

# Sustainability Awareness Program

January 2013 to August 2014



For Infrastructure Leasing & Financial  
Services Limited

The IL&FS Financial Centre, Bandra Kurla Complex, Mumbai

By Ekconnect Knowledge Foundation

## Overview

16

Events



20

Ekobytes

12

Themes

8

Themes in Focus

20

Months



17

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35

Resource People



4

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10

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2

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14

Avg. participants per event



436

Total no. of participants

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## Abbreviations

BNHS	Bombay Natural History Society
EMC	Environmental Management Centre LLP
GPCB	Gujarat Pollution Control Board
ICDIL	IL&FS Cluster Development Initiative Limited
IDFC	Infrastructure Development Finance Co Ltd.
IEDCL	IL&FS Energy Development Company Limited
IEnv.	IL&FS Environment
IETS	IL&FS Education & Technology Services Ltd
IFSL	IL&FS Financial Services Limited
IIDCL	IL&FS Infrastructure Development Corporation Ltd.
IIML	IL&FS Investment Managers Ltd.
IL&FS	Infrastructure Leasing & Financial Services
IMICL	IL&FS Maritime Infrastructure Company Limited
IREL	IL&FS Renewable Energy Ltd.
IS	IL&FS Skills
ITCL	IL&FS Trust Company Ltd.
ITL	IL&FS Technologies Limited
ITNL	IL&FS Transportation Networks Limited
ITUAL	IL&FS Townships & Urban Assets Ltd.
SAP	Sustainability Awareness Program
SG	Social Inclusion Group

## Preface

IL&FS took its first few steps towards practicing sustainability with establishing the Environmental & Social Report (ESR) in 1996. Subsequently, it has achieved a number of milestones in its sustainability roadmap. Along with its ongoing efforts mainstreaming sustainability, IL&FS initiated a Sustainability Awareness Program (SAP) for its employees. In doing so, IL&FS acknowledged the importance of an educated and well informed workforce who will be entrusted to drive sustainability in business operations. **The SAP was conducted for the employees located at the IL&FS Financial Centre (TIFC) in Bandra Kurla Complex in Mumbai over the time period of January 2013 to August 2014.**

The SAP was designed to supply relevant information on a consistent basis and create platforms for interaction and action. Three key elements were highlighted as part of the program: Communication, Interaction and Experience. **The idea was to communicate information, stimulate interaction and provide exposure to experiences.** The program covered themes in a comprehensive manner using various vehicles and tools.

Components of the program included:

- A. Newsletters termed as Ekobytes,
- B. Indoor and outdoor events,
- C. Specialized awareness sessions for business verticals and
- D. Sessions on sustainability reporting.

An **initial online survey** was conducted across all staff members of IL&FS with the aim of understanding the existing level of awareness among the staff members and identifying **‘Sustainability Champions’** with a keen interest in actively participating and driving the sustainability agenda.

## Sustainability Awareness Program (SAP) 2013-14

Based on the four components of the program a schedule was drawn up to cover each component over the period of the calendar year of 2013 extending to 2014.

### A. Newsletters termed as Ekobytes

The themes followed for the Ekobyte are as follows:

Green Office	Energy	Water	Climate Change	Health & Safety	Tree Plantation
Population & Waste	Sustainable Transport	Green Consumerism	Biodiversity	Noise Pollution	Green Buildings

Ekobytes were scheduled across the following timeline. It was decided to focus on one topic for two successive issues:

**Table 1: Ekobyte issues showing theme and date of issue**

Month	Date	Ekobyte
<b>February 2013</b>	7 <sup>th</sup>	(1) Green Office
	20 <sup>th</sup>	(2) Energy
<b>March 2013</b>	14 <sup>th</sup>	(3) Energy
<b>April 2013</b>	1 <sup>st</sup>	(4) Water
	22 <sup>nd</sup>	(5) Earth Hour/Day/Week
<b>May 2013</b>	17 <sup>th</sup>	(6) Climate Change
<b>June 2013</b>	3 <sup>rd</sup>	(7) OHS
	5 <sup>th</sup>	(8) Special on WED
<b>September 2013</b>	16 <sup>th</sup>	(9) Population & Waste
<b>October 2013</b>	1 <sup>st</sup>	(10) Population & Waste
	14 <sup>th</sup>	(11) Sustainable Transport
<b>November 2013</b>	8 <sup>th</sup>	(12) Sustainable Transport
	28 <sup>th</sup>	(13) Green Consumerism
<b>December 2013</b>	18 <sup>th</sup>	(14) Green Consumerism
	4 <sup>th</sup>	(15) Jan 2014 - Biodiversity
<b>February 2014</b>	5 <sup>th</sup>	(16) Biodiversity
<b>March 2014</b>	14 <sup>th</sup>	(17) Noise
<b>April 2014</b>	23 <sup>rd</sup>	(18) Noise
<b>May 2014</b>	13 <sup>th</sup>	(19) Green Buildings
<b>June 2014</b>	5 <sup>th</sup>	(20) World Environment Day Special

