

CSR

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**IS THE TERM
'HUMAN RIGHTS'
OUTDATED?**

SUSTAINABILITY RESEARCH THAT AIMS TO CHANGE THE WORLD

PURSuing KNOWLEDGE CAN BUILD EXPERTISE IN A FIELD, OR IT CAN CHANGE THE WORLD. PROFESSOR MANFRED LENZEN EXPLAINS HOW THE UNIVERSITY OF SYDNEY'S PURPOSE-FIRST APPROACH TO SUSTAINABILITY RESEARCH HELPS STUDENTS TACKLE TOUGH GLOBAL CHALLENGES

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FOR MORE LIVABLE CITIES, TAKE A LEAF OUT OF NATURE'S BOOK

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SMOKERS DISPLAY NOT ONLY POORER PHYSICAL HEALTH, BUT ALSO MENTAL HEALTH!

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6 THINGS TO REMEMBER WHILE WORKING TOWARDS THE GLOBAL GOALS



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Sustainable Tourism and CSR



Rajesh Tiwari
Publisher
rt@iccsr.org

The Ministry of Tourism has adopted code of conduct for safe tourism, containing safe guidelines for both tourists and local residents that assure basic human rights, freedom from exploitation of women and children.

Tourism is a sector that would always grow in India leaps and bounds. Bless with a unique geography, climate, natural heritage, wildlife, history and heritage, India is best poised to face the challenges of the sector. However, what is needed is sustainable tourism – and it's here that Corporate Social Responsibility (CSR) would need to play a major role.

Tourism is the third largest export industry in the world, with 1.235 million travelers crossing international borders. The United Nations General Assembly has declared 2017 as the International Year of Sustainable Tourism. It has called for an approach to tourism based on inclusive economic growth, bringing decent jobs to local communities, preservation of environment, addressing climate change and respecting the unique cultural identity of the people.

Thus, tourism development provides unique opportunity to promote better future for people, planet and prosperity. The motto of the 2017 World Tourism Day is the respect nature, culture and respects the host.

The Government is in the process of formulating a new National Tourism Policy (NTP). The salient features of NTP are developing tourism in sustainable and responsible manner, employment generation and community participation.

It aims at promotion of diverse tourism opportunities including showcas-

ing of rich culture and heritage of the country and the niche products as medical and wellness tourism. It also emphasizes on skill development and enabling environment for investment in tourism related infrastructure. It also aims at promoting domestic and foreign tourist destinations to experience the diversity of the country.

The Ministry of Tourism has adopted code of conduct for safe tourism, containing safe guidelines for both tourists and local residents that assure basic human rights, freedom from exploitation of women and children.

There are some bottlenecks in implementing the sustainable tourism goals due to the lack of basic infrastructure like roads and providing clean, comfortable accommodation to tourists. In order to address these issues the government is upgrading passenger terminals, improving connectivity to tourist destinations, providing safe drinking water and establishing communication networks in tourist areas to facilitate tourists.

Indian government is not only aware of how to use the tourism sector as a tool to achieve sustainable development goals, but it is committed to bring and share the benefit of travel and tourism equitably with the local communities. The forests, tribal lifestyles, beautiful coastline and beaches, wild life sanctuaries and national parks provides rare opportunity to the visitors, compelling them to revisit the country to experience this diversity.

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New Report Outlines Vision For Palm Oil Sustainability For India

Palm Lines – Envisioning a sustainable future for the Indian palm oil industry’, a report released by WWF-India highlights the critical role that Indian companies could play in promoting sustainable production of palm oil and offers practical solutions relevant for the Indian market. India is the largest consumer of palm oil in the world, with more than 96% of it being imported, primarily from Indonesia and Malaysia.

Palm oil is the most widely consumed vegetable oil in the world and one of the most productive oilseeds. However, large scale conversion of tropical forests to palm oil plantations has led to several negative environmental and social impacts in these producer countries. According to the report, such intensive production systems not only result in ecosystem destruction and associated biodiversity losses, but also adversely impact climate change. Unsustainable palm oil production has also been associated with irresponsible use of fertilizers, labour rights violations, health & safety issues and displacement of indigenous people.

