Vision for a Sustainable Tomorrow: business as a game changer

Curtain raiser to
Delhi Sustainable Development Summit 2010

4 February 2010
Darbar Hall, Hotel Taj Palace, New Delhi
Vision for a Sustainable Tomorrow: business as a game changer
Welcome Note

I have great pleasure in welcoming you to the seventh edition of the World CEO Forum, organized by TERI–Business Council for Sustainable Development (BCSD) India in association with the World Business Council for Sustainable Development (WBCSD). Started as a curtain-raiser event to the Delhi Sustainable Development Summit in 2004, the Forum has become one of the pre-eminent international CEO meet to discuss the challenges facing businesses in the context of sustainable development. Till date, it has attracted over 300 Indian and international CEOs, senior government representatives and thought leaders.

Having succeeded in obtaining the support of over 100 member companies recently, TERI-BCSD India has received the necessary fillip to evolve into a unique industry body focusing on sustainable development. In accordance, the member companies of TERI-BCSD India have successfully taken in hand and completed the initiative of defining the new opportunities provided by India’s National Action Plan on Climate Change. In this regard, the members brought out a White Paper on the Corporate Action Plan on Climate Change, the popular version of which was launched at the World CEO Forum 2009. The focus now is to successfully convert the white paper into sector specific activities and programmes which would herald India Inc’s commitment to address climate change starting with the ‘Corporate Action Plan for Solar Energy’ and the ‘Green ICT Report’ in 2010.


I anticipate an exciting meeting, a cordial gathering and some robust conversations. I thank you for your continued support and look forward to your deep engagement during the Forum.

With my best wishes,

R K Pachauri
President, TERI-BCSD India
WORLD CEO FORUM
Organised by TERI-BCSD India in association with WBCSD
4 February 2010, Darbar Hall, Taj Palace Hotel, New Delhi

Flow and content summary

1330–1430 hours Registration
1430–1515 hours OPENING SESSION
1515–1645 hours SESSION I

Theme: Vision for a Sustainable Tomorrow – business as a game changer
In this, discussion of the overarching theme will take place. Along with some special remarks, select panelists will introduce the sub themes to the CEOs. These thoughts will then be taken to the breakaway sessions, which focus on the respective three sub themes to be discussed concurrently.

1645–1800 hrs SESSION II

Concurrent breakaway sessions on sub-themes

Theme: Vision 2050 – the new agenda for business
Given the mega trends of population growth, urbanization, climate change and ecosystem decline, what kind of future is possible? What will it take to get there? What are the challenges and opportunities? How should business lead?

Initiated by 29 members of the World Business Council for Sustainable Development, Vision 2050 outlines answers to these questions, beginning with an ideal view: a world of nine billion people living well and within the limits of the planet, in 2050. The project’s fundamental insight is that there is a real pathway that can lead to this future, and opportunities to prosper along the way. But business as usual is not one of them.

What, then, will ‘business as unusual’ look like? Vision 2050 describes new roles and relationships for business, government and society that will help redirect the global commons toward a sustainable future. It opens a dialogue on coming changes in energy, transportation, human development and other sectors, along with the business opportunities these changes will create. And finally, Vision 2050 describes how the perennial strengths of business – innovation, customer focus and strategic execution, will drive sustainable progress through the dynamic decades to come.

Theme: Water – the new challenge for the 21st century

Water scarcity is potentially a big threat to industrial sector that already faces fierce competition amongst different users. With increasing complexities of peaking demand, unscrupulous use and added risks due to climate change, the prospective water availability scenario is set to be the greatest challenge of the 21st century amongst all the natural resources.
Many companies have little attention about their water use efficiencies and the vulnerabilities they could face as issues of water scarcity come to a head and force changes in pricing and regulatory structures. Scarcity usually encourages better management of resources. Consequently, external demands on companies to demonstrate ‘sustainable water management’ are growing fast. Water needs no more to be relegated only as the corporate social responsibility but also has to take a centrestage of the core business development. CEOs need to be proactive about their company’s exposure to water related disruptions by leading the ‘Water efficient walk’ and resource conservation, while also setting a benchmark for regulatory environment. In this session of the World CEO Forum, we will look at why CEOs should care about water and how to take a strategic view of water and the role it plays in their businesses – and in society.

