

WHEN THE MARKET, BUSINESS AND ECONOMY IS DOWN... IS THE BEST TIME TO TALK ABOUT SUSTAINABILITY.

It's the time when your stakeholders want to know

- How good is your company in dealing with a crisis?
- How much do you give back to the community?
- How do you deal with climate change?
- What is the strategy for future-proofing the business?

There's a strong business connect to sustainability communication.

A Google report indicates that two-thirds of consumers are willing to pay more for sustainable brands.

Here are some visual examples of the **What, Why** and **How** of sustainability communication aimed at stakeholders.



WHAT

**COVID, CLIMATE CHANGE,
COMMUNITY & MORE**

COVID

Companies talked about how they rose to support the nation and their communities in the fight against Covid.

N Chandrasekaran spoke about the Tata Group's response to the Covid pandemic — from committing ₹ 1,500 crore to relief measures to distributing over two million meals to healthcare professionals and migrant workers.



Tata Group ✓

21 July · 🌐

Through the past few months we've come together as a group to be each other's strength and fight the COVID-19 pandemic. N. Chandrasekaran, Chairman of Tata Sons, shares his thoughts. #ThisIsTata



TATA.COM

Tata Group's Response To The Covid-19 Pandemic | Tata group

Chairman N Chandrasekaran on the Tata group's response to the Covid-19 pandemic.

<https://www.facebook.com/545829252110808/posts/3927815323912167/?d=n>

WHEN MANY
HANDS COME
TOGETHER TO
HELP, SERVE, GIVE, CARE

WE CAN HEAL
IF WE TRY **TOGETHER**



FIGHTS COVID-19



Aditya Birla Group

@AdityaBirlaGrp - Organization

Learn More

<https://adityabirla.com/media/media-releases/aditya-birla-group-contributes-Rs-500-crores-towards-covid-19-relief-measures>

The Aditya Birla Group

released videos on how they worked with the community to set up Covid facilities, production of lakhs of masks, food distribution, awareness camps, etc. They also addressed Covid positively on their social media pages.

Sanofi Pasteur India, the vaccine division of Sanofi, launched VaxLine, a 24X7 helpline, that provides online and offline support to parents about managing their children's vaccination schedules during and post the Covid-19 pandemic



VAXLINE SANOFI PASTEUR

**DON'T LET THIS BE A
LOCKDOWN ON VACCINATION.
CALL OUR HELPLINE.**

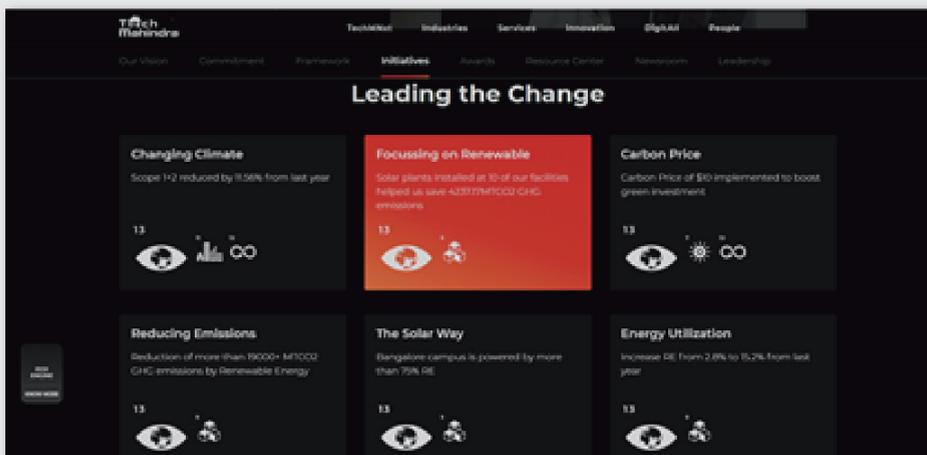
It is each parent's responsibility that they continue immunizing their children from vaccine-preventable diseases. Here are some things you need to know with lockdown brought about by the Coronavirus (COVID-19) pandemic.