‘Sustainable palm oil’ is palm oil that is produced in a responsible manner, with low impacts on forests, biodiversity and society in producer regions. To achieve this, a series of approaches ranging from voluntary

standards, regulation, and corporate commitments to traceable and sustainable sourcing have emerged. The Roundtable on Sustainable Palm Oil (RSPO) is a multi-stakeholder platform that brings together representatives from across the value chain to promote the adoption of certified sustainable palm oil, which is produced based on a set of responsible environmental and social criteria. WWF supports the RSPO certification standard as the best opportunity for global transformation, while recognizing that the scheme must improve in certain areas.

According to Ravi Singh, Secretary General and CEO, WWF-India, “This report sets out a goal for India, as the world’s largest palm oil market, to shift towards sustainable consumption of palm oil. The proposed solutions are recommended with sensitivity to the challenges and uniqueness of the Indian market.”

The report recommends a set of approaches to increase the adoption of sustainable palm oil in the Indian market through constructive industry engagement. These recommendations include low-cost solutions, such as use of the Sustainable Palm Oil Transparency Toolkit (SPOTT), developed by ZSL, for supplier screening as an interim option; implementation of sustainable sourcing commitments

by global fast-moving consumer goods (FMCG) brands; and fostering industry collaboration through an industry forum across the value chain. Tariff-based policy interventions, promotion of responsible domestic production through sustainability frameworks like RSPO and advocating deforestation-free portfolios through green finance in the sector are the other solutions that are also outlined in this report.

According to the report, 90-95% of the total palm oil is consumed as edible oil, while the remaining 5-10% is used in personal care and cosmetics. While a handful of Indian companies are driving a progressive agenda to promote sustainable practices, there is a lot that remains to be done. Despite the marked increase in the awareness levels on the sustainability issues, linked to palm oil and the solutions, the uptake of sustainable palm oil in the Indian industry is limited.

“The report emphasizes the need for the Indian palm oil sector to collectively work towards addressing the barriers and challenges to sustainable palm oil adoption,” said Dorab E. Mistry, Director of Godrej International Limited. “The solutions outlined have been made keeping in mind the industry requirements and nuances of the local markets, to ensure long-term sustainable growth of the sector.”

Students In Rural Aurangabad Get Good Classrooms, Separate Toilets For Boys & Girls

Schools benefit from JBGVS and Bajaj Auto CSR work – enrolment/attendance improves



Newly painted school at Ranjangaon

It is often observed that basic facilities including quality education remain restricted to cities. Even villages on the urban periphery suffer from inadequate and bad quality infrastructure. Ranjangaon, Pandharpur, Shivrai, Vadgaon Kolhati, Jogeshwari and Bajajnagar locality

in the industrial town of Waluj near Aurangabad have faced dismal educational facilities, particularly in Zilla Parishad schools. The school infrastructure development initiative of Pune-based Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) in these villages, under Bajaj Auto CSR is bringing

a welcome change in the learning environment of these schools. Similar work has also been undertaken by JBGVS in several other villages in Gangapur and Paithan talukas of Aurangabad.

School infrastructure near Waluj

A survey conducted by JBGVS revealed that 7 Zilla Parishad schools (including 1 government aided private school) in villages near Waluj had several classrooms where roofs, flooring and walls were in bad condition. In some cases the number of classrooms was insufficient. Hence, JBGVS carried out elaborate meetings with school education committees, before commencement of actual repair work and monitoring thereafter. The work started in 2016-17 and will be completed this year.

A summary of the work is as follows: Ranjangaon: Window shutters, door repairs, painting, waterproofing and new kitchen; Pandharpur: 10 new classrooms, new sanitation complex and 300 benches; Bajajnagar: 2 new classrooms, sanitation complex, waterproofing, door/floor repairs

SUSTAINABILITY RESEARCH THAT AIMS TO CHANGE THE WORLD

PURSuing KNOWLEDGE CAN BUILD EXPERTISE IN A FIELD, OR IT CAN CHANGE THE WORLD. PROFESSOR MANFRED LENZEN EXPLAINS HOW THE UNIVERSITY OF SYDNEY'S PURPOSE-FIRST APPROACH TO SUSTAINABILITY RESEARCH HELPS STUDENTS TACKLE TOUGH GLOBAL CHALLENGES, WRITES VAIDEHI SHAH

Sydney University professor Manfred Lenzen earned his PhD in nuclear physics from the University of Bonn in 1995, but these days, his research interests are a long way off from the world of atoms, protons and neutrons.

