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People And CSR Should Be Focussed In Future Technologies



Rajesh Tiwari
Publisher
rt@iccsr.org

It is time that Corporate Social Responsibility (CSR) should be focused on exponential technologies so that its adoption at the ground level does wonders and empowers people. In India, it is all the more important.

We are at an age where technology is developed, changes, upgraded by the hour. The human race is at its best phase of technology. It has been millions of years for the human civilization to evolve into the stage that we are in now. However, what is needed is that the technology should have a face of common man. It is time that Corporate Social Responsibility (CSR) should be focused on exponential technologies so that its adoption at the ground level does wonders and empowers people. In India, it is all the more important.

A host of technologies such as Additive Manufacturing, 3D printing, Quantum Computing, artificial intelligence, advanced robotics, virtual and augmented reality, alternative energy systems, biotechnology and digital medicine are growing rapidly. Such technologies are collectively referred to as Exponential Technologies.

Tremendous progress is in sight in terms of hyper-connecting the world, solar/ renewables being cheaper than coal, promising an end of cancer as a disease with no cure, and extending human life. Stem cells research has opened up new frontiers in medical science, Autonomous Vehicles, Drones, and Flying Cars etc. are here to disrupt the mobility. Artificial Intelligence and robotics are promising to challenge the human mind in future. Commercial Space Exploration is no longer a fiction.

In such an era of rapid and disruptive changes, many question arise: will these technological changes be accompanied by equally profound economic, social and cultural changes? Will technology destroy jobs at a faster rate than the rate of creation of jobs? Will future governments be forced to fork out Universal Basic Income? How

education could be redefined with artificial intelligence, big data, augmented reality and personalized learning pathways? Are conventional manufacturing plants under threat with the advent of additive manufacturing? What will be the impact on skills required? After all these changes, people-to-people communication and socio-economic activities remain the same?

These issues become more complicated with a few far more mind-boggling predictions about the future. Some futurists even predict that eventually technology will enable one to copy his/her brain onto a computer! Scientists have talked about Technological Singularity, a term used to describe the change that would occur when humans, technology and artificial intelligence would intersect to such an extent that we are incapable of comprehending or predicting what the new race would be like.

If the proponents of Transhumanism are to be believed, the human species in its current form is just at the early stage of its development, and does not represent its final evolution!. Some futurists believe that the humans will be able to modify their biology to attain superintelligence; some others forecast that enhanced interface between humans and much improved artificial intelligence systems will eliminate the distinction between man and machine.

The implications of Exponential Technologies cannot be understood by looking at the individual parts only. Their interaction and combination in innovative ways may amplify their disruptive potential. Hence, it is necessary to envision such interactions. Co-existence of human beings as efficient as machines and machines with cognitive abilities like humans may be possible in future.

Contents



16 COVER STORY

Singapore Calling

Sustainability Reporting Summit 2017 in September to infuse new ideas in CSR

CSR LEADERSHIP

12 JBGVS Watershed Work Turns 30 Villages Tanker Free In Aurangabad District

14 Champaran Bore The First Fruit Of Satyagraha

CSR BURNING ISSUE

22 The Value Of Uncertain Climate Projections

CSR THINKING AHEAD

24 Tata Trusts U Dream Football Announces Its Partnership With Borussia Dortmund

CSR THOUGHT

26 Is Greenwashing Silencing The Sustainability Revolution?

CSR EXAMPLE

28 Vegetarian Fishmeal – a winning formula?

CSR ISSUE

30 Bonn climate talks: Key outcomes from the May 2017 UN climate conference

CSR SUSTAINABILITY

34 Accelerating Sustainably In Tel Aviv's Fast Lane

CSR CAMPAIGN

36 We Need To Care About #Whomademyclothes, Campaign Urges

CSR CHALLENGES

38 The Science Of Preparing Cities For Natural Disasters

42 Indus Cascade A Himalayan Blunder

REGULARS

03 Publisher's Note

05 CSR News

11 News You Can Use

44 CSR Placements

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Smile Foundation & Wilde Ganzen Launch A Pioneer E-Learning Platform For Grassroots NGOs & CBOs

Smile Foundation has announced its partnership with the Dutch development organization, Wilde Ganzen, to launch the international capacity building initiative: Change the Game Academy (CTG Academy) in India. Change the Game Academy is a first of its kind e-learning portal specially created for, and dedicated to build the capacities of, grassroots NGOs and CBOs.

