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SQ

raising the Sustainability Quotient

Editorial



Green Public Procurement (GPP) may be simply defined as “Public procurement for a better environment”. GPP is fundamentally a voluntary instrument, but it can be legislated.

Japan already has a law on GPP. In 2000, in South Africa, Department of Environment Affairs adopted a Preferential Procurement Policy under the 'Preferential Procurement Policy Framework Act, 2000'. In China, from January 2007, provincial and central governments have made a list of environment friendly products certified by China Certification Committee for Environmental Labelling and these products have to mandatorily meet environmental protection and energy saving standards. In Mexico, the 2007–2012 National Development Plan brought in sustainability criteria in the procurement policy followed by a procurement law. The law recognized that all wood and furniture procurement by public agencies requires a certificate highlighting its legal origin and paper procured will need to have 50 % recycled content.

Today, thirty per cent of the GDP of India is spent on public procurement. Given the massive size of public spending, the public sector in India can be a prime driver towards sustainable production and consumption

and can create environmental and economic benefits. Unfortunately, In India, GPP is still in its infancy.

In 2012, the Confederation of Indian Industry (CII) carried out a study and came up with GPP Guidelines. The Thirteenth Finance Commission of India emphasized the need for incentivizing growth of India with lower environmental and resource footprint. In April 2012, the Union Cabinet approved the Public Procurement Bill, which is currently pending in the Lok Sabha. Unfortunately, there is hardly any green in this bill, except in Clause 21 where one of the criteria mentioned is “environmental characteristics” of the product.

Green purchasing is about influencing the market. By promoting and using GPP, public authorities can provide industry with real incentives for developing green materials, technologies and products. GPP is therefore a strong stimulus for eco-innovation. To me this is a very important game changing feature – something India badly needs while pushing the agenda of “Make in India”.

- Prasad Modak

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SUSTAINABLE PURCHASING 101: TOOLS FOR BUYING GREENER PRODUCTS

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Reader's Column

We invite feedback suggestions and articles from our readers, please write to: sustainability@bombaychamber.com

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Sustainable purchasing is an effort to buy greener, healthier, and more sustainable products from greener, more sustainable companies. It is based on the simple concept that every single purchase has hidden human health, environmental, and social impacts and that it is possible to reduce adverse impacts by buying better products.

The hidden impacts occur throughout a product's supply chain: from the point raw materials are scraped out of or harvested from the earth, to the preparation of the raw materials, the manufacturing processes, the packaging, use and ultimate disposal of the product, including all of the transportation requirements throughout the lifecycle. The cumulative total of the impacts defines the products sustainability footprint.

Sustainable purchasing means buying products with improved sustainability footprints that also meet price, performance and quality requirements.

Consumer Tools

At the consumer level, sustainable purchasing involves shopping for products with specific environmental or social benefits, particularly those products that have been certified to environmental leadership standards.

Some of the environmental attributes of most interest to consumers include recycled-content, energy efficiency, indoor air quality, biodegradability and safer materials.

Consumers rely on various environmental labels to help them identify the greener, healthier products, including:

- **ECOLOGO**

Certifies products meeting environmental leadership standards based on multiple environmental considerations and requires third-party auditing. It covers products such as cleaning chemicals, mobile phones, tissue and copy paper, paint, toys and more.

- **Energy Star**

Identifies the most energy efficient products as defined by the U.S. federal government and is now backed by independent third-party testing.

- **EPEAT**

Labelizations like UL Environment.

- **Fair Trade**

Covers agricultural-based products like fruits and vegetables, cocoa, coffee, sugar, natural apparel and other products. The label indicates, as certified by Fair Trade auditors, that the farmers and other workers are paid a fair price and enjoy safe working conditions.

- **Forest Stewardship Council (FSC)**

Recognizes forest products, including lumber, paper, and furniture made from wood that has been harvested in a more sustainable manner based on certification to the FSC standard.

• GREENGUARD

Certifies products based on independent laboratory tests that meet tough indoor air quality requirements to minimize indoor air pollution from chemical product emissions. It covers products like carpets, paints, baby cribs, mattresses, furniture, electronics and cleaning products.

Professional purchasing tools

Consumers are not the only ones interested in buying greener, healthier products. Many organizations including large and small companies, governments, colleges and universities and healthcare organizations are also looking to make more sustainable choices.

For many of these organizations, responsible purchasing is more than “doing the right thing.” Green purchasing priorities are frequently connected with specific business objectives like reducing operational costs by buying more energy or water efficient equipment, more fuel efficient vehicles, and reducing packaging waste from suppliers.

Responsible purchasing can also be connected with specific corporate environmental and social commitments such as reducing greenhouse gas emissions, increasing supplier diversity or buying from local businesses.

