



Proceedings of Launch of  
**Sustainability Kaleidoscope**

**A Seminar Series**

*knowledge driven “touch points” to build capacities & inspire*

**On Thursday 22nd January 2015  
At the Nehru Centre, Mumbai, India**



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## Background: Need for Sustainability Kaleidoscope

The environmental governance scenario in India is constantly evolving. In keeping with global trends and practices, local policies and regulations are being formulated and adapted to address current and future challenges. However, the development of human resources in relation to this changing scenario is slow and not up to the mark. Implementing institutions have remained weak, university education is still not geared to meet the needs and continuing education programs have been missing the target. In addition to this, efforts to address the above challenges have been either ineffective or sporadic.

To summarize:

- The Government is modernizing environmental governance through new regulations
- Environmental governance **moving faster than human resource capacity**
- Business and Industry face a **shortage of trained human resources** in environmental management
- The recent TSR Subramanian committee report **stresses the importance of capacity building**
- Growing interest in Sustainability since there is a **potential for saving costs/improving the bottom line, addressing risks on proactive basis and building a brand**
- Research and academia **not tuned to the needs of business and government**
- **Not all learning is possible through Google**
- No known program that offers **sustainability related events on a program basis** with well-designed and knowledge driven “touch points” that help build capacities and inspire.

**In view of such a scenario, Ekonnnect Knowledge Foundation has developed a subscription based seminar series called the Sustainability Kaleidoscope.**

This model seeks to bring business, academia, investors and regulators together. *The idea is continuous engagement.* The concept is organizing a series of seminars over a year. These will form “touch points of knowledge and sharing of practices” in the realm of sustainability. The seminars will not be one time or sporadic events but a ‘threaded’ activity or a continuous program. They will be connected to each other by an e-platform which will ‘wire’ the seminar participants together. The e-platform will operate on a 24X7 basis and provide opportunities for extended discussions outside the seminar rooms especially focusing on Q&As, networking and access to resources which will be regularly updated. All these will lead to building a community of sustainability practitioners in the country.

Sustainability is the canvas as the theme is very relevant and encompasses several frontier areas of concern. This provides a better insight into addressing problems and harnessing opportunities in a holistic manner. For Business, for example, the interest in Sustainability is growing due to potential for savings, management of risks and for building a brand.

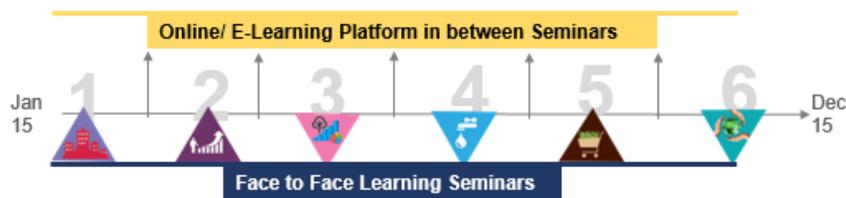


## About the Sustainability Kaleidoscope

A view into a kaleidoscope is dynamic and controlled by the viewer – it presents colorful patterns that the viewers can change by the rotating the cylinder. Similarly, the sustainability kaleidoscope is a series which will be dynamic and responsive to the needs of the participants. These needs will be captured progressively throughout the series feeding back into the planning for the successive seminars. As such, **it will be an adaptive process.**



## How it works ?



The kaleidoscope will be offered on the basis of a subscription model. Of the six seminars offered at different times through the year, one can subscribe to any one or any 3 or all six. The subscription is transferable i.e. two participants can subscribe and attend three seminars each. An organization may buy 50 subscriptions over a year for 20 staff members. Thus there are various models on this basis. **Those who are unable to attend the seminars can subscribe only to the e-platform.**

Why the term kaleidoscope?