Theme: Green Economy: a transformation to address climate change and multiple crises

The current financial crisis suggests that sustainability thinking is more important than ever before. Green recovery is high on the agenda, which has a core task of stabilizing the global financial system and coordinating efforts to rescue the global economy. In fact, many in business and government have suggested that a ‘green solution’ can be found to both economic and ecological challenges, creating new jobs and markets by investing in clean technology, new forms of energy, retrofitting buildings and equipment and managing forests and other ecosystems. Further, to be efficient and coherent, an integrated approach should be adopted when pursuing a green economy. The session will examine the role that business will play in promoting this scenario and particularly in addressing the needs of the poor and the vulnerable.

1800–1845 hours SESSION III
The Way Forward

After the concurrent breakaway discussions, representatives from the breakaway groups would be invited to conduct a panel discussion and also present the deliberations of their respective groups to the audience. The chairs of the World CEO Forum and distinguished speakers would also join the panel. This will also follow general debate among the CEOs present. Industry perspective on the major challenges of sustainable development thus emerged will be taken to the deliberations of the DSDS.

1845 hours Proceed towards inauguration of Third International Climate Change Exhibition followed by industry reception and dinner session

1930 hours Dinner Session
just 40 years from now, some 30% more people will be living on this planet. For business, the good news is that this growth will deliver billions of new consumers who will want homes and cars, computers, cell phones and television sets. The bad news is that shrinking resources and potentially changing climate will limit the ability of all 9 billion of us to attain or maintain the consumption-based lifestyle that is commensurate with wealth in today’s affluent markets.

Given these challenging mega trends of population growth, urbanization, climate change and ecosystem decline, what kind of future is possible by the middle of the century? What will it take to get there? What are the challenges and opportunities? How should business lead?

The Vision: In 2050, around nine billion people live well, and within the limits of the planet

Initiated by 29 members of the World Business Council for Sustainable Development, Vision 2050 outlines answers to these questions. It begins with a Vision, based on dialogues with hundreds of companies as well as experts in some 20 countries. The Vision is best-case in scope: a world, four decades from now, in which the planet’s nine billion people live well and enjoy the basics of health, food, water, energy, mobility and other aspects of meaningful life that are currently taken for granted in developed countries. And these people are living sustainably, that is, in such a way that this standard of living can be sustained at a renewable rate without further harm to biodiversity, climate and ecosystems.

The gap

How far are we from this Vision today? And what will happen to that gap if we follow a business-as-usual path to 2050? According to data from the Global Footprint Network and the United Nations Development Programme (UNDP), we are a long way away. The only nations currently living within the planet’s ecological limits are those living below the UNDP’s threshold for reasonable human development – in other words, not living well. Nations living above this threshold are currently consuming energy and resources far beyond the planet’s carrying capacity.

Under a business-as-usual scenario, with global population predicted to grow from its present 6.7 billion to 9 billion people by 2050, this gap is expected to widen significantly. Why? Because the growth will take place as resources diminish. And although nearly all the growth will occur in the relatively low-impact emerging and developing world, the high-impact middle class is predicted to increase three-fold by 2030 and the urban population to double by 2050 – overlapping groups that consume resources and energy at higher rates. Without a change, this combination of growth, economic development and urbanization will increase pressure on ecosystem services, food, water, wood, fibre and other natural resources to a level even less sustainable than our current state – and it will greatly accelerate the use and depletion of carbon-based energy. A business-as-usual scenario could see humanity using 2.3 times the planet’s carrying capacity by 2050.

Business as usual is no longer an option.

The pathway

This vision may seem an idealistic target, conceived in the face of daunting trends, and indeed it poses tremendous challenges and risks. But a key part of the work done by the Vision 2050 team is a detailed pathway for bridging the gap and reaching the goal, with feasible milestones for energy, mobility, human development and other key elements.