In addition to the environmental labels used by consumers, professional purchasers have additional tools to facilitate responsible purchasing. One important tool for many purchasers is the formal sustainability purchasing policies organizations use to publicly declare their intent.

A few examples of public sustainable purchasing commitments include:

- A series of Presidential Executive Orders, issued by every president since President George H.W. Bush first required the federal government to buy recycled content products in 1991, requires federal government purchasers to buy greener products. The most recent Executive Order signed by President Barack Obama requires 95 percent of government purchases meet environmental requirements.
- Numerous state and local governments have similar green purchasing policies.
- Private sector companies like McDonalds have been

making green purchasing commitments since its 1990 commitment to buy recycled content products. Its green purchasing commitments continue today with pledges to buy more sustainable beef, coffee, palm oil and fish.

- Other companies such as Patagonia, Starbucks and Walmart also have been working to reduce their sustainability footprints through better purchasing.
- Colleges and universities including American University, Arizona State University, Duke University, Harvard University and others are making similar commitments.
- A group of green purchasing leaders recently launched the Sustainable Purchasing Leadership Council, which includes numerous companies promoting greener purchasing. The group is developing tools and resources to make sustainable purchasing easier.

In addition to public commitments and environmental labels to facilitate their sustainable purchasing practices, professional purchasers also rely on environmental product declarations.

An environmental product declaration (EPD) is a standardized reporting format for validated sustainability data. It is a report analogous to the nutrition label on a box of cereal. It provides purchasers with key metrics such as the greenhouse gas emissions associated with a product or the water intensity of the manufacturing process. It can also include information on human health and social impacts.

While too complicated for the typical consumer, EPDs are being used by professional purchasers to help organizations measure and improve their sustainability footprints.

Caveat emptor viridis (Translation: Let the green buyer beware)

Greenwashing, making false or misleading environmental claims about a product, service or company, continues to be a challenge for people trying to buy greener products. The U.S. Federal Trade Commission (FTC), which enforces U.S. truth-in-advertising law based on its recently revised Green Guides, continues to identify companies making misleading environmental claims.

Recent FTC cases include:

- A plastic lumber company that overstated the recycled-content percentage of its products.

- A plastics company making misleading and unsubstantiated claims about the biodegradability of its products.
- A diaper company deceiving consumers about the compostability, biodegradability, and other environmental features of its products.

Other FTC cases identified misleading environmental claims for mattresses, bamboo fabrics and energy efficient windows and shuttered a fake environmental label.

Anyone interested in buying greener, more sustainable products should look for independent, third-party proof from well-known and well-respected organizations for any environmental or human health claim.

Summary

A variety of tools exist to make sustainable purchasing easier for individual consumers and large organizations. They make it possible to leverage individual purchasing decisions into a powerful economic force that can build a better world.

And it is working.

Companies chasing profits from sustainability-minded customers are now competing to improve their own sustainability and to make more sustainable products. Buying greener, healthier, more sustainable products is one way we can all improve our own lives while contributing to the greater good.

Image courtesy of UL Environment

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<http://www.triplepundit.com/special/setting-the-standard/sustainable-purchasing-101-tools-buying-greener-products/>*



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GREEN SERVICE : ECOTEL HOTEL – A CASE STUDY

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Meluha-The Fern is a five star environmentally responsible business hotel, located in the heart of Hiranandani Gardens, Powai, Mumbai. Over the years, the hotel has gained recognition in both National and International markets with 37 awards including the prestigious National Tourism Award by the President of India.

Meluha-The Fern is the first LEED Gold (Leadership in Energy and Environment Design) and Ecotel Certified Hotel. LEEDGold certified building design exhibits state-of-the-art architecture, sustainable systems and technologies. Ecotel Certification, enables the hotel to become sustainable by reducing the environment impact of day-to-day operations. The Meluha has been awarded the ECOTEL Certification for meeting its criteria and making sustainability integral to the company's business strategy.



The hotel demonstrates its commitment in five spheres of environmentalism;

1. Sustainable Sites and Resource management during Construction
2. Innovative Design
3. Water Management
4. Energy Management
5. Waste Management



Sustainable Sites and Resource management during Construction

- The hotel has a comprehensive **storm water drainage plan** and several measures to control erosion and sedimentation of the landscape have been adopted during & post construction.
- The building is located in an area which has **access to basic service areas** in close vicinity. Furthermore, excellent pedestrian access is enabled between the building and the services. The hotel is also well-connected with the public transport bus network.
- **97.48% of construction waste** has been **diverted** from landfills.
- Most of the **materials used in construction** was obtained **locally**.