A kaleidoscope is a cylinder with mirrors containing loose, colored objects such as beads or pebbles and bits of glass. As the viewer looks into one end, light entering the other creates a colorful pattern due to the reflection off the mirrors. (Source: Wikipedia)

## *Sustainability Kaleidoscope offers the following:*

- A rounded and multifaceted approach in providing updates and imparting knowledge in the domain of sustainability



- Addresses frontier areas that are not generally covered in conferences, university courses and continuing education programs
- Talks of leaders, fishbowl formats for discussions and panel presentations
- International speakers on key topics
- Continuous engagement in between the seminars through an online platform that provides place for discussions and accessing resources that are regularly updated
- 20 seats reserved for students and academia at subsidized registration

### ***Advantages of subscribing to the Sustainability Kaleidoscope***

The advantages to Individuals from subscribing to the kaleidoscope are:

- Flexibility - Subscription model allows participants to pick and choose
- Potential for career enhancement and building professional network
- Stay regularly updated on sustainability across the whole year

The advantages to Organizations from subscribing to the kaleidoscope are:

- Build capacity of employees and associates on sustainability
- Gain advantage of efficiency and innovation to improve the triple bottom line
- Effectively utilize the CSR spend: up to 5% of the 2% budget eligible

### ***Six themes for six seminars:***

The kaleidoscope will comprise of six seminars, each one focusing on one of the following six themes identified as topics which are currently being most talked about in the domain and yet to be covered in education programs. Each topic has been detailed here to provide a glimpse of what sub topics will be covered during the seminar:

- ❖ **Sustainable Cities** – Sustainable cities is talk of the day. What is a sustainable city? What are the typical “sustainable interventions?” How is the smart city concept linked to sustainability? What are the national initiatives? What is the international experience on sustainable cities?
- ❖ **Waste Economy** – Reducing waste generation at source through better product design and ploughing wastes back as a resource is the future. How does the waste to resource economics work? What are the business models and case examples? What have been challenges? What are the examples – national as well as international – on enabling frameworks?
- ❖ **Water Management** – Water resource in India is under threat affecting humans, ecosystems as well as business. Water use reduction, conservation and recycling are some of the strategies to address this challenge. What are the good examples that demonstrate responsible management of water in industries and communities? What are the recent technology innovations?
- ❖ **Business and Biodiversity** – On a global basis, business is getting now more sensitive towards protection and conservation of biodiversity. Biodiversity in India is however getting compromised due to intense development around our eco-sensitive and fragile



areas. What is the national situation on India's biodiversity today? Why should business care about biodiversity? Are there any good examples of responsible leadership in the business?

- ❖ **Green Products and Procurement** – One of the important strategies towards sustainability is to design “green products” and promote “green procurement”. What is a green product? Who will certify a green product? Are people asking for green products? Are there green products in Indian market? What are the international initiatives?
- ❖ **New Models of Environmental & Social (E&S) Governance** – The E&S Governance is changing. Earlier, it was solely driven by regulations and enforcement, but now we have pressures from markets, investors and communities. Reporting and disclosures are getting important. Judicial interventions are also playing a dominant role. What are the trends in this arena? What are the complexities? How do we prepare to face this challenge?

## Proceedings of the launch

To explain and experience the concept, Ekonnnect formally launched the Sustainability Kaleidoscope through a launch seminar on Thursday 22<sup>nd</sup> January 2015 at the 'Hall of Quest' in the Nehru Centre, in Mumbai.

### Participants

We invited all sections of society including corporates, educational institutions, non-governmental organizations, community based organizations, as well as students and the general public who would be interested in learning more about the concept.

The launch commenced with an introduction by Sonal Alvares of Ekonnnect Knowledge Foundation. She briefly welcomed the participants, introduced the activities of Ekonnnect, invited the participants to introduce themselves and invited Dr.Prasad Modak to share his vision and concept of the Sustainability Kaleidoscope.

**Dr. Prasad Modak, Founder-Director, Ekonnnect Knowledge Foundation,** introduced the idea behind the subscription based seminar series on sustainability. He spoke about the different interpretations of sustainability. He elaborated on the concept of shared value and how the worth of intangibles in a company's asset register was rising. In his talk he also shared examples of innovative initiatives taken up by companies in order to integrate sustainability into processes and policies. Examples of Philips where



the company started a take back campaign of their tube lights. They found it saved costs and virgin material if they recovered the mercury from old tube lights. Another example was of Puma which started publicly admitting their mistakes in their balance sheet which unexpectedly led to an increase in their sales. Dr.Modak also gave an insight into the conduct of the Kaleidoscope series. Some of the topics that would be covered included examples such as “does treated sewage need chlorination? How has EU responded to this?” “What’s the relation between ozone depletion and global warming?” “Indoor air quality – e.g. Seoul in Korea has standards for air quality in buses.”

Dr.Modak then introduced the rest of the sessions to follow as given by experts on the respective themes giving a glimpse of the seminars under the Sustainability Kaleidoscope program.