With India's evolution into an emerging economy, foreign funds from developed countries are dwindling, which are now directed towards rehabilitating and empowering poorer countries and conflict zones. Furthermore, while the number of donors has risen in the past owing to an increase in India's per-capita income, the same is accessible only by larger organizations or INGOs.

Grassroots NGOs and CBOs, despite their last mile connect, are often faced with challenges in funding and resource mobilization due to a lack of proper management system, communication and mobilization skills, or preparedness of the internal organization. Driven with a vision to mitigating these challenges, the Change the Game Academy has been launched to help the local community welfare projects reap benefits of "Digital India" at the very grassroots.

Elucidating upon the need for the Change the Game Academy, Santanu Mishra, Co-Founder & Executive Trustee, Smile Foundation, said, "Ideally, grassroots NGOs and CBOs should become an interface between the community and the government, helping

implement the schemes and policies to the last mile and reflecting the gaps by becoming the voice of the community. But to make this possible, there is an imminent need to incubate and handhold grassroots NGOs."

Change the Game Academy uses the blended learning approach, combining face-to-face courses, full e-learning

Bringing Digital India to grassroots, Change the Game Academy to provide easy access to capacity building modules

courses, separate e-learning modules and toolkits and collective and individual coaching. The e-learning platform has easy modules, designed by international experts, adopted in the Indian context by the Smile Foundation. Representatives from the CBOs and grassroots NGOs can learn and complete the courses at their own pace and convenience.

The CTG Academy is focused at strengthening the capacities of grassroots organizations in three main domains: Organizational capacity, local fundraising, and mobilization of support. Furthermore, the academy makes its modules available at three different levels, catering to the specific needs of CBOs and NGOs operating at different levels:

- **First Level:** For organizations with limited knowledge and experience
- **Second Level:** Covers the requirements of intermediate level organizations
- **Third Level:** for organizations possessing advanced knowledge and domain expertise

Taking a comprehensive approach, the programme will simultaneously have face to face training sessions where the CBOs and grassroots NGOs will get an opportunity to learn directly from experts. Following the launch of e-learning portal, the Change the Game Academy has also made available modules and toolkits on local fundraising and toolkits on organizations capacity. These modules can be immediately accessed by the grassroots NGOs for mastering the nuances of raising support locally and diversifying resources, so that their community welfare initiatives can become self-sustainable and their impact becomes long-lasting.

Highlighting their vision for the future, Mishra added, "We will take Change the Game Academy to 30 different cities pan-India and shall work closely with CBOs and NGOs involved in crucial developmental projects like education, health and livelihood. The idea is to help them forge positive partnerships with multiple stakeholders like the local authorities, corporate, government and institutions, and channelizing the collective efforts to bring sustainable development at the community level", adds.

Besides India, the programme will also be launched in Brazil, Ethiopia, Kenya, Uganda and South Africa.

News

You Can Use

CSR for Nation Building: The HCL Grant: Pan India Symposiums

HCL Foundation through pan India Symposiums “CSR for Nation Building: The HCL Grant: Pan India Symposiums” is visiting 10 cities. Objective of these nation-wide symposiums is to drive inclusive development models that are innovative, add equitable value and help NGOs gain better understanding on the CSR law and CSR Grants. The second in the series was held in Mumbai with eminent panelists such as Dr. Bhaskar Chatterjee, Former Director General & CEO, Indian Institute of Corporate Affairs; Dr. Meena Galliara, Director, Center for Sustainability Management & Social Entrepreneurship, NMIMS; Dr. Hiren Desai & Mayuri Misra.

These symposiums have been designed to cover everything from section 135 C of the CSR Law, to sectoral gaps, insights and opportunities across Education, Health and Environment to all the details of the HCL Grant application process right from process to proposal to methodology. These would help enable more awareness for maximum reach and deeper penetration into the rural areas, thus strengthening the fifth estate – the NGOs and thus contribute to nation building.