<https://www.sanofi.in/-/media/Project/One-Sanofi-Web/Websites/Asia-Pacific/Sanofi-IN/Home/Media/press-release/2020/Vaxline-Press-Release.pdf?la=en>

CLIMATE CHANGE

Thought leadership on climate action, alignment on the UN Sustainable Development Goals, and environment best practices draw eyeballs.

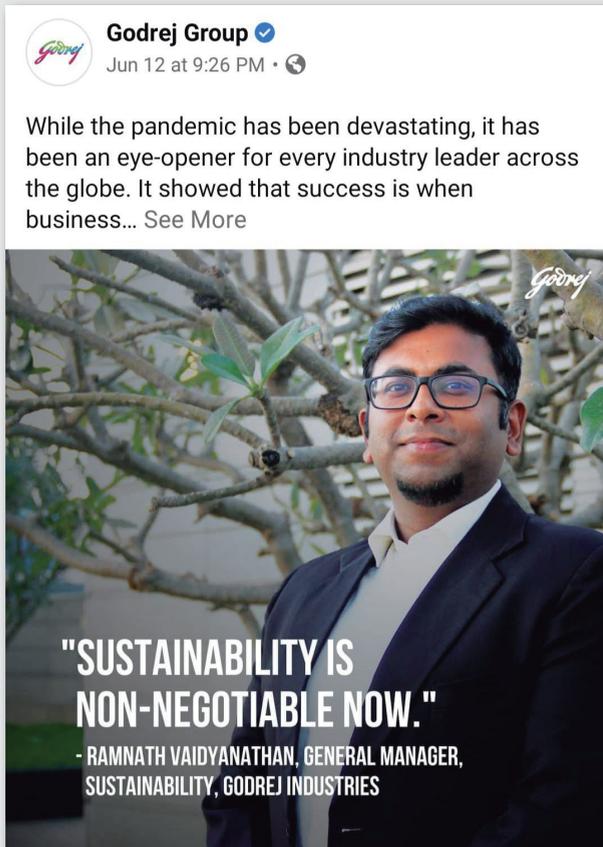
Tech Mahindra reaffirmed the science-based commitment of achieving net-zero carbon emissions by signing the UN Global Compact Initiative Statement on Climate Action. It aims to use new-age technologies like internet of things, artificial intelligence and blockchain to reduce its carbon footprint and conserve energy.



<https://www.mahindra.com/news-room/press-release/tech-mahindra-signs-un-global-compact-initiative-statement-on-climate-action>

CLIMATE CHANGE

The Godrej Group talks about investments in technology for real-time data monitoring, which has successfully reduced its specific carbon emissions by more than 55% from the baseline.