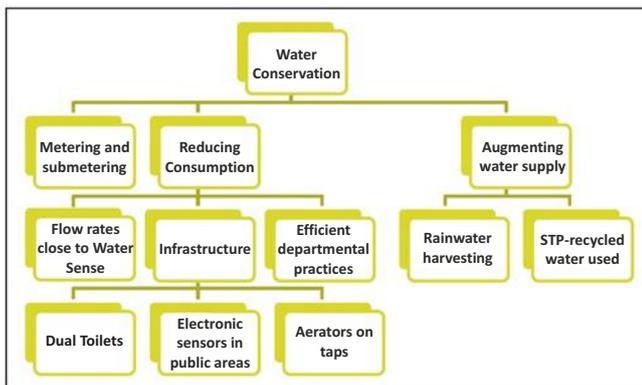
Innovative Design

- The **parabolic shaped building** is oriented to face the South-west direction to allow sunlight to illuminate the hotel but limit direct sunlight penetration.

- Heat gain and loss is further prevented by the use of **hermetically sealed double glazed windows** in all areas of the hotel and **roof top insulation** with 3 layers of natural resource COBA (clay brick).

Water Management

- To effectively conserve water in all departments of the hotel, across all levels, water efficient and low flow faucets, shower heads, flushes have been installed.
- Sewage treatment Plant:** The waste water of the hotel is treated and then further reused in areas like the air conditioning plant, flushing, gardening and for new constructions within the complex.
- Ground water recharge and roof water harvesting is also incorporated.



Energy Management

Energy management designs and systems enlisted below have been integrated into the hotel to ensure optimum utilization of energy.

- The Building design incorporates **efficient lighting systems** (LED CFL, dimmers to vary brightness and motion sensors) high performance glass, **DCV (Demand control ventilation)** and **CO sensors** in the parking area to optimize energy performance.
- Measurement and verification energy performance** is done through a system of meters and sub-meters installed.
- Our Centralized HVAC system has a **highly efficient microprocessor** based controller to reduce starting current and control acceleration of the motors.

The HVAC system has 3 **STL (storage thermal latent) tanks** installed. The system permits the generation of cooling or

heating to be transferred to a period when our AC plant would otherwise be shut down, or when energy costs are lower.

- Co-generation of Energy:** Another interesting element of the HVAC system is that Hot water for the hotel is generated from the waste heat of the AC plant through a **De Super Heater**. As a back-up, we also have **natural gas** powered Hot Water Generator installed.
- Energy Conservation through **Building Management System Automation** enables Demand based ventilation. Further, distribution pumps are controlled to distribute chilled water as per load through **variable frequency drives (VFD)**.
- The Guests rooms are incorporated with an intelligent key-tag system. Also the Master Control panel in the guest rooms incorporates a unique feature known as the **ECO button** which increases the room temperature by two degrees.
- The Hotel uses the world's most successful **Hybrid Car for guest transportation- Toyota Prius**. The vehicle generates some of its own power by recovering kinetic energy during braking. This reduces fuel consumption & thus, carbon dioxide emissions. Solar powered power banks for cell phones are used.
- Further energy management is facilitated through a **preventative maintenance program** of all equipment in the hotel to ensure maximum efficiency, daily monitoring of Heat-Light-Power(HLP), goal-setting for reduction of HLP consumption, energy conservation, training for all team members and exchanging knowledge of best practices at community meetings.

Waste Management

Along with reducing the use of natural resources at source though various measures, the waste generated is effectively diverted from landfill through segregation and recycling.

- The Hotel manages its solid waste by **segregating** it in all the kitchens. Four separate color coded bins- Black, White, Green and Red are used for separating the waste into wet, dry, recyclable and non-recyclable.
- An easily accessible area** that serves the entire building is dedicated to the separation, collection and storage of materials for recycling.
- The food waste or wet waste is sent out to **piggeries** to be recycled and the dry garbage is given out to a recycler for **recycling**.

Employee Engagement and community Involvement

The Hotel strives to create a paradigm shift towards sustainable thinking by transfer of knowledge and delivering societal value through education programs and community activities.

Employee Orientation/Induction and Training

The Environment program of The Hotel is introduced at the Employee Orientation. A formal mention of Meluha's environment program is made to all employees, regardless of the rank, by the Environment Officer in order to familiarize all new employees with the hotel's commitment. At the end of this session each employee is gifted a Jute bag and an Ecotel Handbook.

Green Team

The Green Team is a group of committed individuals who act as the managing body for the hotel's environment program. The team consists of team members from each function/department in the hotel. The members are entrusted with the responsibility of monitoring staff and ensuring that ecofriendly practices are adhered to. They also host various activities for the staff and community.