The finale of first and second edition of HCL Grant in the year 2015 and 2016 witnessed the presence of President

Pranab Mukherjee and Finance and Corporate Affairs Minister Arun Jaitley, respectively who felicitated the winners and complimented HCL on the institutionalization of a mechanism for Corporate Social Responsibility through HCL Grant.

HCL Grant has announced the call for entries for its third edition in 2017-18 for the categories Education, Health and Environment. The winning NGO in each of the three thematic categories, will receive



L-R - Mayuri Misra, Dr. Meena Galliara, Director, Center for Sustainability Management & Social Entrepreneurship, NMIMS, Nidhi Pundhir, Director CSR – Head, HCL Foundation, Dr. Hiren Desai & Dr. Bhaskar Chatterjee Former Director General & CEO, Indian Institute of Corporate Affairs at the HCL Grant: Pan India Symposium at BSE (Mumbai)

a grant of up to 5 crores. The HCL Grant application portal is open <http://hclgrant.hcltech.com/#Apply>.

The winning NGOs will be selected by an eminent jury panel. Members of the panel are Ms. Robin Abrams – Former President of Palm Computing, and the longest serving Board member of HCL Technologies, Dr. Isher Judge Ahluwalia - Leading Economist and Chairperson, Board of Governors, the Indian Council for Research on International Economic Relations, Ms. Pallavi Shroff - Eminent Legal Counsel, Shardul Amarchand Mangaldas & Co., Mr. B.S. Baswan - Former Director, Indian Institute of Public Administration, Mr. Richard Lariviere - President, Field Museum, Chicago and Former President of the University of Oregon and Mr. Shiv Nadar – Founder & Chairman, HCL and Shiv Nadar Foundation.

There are an estimated 3.3 million NGOs in India. Many of these are doing commendable work in rural India in various areas aimed at inclusion and development. However, the social development ecosystem in India is highly unstructured and the NGOs lack

institutionalized processes and frameworks. The HCL Foundation is the CSR arm of HCL Technologies who envisions contributing to rural development by strengthening NGOs through deep institutional involvement and commitment. Speaking on the occasion, Nidhi Pundhir, Director CSR – Head, HCL Foundation “These capacity building symposiums have been designed to educate and strengthen the NGOs that strive for transformation by doing commendable work in rural India in Education, Health and Environment sectors. The main objective of HCL Grant is meant to support such NGOs that reach out to marginalized, poverty-struck, isolated and underdeveloped rural communities, and achieve sustainable socio-economic development. NGOs are the leaders of change. We applaud their efforts and commitment towards nation building. In the second season, we came across some remarkable work done by these leaders in the sectors of Education, Environment and Healthcare. Through HCL Grant, we wish to reach out to more and more NGO’s to support them in building a better tomorrow.”

JBGVS Watershed Work Turns 30 Villages Tanker Free In Aurangabad District

Increased surface storage capacity has led to rising groundwater level, improved agriculture



A check dam restored by JBGVS

With the summer at its peak and water bodies fast depleting across the Deccan, persistent efforts by Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) in 2016 in the drought prone areas of Aurangabad, in line with Jalyukt Shivar Abhiyan of Government of Maharashtra, are yielding results. This year, 30 villages including Harshi Khurd, Harshi Budruk, Thergaon, Dadegaon Khurd, Dadegaon Budruk, Nandar, Limbgaon, Kaundar, Karhol, Davarwadi, Darakwadi, Kolghar and Chaurhyahattar Jalgaon; have been freed from tanker dependency as of today. JBGVS has worked in these villages, either directly or by funding another NGO - AFARM.

JBGVS and its team have been toiling in 51 dusty villages of the district throughout last year (42 before monsoon of 2016) and continue till date. It has achieved the humungous task of widening and deepening streams/nullahs over 55 km at sites upstream of existing cement nullah bunds (CNBs). This has been done across Aurangabad, Paithan, Vaijapur, Gangapur and Fulambri talukas, as a part of Bajaj group CSR projects. Desilting of five percolation tanks has been completed. Besides, 27 new CNBs and 15 Gabion structures were constructed. With all this work, 25,000 TCM of surface water storage capacity has been created. Soil and water conservation trainings were also conducted.