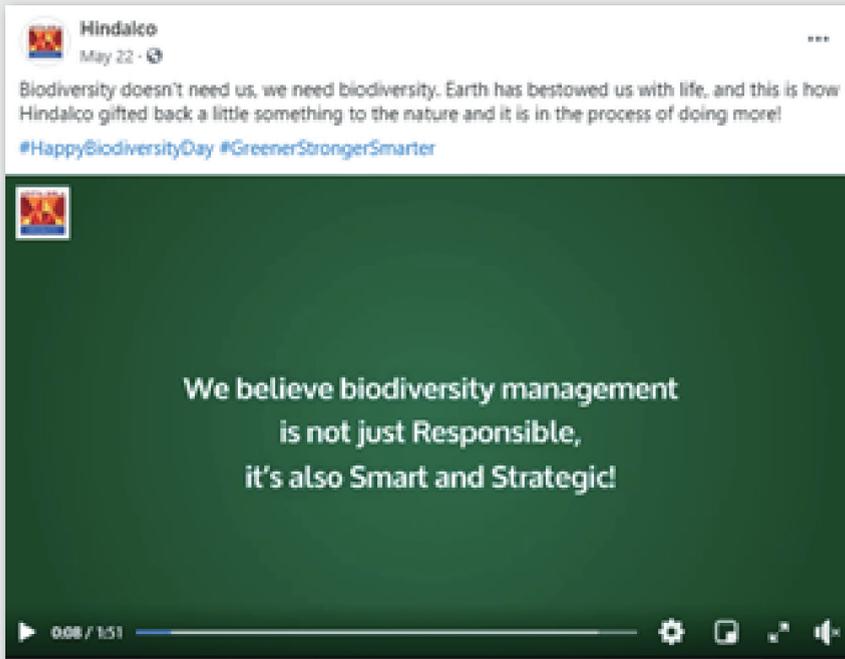
The image shows a screenshot of a Facebook post from the Godrej Group. At the top left is the Godrej logo, followed by the text "Godrej Group" with a blue verification checkmark. Below this is the date and time "Jun 12 at 9:26 PM" and a globe icon. The main text of the post reads: "While the pandemic has been devastating, it has been an eye-opener for every industry leader across the globe. It showed that success is when business... See More". Below the text is a photograph of a man in a dark suit and glasses, identified as Ramnath Vaidyanathan. A white text box is overlaid on the bottom left of the photo, containing the quote: "SUSTAINABILITY IS NON-NEGOTIABLE NOW." followed by the attribution: "- RAMNATH VAIDYANATHAN, GENERAL MANAGER, SUSTAINABILITY, GODREJ INDUSTRIES". A small Godrej logo is visible in the top right corner of the photo.

Godrej Group ✓
Jun 12 at 9:26 PM • 🌐

While the pandemic has been devastating, it has been an eye-opener for every industry leader across the globe. It showed that success is when business... See More

"SUSTAINABILITY IS NON-NEGOTIABLE NOW."
- RAMNATH VAIDYANATHAN, GENERAL MANAGER, SUSTAINABILITY, GODREJ INDUSTRIES

<https://www.facebook.com/125749578803/posts/10158727400553804/>



Hindalco has adopted biodiversity management to promote responsible mining and showcases unique initiatives at its Bagru mine to demonstrate how mined land can be rejuvenated.

COMMUNITY AS STAKEHOLDER

Initiatives that promote inclusion, accessibility, social justice and sustainable development help to humanize the company.

Ambuja Cement

Foundation has set up 33 Skill and Entrepreneurship Development Institutes (SEDIs) across India, which have provided vocational training for over 65,000 rural youth (including more than 260 physically abled youngsters) and enabled over 18,189 entrepreneurs

 **Ambuja Cement Limited**
15 July · 🌐

We continue to empower rural youth with the necessary practical skills, workplace experience and certification, to get good jobs, earn decent incomes, and uplift their families. This World Youth Skills Day, we are proud to reiterate our nation's skill-building exercise through our CSR arm Ambuja Cement Foundation (ACF). With 33 Skill and Entrepreneurship Development Institutes (SEDIs) across India, the ACF has trained more than 65,000 rural youth (including over 260 physically handicapped) and helped build over 18,189 entrepreneurs so far. SEDIs currently provide vocational training in 49 different trades that include electrical, masonry, nursing, welding, retail, etc. In fact, SEDI graduates are going beyond the call of duty amidst the corona crisis as frontline workers. Meanwhile, click on the link <https://bit.ly/38Uafz3> to watch the video that gives a glimpse of the life-changing journey of our SEDI graduates.

Note: The video was made before the lockdown.

#Ambujacement #worldyouthskillsday #SEDI #ACF
#ambujacementfoundation #nationbuilding #skillbuilding
Ambuja Cement Foundation, LafargeHolcim



[https://www.facebook.com/539709112775371/
posts/3146213685458221/](https://www.facebook.com/539709112775371/posts/3146213685458221/)



Tata Trusts

Jul 8 at 8:26 PM • 🌐

Water-on-tap is still a luxury in Uttarakhand. In a dual effort to rejuvenate and protect sustainable water sources such as natural springs and to pro... See More

TATA TRUSTS



**UTTARAKHAND HAS 20,000+ SPRINGS
ACROSS 10 DISTRICTS**

<https://www.facebook.com/watch/?v=2617958148521306>

Tata Trusts

speaks about how over 25,000 households have benefited from an initiative by its associate organisation – Himmotthan – which rejuvenates water sources in Uttarakhand through technology.