These milestones include the following.

• Addressing the development needs of billions of people, enabling education and
economic empowerment, particularly of women, and developing radically more eco-efficient solutions, lifestyles and behaviour.

- Incorporating the cost of externalities, starting with carbon, ecosystem services and water, into the structure of the marketplace.
- Doubling agricultural output without increasing the amount of land or water used.
- Halting deforestation and increasing yields from planted forests.
- Halving carbon emissions worldwide (based on 2005 levels) by 2050, with greenhouse gas emissions peaking around 2020 through a shift to low-carbon energy systems and highly improved demand-side energy efficiency.
- Providing universal access to low-carbon mobility.
- Delivering a four- to ten-fold improvement in the use of resources and materials.

This pathway is not intended to be definitive or prescriptive. It is based on some big assumptions, including a sea of change in the way business, government and society work together. It depends on the presence of a long list of ‘must have’ conditions for success, and it includes risks and questions that are not yet answered. It demonstrates that behaviour change and social innovation are as crucial as better solutions and technological innovation. Fundamentally, the pathway will require sweeping changes in governance structures, economic frameworks, business, and human behaviour. Still, the Vision 2050 team believes that the questions can be answered in time and sees this pathway as a thought leadership tool for developing the answers for a final roadmap.

The Opportunities

Most important, Vision 2050 outlines the business opportunities that will arise from this pathway – opportunities essential for business leaders building a case for sustainability-based strategy in this changing world.

The opportunities outlined in Vision 2050 go beyond the current trend of ‘doing well by doing good’. They attempt to quantify many of the massive investments to be made in infrastructure and institutions in order to retool global economies for sustainable growth. In natural resources, health and education alone, the broad order of magnitude of some of these could be as much as US$0.5–1.5 trillion per annum in 2020, rising to between US$3–10 trillion per annum in 2050 at today’s prices, around 1.5%–4.5% of world GDP in 2050.

One key area of opportunity is the building and transformation of cities to accommodate growth while minimizing energy and resource impact. Some estimates suggest that by 2030 US$40 trillion will need to be invested in urban infrastructure worldwide. New materials, systems and solutions will be required as new zero-waste ‘green’ cities are built from the ground up, just as existing cities are retrofitted for sustainable growth. Re-envisioning the design and management of buildings, spaces and infrastructure systems will be central to this urban evolution. Within and between these cities, new high-efficiency, low-emission mobility options will need to be developed to move people and freight sustainably, including light duty vehicles, trains, buses, various types of cycles, and new-generation traffic management systems.

A second broad area of opportunity is building and transforming infrastructure for a new generation of energy, water and waste management. OECD/global insight estimates required infrastructure investments at US$10.3 trillion by 2015. Just under a third (US$3.2 trillion) of this will be for new capacity, while US$7.1 trillion is needed for rebuilding and retrofitting. In energy, the market for renewable systems is expected to more than double from around US$115 billion in 2008 to just over US$325 billion within a decade. An estimated US$13 trillion investment will be made to upgrade energy transmission and distribution networks worldwide by 2030. In water supply and wastewater management, new solutions will be needed for treating, conserving and improving access, driving an estimated US$200 billion in investments per year up to 2030. Growing demand to recycle products and materials in a zero-waste environment will
drive the need for systems and solutions that handle and process materials for recycling. In addition to cities and infrastructures, changing lifestyles will drive and shape opportunities in all markets. Education for delivering the message to new populations will create opportunities to develop new facilities and programmes. The commitment to global healthcare and disease prevention will scale up the need for facilities, supplies and programmes. Greener consumer products and marketing will drive the need for new approaches to product development, engineering, manufacturing, logistics, recycling and advertising. As the population changes, markets will shift as well, creating new opportunities in serving segments such as a growing and empowered over-65 population. The need for more sustainable food and bio products for these world markets will create opportunities in agriculture and forestry, research, distribution and conservation. And programmes to preserve ecosystem services such as rainforest biodiversity will create opportunities in complementary markets such as certified forest production.