Rising groundwater – vanishing tankers

The increased storage capacity on the surface led to better percolation of water during the good monsoon of 2016, with the result that all the nullahs deepened before monsoon were filled with water 2-3 times. Randhir Patil, Project Manager, JBGVS, informs, "Due to the watershed work, aquifers were recharged. For instance, while digging in Harshi even in March 2017, water accumulated up to a two feet level. Similar digging in Karhol led to water seeping up to a 4-5 feet level, while Mharola also has some water left even now in the deepened nullahs." In the one km periphery of the deepened nullahs, wells and bore wells that had earlier dried up have now got rejuvenated and water level has increased by 3-7 metres. Drinking water problem for the dry season has been solved. At present, there is no need for tankers in the above 30 villages. Till 2015, tankers were required from September onwards.

Improved agriculture and other benefits

In many cases, multiple crops are being taken throughout the year with watering possible up to 3-4 times. Naturally, agri-

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SEPTEMBER TO INFUSE NEW IDEAS IN CSR



Asia Sustainability Reporting Summit 2017

Mega conference in Singapore to explore future needs

The first-ever Asia sustainability reporting summit explores practical ways for businesses to gain competitive edge through sustainability reporting excellence. Ability to create, share and communicate value is at the heart of making businesses future-fit - and the conference - Asia Sustainability Reporting Summit 2017 - which would discuss Sustainability Reporting for Competitive Advantage aims to to that.

It is the first regional conference dedicated to sustainability reporting dialogue. The summit creates a powerful platform for the reporting community to discuss new trends, techniques, common challenges, solutions and success stories.

The two-day event being held on 19-20 September, 2017 at Novotel Clarke Quay in Singapore will bring together top business leaders, chief sustainability officers, sustainability reporting experts and practitioners, standards-setters, regulators and

policy-makers and other key stakeholders from within and outside Asia. You will also meet companies which produce Asia's best sustainability reports and are at the forefront of reporting excellence.

The summit will welcome over 300 international sustainability leaders to exchange unrivaled dialogue on best practices and future trends in sustainability reporting. More than 40 expert speakers will be participating in highly engaging panel discussions, roundtables, break-out sessions and masterclasses. Speakers include sustainability leaders from organisations who produce Asia's best sustainability reports.

The summit will cover a range of exciting and practical topics covering all aspects of sustainability reporting. The Summit will focus on 'sustainability reporting mega trends' on the first day and will dedicate the second day to 'sustainability reporting in practice.' Whether you are new to sustainability

reporting or an experienced reporter, the agenda offers two days of immense learning and insights in an engaging format.

A cross-section of sustainability practitioners, business leaders, standards-setters, regulators, rating agencies and civil society leaders will address and facilitate highly engaging and insightful sessions. Already confirmed speakers include leaders from Global Reporting Initiative (GRI), StarHub, Hang Lung Properties, Baoviet, SingTel, SGX, HP, Suntory, MSCI, Agility Logistics, Golden Agri Resources, Arvind, AON, John Swire & Sons, WWF and counting!

The Summit offers an exceptional opportunity to network with the reporting elite of Asia, including influencers, practitioners and thinkers. There are ample networking sessions, including a networking cocktail for you to connect, engage and build relationship with international leaders.



The Value Of Uncertain Climate Projections

What use are climate projections if scientists are unable to ascertain the direction or scale of impact? Joost Buurman from the Institute of Water Policy explains how these projections can still help us prepare for the future.



The global climate is in uncharted territory. In the last 800,000 years, carbon dioxide concentrations have not been as high as they are now. The results are noticeable: nearly all hottest years on record have occurred after 2000 and the mean sea level is rising with about three millimetres per year.

Temperatures in most cities have risen even more rapidly than the global average due to the ongoing urbanisation, especially in Asia. More concrete and asphalt creates a hotter environment and this urban heat island effect could also cause an increase in rainfall over cities, making them more vulnerable places to live in. However, determining the exact effect of climate change on

cities is difficult. Scientists need very long periods of measurements and carry out detailed modelling studies, yet for many cities, these measurements are not available and climate models are generally too coarse.

Global climate models have a resolution of 150 to 300 kilometres, which averages out the urban climate changes, and makes it difficult to determine the impact of climate change and urbanisation versus natural variability.