**Dr. Sunil Herat, Senior Lecturer in Waste Management at the Griffith School of Engineering (Environmental Engineering), Australia** spoke on Waste & Resource Economy.

Dr.Herat presented his knowledge and experience on the waste and resource economy with a



focus on the case studies of cities in Australia. He gave the audience a preview of the global waste challenge and the issues that besiege cities in the management of waste. His presentation gave statistics on the current generation of waste worldwide as well as the health and environmental impacts of improper disposal and the challenges. He spoke of the problems as being relevant to each country cautioning that therefore solutions must not be borrowed from

others but that each should develop their own strategies for integrated solid waste management. He mentioned that communities do not see the value of waste as a resource. But that this needs to change. He introduced the concept of the software and hardware of waste management. Dr. Herat also stressed that technology is important but it is not the ultimate solution. He said the need was to have a proper understanding of both software i.e. management and aspects such as culture along with the hardware which includes technology.

Dr. Herat was asked by a participant about the reason for expenditure from the municipal budget being high in less developed countries. In response he mentioned that there was a lot of inefficiency in the collection process. As a result there was a lot of expenses on the collection and transport for disposal. He said there was a lack of focus on the aspects of waste management such as stakeholder awareness and the cultural issues surrounding waste. He also spoke about cleaner production technologies and the shift from looking only at the end of pipe

approach. Another question was on whether there were any specific examples of economic development being decoupled from per capita waste generation. Dr. Herat mentioned Sweden as one example as also Japan and some of the EU directives over the past 10 years. Dr. Herat was also asked about Waste to Energy in India achieving low success rates. His response was that this depended on the characteristics of waste. In India waste is predominantly organic and wet. It has low calorific value and the problem is since there is little or no segregation this does not help either.

**Shantanu Roy, Sr. Vice President, Environmental Management Centre LLP** spoke on the topics of green products and green procurement.

Shantanu introduce the participants to the concept of green products. By interacting with the participants he challenged the idea of what is green and how much of green is really green. He provided examples and shared definitions to help increase understanding of this concept. He spoke about the green procurement by the government of India including the task force and workshops. He cited examples of companies and their supply chain demonstrating the need for the greening of the entire supply chain.



Taking the participants through many examples of eco-labels and testing the understanding of these labels he provided food for thought on the subject of green products and procurement. Shantanu was asked by a participant about conflicting reports such as refrigeration systems that have ammonia and how the EU allowed this because ammonia has zero ozone depleting potential. To which he replied that often while solving one problem it has led to a problem of a different kind. Often one needs to make a choice since there is no right or wrong solution.

**Divya Narain, Manager – E-learning, Eknect Knowledge Foundation** spoke on the theme of Business and Biodiversity.



Divya presented on the relationship between business and biodiversity. She spoke about the impacts and dependencies between the two. She highlighted the International governance under which biodiversity impacts of business are increasingly being seen and seriously considered. She identified certain



cases exemplifying issues cropping up in the crossroads of business and biodiversity. She spoke of cases where businesses looked at both the risks and opportunities that arose in the dealing with biodiversity impacts from activities. She presented the business case for biodiversity conservation, showing how it affects the bottom-line.

**Sonal Kaushik, Vice President, Environmental Management Centre LLP** spoke on the topic of Sustainable Cities.

Sonal began her presentation with facts on the rampant urbanization and the prediction of urban centre containing the major part of the world's population in the years to come. She asked the participants to visualize what they thought was a sustainable city. Sonal share her thoughts on cities which are inclusive and environmentally friendly. She gave an example of a project she worked on for developing an Eco-City for the city of Sangli-Miraj-Kupwad in Maharashtra. She also interacted with the participants on what their vision for Mumbai as a city was, stating that there hope to improve. Sonal also shared the working of a mobile application called SimCity which required the player to help build a sustainable city.



**Dr. Prasad Modak spoke on Water Management** and focused his presentation on Zero liquid



discharge with technology options and associated strategies. He spoke about the zero liquid (emissions) framework and suggested options and strategies used to achieving the same. He introduced the concept of water balance and highlighted the importance, elements and costs of doing so. He cited examples and spoke about expanding the water balance to include energy and materials balances. Dr.Modak

introduced the participants to the technologies available and the strategies in adopting their use. His presentation suggested the unique concept of introducing discharge upstream of the industrial site.