A final area of opportunity is the financial and institutional framework for capitalizing and funding these projects, and helping change happen. Sustainability will require key innovations in the areas of collaborative financing, micro-financing and micro-insurance; networks and information/communication technology, transparency, risk management, the support of small/medium enterprises, and complex coalition building. Opportunity size for these new approaches can be substantial. For example, the size of the potential market for micro-insurance and other commercial opportunities in developing countries is estimated to be 1.5–3 billion policies, and annual growth rates have been over 10%. The Microinsurance Centre estimates that over the next decade the micro-insurance market could grow sevenfold, to one billion policyholders.

The new agenda

With or without Vision 2050, life in 2050 will be radically different for all of us. Given the opportunities, and given the consequences of doing nothing, the incentives are strong for following the Pathway to 2050 or something very much like it.

For businesses that choose to do so, the journey will drive a radical new agenda for leadership. Political and business constituencies will shift from viewing climate change and resource constraints as environmental problems to addressing them as economic challenges, related to the sharing of opportunities and costs. This new view will spur a ‘green’ race, with countries and business working together as well as competing to get ahead. This transformation will bring with it huge shifts in regulation, markets, consumer preferences, the pricing of inputs, and the measurement of profit and loss; all of which will impact business.

At the operational level, rather than following change, successful businesses will lead this transformation by doing what business does best: adapting to the changing playing field and cost-effectively creating solutions that people need and want. The difference is that the new solutions will be based on ‘true values and costs’; the ‘truth’ being established effects of goods and services on environmental services. Business, consumers and policymakers will experiment, and through multi-stakeholder collaboration, systemic thinking and co-innovation, find solutions to make a sustainable world achievable and desirable.

Successful businesses will be the ones that are also able to manage the transition by operating under present framework conditions while working with government and social partners to lead society toward the new framework conditions of sustainability. It will mean new partnerships for business with governments and civil society groups and more systemic thinking to manage the challenges and opportunities. Business leaders will need to manage companies through unprecedented transformation, in parallel with governments getting the right policies and incentives in place. New relationships, combined with the perennial strengths of business – innovation, customer focus and strategic execution – will drive sustainable progress through the dynamic decades to come.
The journey begins now

Business leaders are used to planning for the future and making assumptions about what it will be like. But never before has the future held as many questions, with such serious consequences depending on the answers. And never before has the shape of the future depended so much on what business, government and citizens do today. To play a successful role, business will still need to do what business does best: innovate, adapt, collaborate and execute. These activities will evolve along with the partnerships that are formed with other businesses, governments, academia and non-governmental organizations in order to get it right for all.

And we must get it right.

The Vision 2050 report represents the first step in this 40-year journey. It is a call for further dialogue, and it is also a call for action. Collaboration, conviction and courage will be required to visualize and implement the radical changes needed for long-term prosperity while succeeding in current conditions.

The Vision 2050 project offers a platform for dialogue with other enterprises, civil society and governments about how a sustainable future can be realized. We hope that the importance of the task, and the opportunities it provides, will challenge companies to rethink their products, services and strategies, envisioning new opportunities that put sustainability at the centre; to communicate with and motivate employees and their boards; and to develop leadership positions in the wider world. We invite governments to consider the policies and regulations needed to guide and organize society and give markets incentives to move toward sustainability, and enable people to make a difference in their daily lives.

Business leaders will want, and need, to lead toward sustainability, and we invite political and civil society leaders to join us in this challenging and exciting journey.
Water resources face increased pressure due to the continuous rising demand for growth and development activities across the world. The resource, with already unequal geographical distribution, has undergone unscrupulous exploitation leading to tremendous stress in terms of decreasing water availability and deteriorating water quality. With increasing complexities of peaking demand, inefficient use and added risks due to climate change, the prospective water availability scenario is set to be the greatest challenge of the 21st century amongst all the natural resources and amongst all the user groups/sectors.

