

INDIA AND SUSTAINABILITY STANDARDS

International Dialogues and Conference 2016



*16-18 November 2016,
India Habitat Centre, New Delhi*

BRIEF NARRATIVE REPORT

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1. Background & Introduction

The theme of CRB's 3rd annual conference, **India and Sustainability Standards: International Dialogues and Conference 2016 (ISS, 2016** in brief) revolved around the **UN Sustainable Development Goals (SDGs)** – especially how the corporate sector is contributing and could contribute towards the achievement of some of these ambitious goals. There is a broad consensus that governments on their own will not be able to meet these Goals, and the active engagement of businesses is an imperative. Also, government ministries, departments and agencies need to play a very important role to ensure that businesses can operate efficiently to meet these Goals.

Since its establishment **Centre for Responsible Business (CRB)** has partnered with a number of national and international organisations, businesses, global brands, retailers, industry associations, standards organisations, civil society organisations and academic institutions to promote sustainable business in various sectors. ISS 2016 the flagship annual event of CRB has now emerged as a unique **India-based international multi-stakeholder sustainability initiative**, attracting Indian and international policy actors, government agencies, standard setters, corporates and academia, for dialogues on sustainability standards and collaborative sustainability Initiatives, contributing to the contemporary discourse on global economic governance.

The programme of ISS, 2016 was organised such that Day 1 (16th Nov) set the stage of the conference through panel discussions on key subjects such as: relevance of standards and regulations for sustainability; sustainability standards as tools for achieving SDGs; and strategic partnerships and collaborations for sustainable development. Moving on, Day 2 (17th Nov) and Day 3 (18th Nov) comprised 21 Parallel Sessions on contemporary themes and sectors. The themes and sectors covered on the second and the third day of the event are listed in the table below:

| Themes | Industry Sectors |
|--|--|
| Operationalising Sustainable Development Goals (SDGs) in Indian States | Sustainable Tourism: Opportunities & Challenges in India |
| Enabling Sustainable Solutions Among MSMEs | Sustainable Infrastructure |
| Bilateral Forums on CSR and Sustainability | Sustainable ICT & Electronics: Priorities for India |
| International Labour Standards and the Indian Workplace in Global Supply Chains | Sustainable Cotton |
| Mainstreaming Human Rights in Business Policy | Sustainable Forestry and SDGs |
| Roadmap for Indian Life Cycle Assessment Network | Roadmap for Sandstone Stewardship in India |
| Sustainability Education in India | Responsible Finance |
| Water Stewardship in India | Towards Sustainable Tea Sector in India |
| Integrated Reporting & Transparency: Linkages to SDGs | Promoting Responsible Agriculture Value Chains |
| Masterclass on Business & Human Rights | Apparel & Textiles Sector Sustainability |
| Masterclass on Low Carbon Lifestyle | |

2. OPENING PLENARY DAY

2.1 INAUGURAL SESSION: Sustainability Standards should be aligned with domestic needs and realities

While inaugurating CRB's 3rd Annual Conference, 'India and Sustainability Standards 2016', **Honourable Minister for Railways, Government of India, Shri Suresh Prabhakar Prabhu** underscored the tremendous advantage that standards have in terms of helping companies to make informed decisions and governments to design appropriate regulations. He, however, also cautioned that certain sections of standards may not be appropriate in the India context. Effective implementation of international standards will be possible if they are aligned with the domestic context. In which case, review of those specific sections in the standards framework should be considered, rather than using it as an excuse for not doing anything. Also, it should be ensured that standards are not used as a means for manipulating the markets to favour a set of market players. Hon'ble Minister further stressed on India's commitment to sustainable and responsible growth and shared initiatives taken by the Indian Railways in this regard. In his address, he stressed on the importance of collaboration among all stakeholders to address challenges pertaining to sustainability in India. He congratulated Centre for Responsible Business (CRB) for convening this conference annually to highlight and foster collaboration among stakeholders across various sectors in India.