COMMUNITY AS STAKEHOLDER

Intel India launched PC Paathshala, an initiative that aims to enable communities of students, parents and teachers for e-learning and make online education better and more accessible





WHY

**4 REASONS TO SPOTLIGHT
SUSTAINABILITY INITIATIVES**

1. BECAUSE IT CAPTURES GLOBAL ATTENTION!

The World Business Council of [Sustainable Development](#) calls out sustainable companies saying: “All our member companies are deeply committed to transforming their businesses and establishing sustainable practices throughout their supply chain:

- Aditya Birla Group’s extensive work on “<2 C Futures” and how businesses must fundamentally alter and adjust processes to survive in a hotter world and ensure resilience.
- Godrej Group’s ‘Greener India’ initiative makes sure that environmental sustainability is a key part of the entire value chain. They have succeeded in reducing the specific GHG emissions by 51% and more than half of their energy consumption is from renewable sources.
- ITC’s landmark e-Choupal has successfully created a more

efficient supply chain and tackles issues such as fragmented farms, weak infrastructure and the involvement of numerous intermediaries.

- Mahindra Group has been a key player in transforming mobility through their manufacturing of electric vehicles (EVs) and aligning with India's vision of large-scale adoption of EVs in the commercial and personal segment by 2030.
- UPL's technological innovations that also draw on indigenous solutions have tackled various issues through the food supply chain, from increasing yield to tackling food waste.
- Tata Group has been actively implementing Circular Economy principles through their "closing the loop" initiatives for resource efficiency such as sustainable packaging, producing fertilizers through waste and unlocking the value of their industrial by-products such as fly ash, road construction.
- Reliance Industries recently launched a project to tackle plastic waste in India by supplying waste plastic for road construction. They have started their own and outsourced garbage collection and segregation to aid this process."

2. BECAUSE THERE IS A DIRECT CORRELATION TO PERFORMANCE!

The Guardian has [this](#) to say: “There is an increase in evidence that actively investing in sustainable practices helps business thrive. An example is provided by the Dow Jones Sustainability Indices, a series of benchmarks assessing the sustainability of companies around the world. Research has repeatedly shown that those at the top end of the benchmark outperform those at the bottom.”

3. BECAUSE CUSTOMERS WANT THIS INFORMATION!

The Global Web Index [reports](#) that consumers track sustainable brands: “Biodegradable packaging. Low-emission transport. Sustainably-sourced food. Consumers are calling for brands to take greater responsibility for the environment. 42% of U.S. and UK consumers say products that use sustainable materials are important in their day-to-day purchasing.”

4. BECAUSE IT IMPACTS BRAND PERCEPTIONS!

Interbrand calls out the [impact on brand](#) valuation: “There are some direct benefits, such as: compliance with an increasingly rigorous legislation; cost savings derived from optimization of production lines and supply chains to reduce energy consumption; reduction in CO2 emissions; desire for more ethical products; and simply satisfying an emerging and cynical green consumer. But most importantly, incorporating sustainability as a business practice will not only increase companies’ brand value, but guarantee a long life for the business.”



