

**Trends, Analysis
Green Products,
Green Books,
Entrepreneurship**

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Purpose

To excite entrepreneurs, executives and graduate students about immense opportunities in green business.

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WELCOME TO
The World Of
GREEN BEAUTY



Garnier Launches Green Beauty

Garnier recently announced that it has launched its ambitious Green Beauty initiative to radically reduce its global environmental impact. All its products, it says, is now cruelty free and is certified by Cruelty Free International.

With the launch of its sustainability program **Garnier Green Beauty**, Garnier wants to shift the way the beauty industry operates and lead the change. It is an end-to-end approach to sustainability. It aims to transform every stage of its value chain, reducing or eradicating environmental impact in the following areas:

Plastic & Packaging

- By 2025, Zero Virgin Plastic in all packaging, saving 37,000 tones of plastic every year

Continued on next page

FEATURES 1 - 6



Why We Need More Green
Default Settings



How to Prevent Fishing
Net Pollution

NEWS 7 - 12

- Partnerships Key to Supporting Vulnerable Farmers
- Project Drawdown's Video Promises to Solve Climate Crisis
- Entries Open for Social Entrepreneurship Award
- ACC Wins CAP 2.0° Award
- UNDP, Spice Board Sign MoU to Develop Blockchain

- By 2025, all packaging will also be either reusable, recyclable or compostable

Product & Formula

- By 2022, all plant-based and renewable ingredients will be sustainably sourced
- By 2025, 100% of new products will have an improved environmental profile

Factories & Manufacturing

- 100% Carbon Neutral industrial sites by 2025, using renewable energy
- CO₂ emissions of industrial sites already reduced by 72%

Solidarity Sourcing

- **By 2025, Garnier will have empowered 800 communities worldwide as part of our Solidarity sourcing program**

As part of 'L'Oréal for the Future,' Garnier says it will be the first brand to implement **Product Environmental and Social Impact Labelling**. This aims to inform consumers on the environmental and social impact of their products, empowering them to make more sustainable choices. Being trialed in France and on haircare products, this labelling gives each product a sustainability score, from A to E, with products labelled 'A' considered best in class.

The score takes into account 14 environmental factors from sourcing, manufacture, transportation, usage and recyclability. Data is verified by Bureau Veritas Certification, an independent auditor. The Environmental & Social Impact Labelling of Garnier Haircare products will be accessible to consumers on the French brand's haircare webpage before rolling out internationally.

In addition, **Garnier has partnered with Plastics For Change** to help with the social impact of plastic pollution. Through this association, **Garnier will support the holistic development of waste picker communities in India**. Plastics for Change support education for children, healthcare, nutrition, financial literacy and empowerment for girls and women.

As part of the global initiative Garnier has also partnered with **Ocean Conservancy**, an NGO working against ocean plastic for more than 30 years. It also joined **Ocean Conservancy's Trash Free Seas Alliance**. The Alliance was created in 2012 and unites scientists, conservationists and the private sector to find real-life, impactful solutions to the ocean plastic crisis. Garnier will team up with current Alliance members to identify innovative ways to reduce/redesign plastic packaging and stop the flow of plastic pollution into oceans.

The Green Beauty initiative also presents an annual global **Sustainability Progress Report**. It says, it offers complete transparency on Garnier's commitments. The report can be tracked publicly via the Garnier website and states where Garnier stands, mapping out the process of how the brand will reach its ambitious 2025 targets. This progress report promises to provide a clear and trackable summary of Garnier's commitments.





Why We Need More Green Default Settings

How extending green default setting on more products is the only way to curb waste

By **Nandhini Narayanan**, First Year MBA student at the Indian Institute of Management, Bangalore

When I was nineteen, I was part of a student-led grassroots level campaign to increase household composting. The team selected a small, local residential neighbourhood in Chennai. The residents had low incomes. Our goal was to educate residents on composting, show them how to maintain a basic compost pit and use it to compost household degradable wastes.

The effort was a complete failure. Barely anyone gave us time. The ones who did were unwilling to compost. It was my first brush with a sustainability communication challenge.

The team re-evaluated. We went back, but this time, we brought them a deal. If they maintained their compost pits for 6-8 months, a local organics company would purchase the manure back from them at an attractive price. This incentive created willingness to listen. When they did, we could pass on information about sustainable practices and how it was important for their children to live in a world with fewer landfills.