Employee Engagement Activities

Activities with an environment theme are regularly conducted to spread awareness, empower employees to showcase vocational talent, encourage camaraderie and most importantly celebrate togetherness. Past activities include Poster competitions, Eco quiz Competitions, Wealth from Waste competition, Interactive workshops, Eco Antakshari competition etc.

Meluha- The Fern also engages their guests in the Environment program of the Hotel.

Guest Connect

One of the primary methods of spreading environmental awareness among the guests is through an Ecotel handbook kept in all the rooms of the hotel. This handbook, printed on recycled paper, informs the guest of the environment friendly practices of the hotel.

Guest participation programs including 'Save our planet' and 'Eco guest' program are largely accepted and practiced.

- *Save Our Planet:* This re-use of linen program helps reduce energy and water consumption.
- *Eco Guest Program:* The master control panel in the guest rooms is incorporated with an Eco button. This button when pressed, increases the room temperature by two degrees Celsius thus saving energy. Each guest who presses this button is appreciated with an Eco certificate.

All communication and marketing material of the hotel specifically mentions our commitment to the environment.

Community Events

Community engagement events/ initiatives/ campaigns are organized regularly to involve citizens and enable the practice of environmentally conscious, economically sustainable and socially responsible lifestyles and business pursuits.

Staff associates from the various departments join and promote these events. Some past events include Cycle Rally, Cleanup Drives, Vermiculture demos to citizens, Switching off non-essential lights during Earth Hour, Eco Ganesha workshops, Environment awareness for school students, Best out of waste competitions etc.

Indoor Environmental Air Quality and ' Pure' rooms

- All areas of the hotel have **ventilation systems** designed to meet or exceed the minimum air quality standard to prevent the development of indoor air quality problems in buildings, thus contributing to the comfort and well-being of the Occupants. **Low VOC** adhesives, sealants, paints etc. meeting stipulated standards have been utilized. The hotel offers guests a new luxury of *Pure Rooms*. 19 rooms of Meluha have been certified as Pure rooms by **New York based Pure Solutions**.

ECO-LABELS – JUST A MATTER OF COMPLIANCE OR AN OPPORTUNITY TO BECOME COMPETITIVE IN THE MARKETS?

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What is an Eco-label?

According to Global Ecolabeling Network "Eco-labelling" is a voluntary method of environmental performance certification and labelling that is practiced around the world. An ecolabel identifies products or services proven environmentally preferable based on Life Cycle, within a specific product or service category.

Most of the environmental regulations focus on processes and resultant wastes/emissions. Stipulations through "eco-

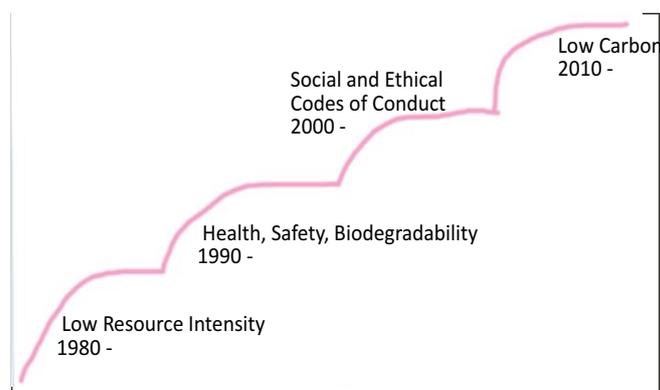
Unfortunately, the Eco-Mark scheme was unsuccessful due to lack of marketing and copious procedures required to meet both environmental and quality criteria set by the Bureau of Indian Standards.¹

History & Evolution

Germany's Blue Angel was one of the first world's first eco-label some four decades ago. Organization for Economic Cooperation and Development (OECD) analysis from 2013 found that the number of labels increased roughly fivefold between 1988 and 2009. As of today, the Ecolabel Index lists 377 schemes in 211 countries and 25 industry sectors, from Italy's 100% Green Electricity to New Zealand's Zque natural wool label.² Increasing number of ecolabels are a response to the pressure for greater environmental sustainability of production and consumption systems.



Sourced from <http://www.greenmarketing.com/articles/complete/how-to-choose-the-right-eco-label-for-your-brand1/>



Waves in the Evolution of Ecolabels

labels" became relevant as impacts beyond the "factory gate" were understood across the life cycle of the product.

Both the consumers and retail stores supported the move towards ecolabels. Several national governments in the European countries supported eco-labels and countries in Asia such as Japan, Korea, and Thailand took the lead. As early as 1992, Ministry of Environment & Forests of Government of India launched Eco-Mark as India's eco-label.