HOW

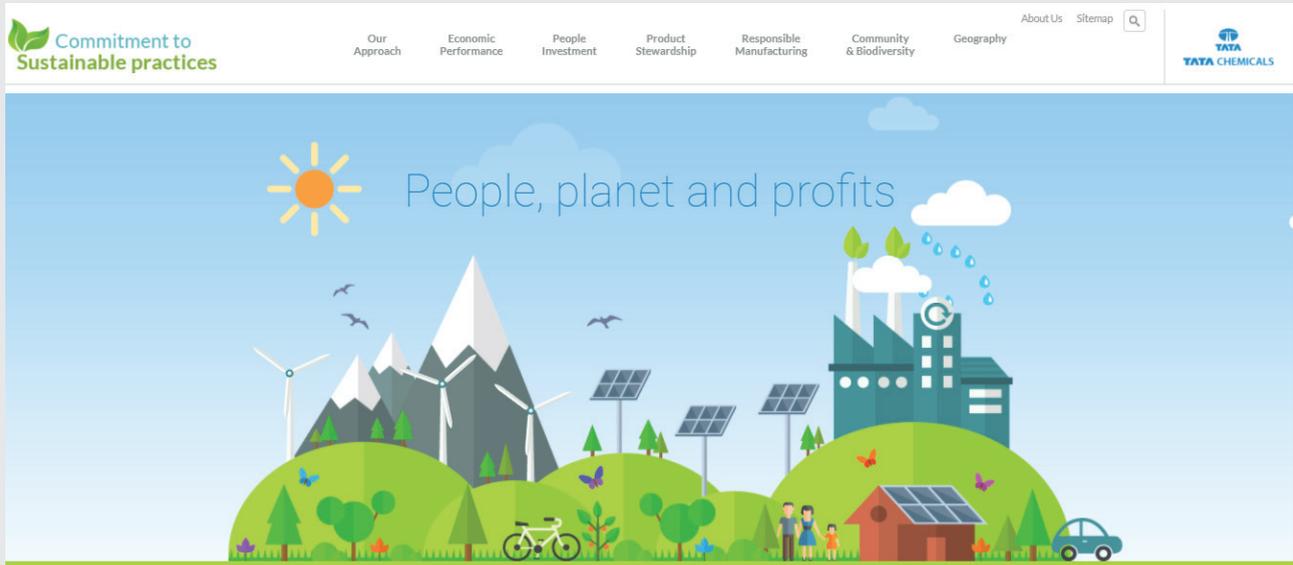
**INTERESTING CONTENT FORMATS
FOR SUSTAINABILITY**

MICROSITES

to highlight the subject

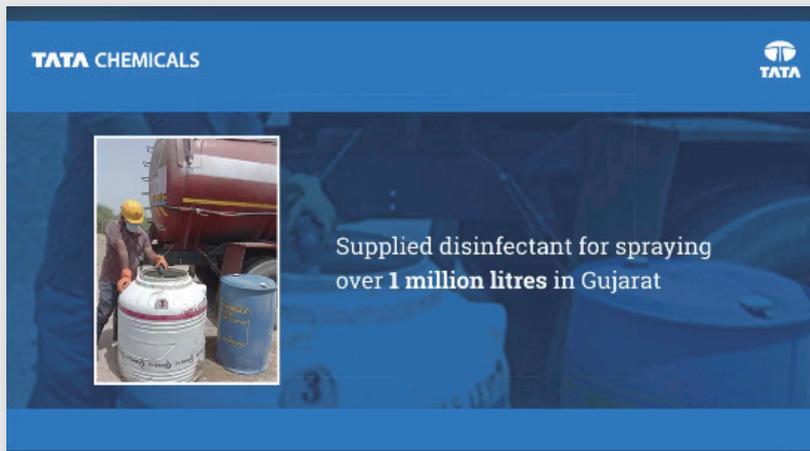
Tata Chemicals Sustainability Microsite

<http://sustainability.tatachemicals.com/>



VIDEOS

help improve social engagement



Tata-Chemicals Video:

https://www.linkedin.com/posts/tata-chemicals_covid19-inittogether-servingsocietythroughscience-activity-6654744705684856832-okKI/

Tata-Chemicals Video:

https://www.linkedin.com/posts/tata-chemicals_fightcovid-indiafightscorona-covid19-activity-6655459842557349888-MT1B/



VIDEOS



ABG CSR Video:

<https://www.facebook.com/watch/?v=587830195186913>



Hndalco Covid video:

<https://www.facebook.com/watch/?v=587830195186913>

VIDEOS



Hindalco Biodiversity video:

<https://www.facebook.com/watch/?v=241613390465737>



Asian Paints CSR video:

<https://youtu.be/lrtjHkHBI64>

ARTICLES

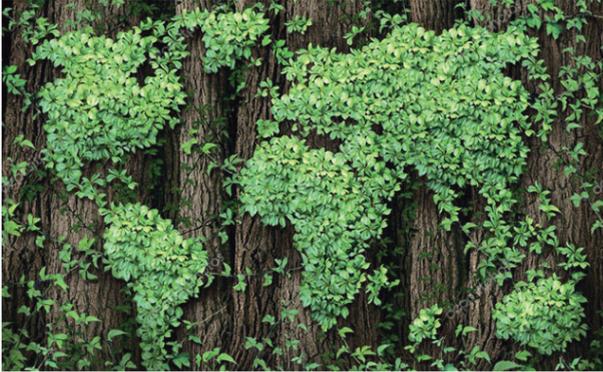
Authored articles build reputation

ADITYA BIRLA GROUP Home / Media / Stories / Business

Protecting forests is a business practice

30 July, 2020

Biodiversity management practices for a greener tomorrow take on importance at Group companies



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ABG Biodiversity article:

<https://www.adityabirla.com/media/stories/protecting-forests-is-a-business-practice>

ARTICLES

As responsible companies, we have taken the lead in the climate change effort, with the firm understanding that sustainability initiatives are also the strategic move for companies with a long term horizon. The reality is that climate change comes with a slew of business opportunities — higher productivity, cost savings, new value chains in shared mobility, digital businesses, high yield agriculture and alternative fuels, and many more. The smart move for organisations is to quickly climb on to the green bandwagon. Climate action is here to stay and it falls upon individuals, nations and enterprises — a planetary effort, no less — to press the rewind button.

Views of the author are personal and do not necessarily represent the website's views.



Ramnath Vaidyanathan is General Manager, Sustainability at Godrej Good and Green. He has more than a decade of experience in the environment, energy and water sector, in a wide range of roles from regulatory/policy, to process engineering, operations, strategy advisory, business development, business strategy and product development and management.

Thank you for reading the column. Please drop a line and help us do better.

**Regards,
The CSR Journal Team**

Godrej CSR article:

<https://thecsrjournal.in/getting-climate-smart-strategic-godrej/>

Home > Highlights > Biomedical Waste a Grave Hazard for the Planet

Highlights **Viewpoint**

Biomedical Waste a Grave Hazard for the Planet

July 9, 2020 👁 33

[f](#) [t](#) [G+](#) [p](#)



As much as we combat the coronavirus, we need to tackle the biomedical waste

What's New

Metro Shoes Partners with Greensole to Donate Recycled Footwear in Amravati,...

August 25, 2020

Mumbai, August 25, 2020: Metro Shoes recently collaborated with Greensole, an Indian NGO which provides a unique solution of upcycling old discarded footwear into...

Hindware's Contactless Handwashing Systems to Promote Safe Public Hygiene Practices In...

August 19, 2020

Samhita Social Ventures – Enabling Stakeholders to Take Purposeful Action for...

Godrej CSR article:

<http://www.csrmandate.org/biomedical-waste-a-grave-hazard-for-the-planet/>

Conservation

Policies that propagate and incentivise investment in water conservation need to be created.



