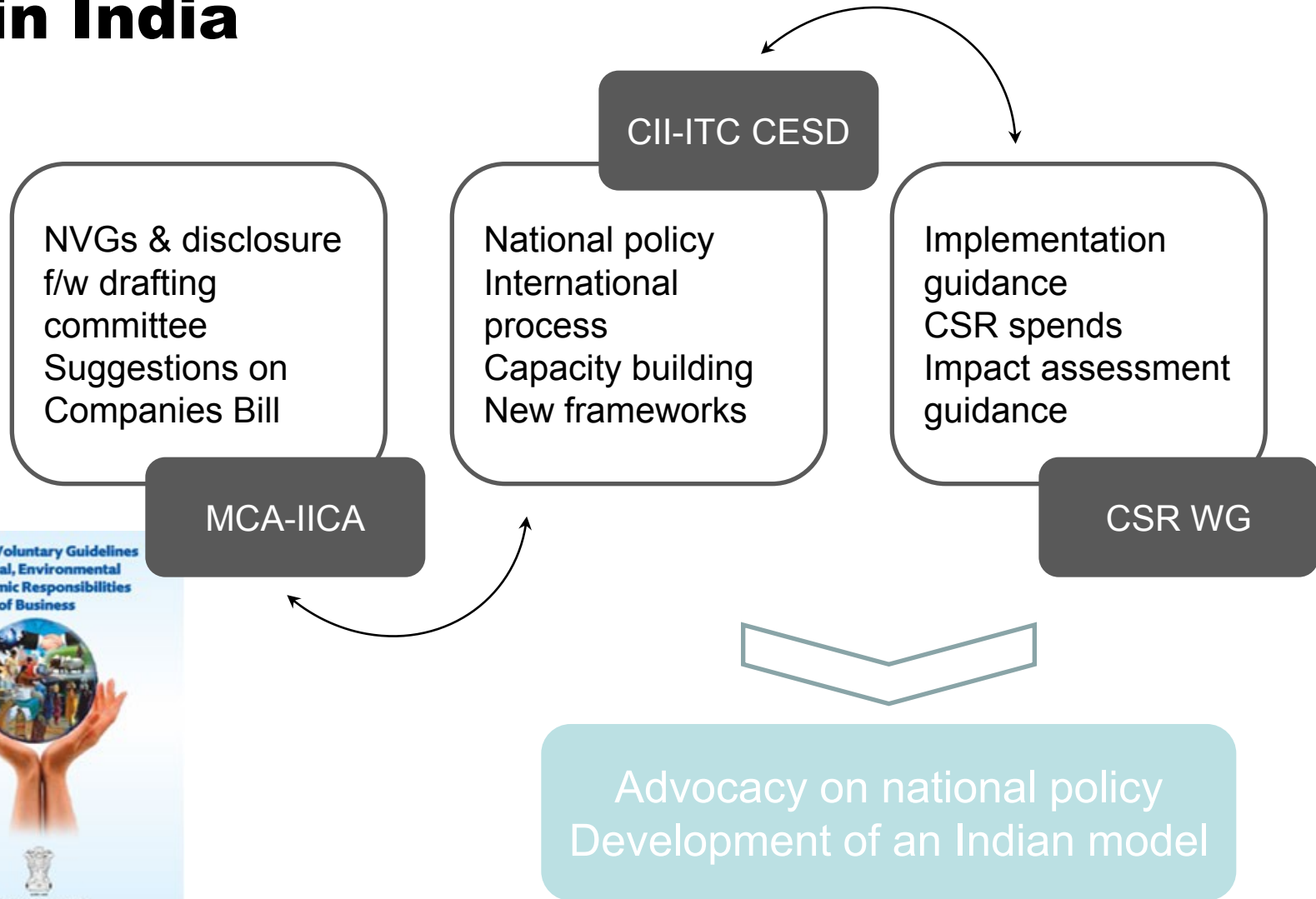
Create a market-based system that rewards sustainable business