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It's been nine years since that first experience but things don't seem to have improved. All I see is climate anxiety, action paralysis and apathy. As a student at the Indian Institute of Management, Bangalore, I am working with a team to institute a student-driven **cardboard re-use system across campus**. Though the institute is eager and supportive to find a way to handle the huge volumes of packaging material that flows in and out of IIM-B, we found that student apathy is a formidable foe.



Ordering stuff online is convenient. Throwing away cardboard and plastic wastes after opening a parcel is convenient. Ditto for period wastes. A menstrual cup would remove tons of sanitary napkin wastes from cluttering up landfills, but using pads or tampons is convenient. Users are not able to relate to the **ecological cost of convenience**.

In the age of convenience trumping everything else, climate communication is more important than ever. How messages about sustainability are crafted, communicated, received, and interpreted, I have found, firm willingness for climate action.

What's In It For Me?

Recently, I heard **Ms. Anvita Kasar, founder of Aranyaarth Foundation** speak at IIM-B. Ms. Kasar's organization is working on recreating "**wilderness corridors**." When forests grow in isolation, they lose much of the interconnected eco-systems that natural forests require to thrive. Ms. Kasar implied that the nature of climate change messaging needs to move from over-simplified statements like "plant more trees" to a narrative driven method where we tell human stories that connect to community and answer that crucial question – what is in it for me?

Of course, climate communication research has known this for years. The information deficit model (which presumes that people will act if they were better informed about the crisis) is obsolete. We know today that it is essential to craft messages that persuade different people using different leverage points.

One way is to point out the economic benefits of a sustainable society, similar to the success I found in my teen years when we used financial incentives to achieve a sustainability goal. But in recent years, I have been wondering about the burden of choice. Since convenience is crucial and people do not want to think about making a greener choice, what if we made it the absolute default? **We could leverage the default effect and remove decision making.**

Next generation AI and home improvement systems (like the next Alexa, for instance) could turn out lights when we leave a room or assist in segregation at the source without the user's intervention. Over time, this could translate to catching a fuel-inefficient car or refrigerator. The opportunities are endless. We could create a society of greener citizens without anyone having to think about it.

Since apathy is preventing climate-friendly decision making, perhaps the way to go is to make the climate-friendly option the default. Several of my peers at IIM-B have expressed interest in and worked on creating blueprints of products that incorporate green defaults. It's a small step but a significant, hopefully one that can kindle a new green revolution.





How to Prevent Fishing Net Pollution

Urgent research in biodegradable fishing nets and strict enforcement of producer responsibility on nylon nets can reduce ocean pollution

Ch. Aditya, Student at IIM Bangalore

“When it comes to marine life, our existence depends upon their existence.” -June Stoyer, environmental advocate.

More than 3 billion people depend on oceans for their livelihood. Additionally, marine ecosystem services have more than 60 % economic value of all life on earth. Despite these astounding numbers and our dependence on the ocean, the marine ecosystem’s health is often neglected. Prevention of marine pollution is given low priority by most national governments, resulting in an unprecedented increase in marine pollution.

The fundamental cause of marine pollution is the dumping of plastics in the ocean. Continuous accumulation of plastic in the marine ecosystem has disturbed the lifecycle of marine organisms. Developing countries like China, Indonesia, India are major sources of plastic pollution. The Indian government has taken many measures to prevent plastic pollution, including banning single-use plastics. Despite such progressive laws, the enormity of the plastic pollution problem is so high that the enactment of laws did not cause a significant impact on plastic discharge into oceans. Hence, there is a need for a more targeted approach from governments that will involve businesses and plastic manufacturers to,

One of the most significant sources of plastic pollution is the fishing nets discarded by fishermen in oceans. Nearly 50% of the ocean plastic is fishing nets. These fishing nets stay in the ocean for a

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long time and inadvertently trap fishes, turtles, dolphins, and other marine fauna leading to ghost fishing. These ghost nets are made of nylon plastics and hence have a very long shelf life. Moreover, even in later stages, they decompose into microplastics and enter the marine organisms' food web

After fishing gear has deteriorated to such an extent that it cannot be reused, it can be recycled. However, it is rather disposed of in the ocean than recycled as there is not sufficient incentive to bring the nets back to the shore. This issue can be solved if government and businesses work together and create a pull factor to recycle the fishing nets. The government should take a comprehensive survey of the fishing gear manufacturers (both formal and informal) to understand the profitability, operating margins, and financial health of players in this ecosystem. Every commercial fishing gear unit should be given a unique id, and the producers should be held responsible for recycling them. Such an Extended Producer Responsibility (EPR) can be enforced if each of the nets has a small GPS device that tracks the fishing gear's location. The government can provide GPS equipment at a subsidized cost to keep the fishing gear affordable. A fine can be levied on the fishing gear manufacturers if they do not recycle pre-set percentage (say 75%) of the manufactured fishing nets.