Downscaling is a technique that can be used to make climate models more relevant for cities, though this requires very expensive supercomputers and highly trained experts – expenses that most cities cannot afford.

Even if cities embark on local climate modelling – such as city-state Singapore has done – model results have limitations. Aside from data availability and scientists' partial understanding of climate and weather physics, model results are based on scenarios that incorporate several future unknowns. Modellers will need to make assumptions on things like how carbon fuels are going to be replaced by sustainable alternatives such as solar and wind power.

Tata Trusts U Dream Football Announces Its Partnership With Borussia Dortmund

Tata Trusts U Dream Football has announced its 'Technical' partnership with Bundesliga club Borussia Dortmund. The partnership with Borussia Dortmund, one of Germany's most successful clubs, serial winners in both Germany and Europe will, enhance the quality of the Tata Trusts U Dream Football training programme.

In a first-of-its-kind initiative, the partnership will give the young footballers enrolled in the programme an opportunity to be trained by the Bundesliga side's Youth Coaches, as also draw from the club's world class training facilities.

Known widely for their youth development system, Borussia Dortmund has on its roster, top German stars like the current club captain Marcel Schmelzer, his deputy Marco Reus; world-cup winner Mario Götze; and Christian Pulisic, one of the club's young stars.

The teams under Tata Trusts U Dream Football program will train with Borussia Dortmund's youth teams. The aim is to plan competitive games against each other, which will play a key role in the development of the children.

While the young aspirants are training to become top class footballers, they will also get their first taste of professional European football by watching Borussia

Dortmund play live from the 'Yellow Wall', the largest free-standing grandstand in Europe with a capacity of 25,000. Known for its exhilarating atmosphere, watching a live Bundesliga game from the 'Yellow Wall' will certainly be an inspiring experience for the young footballers.

In 2016, Tata Trusts and U Dream Football partnered to use football as a tool for social development in India. The efforts took root in the North East, the region

training programme is based in Bitburg, Germany, where the selected talents spend 10 months of the year training under a team of ranked coaches. Each week, the U15 and U17 sides play competitive games against top-ranked youth sides in the region as well as those in Belgium and Luxembourg. This year, both teams combined have played 20 games, winning 15 and losing only 3 games.

"Tata Trusts has a legacy of supporting various sports events and activities since its

In addition to football training, the programme also offers academics and languages, laying focus on the holistic development of each child. Enrolled in Germany's premier international school, they will pursue their academics under an international school board.

that contributes nearly 50% footballers to both the men and women's national teams. 35 of North East India's best young players were selected and began their training programme in January 2017. Now known as the Tata Trusts U Dream Football, the

existence in 1892." said R Venkatramanan, Managing Trustee Tata Trusts, "Sports has the potential of developing traits such as leadership, learning, sharing, and caring and of course the will to win. Sport is indeed a wonderful unified force to drive

Is Greenwashing Silencing The Sustainability Revolution?

If a company fears the accusation of greenwash, or thinks customers won't care about its attitude to climate change or the natural environment, then why would it shout about it?

BY GARETH REDMOND-KING



You don't need to be an economist to be familiar with the principles of the law of supply and demand. The market expands to supply more of what consumers demand; and demand can be influenced to drive it up (advertising, cutting prices) or push it down (taxes, health scares).

Which means organizations can influence our spending behavior, be it through businesses selling things, public bodies driving healthier behavior or charities raising money. But the flipside is that we, the consumer, can influence organizations – particularly businesses – with our spending decisions. What we choose to buy affects

decisions which businesses make about what they sell, how and where they sell it and at what price. If you doubt that, look to the salutary tale of jewelry shop Ratners in 1992. Its hapless owner described what it was selling as “total crap”; customers, unsurprisingly, responded by choosing not to shop there. As a result, the chain plummeted into debt and closed hundreds of shops, shedding thousands of jobs.

There was no social media back in 1992. Now, people can jump in on Twitter or Facebook to criticize a company – potentially reaching millions of people to influence their spending decisions and change the company's ways. I wonder if Ratners might have gone down even more quickly now, with jokes and memes piling on top of the original news story? Or would Ratner have had a more rapid route to apologize, make a joke of it and dodge the bullets?