The eco-labels have evolved through four "waves". The first wave focused on greenness of the product addressing resources (inputs) and wastes/emissions (outputs) showing preference to products that had low "resource intensity"³ or low "ecological rucksack"⁴. The next wave addressed the health, safety and biodegradability related considerations result of which led to phasing and substitution of harmful and

¹ Read the report "Why was India's Ecomark Scheme Unsuccessful?" at <http://www.cuts-citee.org/pdf/RREPORT07-01.pdf>

² Visit the website of Global Ecolabelling Network to get a comprehensive overview - <https://www.globalecolabelling.net/>

³ Resource intensity is a measure of the resources (e.g. water, energy, materials) needed for the production, processing and disposal of a unit of good or service, or for the completion of a process or activity; it is therefore a measure of the efficiency of resource use.

⁴ An Ecological Rucksack is the total quantity (in kg) of materials moved from nature to create a product or service, minus the actual weight of the product. That is, ecological rucksacks look at hidden material flows. Ecological rucksacks take a life cycle approach and signify the environmental strain or resource efficiency of the product or service.

non-biodegradable substances. The third wave looked at social issues such as management of labor (working hours, fair wages and child labor) and came up with requirements to meet the codes of conduct⁵ and ethical practices across the supply chains. The fourth wave came up with a need to reduce carbon footprints in product making, packaging and transportation showing preference to Low Carbon Goods and Services. Today, the consumer demand for lower-carbon products and services is growing, despite the tough economic climate.

In terms of “downstream” of the supply chains, especially the SMEs, adherence to criteria set for the eco-labels became part of the requirements in “vendor registrations”. Eco-labels became like a benchmark that companies must meet if they want to continue to be suppliers to multinational brands. Eco-labels also influenced the sustainability frameworks of certain sectors leading to initiatives such as the Roundtable on Sustainable Palm Oil, or Bonsucro, the Better Sugar Cane Initiative. This sector wide impact influenced a large number of the SMEs asking for the “change”.

Leveraging on Eco-labels – Competitiveness and Innovation

Ecolabels offer many benefits. Fulfilling the eco-label criteria can be beneficial for businesses by encouraging adoption of more environmentally-sound management practices and business models, and by helping to improve efficiencies. Ecolabels can also help in better branding and widening of the market – especially sectors like organic food. Figure below illustrates the benefits of eco-labelling. **Amongst all, product innovation is considered to be the principal opportunity.**

The Future

Products certified eco-label lead to sustainable modes of consumption as 7 billion of us are trying to cope up with the limits of the planet's natural resources. Certainly, many eco-labels have done a great deal to raise awareness and to create trust, to change what we expect from certain product categories, and to build capacity and create a common framework around sustainability.

The proliferation of ecolabels is a cause for concern however. Trade and Industry Associations should facilitate by organizing a daylong seminar bringing together industries, certifiers and retailers and consumer interest groups. Eco-labelling is expected to be a sun-rise industry in India. Initiatives like the Green Purchasing Network of India (GPNI) may also help⁶.



Benefits of Ecolabelling

⁵Code of conduct. ... A code of conduct is a set of rules outlining the social norms and rules and responsibilities of, or proper practices for, an individual, party or organization. Related concepts include ethical, honor, moral codes and religious laws.

⁶ Visit Green Purchasing Network of India at <http://gpniindia.org/> for information on green products, eco-labels and surveys on consumer perceptions read the report “Why was India's Ecomark Scheme Unsuccessful?” at <http://www.cuts-citee.org/pdf/RREPORT07-01.pdf>

SUSTAINABILITY EVERYDAY

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Sustainability is often a misused term! All those who want to sound cool use it liberally. It tells everyone around you that you really care about the environment. Even in professional life, the term Sustainability is used liberally to show the clients and customers that we care about the environment. But really speaking, what does Sustainability mean to you and me? And if you and I have to de-jargonize the word and make it a part of everyday life, what will we need to do? This is a question I often find asking myself. How do I Practice Sustainability and not just write about it?



Personal practice of Sustainability is multifaceted. It can begin with something as simple as taking a bath for a shorter duration to save water. But, personal commitment to Sustainability can be a great exploration. It's almost an adventure that leads you into unknown territory and can be quite a revelation. It's also

quite fulfilling personally. At the same time, let me warn you, some people may also start hating you.

Where should I begin Practicing Sustainability, I wondered? Waste, to me is the biggest issue in India today. PM Narendra Modi's call for Swaccha Bharat is a great beginning, but if we wish to make the piles of waste around us disappear, we need some serious Practicing of Sustainability by everyone.