Consumer label
Companies can use anywhere
Symbolic representation of rating

Top 100 by market cap & share
Environment, Social, Economic,
Governance parameters

Influencing responsible business policy in India



Climate mitigation: opportunities & public policy

Challenge

ICT companies wanted to identify business opportunities in climate mitigation in India
GHG emission reduction potential in 2030 by implementation of ICT solutions

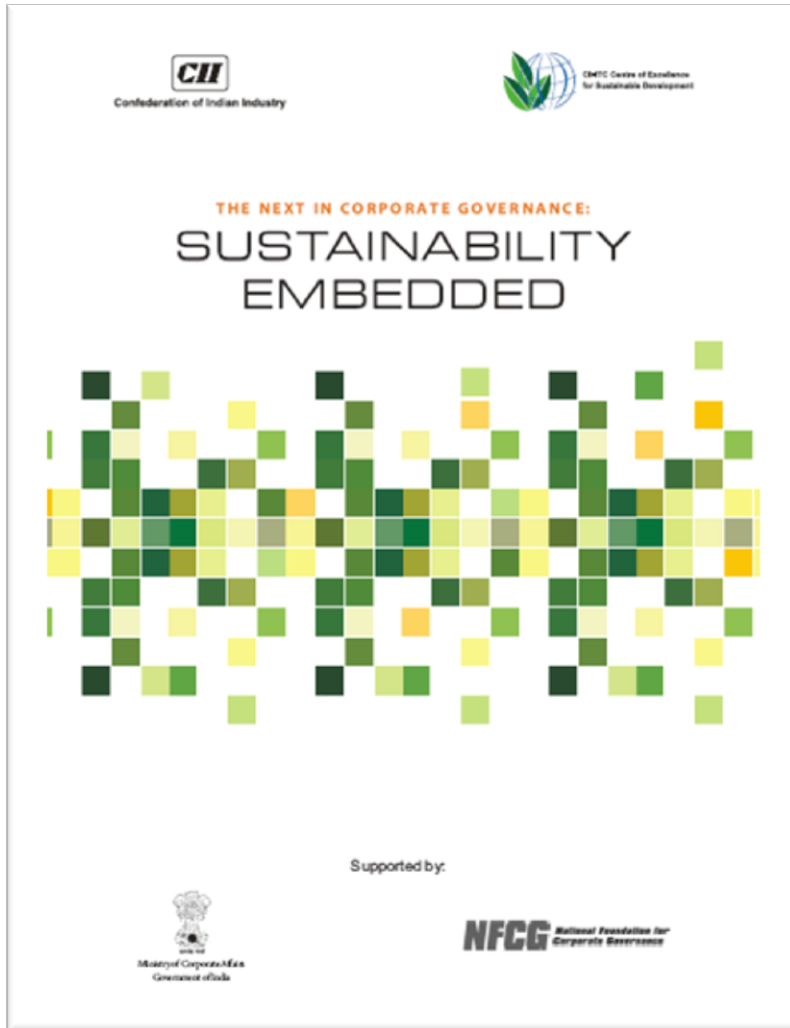
Solution

Conducted collaborative research across 3 national missions: energy efficiency, sustainable habitat, solar
10% of the total GHG emissions can be reduced by ICT
Total GHG Emission reduction potential : 448.3 million tCO₂

Impact

Low-carbon expert group led by Prof Kirit Parikh
Planning Commission's 12th FYP process

“Sustainability” will be the new usual



Sustainability will be embedded to doing business, growth models, & development plans

What will drive tomorrow?

- Social media
- More stakeholder driven
- Voluntary-regulatory combo
- Many different forms of businesses; hybrid business will be mainstream in medium term
- Resource constraints

Tomorrow will be better; it could be

- Sustainability embedded CG
- Inclusive / BOP business models
- Sustainable & inclusive innovation
- Green will be competitive advantage until medium-term; post that it will be mainstream
- Integrated reporting

Thank you

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