Either way, it feels right that we can more readily criticize a business when it misbehaves – and healthy that social media extends the reach, perhaps adding some

Vegetarian Fishmeal – A Winning Formula?

China farms more fish than all other countries combined. Now it's developing a recipe that could help save dwindling fish stocks, writes Zhang Chun, Chinadialogue

Aquaculture is seeing record high levels of growth. Between 2009 and 2014 the farming of fish, crustaceans and other aquatic organisms saw output grow from 55.7 million tonnes to 73.8 million tonnes, according to the United Nations Food and Agriculture Organization (FAO).

In the same period, fish farming increased from 38 per cent to 44 per cent of the total output of fisheries worldwide, with average growth of 5.4 per cent each year. In contrast, the capture of wild fish grew just 0.6 per cent annually, with their contribution to total output declining. Today almost one third of wild fish stocks are overfished, estimate the FAO.

With wild fisheries stagnating, the growth potential of aquaculture is even greater. Yet the consumption of resources involved in aquaculture is placing an increasing burden on the planet.

Broken food chains

To ensure the nutritive and calorific value of aquaculture products, fishmeal is added

to the feed of almost all farmed fish and shrimp. Fishmeal is manufactured from small, wild-caught marine fish and contains a high percentage of bones and oil. But the industrial production of protein-rich fish-



meal is placing an unsustainable burden on vulnerable marine ecosystems.

On average only 10 to 15 per cent of raw materials used in fishmeal are made from the by-products of the aquaculture sector itself, with the rest caught from ocean fisheries, Professor Kevin Fitzsimmons of the University of Arizona told chinadialogue. The fish used to produce fishmeal are often

found at the lower end of the food chain and therefore tend to also be sources of food for carnivorous species, such as salmon, dolphins, sharks and tuna, as well as for penguins and marine birds. Harvesting these sources on a large scale threatens the entire food chain.

Catches in the Mediterranean and Black Sea have fallen by almost a third since 2007, according to the FAO. This has been attributed to the falling number of smaller fish at the lower end of the food chain, such as sardines and anchovies.

Fish-free food

The search for an alternative to fishmeal has become an urgent priority worldwide. The aquaculture sector has been on the hunt for a new fish formula for some time.

Aside from the environmental impacts there is an economic motivation as fishmeal is expensive to produce. One tonne costs 9,500 to 11,000 yuan (US\$1,400-1,600), according to a Chinese website for feed traders, which means buyers are seeking cheap-

Bonn Climate Talks: Key Outcomes From The May 2017 UN Climate Conference

The Paris Agreement set out the overarching goals and framework for international climate action, but left many details to be filled in later. These details, discussed at Bonn, will collectively be known as the Paris “rulebook”.

Diplomats from around the world gathered in Germany last month for the latest round of UN climate talks.

The “intersessional” talks, which take place in Bonn each year midway between the annual conference of parties (COP), aim to move negotiations forward ahead of the larger meeting which take place towards the end of the year.

A range of topics were on the table this year, including the detailed “rulebook” on how to implement the Paris Agreement, which must be finalised at COP24 in 2018.

Negotiators worked to iron out details of a stock-taking exercise in 2018, which will measure progress toward the Paris goals, and to move forwards with the sticky issue of adaptation finance.

All of this as countries continue to grapple with the uncertainty over whether US president Donald Trump will or won't pull out of the Paris Agreement.

Carbon Brief takes a look at the major themes and points of controversy to come out of the talks. We have also col-

lated a schedule of upcoming deadlines, reports and meetings under the Paris negotiating track, in the lead up to COP23 in November.

Trump threat

The news during last November's COP22 annual climate conference in Marrakesh

Four months into his presidency, Trump has yet to announce a final decision on whether he will follow through on this pledge. Despite weeks of media titbits of the to-ing and fro-ing in his cabinet's closed-door discussions, it remains hard to say what the final outcome will be.

The signals remain mixed. The US signed

up to the Fairbanks Declaration, a joint statement of the eight-member Arctic Council that acknowledged the Paris Agreement (having lobbied behind the scenes to water down its language on climate change). But it sent a much-diminished delegation of seven to Bonn, versus 44 last year.