Freshwater withdrawals are expected to rise by 50% and 18% (by 2025) in developing and developed countries respectively. Worldwide, the volume of water used by industries is estimated to rise significantly from 752 km$^3$/year (1995) to 1170 km$^3$/year by 2025. With continuously declining per capita water availability, India is already near to being categorized ‘water scarce’. Annual water requirement of various sectors of Indian industries have almost doubled during the last decade and are expected to increase about seven to eight fold by 2050 to 63 BCM (billion cubic metre) as compared to the requirements of 8 BCM (in 2000). It is expected that the low and middle income countries would follow the growth pattern of high income industries increasing their industrial water use over agricultural use. Besides, many of India’s industrial zones already fall in water stressed regions which adds to the intricacy.

The multifarious and mounting stress on water resources whose management is already a daunting task is expected to be exacerbated by the impacts due to climate change. Climate change is expected to impact the global hydrological cycle with changes in the precipitation and temperature across many regions of the world which can affect the water availability for various uses including irrigation, domestic and industrial uses. Water scarcity is thus potentially a big challenge to the industrial sector which already faces fierce competition with the rising water demand of the irrigation and domestic sectors.

The amount of water consumed by the Indian industries for production is relatively higher than international standards. Steel companies in India consume about 10–80 m$^3$ of water per tonne of steel as compared to 5–10 m$^3$ in the US. The ratio of water consumption and economic value creation is around $7.5$, which is very low, compared to many countries such as Argentina ($30$), Brazil ($23.4$), Sweden ($92.2$) and UK ($443.7$). Thus there is ample scope for increased water efficiency and water conservation through identification of wastage and options for reuse.

Further, water pollution is another area of major concern for industries. A comparative study of data for 1980 and 1996 on the industrial pollution indicate that while BOD (Biological Oxygen Demand), a measure of organic pollution load for high-income countries had reduced, it has increased substantially in middle- and low-income countries. China contributed 32% and India 8% to the estimated global emissions of organic water pollutants in 1996.

Given the challenges, the conscience for efficient water management needs to take a centre stage in business planning by corporate sector. The contemporary approach of typical

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2 A level of water availability below 1000 m$^3$
3 Source Central Water Commission; Indiastat.com
4 Source www.cseindia.org; World Bank 2001
‘end-of-pipe’ treatment of industrial wastewater need to shift towards decentralized, process integrated, water management with efforts towards ‘zero discharge’ or ‘positive water balance’, thus reducing the fresh water consumption as well as pollution.

The Government of India in its National Water Mission (NWM) under the National Action Plan on Climate Change (NAPCC 2008) has emphasized the need to develop a framework for optimizing water use by 20% through regulatory mechanisms with differential entitlements and pricing. It further emphasizes the focus on integrated water resource management through water conservation, wastewater minimization, and so on. This would require various sectors, including industry, to optimize their water use practices ensuring efficient water use, water conservation, recycle and reuse.

Industries need to transform to policies and operations that pivot their role in reducing the growing stress on the water resources. They need to establish an accounting of water use through regular water audits and develop an integrated industrial water management strategy which optimizes efficient use of water, improves water productivity, reduces losses and helps in identifying alternative methods of water conservation (such as recycling and reuse of wastewater for various process and non-process uses; rain water harvesting and groundwater recharge). Such activities also ensure collateral benefits in energy saving, treatment costs, water quality improvement, and so on.

While there are several opportunities in the industrial sector for optimal and judicious use of water, the crucial step towards this initiative could be through ensuring a corporate water vision that seeks the following.

- Reducing the industrial water foot print by adopting advanced technology (improving efficiency and water-rating) and increasing industrial water productivity.
- Undertaking mandatory industrial water audits and conservation measures like rain water harvesting and artificial recharge of groundwater.
- Setting standards and benchmarks (for example, minimal quantity of water used/unit of product) for water consumption and efficiency.
- Renew business strategies with financial outlays for water saving (water policy of industries).
- Promote Public–Private Partnerships to support adoption of water efficient technologies among local communities.