So one fine day, I decided to stop buying products that are overly packaged. For example, anything that is packaged in unnecessary layers of material like paper and plastic went off my shopping list. Plus, any surplus plastic bags that are used also pretty much started getting avoided. Have you unpackaged a man's shirt? Here is a classic case of over-packaging. In fact, women's clothes are more delicate and possibly with more buttons and frills, but it's the man's shirt that is packaged with too much material. Think about it. Every shirt is folded around a stiff cardboard. Then there are plastic strips inside the collar and around the cuffs. There is extra paper to manage wrinkles. And finally there are innumerable small pins to hold the shirt's folds in place. And all this is placed in a plastic bag, which is put inside an elaborate box. Just imagine, all this packaging for a product that is not breakable and can be washed and ironed very easily. In fact, the first thing that we end up doing is remove the folds and

send it for a round of ironing even before its first use! So what's the point of packaging, really?

The next on the list were all those packaged products that are also available in loose form. For example, I refuse to buy vegetables and fruits that are packed in plastic bags in supermarkets. Our corner vegetable vendor sells these loose and can be carried in our reusable cloth bags.

The third thing that made me a hated person at my home was to stop buying toys that require batteries! Batteries in toys are sometimes used at the rate of 2 per day, creating a huge amount of waste that is not dealt with correctly in India at all. Fortunately, for me, my children grew up fast. And moved quickly out of the toys buying phase. That cell phones and iPods have replaced these toys, is something where my Sustainability exploration needs further research.

Yes, Practicing Sustainability is certainly not easy! And it's especially difficult if surrounding systems are not geared up to provide sustainable alternatives. For instance, every time I clean out my children's wardrobes, there is a pile of clothes that they have just outgrown. The clothes are in good shape. In India, the most sustainable option is to give away this pile to someone needy so that they are used. But how many initiatives exist that takes these clothes? I found one such amazing home scale initiative, the R-Cube. R-Cube is founded by two architects Hemant Mahajan and Prashant Shah in Kothrud, Pune where such second hand clothes can be given away. R-cube has developed a network of needy people who regularly visit the R-cube store and pick up the bundles of good but used clothes. These needy people either use the clothes for themselves or they also sell these in remote rural areas in flea markets. Usually, the cost of these clothes is priced such that it covers the costs, often Rs.10 apiece. An initiative like R-Cube is by itself small but it has a huge potential for scalability and can become a movement in reusing clothes. I have personally recommended R-Cube to so many families last year.

But then, there are some clothes that are too stained or frayed to be able to re-wear and which cannot be given away. What do we do with this pile? My daughter and I have attempted numerous DIYs where old t-shirts were brought back to life by tie-dyeing them (to cover some stains) or purposely fashionably tear them (to cover the frayed edges).

But how many clothes can you really 'upcycle' this way? What we need is an alternative that will effectively deal with all this textile waste.

In the H&M store at Pune, I found their Sustainability Policy in Action. Although most of the multinational companies have their Sustainability setups, very rarely do you find them operational in India. So I was pleasantly surprised to see this card on the payment counter.

H&M asks you to bring your old, torn, frayed garments to them to recycle the material, which goes into making their new clothes. So the concept is that you end up producing less material by reusing old ones. You, for having become an eco-citizen, get 15% discount on the new clothes you buy! Sweet deal! I feel all major brands should begin this initiative. For one, people



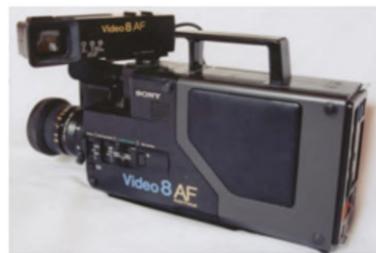
like me will feel less guilty about shopping for new clothes every month. I don't know if this can also extend to sarees. I doubt any woman can ever give up a saree, but it will be worth a try!

Practicing Sustainability is particularly challenging every time I visit an electronics store. While new and newer products beckon, it's very difficult to say no. Particularly when you have teenage children! On top of this, the electronics industry is notorious for launching a new version of a product right after you have bought the current version.

So when a saleswoman tries to sell me some product or the other, my usual first question is, "Will you buy back (or even take for free) the old product that I have at home?" I wonder what people do with their old TVs and DVD players when they buy new ones? India offers a whole range of socio-economic strata that helps in reuse of electronics, but there still needs to be a system. How much can we give away to personal contacts?

The rate at which a technology or a product becomes obsolete is just shocking. Take for instance, the video camera. In the past 10 years, a humble gadget like a video camera has changed its size from a large shoulder-resting contraption to a mini sized GoPro that can be mounted on your helmet. The change has also happened in the medium of recording. The old video cassette made way to small cassettes to CDs and then to mini CDs and now a microSD card. While the material

intensity of this product has decreased substantially, I am left with one specimen of a video camera of each successive technology today!