## B. Indoor and outdoor events

The indoor and outdoor events were conducted across the following timeline:

**Table 2: List of Indoor and Outdoor events**

Month	Date	Events	Short Description
<b>January 2013</b>	23 <sup>rd</sup>	(1) Launch Workshop	An initial online survey was conducted to identify 'Sustainability Champions' (SCs) and understand the level of awareness. A launch workshop was held to introduce SAP to SCs and those interested in participating.
<b>February 2013</b>	17 <sup>th</sup>	(2) Flamingo Watch	A group of staff members and their families were taken to the Sewri Jetty in Mumbai to witness the seasonal flocking of the flamingo birds to the wetlands in that area.
<b>March 2013</b>	22 <sup>nd</sup> to 31 <sup>st</sup>	(3) Photo Exhibition	Following the Flamingo visit, participants were invited to submit their photographs as part of a competition which had an expert conservationist as judge as well as voting by staff ballot.
<b>April 2013</b>	22 <sup>nd</sup> to 26 <sup>th</sup>	(4) Eco-Products Fair	A range of different ecofriendly products were displayed for exhibition and sale in the Atrium of TIFC with an aim to spreading awareness of the alternative choices available to the consumer.
<b>September 2013</b>	21 <sup>st</sup>	(5) Organic Farm Visit	A group of staff members and their families were taken to learn composting and organic farming on site developed by a group called Green Souls in the backyard of the kitchen of the Children's care center at the Tata Memorial Hospital in Kharghar.
<b>October 2013</b>	25 <sup>th</sup>	(6) Films on Community Development around Projects	A film screening was organized showcasing work done by IL&FS to support development of communities located around their projects. Two films were screened, one showed the work done to help rehabilitate project affected villages and the other showed a mobile education initiative run by IETS.
<b>November 2013</b>	15 <sup>th</sup>	(7) Walkshop on Sustainable Transport	Participants to this event were taken for a walk across the skywalk located near TIFC at the Bandra Kurla Complex. They were introduced to the concept of sustainable transport and the challenges that face citizens of Mumbai on their commute within the city.
<b>February 2014</b>	15 <sup>th</sup>	(8) Water Conservation - River trail Eco-camp	A group of staff members were taken outside Mumbai to Kolad on the banks of the river Kundalika to interact and learn with water experts on the subject of water scarcity and innovations in water conservation.

### C. Specialized awareness sessions for business verticals

The sessions for business verticals were conducted across the following timeline:

**Table 3: List of sessions for Business Verticals**

Month	Date	Events	Short Description
<b>October 2013</b>	17 <sup>th</sup>	(9) Waste Recycling Workshop	Four waste recycling vendors were invited to present their business model of 'waste as a resource' demonstrating the value of dry waste streams such as paper, plastic including e-waste.
<b>June 2014</b>	18 <sup>th</sup>	(10) Living Spaces for Sustainability	Green building architects & consultants were invited to share their experiences with ecofriendly design and construction for living spaces.
<b>August 2014</b>	7 <sup>th</sup>	(11) Green Technologies for Green Living	Experts in green technologies such as water conservation techniques shared samples of their work experience as well as posed questions to consumers of green products on what is green.
	22 <sup>nd</sup>	(12) Business & Biodiversity	Well known expert marine ecologist and conservationist presented the view of why business should consider the natural environment and factor in biodiversity concerns in development projects.

### D. Sessions on sustainability reporting

The specialized sessions for sustainability reporting were conducted across the following timeline:

**Table 4: List of sessions for Sustainability Reporting**

Month	Date	Events	Short Description
<b>December 2013</b>	16 <sup>th</sup>	(13) HR Role in Sustainability	A presentation cum brainstorming discussion for Human Resource departments of IL&FS & its companies to assess their role and share initiatives in the development of sustainability roadmap for IL&FS.
<b>January 2014</b>	29 <sup>th</sup>	(14) Workplace Health and Safety	Ergonomics, indoor air quality and workplace health & safety experts shared reasons and solutions for improving and maintain standard of health and safety for employees at their workplace.
<b>February 2014</b>	10 <sup>th</sup>	(15) Role of Admin in Sustainability	Conducted for the Administration departments of IL&FS & its companies, their roles in sustainability was highlighted and through group work each came up with initiatives they are currently following as well as suggestions.
<b>April 2014</b>	29 <sup>th</sup>	(16) Emerging Paradigms in Environmental Social Governance	Practitioners in the field were invited to present their innovative initiatives taken within their organizations to tackle environmental and social governance risks.