World economies shall have to place greater emphasis in integrating water with their business, politics and planning. Water can no more be relegated only as a corporate social responsibility by the industry and business; it needs to be internalized as an integral part of their core business development.

CEOs will have to be proactive about the potential vulnerabilities of their industries to prospective water scarcity situations by leading the initiatives on efficient water use and resource conservation, while also setting a benchmark for regulatory environment.

This session of the World CEO Forum will investigate some of these concerns to provide insights for strategic planning and efficient management of water resources for continued success in business that is coherent with a sustainable environment.
Green Economy: a transformation to address climate change and multiple crises

The global financial and economic crisis has resulted in a sharp fall in international trade, a slowdown in economic activity ranging from severe to significant and increased unemployment. The International Labour Organization (ILO), describing this situation as a global job crisis, predicted that at least 20 million jobs would have been lost by the end of 2009 due to the crisis – generally in construction, real estate, financial services, and the auto sector – bringing world unemployment above 200 million for the first time.

The financial and economic crisis, occurring amidst the ongoing food, water, energy, and climate crises, is further jeopardizing the already precarious socio-economic status of the poor, especially the vulnerable, in the developing world. These multiple crises are becoming a deterrent to the achievement of the Millennium Development Goals, thereby hampering future growth and development.

The environmental crises are a reflection of the unsustainable growth path followed in the past by the developed economies and that being followed by the developing economies implying incessant and non-judicious use of natural resources, increasing pollution and GHG (greenhouse gas) emissions. The leading economies of the world need to take new initiatives and strengthen their existing efforts to revive the global economy. At the same time, the financial and economic crises present opportunities to revisit the path of development and restructure our development approaches and strategies adopting sustainable growth models. Sustainability thinking is the need of the hour – more important than ever before requiring a collective responses from the international community.

As a result, the concept of ‘green recovery’ is moving high up on the development agenda. Many in business and government have suggested that a ‘green solution’ can be found to both economic and ecological challenges, creating new jobs and markets by investing in clean technology, new forms of energy, retrofitting buildings and equipment and managing forests and other ecosystems, thereby addressing the issue of climate change among others.

‘Green’ economy is fast evolving as the new economic development model, replacing the existing fossil fuel-based ‘black’ economic model, which is excessively dependent on coal, petroleum and other such high carbon-based inputs. A green economy adopts a more sustainable path, by increasing the share of its GDP (Gross Domestic Product) to renewable energies, clean transportation, clean technologies, green buildings, waste management, water services, sustainable agriculture and forestry. It also reduces the energy use per unit of production, as well as carbon emissions per unit of GDP, while minimizing wasteful consumption in various sectors of the economy.”

The green economy is considered as being able to both create green jobs, ensure sustainable economic growth, and prevent environmental pollution, global warming, resource depletion, and environmental degradation.

A number of factors are driving forth the green economy across the world. These include – more stringent environmental norms and regulations; rising energy and natural resource costs; increasing investment in environmental services and infrastructure; increase in investment in research and development and uptake of new and improved environmental technologies; green procurement and green consumerism; and increased pressure from all stakeholders for organizations to behave in an environmentally and socially responsible manner.

The UNEP (United Nations Environment Programme), in the midst of the global economic crisis, called for a Global Green Economy: a transformation to address climate change and multiple crises.

Deal according to which governments were encouraged to support its economic transformation to a greener economy (UNEP, 22 October 2008).

Businesses, being an important component of the economy, will do well to understand this shift to a green economy. ‘Any corporation that hopes to survive into the middle years of this century must start looking at its direct and indirect use of energy and ways of reducing it drastically. If it does not it will be a passive victim of price increases, quota restrictions, implicit or explicit carbon taxes and other measures to contain emission growth. This is the demand side. The supply side is where enterprising corporations will look for an opportunity. In fact, energy security in the twenty-first century will go to those who have a command over carbon saving technologies rather than to the more conventional route of securing supply sources. The corporate sector must invest in building competence in GHG reducing technologies by sponsoring basic research, venture investing in relevant start-ups and reorienting their in-house research effort’.  