As professor of sustainability research at the University of Sydney's Integrated Sustainability Analysis (ISA) research cluster, Lenzen's work today involves crunching numbers with the help of high-performance computers in order to examine the link between environmental, social and economic issues.

His research touches on issues such as the links between inequality, responsibility for carbon emissions and vulnerability to climate impacts. One of his more provocative findings is that rising incomes have a far greater impact on emissions than population growth.

So how did someone trained in the study of minuscule particles of matter end up with a career that delves deep into shared global challenges such as climate change and economic inequality?

In a recent interview, Lenzen tells Eco-Business that this shift is thanks to inspirational advice from a former lecturer who told him: "You don't come here just to learn equations or how to operate a computer; you must be politically active."

Lenzen says this advice had a heavy hand in guiding his own shift towards exploring renewable energy, climate change, and socioeconomic inequality issues. He also sees a strong sense of purpose reflected in much of the sustainability research conducted by his colleagues at the university.

This mindset empowers students enrolled in the university's postgraduate Sydney Sustainability Programme – for which Lenzen is the course co-ordinator – with the motivation to confront the tough, complex challenges that the future holds, he adds.

Taught as an 18-month full-time Master's degree or shorter Graduate Diploma and Graduate Certificate programmes, the Sydney Sustainability Programme's core curriculum spans seven disciplines, includ-

ing Life and Environmental Sciences, Medicine, Law, and Business. The course culminates in a research initiative known as the capstone project.

"The people who teach in the Sydney Sustainability Programme don't just do so for the sake of knowledge," he says. "They teach to make a difference in the world, through their own research as well as by equipping our students with the skills to change the world when they leave university."

"There is a very strong sense of purpose in the programme," adds Lenzen.

Research with a cause

Many of the staff who lecture in the programme also conduct sustainability research in other departments and institutes in the university, meaning that students have a direct connection to this expertise and emerging knowledge, Lenzen explains.

An academic's standard workload is equal parts research and teaching, so when lecturers teach students, "they don't just do it from

The SDGs Turn 2: The Journey So Far

Happy birthday SDGs! It's been two years since the world pledged to work together to eliminate poverty and protect the environment. How far have we come?



Participants at an event promoting SDG 14, life below water. What have we achieved two years after the birth of the SDGs?

Happy birthday to the United Nations' Sustainable Development Goals (SDGs), which turn two this year.

Developed from what has been called the biggest consultation process in the history of the UN, the successor to the Millennium Development Goals is a set of 17 goals and 169 targets that are a blueprint for government, business and society to col-

laborate on reducing inequality, eradicating poverty and protecting the environment.

While two years is barely any time in the world of policymaking and sustainable development, the 2030 deadline leaves a short runway for the SDGs to take off. The world needs to act with urgency to meet these ambitious targets.

Shortly after the goals were unveiled to the world, UN under secretary general and

UN Economic and Social Commission for Asia and the Pacific executive secretary Shamshad Akhtar wrote that the Asia Pacific region is sorely in need of a sustainable transformation to tackle rising inequality and other ill-effects of development.

To do so, the region needs: sufficient financial resources; good governance and inclusive policy execution and implementation; new innovations, technology and know-how; partnerships for cooperation; and climate action.

In the 24 months since the birth of the SDGs, how has Asia – and the world – progressed towards realising these goals? Eco-Business rounds up nine stories on the SDGs published over the last two years to revisit what global leaders have to say about the goals, which countries are spearheading action on the SDGs, and the opportunities that exist in working towards a better world.

1 Confidence in UN's global goals faltering amid slow progress - survey

Not everyone is convinced about the impact of the SDGs this far are having. A recent survey asked 113 policymakers, campaigners and executives interested in the topic about their views on the progress of

6 Things To Remember While Working Towards The Global Goals

*The SDGs are all the rage in the sustainability space, but how exactly do we go about achieving them? Florian Nebel from sustainability consultancy thinkstep shares six bits of advice gleaned from recent workshops held in New Zealand, writes **Florian Nebel***

IMAGE: INGAKER/PHOTOTHEK.NET, CC BY-ND 2.0



An exhibition about the SDGs in Berlin, Germany.

Everyone talks about the Sustainable Development Goals (SDGs) but does anyone know what they really mean or how they work?