Photo Credit :



Godrej CSR article:

<http://www.businessworld.in/article/Indian-industry-Can-Lead-The-Way-In-Water-Conser-vation/29-07-2019-174078/>

COVID biomedical waste poses environmental challenge

Experts seek pro-active action from government, industry, stake-holders

SHARE
ARTICLE



Posted: Jul 13, 2020 02:58 PM (IST) Updated: 1 month ago

3864 0 0 0

Godrej CSR article:

<https://www.tribuneindia.com/news/science%20technology/covid-biomedical-waste-poses-environmental-challenge-112389challenge-112389>



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India overtakes Brazil to become second-worst coronavirus-hit nation as cases touch 42 lakh

2 hours ago

Collaboration Is Key To Tackling The Growing Pollution Problem

Like

Microplastics have seeped into our water systems — over 80 percent of drinking water in India is contaminated with it — and even infiltrated our food sources



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Godrej CSR article:

<http://www.businessworld.in/author/Guest-Author/Dr.-Vikas-Goswami-85567/>

INFOGRAPHICS

make numbers interesting



INFOGRAPHICS



The fight against AES and malaria

AES — GORAKHPUR DISTRICT, UTTAR PRADESH



350,000
households reached



263
villages covered



39,672
patients treated at mobile medical units



236
community health workers trained



12,917
cases of fever monitored



26,651
children vaccinated

MALARIA — SOUTH ODISHA REGION, ODISHA



310
villages covered in 3 districts



124,536
people screened



39,557
malaria tests conducted



10,403
cases treated



87%
reduction in positive cases since 2017



23,350
insecticide-treated mosquito nets distributed

Counting the catch

Piloted in 2016, the inland fisheries project has flourished best in Andhra Pradesh

Andhra Pradesh

26,000+
households

Jharkhand
4,600+
households

Maharashtra
1,760+
households

Tripura
3,200+
households

Assam
180+
households

Odisha
140+
households

INTERVIEWS

to drive through the point that the thought of sustainability comes from the very top



<https://horizons.tatatrusts.org/2020/august/ambuj-sagar-iit-public-policy.html>

INTERVIEW

Do it right... and public policy is a joy

Ambuj Sagar always knew he wanted to be a mechanical engineer. What he could not have known about was the "meandering" academic journey he would undertake over the course of the quest and beyond, from the Indian Institute of Technology Delhi (IIT Delhi), to the University of Michigan (Ann Arbor, USA) for a masters in aerospace engineering and onwards to the Massachusetts Institute of Technology for a doctorate in materials science.

The IITs have to manage a situation which is unique, says Ambuj Sagar: "They have to maintain and enhance excellence while expanding access to a wider section of Indian society."

INTERVIEW

‘We want to feed as many kids as possible’

Madhu Pandit Dasa is chairman of the Akshaya Patra Foundation, which operates the world’s largest NGO-run school lunch programme, feeding 1.7 million children in 14,173 schools across 35 locations in India.

Mr Dasa found his calling to spirituality more than three decades ago. Soon after graduating with an engineering degree from the Indian Institute of Technology (IIT) Bombay, he joined the International Society for Krishna Consciousness, where he was inspired by the biography of its founder, AC Bhaktivedanta Swami Prabhupada. The incident of the founder’s distress at seeing children fighting with stray dogs over scraps of food left an indelible impact on Mr Dasa and this led to the seeding of Akshaya Patra.

*In this interview with **Christabelle Noronha**, Mr Dasa speaks about the challenges in getting Akshaya Patra off the ground, the efficiency practices that help make it a success and its future vision.*



Madhu Pandit Dasa with children during midday-meal hour at a school in Karnataka

<https://horizons.tatatrusters.org/2018/july/madhu-pandit-dasa-akshaya-patra-foundation-midday-meal.html>

INTERVIEW

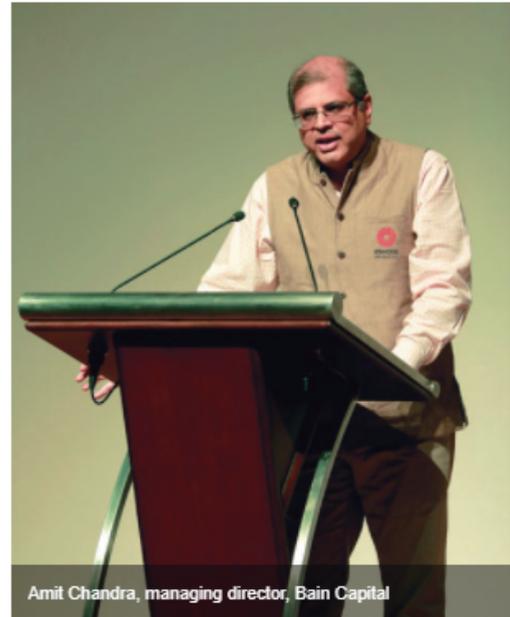
'We have to find ways to redefine generosity'