**Lucille Andrade, Asst.Vice President, Environmental Management Centre LLP** spoke on the topic of Environmental and Social Governance. She introduced the participants to the three mechanisms



under ESG outlined as the government regulations, market & investor based mechanism and worker & community perspective based mechanism. She gave a glimpse into the evolution of the environmental regulatory framework in India and showed the differentiation between resource and product based regulations. She briefly touched upon the concept of Life Cycle Assessment. She ended with the new thinking on ESG as being proactive versus reactive,

embarking on life cycle thinking and spurring innovation.

#### **Interactive session with the participants using the Fishbowl format:**

Following the presentations on the six topics, the participants were invited to join in an interactive session using a ‘fishbowl’ format moderated by Dr.Modak. Here eight chairs were placed on the dais and two speakers were invited to take their seats. The remaining six seats remained vacant for any of the participants to take and pose their questions to the speakers on their topics or make observations and comments of their own to add to the conversation.

Here are the questions and responses recorded from the Fishbowl session:

- Municipal budget for SWM increases from developing to developed countries. Why?

Since the entire process is focused on collection there is no balance which is necessary optimizing the process – balance here is referred to focus on both software and hardware of the waste management process. Other factors include the involvement of the informal sector and the lack of cooperation from all those involved.

- Is there any sustainable city in the world?

There are examples of cities like Vancouver and Oslo which are far ahead of others in terms of sustainability measures.

- Has anyone worked on a financial model for a sustainable city?



The example given during the presentation of the Eco-City Action Plan developed by Environmental Management Centre LLP for the cities of Sangli-Miraj-Kupwad in Maharashtra where the plan includes financial details for implementation.

- Is there any business model for waste management of construction debris?

There are some companies who are using the debris and creating new construction material out of it. As such this is use of the waste debris as new material reducing use of virgin resource.

- Has there been any cases of fake eco labels?

There are instances of fake claims and also the term of 'greenwashing' which is also claims made in order to suggest eco-friendliness. No known instances of fake eco-labels.

## Personal Carbon Footprint Calculator

An integral part of the launch was the provision made for all participants to calculate their personal carbon footprint with the help of the team located in the lobby of the venue with their laptops. There were three team members, Anuja, Emon and Romil who each helped participants use KnowCO2now, a personal carbon footprint calculator. At the end of the seminar the three persons with the lowest PCF were congratulated and gifted a memento of appreciation. The lowest was Aldrina Fernandes followed by Dr. Shankar Murthy and Neelam Malkani.



## Consultation/Feedback

The launch seminar was an opportunity to introduce the concept as well receive feedback from the participants on the various models proposed. A **consultation cum feedback form** was circulated among the participants which asked their opinion on the topics to be covered, the suggestion of the e-platform, the kinds of fees proposed as well as the various ways in which they could be a part of the program.



We received feedback from 19 participants. The majority of the participants liked the suggested format of the kaleidoscope of six one day seminars over the year on key topics related to sustainability.

All the six topics covered in the launch were recommended as topics for the seminars. In order of majority preference are Waste Economy, Smart Cities, Green Products & Procurement, Water Management, Environmental & Social Governance and Business & Biodiversity.

Additionally there were suggestions for other topics such as financial management of sustainable projects, Sustainability & Business, Energy, Energy Efficiency & Conservation, Sustainable Transport and Urban Quality of Living.

Majority of the participants felt that the six seminars should be charged at less than 10,000 INR, less than 8,000 INR for 3 seminars and less than 2000 INR for one.

#### Quotes:

- ✓ “It (Sustainability Kaleidoscope) has a great adaptive format and an integrated framework. Truly dynamic process. I like the kaleidoscope metaphor!”  
**Asavari V.Davadiga**
- ✓ “An excellent platform for knowledge sharing & networking”  
**Ruchi Birla, Manager – Operations Excellence (SHE & Sustainability), Marico Limited**
- ✓ “Kaleidoscope should widen its base by holding seminars/workshops at different cities, train the trainers/franchisee, approach corporates for sponsorships – tap the training budgets as part of CSR packages. Kaleidoscope activities should be made commercially sustainable if it is to be long term and wide spread”  
**Nayan Khambati, Eco Pollution Control Consultants**
- ✓ “All the themes in the seminar series are really interesting but it would be really helpful if some scholarship or fee concessions are made available to interested students”  
**Phulmani Baro, Tata Institute of Social Sciences**

## Next Steps

Based on the feedback received, Ekconnect is planning to hold the six seminars over the course of this year 2015. The themes will evolve as we progress as also the timeline.