Here are six things to bear in mind when working towards the SDGs, based on reflections from a workshop featuring Alison Howard, Meridian Energy, Lisa Martin from seafood company Sanford Limited, Kate Alcock of the Sustainable Business Council, and Barbara Nebel from thinkstep.

1. Don't be daunted

If you've looked at the list of goals and found the prospect of trying to apply them in a business context daunting, you're not alone. The good news is, it doesn't have to be.

The Sustainable Development Goals aren't about reinventing the wheel and you're probably already contributing in more ways than you realise. In fact, just by being a business you're already contributing significantly to goal 8 (decent work and

economic growth), likely goals 1, 2 & 3 (no poverty, zero hunger, and good health & wellbeing) and potentially also goals 5 and 12 (gender equality, and responsible consumption and production). "The key is to work out which goals you can impact most and how," says thinkstep's Barbara Nebel. There are a number of tools available including the SDG Compass to help you work out which goals are most applicable

2. Use your value chain

The SDGs aren't a one-size fits all approach, nor do they try to be. While SDG 14, life below water may have less direct relevance to a Swiss cheese maker than it does to New Zealand's biggest seafood company Sanford Limited, your sphere of influence may be greater than you think.

Use your business value chain as a sounding board for finding context for the SDGs. For example, consider you're a manufacturing business in NZ. SDG 1, no extreme poverty, might seem somewhat redundant given the UN definition of poverty is living on less than \$1.25 a day.

However, if we take a step back and consider beyond our immediate operations, perhaps we import materials from countries where workers do live below the poverty

For More Livable Cities, Take A Leaf Out Of Nature's Book

To bring nature back into our cities, we should look at the lessons she has to offer us, said speakers at the International Green Building Conference 2017.



The Eden Project features hexagonal tiles made of polymer that allow plenty of natural light into the conservatories. The hexagonal pattern is one example of biomimicry

The Eden Project conservatory in Cornwall, England is known for its diverse collection of plant species from various climates as well as its distinctive architecture. Less known is the fact that inspiration for the white, hexagon-tiled domes was drawn from pollen grains.

Architects needed a design to suit the location, which was still being mined during development, and so took a leaf from nature's playbook and used hexagons, said Dr Anuj Jain, the co-founder of the Biomimicry Network Singapore, during a presentation at a conference on green buildings in Singapore yesterday.

"There are hexagons everywhere in nature, from honeycombs to pollen grains, and they form a beautiful and efficient structure," he told the audience. The hexagons allow the maximum amount of daylight to enter the domes to reach the plants growing inside the structure. Jain's organisation teaches the principles of biomimicry, the imitation of nature's systems and processes to solve complex human problems.

The trained engineer and ecologist was speaking about the concept's application for the building and construction industry in the session titled "Beautiful ideas to change the world" at this year's International Green Building Conference 2017.

Speaking to Eco-Business after his talk, Jain said that every building is essentially an ecosystem with various systems working together and nature offered lessons for each one, whether that is water, energy or waste.

One sustainable idea for the industry is to construct for disassembly, so that parts of buildings can be replaced individually when they wear out, he suggested.

Asked how Singapore's built environment can benefit from biomimicry, he suggested that developers build according to

Is The Term 'Human Rights' Outdated?

As more businesses start to think about their social impact, is it time to stop talking about human rights and start thinking about more specific issues like gender equality and child labour?



The globalisation of production has translated into the globalisation of human rights abuses. The garments and textiles industry is particularly guilty of labour exploitation.

The term “human rights” may have reached the end of its lifespan, it was suggested at this year’s Global Compact Network Singapore Summit on Tuesday.

Instead, progressive companies are committing to specific issues such as gender equality, children’s rights and water conservation. During a panel discussion on the intersection between human rights and business, sustainability consultant Ken Hickson proposed that it was a “mistake in this day and age” to use the term human rights.

He said: “Business is taking the lead in talking about specific issues like child labour

and gender equality. Wouldn’t we be better off, certainly in Asia and Southeast Asia, to forget the terminology of human rights and focus on specific areas like gender, race, inclusiveness and equality?”

The unequivocal answer from representatives of multinational companies on the panel was yes.