He is on the boards of global and Indian companies but it is not in the corporate space that Amit Chandra spends most of his time. His interests lie firmly in the social sector. Mr Chandra and his wife Archana — who runs the Jai Vakeel Foundation for those suffering from mental disabilities — aim to annually give away 75% of their net earnings for social causes.

In 2007, at the peak of his career as an investment banker, Mr Chandra gave up his position as a board member and managing director of DSP Merrill Lynch to devote more time for his philanthropic work. Currently he is the managing director of Bain Capital and is a part of the firm's Asia senior leadership team.

Mr Chandra is closely associated with the Tata group, as a trustee on the Tata Trusts board and as non-executive director of Tata Sons. Among his many associations in the not-for-profit space, he is one of the founders of Ashoka University and a board member of GiveIndia, India's leading philanthropic exchange.

*In this interview with **Christabelle Noronha**, Mr Chandra talks about philanthropy, why India scores low on the charity scale, and the importance of collaboration in the social sector.*



Amit Chandra, managing director, Bain Capital

“

In a collaborative project you need to be very clear about who is doing what, you must have good reporting mechanisms, you need to have good communication on an ongoing basis..”

<https://horizons.tatatrusters.org/2018/july/amit-chandra-philanthropy-partnership.html>

INTERVIEW

‘A healthy country is a richer country’

CS Pramesh lists philosophy as one of his interests outside of work and that would surely help him rationalise the ups and downs of life as a cancer specialist. Director of the Tata Memorial Hospital (TMH), professor and head of thoracic surgery at the Tata Memorial Centre, and coordinator of the increasingly consequential National Cancer Grid (NCG), a network of 150 cancer hospitals in India, Dr Pramesh certainly can use such rationalising.

*The societal implications of cancer and the means to battle the scourge are of particular concern for Dr Pramesh, among the most distinguished of the many fighting the good fight against what remains a relentless and deadly disease. He speaks here with **Christabelle Noronha** about cancer and the variety of subjects the treatment of it touches. Excerpts from the interview:*



<https://horizons.tatatrusters.org/2019/may/tata-trusts-cspramesh-cancer-research.html>

PRINT OPTIONS

reports and brochures – add longevity



http://sustainability.tatachemicals.com/assets/pdf/sustainability_tcl_2014-15_20160422063412.pdf

<https://horizons.tatatrusts.org/>

NEWSLETTERS

to engage with the audience and drive conversations



<https://horizons.tatatrusters.org/>

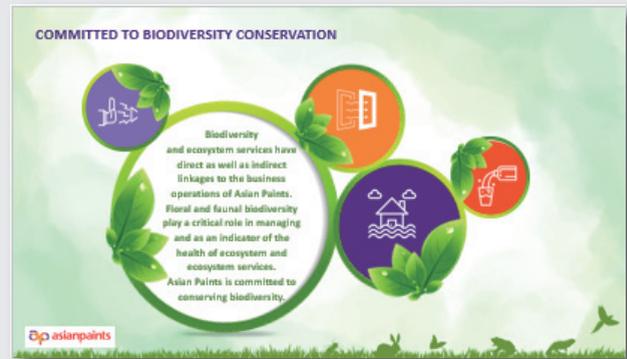
CASE STUDIES

to prove your point



PRESENTATIONS

the showcase the initiatives





We can do all of these for you and more.

Talk to us @ + **91 842 581 4016 / 17** or **enquiry@ticworks.com**
and let us know how we can support you in building
a sustainability content portfolio for your brand.