Nevertheless, multiple reports noted that in Bonn the

discussions on the finer details of the Paris Agreement went ahead relatively smoothly in the face of this uncertainty, with envoys unusually cooperative as they strive to move ahead with implementing the deal.



that Donald Trump had won the US election cast an initially heavy shadow over negotiations, not least because one of Trump's campaign pledges was to pull out of the Paris Agreement.

Accelerating Sustainably In Tel Aviv's Fast Lane

BY JOHN ELKINGTON



Another day, another airport, another city ... but this time things feel weirdly different, charged, accelerated. We are landing at Ben Gurion Airport, outside Tel Aviv, 58 years after my first and only previous visit to Israel, back in 1959. I was nine years old – agog to see the source of biblical stories such as Jonah and the Whale.

Now, we are visiting the imminent future, not the semi-mythical past, in the form of cleantech pioneers.

We enter a timeless world – but one that continues to accelerate away from its neighbors. True, as we speed from Tel Aviv to a kibbutz in the Negev, then on to Jerusalem, I am surprised by how much I recognize. But, despite spotting a lifeless Better Place electric car recharging station near the Dead Sea, a sad reminder of Shai Agassi's unwitting role as technology's version of John the Baptist to Elon Musk's electric mobility Jesus, we are continuously reminded of the existential threat hanging

over Israel that has helped make it an innovation powerhouse.

The wizardry spans defense electronics and augmented reality, biotech and solar photovoltaics, voice cloning and novel forms of farming such as aeroponics – with plants growing in air or mist, rather than soil and water. But we are hosted by a still-in-stealth startup called UBQ Materials, working to transform garbage into valuable materials.

As our car speeds into Tel Aviv, I am involved in an email exchange with a colleague back in London about what Tom Friedman dubs the Age of Accelerations. What we see in Israel – and what I experience in India a few days later – fuels my confidence that there is an historic opportunity to shift a growing proportion of the sustainable business convoy into the fast lane.

Urban whale

Tel Aviv is in the fast lane. This is a remarkable city, particularly viewed from age-old Jaffa nearby. Here human settlement tracks back over 9,000 years – and Jonah apparently came through here on his way to the sea. From Jaffa you could almost picture Tel Aviv as an urban whale swallowing Jaffa's Jonah. The modern city's momentum is

We Need To Care About #Whomademyclothes, Campaign Urges

This year is the fourth anniversary of the tragic Rana Plaza garment factory collapse in Bangladesh, which drew global attention to exploitation in the fashion industry. A consumer campaign aims to make sure we remember #whomademyclothes.

This week, a global consumer campaign aims to raise awareness of the forgotten people of the fashion industry.

"Who made my clothes?" is the rallying cry behind the Fashion Revolution Week campaign that launched on April 24 to mark the fourth anniversary of the Rana Plaza collapse in Bangladesh in 2013, which killed and injured thousands of garment workers.

The tragedy highlighted the exploitation of garment workers who toil to make the world's top apparel brands. It was the catalyst for the founding of Fashion Revolution by an activist group of the same name and, more broadly, a wake-up call for the fashion industry.

Visitors can expect panel discussions, film screenings, clothing swaps and up-cycling workshops with the goal of highlighting supply chain abuses and inspiring consumer action in the week ahead in more than 90 countries.

The movement began as a one-day event in 2015 with participants taking to social media and email to ask brands, "Who made my clothes?". The hashtag #whomademyclothes was created to drive wider un-

derstanding of human rights issues in fashion and urge more brands to take action.

Speaking to Eco-Business a day before the launch of this year's event in Singapore, Laura Francois, country coordinator for Fashion Revolution Singapore said the platform - which is being held in the city-state for the second time - is a "wake-up call" for Singaporean shoppers.

Although Southeast Asia is home to a large part of the fashion production cycle, awareness of issues such as worker exploitation remains low in Singapore, Francois pointed out.

Garment workers in Cambodia, for instance, only receive about half of the daily required calorie intake and one-third are underweight, while labourers in Bangla-

desh earn as little as US\$68 a month. Noting that Singapore is not a major apparel producer, Francois commented: "It's easier to connect with an issue when you get to see both sides, but Singapore is in a little bit of a bubble."