Ikea Southeast Asia’s head of sustainability, Lee Hui Mien, said that the Swedish furniture giant tends to talk about social issues in terms of “fairness”, while Ericsson Telecommunications’ vice president, head of marketing and communications, South East Asia & Oceania, Sonia Aplin, told the 400-strong

audience that the firm approaches human rights around specific issues.

“Normally we talk about diversity, gender equality, inclusion, child labour and so on – that’s how we frame it in the business context,” she elaborated.

The two-day summit, organised by the Global Compact Network Singapore (GCNS), gathered leaders from the public and private sectors to discuss the theme of “Better businesses together for the future economy”.

The ninth edition of the summit saw the signing of a memorandum of understanding between GCNS and the National Voluntary & Philanthropy Centre to establish a national framework to guide companies on sustainability and donations, as well as the prize-giving ceremony for the CDL-GCNS Young CSR Leaders Award, now in its seventh year.

In contrast to the private sector, which decreasingly uses the term “human rights”, Southeast Asian governments have only started talking about human rights over the last decade after years of adhering to a policy of non-intervention and non-interference, according to Singapore’s representative to the ASEAN Intergovernmental Commission on Human Rights, Barry Desker.

He said governments have been “sensitised” to the private sector’s duty to be socially responsible in the face of the rapid changes to societal values and new challenges to human rights. These pose new questions to the region’s authorities: “How

China's 'Sponge Cities' Aim To Re-use 70% Of Rainwater – Here's How

*The struggle to deal with urban flooding has dominated international headlines recently. Here's how China's national "sponge cities" policy takes on rainfall and flooding, and what else it can do to achieve its ambitious goals, say **Asit K Biswas** and **Kris Hartley***



The flooded Guangshen Highway in China. The national sponge city initiative has an ambitious goal: by 2020, 80 per cent of urban areas should absorb and re-use at least 70 per cent of rainwater.

Asian cities are struggling to accommodate rapid urban migration, and development is encroaching on flood-prone areas. Recent flooding in Mumbai was blamed in part on unregulated development of wet-

lands, while hastily built urban areas are being affected by flooding across India, Nepal, and Bangladesh. This is not a trend only in developing countries; floods in Houston, USA, highlighted the risks of development in environmentally sensitive and low-lying

areas. In 2012, a severe flood in Beijing wreaked havoc on the city's transportation systems, and in 2016 floods overwhelmed drainage systems in Wuhan, Nanjing, and Tianjin. The challenges are clear.

Groundwater over-extraction, waterway degradation, and urban flooding are forcing China's cities to address a vicious cycle. Sprawling urban development and use of impervious material prevent soil from absorbing rainwater, prompting further investment in infrastructures that typically impede natural processes and worsen flood impacts. China's "sponge city initiative" aims to arrest this cycle through the use of permeable surfaces and green infrastructures. However, the initiative faces two challenges: lack of expertise of local governments to effectively coordinate and integrate such a complex set of activities, and financial constraints.

The concept

Engineering solutions are popular interventions, but cities cannot simply pipe away flood risks. To address the issue, Chi-

Smokers Display Not Only Poorer Physical Health, But Also Mental Health!

Smokers show hypersensitive behaviour that is 200% higher than non-smokers.

Quitting smoking is a huge challenge for most smokers in India. People make several attempts to quit smoking but have failed to give up smoking. 9 in 10 smokers have made efforts to stop smoking, but have struggled to quit even after knowing the serious health risks associated with it.

According to the Choose Life study, smokers show hypersensitive behaviour that is 200% higher than non-smokers. Moreover, smokers get affected with mental stress that is 178% higher as compared to non-smokers, with further increase in issues such as broken and insufficient sleep, lack of motivation, overeating or undereating and anger outbursts over family or at work.

Despite knowing the serious health effects of smoking, 74% of the surveyed smokers feel that it is hard to quit smoking. Shockingly, 3 in 4 respondents smoked even if they were unwell and 8 in 10 smokers felt the urge to smoke as soon as they woke up.