We are currently looking for sponsorship from corporates in order to create a corpus fund which will be used to operate this program and sponsor deserving students interested in subscribing to all the seminars.



## How to get involved in the Sustainability Kaleidoscope?

Ekonnnect invites you to collaborate with us on the sustainability kaleidoscope. We expect a different type of role for those interested in participating either as a subscriber or as a developer. You may find any of the roles fitting your interest for the following reasons:

### As an Individual

- ✓ Update your knowledge on frontier topics in Environmental Management
- ✓ Meet and interact on a one on one basis with national and international experts
- ✓ Expand your network as you interact with like-minded persons
- ✓ Remain connected to all participants on a common online platform in between seminars
- ✓ Enroll in the series on topics of your interest
- ✓ Easily transfer your subscription to another person
- ✓ Subscribe only for the online platform
- ✓ Collaborate on future seminars as a mentor and resource person

### As a Corporate

- ✓ Meet your training needs through a programmatic approach
- ✓ Update knowledge of your employees through theme-specific seminars
- ✓ Avail of discounts for group subscriptions
- ✓ Enjoy flexibility in nominating your employees

### As a Sponsor

- ✓ Fulfill your CSR spend requirement through training of your employees by sponsoring deserving students
- ✓ Meet your branding targets by promotion of your company logo on all communications
- ✓ Make presentations to share your success stories

### As a Franchisee

- ✓ Conduct this unique concept in your region/state/city
- ✓ Market your institution as a co-brand of the Sustainability Kaleidoscope
- ✓ Receive support for experts & for operating the online platform
- ✓ Earn revenue and goodwill through the operation of the Sustainability Kaleidoscope



## About

### Ekonnnect Knowledge Foundation (Ekonnnect)

Ekonnnect is a Section 25 Non-Profit Company established in September 2012 with an objective to promote and to mainstream sustainability in governance, business and communities.

Ekonnnect proposes to achieve these objectives by raising awareness, building capacities, establishing knowledge networks, sponsoring research, catalyzing innovation, facilitating investments and influencing plans and policies.

Visit us at [www.ekonnnect.net](http://www.ekonnnect.net)

Join us on LinkedIn at <https://www.linkedin.com/company/environmental-management-centre>

Join us on Facebook at <https://www.facebook.com/EkonnnectKnowledgeFoundation?ref=hl>

View presentations on <http://www.slideshare.net/EkonnnectKnowledgeFoundation>

Follow Dr.Prasad Modak's blog at <https://prasadmodakblog.wordpress.com/>

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## Agenda

9:45 am	Calculate your personal carbon footprint Tea/Coffee	<b>Romil Bajaj, Emon Dastidar &amp; Anuja Sawant</b>
10:15 am	Welcome & About the Sustainability Kaleidoscope	<b>Dr. Prasad Modak</b> , Executive President EMC & Director Ekonnnect
11:00 am	Waste Economy	<b>Prof. Sunil Herat</b> , Griffith University
11:45 am	Green Products & Procurement	<b>Shantanu Roy</b> , Sr.V.P., EMC LLP
12:15 am	Business & Biodiversity	<b>Divya Narain</b> , Manager, E-learning, Ekonnnect
12:45 pm	Sustainable Cities	<b>Sonal Kaushik</b> , V.P., EMC LLP
1:15 pm	Lunch	
2:15 pm	Water Management	<b>Dr. Prasad Modak</b> , Executive President EMC & Director Ekonnnect
2:45 pm	New Paradigms in Environmental & Social Governance	<b>Lucille Andrade</b> , A.V.P., EMC LLP
3:15 pm	Fishbowl session with members of the audience for consultation and feedback	<b>Dr. Prasad Modak</b> , Executive President EMC & Director Ekonnnect
4:15 pm	Subscription Models on Sustainability Kaleidoscope	Sonal Alvares, Sr.Mgr. Outreach & Marketing, Ekonnnect
4:30 pm	Closing Remarks	Tea/Coffee



## List of Participants

	Name	Title	Company/Institution	Email Address
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