"There's a disconnect between the reality (of what's happening in the region) and the crazy shopping habits of Singaporeans," she said.

According to a recent Channel NewsAsia survey, Singaporeans buy an average of 34 pieces of clothing a year and throw out 27, while local charity The Salvation Army receives about six tonnes of discarded clothing daily.

However, with active shopping habits comes consumer power, and Francois said

Last year's campaign featured 1,400 global events and online initiatives, and over 2,600 #imadeyourclothes posts on Twitter and Instagram from clothing producers, garment workers and makers.

The Science Of Preparing Cities For Natural Disasters

BY CHRISTOPHER SWOPE



As Robert Muir-Wood sees it, there's a basic flaw in how cities perceive disaster risk. City leaders tend to look back at recent history to understand how well prepared they are for big storms, earthquakes, tsunamis or volcanic eruptions. Instead, they need to get better at predicting, planning and managing around what's likely to happen in the future.

Applying this sort of catastrophe modeling is Muir-Wood's specialty. He's the chief research officer for Risk Manage-

ment Solutions, a company that develops catastrophe-risk software models for the insurance industry, and advises other businesses and governments on managing disaster risks. He's also recently published a book that explores the science of disasters and how humans do and don't prepare for them: "The Cure for Catastrophe: How We Can Stop Manufacturing Natural Disasters."

I caught up with Muir-Wood earlier this month in Bonn, Germany, during the first summit of cities and the insurance in-

dustry. This interview has been edited for length and clarity.

Christopher Swope: In the book, you touch a bit on the children's story about the Three Little Pigs – what point are you trying to make?

Robert Muir-Wood: The story is about the three little pigs and the big bad wolf, and it was actually written in 1840 by a student who had just been through a big windstorm. The wolf is really a big windstorm which tears at a house. At the beginning of the Victorian period, it was considered respectable to live in a brick house.

But if you imagine transferring this story to California, the big bad wolf is earthquakes. Which would knock down the brick house – and leave the house made of sticks untouched. So there is no universal way of responding to the hazards. You've got to respond to the hazards where you live.

Swope: How have building materials influenced those hazards?
Muir-Wood: One solution in the 20th century appeared to be reinforced concrete. When well used, it's a pretty good solution up against the various perils of earthquake

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Company: Ajax Fiori Engineering (India) Pvt Ltd

Job ID: 59322894

Designation: Executive - Corporate Social Responsibility

- **Experience:** 2 to 5 yrs
- **Salary:** As per Industry Standards
- **Industry:** Construction / Cement / Metal / Steel / Iron
- **Location:** Bengaluru / Bangalore
- **Key Skills:** CSR plans and strategies Liasioning Presentations & MIS reports to Management
- **Job Function:** Engg. project Mgmt. / site Engg. / Civil Engg.
- **Specialization:** Production , Project Management
- **Qualification:** Any Post Graduate Any Graduate

Job Description:

- Selected candidate will be responsible for all the CSR initiatives of the company.
- Planning, developing and executing CSR strategies
- Effective communication on CSR projects with internal & external stakeholders

- Presentations & MIS reports to Management.
- Liasioning and networking with NGOs / Consultants on need basis
- Monitoring, auditing and evaluation of initiatives undertaken by the partner institutions
- Knowledge in implementation of Education / Community / rural development projects
- Willingness to work in field / community
- Knowledge in CSR regulations & requirement
- Exposure to develop and implement CSR plans and strategies.
- Should have sound knowledge of statutory compliances and legal requirements related to CSR initiatives.
- Good communication skills-Verbal and written.
- Good presentation skills.
- Good inter-personal skills and networking capabilities.

Company: Vedanta Aluminium Ltd

Job ID: 59418209

Designation: Head Corporate Social

Responsibility (Associate General Manager)

- **Experience:** 12 to 15 yrs
- **Salary:** As per Industry Standards
- **Industry:** Marine / Aviation / Military / Mining / Shipping
- **Location:** Mumbai
- **Key Skills:** design and delivery of community initiatives managing relationships with the community delivery of community programs
- **Job Function:** Advertising / PR / Events
- **Specialization:** Client Servicing , Community Relations, Media Buying, Media Relations
- **Qualification:** MBA / PGDM 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