An increasing number of corporate houses are moving in this direction. Businesses are entering the green markets to meet consumer and societal demands to reduce their environmental impacts. Companies from diverse sectors are developing products, services and processes to capture opportunities arising as a result of the green economy, and to improve the competitiveness of their existing businesses.

Sectors such as renewable energy, efficient energy use and management, waste management, recovery and recycling, and water and wastewater treatment, are expected to generate substantial markets and employment potential in the near future. Other sectors wherein gainful opportunities are expected to arise include eco-tourism, agriculture, transport, and so on.

The situation presents nations across the globe with an opportunity to carry out a detailed assessment of some of the flaws in their basic economic construct and policies and the consequent steps required to move in a new direction.

Whereas, on the one hand the growing green economy presents a plethora of opportunities, on the other, it poses several challenges for the businesses, thus making concerted efforts by all stakeholders for realizing the gains from these opportunities.

In order to make a shift from the existing carbon-based economy to a low-carbon ‘green’ economy, green investments, supported by national and international policy instruments and incentives, need to be scaled-up in the developing countries. The world leaders need to come together and cooperate at international level to provide the financial support for scaling up such investments in the developing countries. Fiscal reforms need to be introduced so as to redirect investments to green sectors and provide businesses easy access to finance for investment in green technologies. Trade policies need to support the development and transfer of environment-friendly technologies to the developing nations.

The shift towards a green economy requires knowledge enhancement, innovative research and development and training in new job skills. Efforts would need to be directed towards this in order to provide training and promote the concept of sustainable development among all.

However, all incentives and reforms thus introduced need to be accompanied by measures to protect the rights of access of the poor and vulnerable to food security and energy. The inclusive growth model becomes vital to assisting developing countries in leapfrogging to a greener and a sustainable development path. Concerted efforts need to be made by the government, the civil society and businesses, in a synergistic manner in order to bring about the desired changes in the economy, especially in times of the current economic downturn. While the government provides an enabling environment through policies and regulations towards this end, the civil society would need to be the catalyst in bringing about the understanding and

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awareness, pushing the agenda of sustainable development among the stakeholders. The businesses being the implementers, together with the government and other stakeholders, have a vital role in addressing the multiple crises faced by all nations – developed and developing, and ushering in the global green economy.

References


http://en.wikipedia.org/wiki/Green_economy

http://en.wikipedia.org/wiki/Late_2000s_recession


Participating organizations at World CEO Forum 2010

Companies


Government and Institutions

About TERI-BCSD India

Enabling responsible business for a sustainable future

The goal of sustainability is now integral to the long-term survival of human society. Environmental and socio-economic problems are increasing in intensity and complexity. There is a growing appreciation for the need for a collaborative approach to develop strategies for industrial sustainability and corporate responsibility.

In India, a vast body of knowledge and experience is lying untapped within industry, which could be used to implement the sustainability agenda.

Initiated by TERI in 2001, the TERI-BCSD (The Energy and Resources Institute–Business Council for Sustainable Development) India has now evolved into a strong industry body, with membership from diverse sectors, including public sector undertakings, multinationals, and private companies from across India. It is the Indian partner of the WBCSD (World Business Council for Sustainable Development), Geneva.

Mission

To provide an independent and credible platform for corporate leaders to address the issues related to sustainable development and to promote leadership in environmental management, social responsibility, and economic performance.

Goal

To use TERI-BCSD India membership and TERI’s research capabilities to gain a better understanding of existing and emerging sustainability concerns facing the industry.

Membership

Membership of TERI-BCSD India is open and is solicited from organizations and not individuals. It is open to any cooperation dedicated to fostering environmental excellence and social responsibility within itself and in the industry as a whole.

For details please visit <www.teriin.org/bcsd>