In order to convince and ensure that people continue to buy and thus have access to newer technology at the same time, it should be mandatory compliance for any electronic product manufacturer to buy back the old product. I seriously feel that this should be the strategy of all electronics companies. This way, they have a higher chance of sale of new products and the waste that would get generated otherwise can be recycled into making the new product. Till then, I guess, founders of companies like OLX can cash in on waste generating trend. OLX has created a resourceful marketplace for buyers and sellers, making it possible to scale the reusability of an old product.

Another everyday waste that is troublesome is the small and large plumbing fittings and fixtures that are all over our house. It's quite surprising that plumbing fixtures today have such a short life. I mean, aren't these supposed to last a lifetime? But my experience shows that every 2 years there is some tap that needs to be replaced or in some cases, even sanitary fittings like wash basins needs replacement. Cracked commode pots, bathtubs and leaking faucet fittings find no takers! And usually, this waste is typically treated with an attitude of "Out of Sight, Out of Mind". The plumbing contractors or handyman is asked to take this waste along with them. Speaking with such contractors, I find that they often cart this waste from our homes and dump into a 'nullah' or a stream just outside our housing society. Now we know who are the actual polluters of rivers and streams, don't we? Again here I feel, it will be prudent and profitable for companies like Jaquar and Grohe to take back this waste. With this strategy, they will be able to convince affluent people to refurbish their bathrooms every year. And as new technology brings in new fittings with low water use, people will actually save water with every shower and every flush!

I have so far touched upon the aspect of Waste in my personal quest towards Practicing Sustainability. There is so much more! So my parting advice to you all is to join me in this quest and share experiences that will make us wiser and make it easier to bring Alternatives into Mainstream. Until we mainstream Sustainability, our journey of *Practicing Sustainability* continues. . . .

Indian Railways takes up Green Cause

In an official statement, Railways minister Suresh Prabhu, said that the Indian Railways has taken up multiple green initiatives, one of which is that the production of 1000 MW of solar energy. This project is going to be a joint effort between IR and the UNEP.

Having installed bio-toilets and introduced e-ticketing, IR has also taken up recycling of water used for washing the coaches and wagons. On a larger scale, IR has also mandated the use of CNG for its diesel units and introduced the use of bio-diesel. IR has set up self-sustaining hydro and solar power generating units. They also have a minimum 3 star energy efficiency requirement for procurement of power-consuming goods.

Another significant effort has been the replacement of ICL bulbs with more efficient CFLs in the houses of Railway employees. Reference:<http://www.newsgram.com/green-initiative-indian-railways-to-produce-1000-mw-solar-energy/>

Upcoming Green Product Fair

One way to adopt a greener lifestyle purchasing green products. For a green certification, producers go through a rigorous analysis of the product's impacts based on criteria outlined by the certification/label. If found to be compliant with the standards, the product is awarded the label/certificate. Even though such schemes exist in India exist, consumers need to be made aware of them and the benefits of buying green.

A recent event, the 11th Eco-Product International Fair (EPIF) by the Asian Productivity Organization in collaboration with Vietnam National Productivity Institute (VNPI) was held in Ho Chi Minh, Vietnam from 11th to 13th May 2017. For more information, log on to <http://www.apo-tokyo.org/news/news/vietnam-to-host-11th-eco-products-international-fair/>

On a similar note, the Green Purchasing Network India (GPNI) plans to conduct an eco-product fair here, in Mumbai, India, where suppliers of environmentally sensitive goods will display and put up for sale green goods and services. The idea is to create awareness about green products and services and push the agenda for sustainable consumption and production in India. More details coming soon! Check <http://gpnindia.org/>

Mumbai's Farmers' Markets

Over the past few years, Mumbai has seen a proliferation of weekly Farmers' markets all over the city. These markets mostly serve organic agriculture produce and products to consumers, urging them to make an alternative choice and adopt an organic lifestyle. Importantly, at these markets the farmers themselves are selling the produce, cutting out the middlemen completely.



A few of these farmers' markets in Mumbai are:

The Better Foods Farmers' Market (Every Sunday 7:30-11 a.m.)

Mahalaxmi Racecourse, Royal Western India Turf Club,
Dr. E. Moses Road, Worli, Mumbai. Tel: 88794 73462

Facebook Page:

<https://www.facebook.com/events/1331426600246136/>

Kavita Mukhi's Organic Farmers' Market (Every Sunday 9 a.m.-2 p.m.)

D'Monte Park, Next to Bandra Gymkhana,
Corner of Turner Rd. and St. Andrews Rd.
Bandra West, Mumbai.

Contact: 9820089378 / 9819852266

Website: <http://farmersmarket.co.in/>

The Juhu Organic Farmers' Market (Sundays, 10:30 a.m. – 1 p.m.)