Another practice that helps in reducing the issue of ghost nets is using **biodegradable fishing nets**. Presently, the performance of biodegradable fishing nets is not on par with nylon nets. Therefore, there is a requirement for a government push to encourage the usage of biodegradable nets. This nudge can be either in the form of higher taxes on nylon tax manufacturing or tax sops on biodegradable net manufacturing. **A long-term solution would be to promote material research in premier institutes like IITs, NITs to improve biodegradable nets' performance.**

Moreover, **large businesses can be encouraged to recycle plastic as part of their CSR activities.** As ensuring environmental sustainability comes under CSR's ambit, big companies can be encouraged to partner with fishing gear manufacturers to ensure that fishing nets are recyclable. Even production or distribution of biodegradable fishing nets can be part of companies' CSR.

Materializing these measures needs a significant commitment from the government. The Indian government has shown through its Extended Producers Responsibility Framework by the Union environment ministry that it is serious about tackling plastic pollution. If the government shows a similar commitment to tackle abandoned ocean fishing nets, it can significantly improve the marine ecosystem.

While these steps might help prevent marine pollution to some extent, reaching the ambitious goal of zero plastic waste by 2030 requires much more comprehensive strategies. It **requires transformational change in society** so that every person on the planet says no to plastic in any form. Only when business, government, and society work in tandem towards eliminating plastic can we truly make this planet sustainable.

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Partnerships Key to Supporting Vulnerable Farmers

The COVID-19 pandemic has shaken South Asia and the world in profound and unexpected ways. The livelihoods of millions of farmers and workers have suffered, normal business has been disrupted, and the impacts on people and planet continue to rise.

By Dr. Madhuri Nanda, Director, South Asia, Rainforest Alliance



Poverty-stricken smallholder farmers in developing countries in Asia struggle to survive. Building capacities and strengthening resilience among these vulnerable communities in developing and emerging economies must be prioritized. New and more impactful partnerships and alliances to address this are needed. We must invest more if we are to achieve the UN Sustainable Development Goal 17, which aims to “Strengthen the means of implementation and revitalize the global partnership for sustainable development.”

Partnerships among corporates, governments, communities as well as civil society can go a long way towards supporting the most vulnerable but also protecting our fragile planet from environmental threats including new zoonotic diseases.

Rainforest Alliance Approach

Sustainability is a long-term journey and to make sectors truly sustainable, all supply chain actors have a role to play. **An inclusive supply chain is one where both the value and the risks are shared.** This requires a shift to a system where the producers’ costs and investments are covered and their efforts to make their farms and production more sustainable are rewarded.

This is what we aim for at the Rainforest Alliance, which works at the intersection of business, agriculture and forests emphasizing the need for shared responsibility. Globally, we focus on cocoa, coffee, tea, bananas, spices, forest products, and palm oil. In India and Sri Lanka, we are working on certification of tea, coffee, spice and palm oil and on several landscapes initiatives.

For instance, we are currently in the process of launching a **large scale initiative for developing sustainable landscapes and communities** which involves producers, communities, governments, including state departments, companies, UNEP, IUCN and other local partners working at grassroot level. Spread across the Western and Eastern Ghats, this initiative aims at **restoring degraded land**

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and conserving forests while supporting communities. Our current portfolio of activities includes training and capacity building support for farmers, especially smallholder farmers partnering with key stakeholders in the region.

Further, in South Asia, we are growing our team to support other critical landscapes in India and Sri Lanka, as well as expanding our work to serve additional geographies in the region. At the same time, we are exploring crop diversification and new commodities in line with the needs of local communities, especially smallholder farmers.

With careful monitoring and evaluation of the impacts of our programs, we are proud to have contributed to the impact and sustainability journey of our partners. We will continue to do so, extending beyond farms to broader sustainable landscapes and communities, focusing on targeted youth engagement, through alliances, and on awareness-raising.