**Refer to Annexure A for all the Ekobytes and Annexure B for the Proceedings of all the Events.**



## Results

The SAP included 16 events and 20 ekobytes as mentioned above. The themes of the events and ekobytes were derived from the Ekocalendar for the year 2013 which had a key environmental topic for each month. The 8 in focus themes mentioned were covered in the events suited to the business verticals and for the specialized session for sustainability reporting; these included awareness on community development around projects, business model around waste recycling and similar social enterprises, designing sustainability for living spaces, green technologies for green living, role of Human Resources and Administration, workplace health & safety and emerging paradigms in environmental & social governance.

For all the events external resource persons found to be experienced in the selected theme were invited to share their experiences. The total number of resource persons invited over the course of the SAP was 35. The idea was to present an opportunity to learn from and interact with experts and professionals from niche areas for example Dr. Deepak Apte, a marine ecologist and biodiversity expert who shared his experience of biodiversity conservation both individually and in his capacity of COO at Bombay Natural History Society (BNHS).

**For the complete list of speakers refer to Annexure C.**

The following observations were made during the conduct of the SAP 2013-14:

- The number of participants for outdoor events were on the **higher side** as compared to an indoor event.
- The average number of participants per event was between 8 to 10 persons.  
**Refer to Annexure D for an overview of number of participants across the business verticals.**
- Employees who attended SAP were divided in terms of seniority and cadre: e.g. the number of **senior level staff was greater for events of a more technical nature.**
- There was a **fixed number of participants who attend more than one event** and most of these became 'regulars'. These people are also on the list of Sustainability Champions.
- It was found that there was a good response to the call for sustainability champions and the list compiled thereafter could be used to move take SAP to the next level.  
**Refer to Annexure E for the list of Sustainability Champions.**
- All participants of the program were **enthusiastic about carrying out the follow up plan** especially since the most promising of the suggestions came from them.

## Feedback

Every event provided a channel for the participants to provide their feedback on the experience. All Ekobytes carried a request for feedback as well as suggestions and stories to be submitted by the readers for featuring in the next issue.

- ✓ Overall the feedback received for all the events and ekobytes has been good. The majority of **participants (90%) found the events to be appropriate, well planned and conducted.**
- ✓ While there has been a small percentage of feedback received (10%) these have been supplemented with **suggestions for improvement.**
- ✓ Every feedback form also carries answers to the question if participants have learnt anything new from the event; it is encouraging to note that this questions has always received valuable replies pertaining to the topic discussed. **A clear measure of knowledge successfully imparted.**
- ✓ Examples of comments received on the feedback form are as follows:
  - Participants appreciated the visit to watch the flamingos as many of them were unaware of the existence of a world recognized biodiversity hotspot in a megapolis like Mumbai.
  - Participants to the organic farm enjoyed getting hands on knowledge on composting and growing a vegetable garden.
  - Many participants were unaware of the work being done by IL&FS under community development as evidenced in the RIDCOR and Parivartan projects. They were pleased to learn about these projects and conveyed feeling pride for their company.
  - Participants thought that there was a need for more people to attend and that unless senior management was involved it would be difficult to get more participants.

**Refer to the individual proceedings of each event in Annexure B for detailed feedback received pertaining to each event.**

## Learning and Recommendations

A number of learnings were received during the conduct of the SAP. Some of these were incorporated into the running of the program with an aim to improve it. Working closely with the Knowledge Management team and the Corporate Sustainability Cell ensured that the program delivery was suited to the target audience. Both teams provided excellent support and critical input which was factored into the running of the program. Examples of such changes include improving the look of the Ekobytes, inviting well known and expert speakers from outside and the like.

The SAP intended to sensitize and raise awareness of the employees of IL&FS at TIFC, Mumbai.

- ✓ The response received from the employees has been good: about 90% of participants gave positive feedback, there was 10% of feedback which suggested that the program could have been better.
- ✓ A number well balanced number of topics covering environmental issues as well as those specific to the company and of a technical nature have been covered – therefore it is important to sustain the momentum since this is the stage when the program needs to be elevated to in order to achieve more.
- ✓ Going beyond awareness and implementing action should be the aim of the next program. There is evidence to show that the employees are willing; in addition to having a number of ideas they are keen on implementing the same.
- ✓ A key outcome has been the pointed comments from participants looking for top and senior management approval and endorsement as well as participation.
- ✓ Lastly, ensuring participation at the programs is a challenge that needs to be addressed. The solutions have come from the employees themselves: if they have approval to attend as well as incentive then participation will be ensured.
- ✓ The program also explored the option of employee volunteering which should be taken up by the ensuing program, if any.