Pushpa Narsee Park, Opp. Sohum Spa,
Juhu, Mumbai

Contact: 99203 32307

Facebook Page: https://www.facebook.com/pg/The-Juhu-Organic-Farmers-Market-274679389579659/about/?ref=page_internal

Coffee in Australia: To Go or to Go Green?

Yes, the favorite early-morning caffeine fix is being served up with a green twist in Australia. As reported by The Guardian, Australia produced billions of coffee cups, lids and disposable pods, most of which were unrecyclable and would contribute to landfill waste. However, new-age social entrepreneurs in Australia have zeroed in on this issue and are coming up with successful and innovative enterprises to combat this issue.

Soula Thuring, from Melbourne has started the sale of coffee cups which can be converted to a potted plant after its use.

In the same city, Streat and Pod & Parcel are greening their venture by packaging their coffee in biodegradable pods and the move is paying off, as consumers become more conscious of how their choices impact the environment.

LifeCykel from Fremantle, West Australia has chosen to tackle another problem; the waste produced in the form of coffee grounds. The company is diverting this methane-releasing waste from landfills into their farm, where it is used as an input to grow oyster mushrooms. They have so far managed to divert 10 tonnes of coffee grounds, sourced from coffee shops all over Fremantle.

Original Article: <https://www.theguardian.com/sustainable-business/2017/may/09/coffee-order-would-you-like-environmental-sustainability-with-that>

ISO Launches GPP Standard

Last week, a major development took place in the field of sustainable procurement, which, in recent years has been viewed as an effective measure for firms and governments to minimize their environmental impact. As reported by Madeleine Cuff of BusinessGreen, the ISO, after four years of development has launched the world's first standard for sustainable procurement. Since the ISO 20400 is a guidance standard, it aims to generate consensus over what sustainable procurement entails, as against certifying businesses. This standard will complement the ISO 26000 standard for sustainable social responsibility and provide businesses with guidance to instituting sustainable procurement.

Original Article: <https://www.greenbiz.com/article/first-global-standard-sustainable-procurement-hits-market>

Training Courses offered by the Chamber

Bombay Chamber of Commerce and Industry is 178 years old organisation, an oldest Chamber in the Country. It has been understood that the Sustainability of the business is dependent on the human resource of the organisation. The corporate are investing on their very important Human Resource to enhance their knowledge and skills. As a service to the members and potential members, the Chamber is offering following training courses.

1. Women Safety and Self Defence
2. Road and Travel Safety
3. Office Safety
4. Fire Safety
5. Corporate Social Responsibility for Business Sustainability

We are sure of corporate will take advantage of the opportunity.

For more details contact:

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Tel.:022 61200214 / 227 Email: sustainability@bombaychamber.com / csr@bombaychamber.com*

Sustainability Committee Activities

Panel Discussion on Disaster Recovery and Business Continuity

The Sustainability Committee of the Bombay Chamber organized Panel Discussion on Disaster Recovery and Business Continuity on May 12, 2017.

Mr. Mahesh Narvekar, Chief Officer, Disaster Management, Municipal Corporation of Greater Mumbai (MCGM) was Guest of Honour. Panellist are : Mr. Sanjeevan Joshi, BCM Consultant & Auditor, D'man Consultancy Services,

Ms.Rajeshri Varhadi, Associate Professor, University of Mumbai, Col. Pradeep Dalvi, Former Deputy General Manager, TATA Power Ltd. , Mr. Sanjay Kale, Head –Fire & Safety, Corporate Safety, Tata Power Company Limited, Mr. Madhu Kadam, Manager - Product Technical Support Powerol Business, Mahindra & Mahindra and Mr. Nitin Sawant, Mumbai International Airport Pvt. Ltd.



EVENTS CALENDAR

Sustainability Committee



Identify the sources of stress in your life
Stress Management
 How to Reduce, prevent, and Cope with Stress
 Look at how you currently cope with stress
 Stress management strategies

Session On : Curing Adultitis Less Stress and More Success Date: June 21, 2017 | Time: 9.30 am – 5.30 pm



Site Visit : Igatpuri Plant of Mahindra and Mahindra Ltd

Date: 14th June 2017
 Time: 7.15am - 6.30pm



Certificate Training in Electrical Safety
 "Learn the Theory, Master the Practice"

Date: 29th-30th June 2017 | Time: 9.00am – 5.00pm



Seminar on Workplace Wellness

Date: 20th July 2017
 Time: 9.00am – 5.00pm



Symposium on Business and Human Rights

Date: 4th August 2017
 Time: 9.30am – 5.30pm



Seminar on Women Employee Safety and Self Defence

Date: 10th August 2017
 Time: 1.00pm – 5.30pm

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