The alarming concern is that more than 65% men who smoke cigarettes had high blood pressure and 4 out of 5 smokers had higher levels of carbon monoxide (CO) as

- Smokers from Mumbai (78 %) have made maximum attempts to quit smoking but were not able to quit. Most of the smokers from sample size wanted to give up smoking for their kids and wife or both.
- 90 % smokers from Delhi have CO levels in the 11+ ppm zone, leading to increased health risks. 47 % smokers from Mumbai were found to be pre-hypertensive (BP -120-139 systolic or diastolic 80-89). 19% smokers from Bangalore tested as stage 2 hypertensive (BP – 160 or higher systolic or 100 or higher diastolic)
- Data indicates that 47% smokers from Delhi don't exercise at all.
- 34% smokers from Lucknow smoked to look cool, the highest across the 5 cities.
- Unlike 100% non-smokers, 45% of smokers fail to hold their breath for even 10 seconds.

compared to non-smokers. High blood pressure and elevated CO levels can have a serious impact on physical and mental health.

Another significant finding of the study shows that 91% smokers have been advised by their doctors to give up smoking, unfortunately, more than 75% smokers who had attempted to quit, took to smoking again within 3 months.

The survey indicates that quitting smoking is a monumental task and most people struggle to succeed in their efforts. It is important to note that the patterns don't change significantly across cities. Mumbai, Delhi, Bangalore, Lucknow or Kolkata, the challenges associated with quitting smoking are still the same.

Tobacco use kills more than 900,000 people a year in India, and the World Health Organisation estimates that tobacco-related diseases cost the country about \$16 billion annually*. It will be crucial to support more smokers in quitting to smoke.

"Awareness on the ill-effects of smoking is very high among smokers. While most efforts today focus on driving this awareness, it will be imperative to make a shift towards 'helping people in their quit journey'. As we

Five Technology Trends Defining The Future Of Corporate Sustainability

The rise of technological innovations that enable real-time data collection and reporting, new methods of communication and number-crunching is set to transform the world of corporate social responsibility, says CSR Asia's Inna Amesheva.



Corporate sustainability practices and reporting will be radically transformed in this era of rapid digital and technological change. Technological advances and increasing demand for real-time updates are going to bring a number of transformations

in the way sustainability is monitored, implemented and reported.

Companies currently spend a lot of time, effort and resources to prepare Corporate Social Responsibility (CSR) reports, but how many are actually read? Without integration of CSR into business processes,

and without CSR reports bringing tangible value, this annual exercise becomes a drain on company resources. Emerging technologies can help make reporting easier. They can also address the main data challenges of reporting, including:

- Information is dispersed throughout different business segments
- Insufficient quantitative information or metrics
- Information is unavailable due to inadequate record-keeping
- Low integration between processes and databases

Many companies still carry out cumbersome manual data collection, compilation and reporting procedures. This is time inefficient, involves a large amount of effort and can lead to poor quality findings or inaccuracies. A number of immediate improvements can result from the adoption of a technologically-enhanced CSR reporting approach. Here are five key technology trends that sustainability practitioners need to be aware of.

Can Farmed Fish Save Aquaculture?

We need more sustainably raised and nutritious food. Aquaculture clearly can provide it. And aquaculture is the fastest growing segment of agriculture. It is poised to contribute meaningfully to our future food needs, writes Scott Nichols, CEO, FounderFood's Future, LLC

Eleven thousand years ago, the invention of agriculture made stable food supplies possible for the first time. In a relative blink of the eye, farming whisked aside 2 million years of hunting and gathering.

Since then, agriculture has met ever-expanding demands for food with innovations such as selective breeding, draft animals, mechanization, hybrid seeds and artificial fertilizer. Progress continues to this day: In the United States, farmers raise 2.5 times as much food today as they did in 1950, and they're doing it with no increase in costs of labor and inputs such as seeds, fertilizers and chemicals.

Impressive as that is, it may not be enough. Expected global population and demographic changes mean we need to double (or nearly double) our food production by the 2040s. But agriculture already uses 38 percent of the world's land, and there's no way to increase that meaningfully, much less double it, without massive deforestation. We need to do more with less, but how?

One solution is aquaculture, or fish farming. Among the oldest ways of producing food, aquaculture is also one of the

most efficient – and, I contend, the best tool we have for feeding an estimated 9 billion people by the early 2040s. In terms of their environmental footprint (finprint ?), fish easily outcompete chicken, pork and beef. Here's why.



Why cows can't compete

Resource requirements for food animals depend on the amount of corn, soy and other crops we produce to feed them and how efficiently they use their feed. It takes about 2 pounds of feed to produce a pound of chicken, 4.5 pounds to raise a pound of a hog and 9 pounds for beef cattle.