Our advocacy work in the region continues to align with the government's plans and we look forward to joining forces with more like-minded organizations to make responsible business the new normal, so that people and nature can thrive in harmony.

Rainforest Alliance crops are grown by 2 million+ farmers, on 7 million+ hectares of land in 63 countries. In India, Rainforest Alliance has brought 205002.34 hectare of land and 387575 metric tons of produce under sustainable practices.

About the Author

Dr. Nanda joined Rainforest Alliance in January 2021 as Director, South Asia. She has a doctorate in Environmental Science. She brings onboard her experience in diverse environmental services, certification, and climate change mitigation services prior to working on natural resource management.



Dr. Madhuri Nanda

Project Drawdown's Video Promises to Solve Climate Crisis



Chris Kohlhardt

In March 2021, Project Drawdown, Trane Technologies, Intuit launched the world's first major educational experience video focused on solving climate change. Along with Chris Kohlhardt, an engineer, investor, and philanthropist, the immersive video brings to life real-world action with the hope of speeding up drawdown.

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Called **Climate Solutions 101** the multimedia education experience on climate change is now live. The immersive six-part video experience details how solutions on-hand today can make meaningful and equitable global change, and get us to the point of ‘drawdown,’ the point in the future when levels of greenhouse gases in the atmosphere stop climbing and start to steadily decline.

Project Drawdown said it is “committed to sharing—at no cost—the science and inspiration behind the safest, fastest, and most equitable climate solutions available today.”

Climate Solutions 101 presents the latest need-to-know science, along with fascinating insights from global leaders in climate policy, research, investment, and beyond. The video series is open-access and free to anyone who wants to learn how human action today can reverse the climate crisis for generations to come.

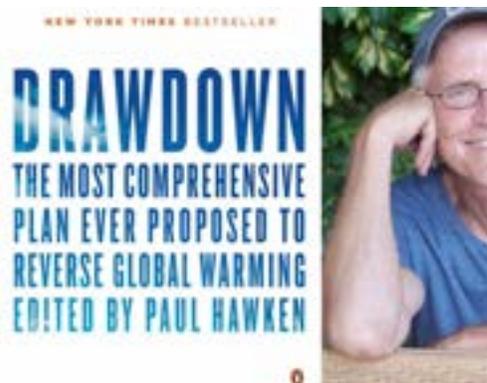
The partnership fully aligns with our view that collaboration and science-based approaches are vital to taking the right actions for a sustainable future.”

“We know today that simply trying to do less harm isn’t enough—we have to start moving toward solutions that reverse the impacts of climate change,” said **Sean Kinghorn**, Intuit’s global sustainability leader. “At Intuit, partners like Project Drawdown are helping us identify climate solutions and build the tools needed to create actionable behavior change. More than ever, it’s going to take all of us to look beyond our own impact to create the collective positive change required to save our planet.”

Climate Solutions 101 viewers can listen to leading climate scientists and thinkers detail a vision for the climate road ahead, including weather expert **Marshall Shepherd**, paleo climatologist **Lisa Graumlich**, food and agriculture scientist **Navin Ramankutty**, transportation specialist **Ryan Allard**, climatology scientist **Marcos Costa**, global change pioneer **Jessica Hellmann**, climate and environmental politics expert **Leah Stokes**, angel investor and energy advocate **Ramez Naam**, renowned venture capitalist **Ibrahim AL Hussein**, and air quality scientist **Tracey Holloway**.

Project Drawdown

Project Drawdown is the world’s leading resource for climate solutions. Its mission is to help the world reach “Drawdown”—the point in the future when levels of greenhouse gases in the atmosphere stop climbing and start to steadily decline, thereby stopping catastrophic climate change—as quickly, safely, and equitably as possible. To learn more, visit drawdown.org.



Entries Open for Social Entrepreneurship Award

Elite maps over 2000 skills to the user's career path

Jubilant Bhartia Foundation (JBF) and Schwab Foundation for Social Entrepreneurship, the sister organization of the World Economic Forum, have announced the opening of entries for the 12th edition of **Social Entrepreneur of the Year India Award 2021**.

Entries are accepted till **April 30, 2021**. Apply at jubilantbhartiafoundation.com or email the filled form to jbf_seoy@jubl.com.

The winner of the Social Entrepreneur of the Year (SEOY) India Award 2021 will be announced on **October 7, 2021**.