But we don't eat cows. We eat steaks and burgers, and only 40 percent of the

weight of cattle at the farm ends up on a plate. Chicken and pigs do better. We eat 58 percent of a chicken (PDF) and 56 percent of a pig.

Fish have decided advantages over land animals. Because they live in a weightless environment, they spend less

of their food energy making bones that we don't eat and more making muscles that we do. That means we can eat more of a fish than we do with a land animal. And they're cold-blooded so they don't have to use part of the food we feed them to maintain their body temperature, as warm-blooded food animals do – boosting their

feed-to-food conversation efficiency. By contrast, it takes about 1.3 pounds of feed to raise a pound of fish. And, with salmon, for instance, we eat 64 percent of the fish.

A thought experiment

Imagine that without changing the total amount of animal protein Americans eat, we shift the composition away from land animals to consumption of sea creatures by

Building The World's Greenest City

*Vancouver – the mountain-fringed, bicycle-friendly, pot-loving host of the 2010 Winter Olympics – wants to be the world's greenest city by 2020. Here's how the city is trying to reach that goal, and reaping economic benefits along the way, writes **Robin Hicks***



Cyclists on a busy bicycle lane in Vancouver. There are 200 kilometres of separated bike lanes in the city as part of the Greenest City Action Plan.

In her earlier life, Andrea Reimer rummaged through dumpsters, trying to find useful items in other people's rubbish. Today, she's fighting for the city of Vancouver to, among other lofty ambitions, put an end to waste.

A rags to riches story that she is not afraid of telling, Reimer was put into foster care as a baby, fell into drug and alcohol addiction

as a teen, and spent much of her formative years on the streets until a trip to El Salvador in the 1990s kindled a passion for environmental protection.

Now in her forties, Reimer is part of a team at the Vancouver City Council that wants to transform the Western coastal seaport – famous for its snowcapped mountains, being the birthplace of Greenpeace

and singer Bryan Adams – into the world's greenest city. The councillor, who has served the Vision Vancouver party since 2005, is a politician who is as pragmatic about the city's goals as she is optimistic.

Speaking at the International Green Building Conference in Singapore's Sands Expo and Convention Centre last week, she noted that there are four things Vancouver needs to become the world's greenest city: leadership, a plan, commitment to that plan, and a willing public.

When it comes to the first requirement, Vancouver has "a leader who leads" in Gregor Robertson, the mayor since 2008, said Reimer. Three months after his election, Robertson, who is on track to become the City of Vancouver's longest serving mayor, put together the Greenest City Action Team to support his world's greenest city campaign promise. "If you don't have that person in your organisation [to lead], identify someone else, support that person, or be that person," she said.

Planning by numbers

The plan for Vancouver to be the greenest city could not progress without clearly defined metrics, Reimer added.

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Company: Glaze Trading India Pvt. Ltd.

Job ID: 60043275

Designation: CSR / Corporate Social Responsibility

- **Experience:** 5 to 10 yrs
- **Salary:** As per Industry Standards
- **Industry:** Consumer Durables / FMCG
- **Location:** Delhi
- **Key Skills:** Drafting communication mails finalizing social media aware of the CSR events Shortlisting suitable events
- **Job Function:** Corporate Planning / Consulting / Strategy
- **Specialization:** Business Analysis , Corporate Planning / Strategy
- **Qualification:** Any Post Graduate, Any Graduate

Job Description:

Monitor the execution of Galway Foundation (CSR Wing of Glaze Trading India) projects

- Financial as well as operational tasks to be monitored separately for each project
- Drafting communication mails for internal interactions and interactions with other NGOs and external entities
- Report preparation regarding the working of each project
- Time to time internal audit of files and soft copy sheets
- Prepare and share the URD (User requirement document) for Galway Foundation software and Mobile application

- Reviewing and finalizing social media contents and posts.
- Be aware of the CSR events. Shortlisting suitable events for Galway Foundation presence and coordinating of the same.
- Synchronizing various procedures for effective running of Galway foundation centers present throughout India.

Company: CONNEXIONS

Job ID: 60090444

Designation: Manager Corporate Social Responsibility

- **Experience:** 5 to 10 yrs
- **Salary:** As per Industry Standards
- **Industry:** Retailing
- **Location:** Mumbai