The award recognizes individuals and organizations who implement innovative, sustainable, and scalable solutions to address pressing issues faced by under-served communities to make inclusive growth a reality in India. They work in diverse areas such as health, education, employment, water, clean energy, building identity and entitlements, financial literacy, access to information and technology, among others.

The winner of SEOY India will join the world's largest network of social enterprises affiliated with The Schwab Foundation for Social Entrepreneurship, to engage, build and sustain their social enterprises.

Established in 2007, JBF is a not-for-profit organisation of the Jubilant Bhartia Group. It focuses on conceptualising and implementing the Corporate Social Responsibility initiatives (CSR) for the Group.



ACC Wins CAP 2.0° Award

ACC Ltd, a leading cement producer in India, has been conferred the **Oriented Award at the Climate Action Program 2.0° Awards**. CAP 2.0° by **Confederation of Indian Industry (CII)** is a recognition and capability enhancement programme for businesses to become climate resilient.

Based on a CII climate-maturity model and using the principles of business excellence framework, CAP 2.0° helps businesses to contract climate risks and exploit market opportunities.

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ACC won this award in the Energy, Mining and Heavy Manufacturing sector category. **The award recognises the company's continued focus on climate action, building a circular economy, and conserving resources and nature.**

"Sustainable construction and environment conservation is our core corporate objectives. Through our consistent focus on sustainable business practices, we have emerged as one of the companies with the lowest carbon footprints in the cement industry. We are elated to have been recognised by CII CAP 2.0° for our climate action efforts and this will motivate us further to continue working towards building a greener planet.", said **Mr Sridhar Balakrishnan, MD & CEO, ACC Limited.**

ACC says Sustainability is one of its defining factors for business excellence. As part of global cement major Lafarge Holcim, ACC says it is committed to the Net Zero vision of the group.



Sridhar Balakrishnan

ACC is a partner at the Global Cement and Concrete Association (GCCA) which is a member-led programme of the World Business Council for Sustainable Development (WBCSD).

Moving Indian industry into climate action, CAP 2.0° is a benchmark programme recognizing industry climate mitigation initiatives with the purpose of cascading learnings and encouraging quick scale up, thereby contributing to India's climate goals.

ACC has over 6,400 employees, 17 cement manufacturing sites, 80 concrete plants and a nationwide network of over 56,000 channel partners.

UNDP, Spice Board Sign MoU to Develop Blockchain

UNDP India's Accelerator Lab and **Spices Board India** under the Ministry of Commerce and Industry, Government of India, signed an MoU, early April 2021, to build a blockchain based traceability interface for Indian spices to enhance transparency in trading. A press note stated that UNDP India independently secured support from **The Cabinet Office of Japan** for this initiative under the **Japan SDGs Innovation Challenge**.

Blockchain is a decentralized process of recording transactions on an open and shared electronic ledger. This allows for ease and transparency in data management across a complex network, including, farmers, brokers, distributors, processors, retailers, regulators, and consumers, thus simplifying the supply chain. This blockchain powered platform for Indian spices will enhance the quality assurance of agricultural export commodities.

One of the key beneficiaries of this initiative will be small farmers with potential doubling of income based on trading on this platform. It will also allow farmers just as all other members of the supply chain to access the information which further makes the entire supply chain more efficient and equitable.

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स्पाइसेस बोर्ड भारत
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार
SPICES BOARD INDIA
Ministry of Commerce & Industry, Govt. of India



The design of the blockchain interface is expected to be completed by **May 2021**. The project will be piloted with over 3,000 farmers engaged in chilli farming in Guntur, Andhra Pradesh.

UNDP and Spices Board India are working towards integrating the **Blockchain Traceability Interface** with e-Spice Bazaar portal developed by Spices Board India for connecting spices farmers with markets.

India is the largest exporter, producer and consumer of spices in the world. Spices exports during 2019-20 crossed \$3 billion. The changing order in the global spices and food sector has increased the relevance of infrastructure development for value addition, certification for quality and food safety, promotion of spices highlighting the immunity boosting properties.

UNDP currently works on over 30 projects on the ground in almost every state. It works to achieve the Sustainable Development Goals by transforming traditional models to do development differently. Spices Board is one of the five Commodity Boards functioning under the Ministry of Commerce & Industry. It is an autonomous body responsible for the export promotion of the 52 scheduled spices and development of cardamom.

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