Welcoming all partners, speakers, delegates, academicians, civil society experts and participants, **CRB Chairperson, Dr Bimal Arora** underscored the support that CRB has received from everyone for putting this forum together. He indicated that the ISS, 2016 conference has been developed as a multi-stakeholder sustainability initiative on voluntary sustainability standard. From the response of partners, speakers and participants, it was clear that the forum was relevant, and was growing in popularity and relevance with each passing year. **Vasanthi Srinivasan, Professor, IIM-Bangalore and Board Member, CRB** in her opening remarks opined that problems related to sustainability are complex problems and needed to be approached from multiple angles, involving multiple actors and views. **Louis-George Arsenault, UNICEF Representative for India** highlighted the urgent need for collaboration between the Government and the private sector for achieving the SDGs and provided a number of illustrations on how this was being pursued by UNICEF across Indian States. He highlighted the need for a long-term perspective for designing interventions for addressing challenges related to sustainability and sustainable development, especially in developing countries like India – and the need for buy-in from both government and the private sector for that.

Paul Shrivastava, Executive Director of Future Earth stressed on the need for scientific data and analysis for managing natural capital. This would mean close monitoring of earth systems, to be done on a global scale. He opined that our approaches/technologies have clearly not worked in managing natural capital as is evident from data on various parameters – and a rethinking was critical. **Marina Walter, UNDP Deputy Country Director in India** stressed on the need for forward movement and for a focus on findings solutions as the key for achieving SDGs. Highlighting the positive side, she asserted that a lot is being done (in terms of 'good practices') by national governments, private sector, civil society and international organisations which should be documented and disseminated. She reiterated that the platform of 'India & Sustainability Standards' developed by CRB is extremely relevant – especially on account of its emphasis on collaboration. This is what was needed in India, she thought, more than anywhere else.

According to **Roel Nieuwenkamp, Chair, Working Party on Responsible Business Conduct, Organisation for Economic Cooperation and Development (OECD)** the ‘business case’ for responsible and sustainable business was fairly clear and understandable now, especially among the private sector. There is considerable recognition of the need for investing in augmenting business sustainability among all actors.

H.E. Alphonsus Stoelinga, Dutch Ambassador to India congratulated CRB for continuing to this dialogue already in its third year and thought it was evident that the interest was growing among stakeholders to come together and work together. He highlighted that the present generation faces unprecedented challenges pertaining to sustainability, and it was crucial for to foster collaborations. He emphasised that the Dutch government is not only interested in promoting business in India, but promoting sustainable business, and therefore considers CRB as one of its key partners in India. **Shankar Venkateswaran, Chief of Tata Sustainability Group** shared from experience of the Tata Group how businesses have been and should continue to be part of the solution than the problem. He illustrated how often companies competing on products and services collaborate on sustainability issues. He cautioned that while international standards provide an effective framework for pursuing sustainable development, efforts need to be aligned with the domestic context and needs. **R. C. Kesar, Governing Body Member, Centre for Responsible Business (CRB) and Director General, Okhla Garment Textiles Cluster (OGTC)** thanked the high level inaugural speakers for setting the context for the three days of the Conference.

2.2 PANEL DISCUSSION 1: Relevance of Sustainability Standards & Regulations for Responsible Business and Contributions towards SDGs - Lessons for India

The moderator of the session, **Ruchira Gujral, Private Sector Engagement Specialist, UNICEF India** opened the session and requested all panelists to keep their submissions aligned with the following session questions:

- How can Voluntary Sustainability Standards combine and/or interact with public regulation for achieving responsible business?
- What refinements are necessary in the enabling environment including in public regulatory institutions for promoting responsible business, as a means to achieving the SDG?
- How to monitor progress/achievements?
- Should sustainability standards be only looked at as ‘tools’ for creating market access (promote competitiveness)? How else can they contribute in a country like India?

Vimal Mahendru, IEC Ambassador & President, Legrand India highlighted the issue of ‘Energy Poverty’ with 1.5 billion people in the world having no access to energy which has not only restricted their growth and realisation of their potential, but also deprived them even from some of their basic needs. Therefore, if access to energy is not addressed it would adversely affect 11 out of the 17 SDGs. He added that India has taken a proactive role in shifting gears and working around energy standards. In the current environment, regulators would need to play a key role in driving change but collaboration of different stakeholders is very important if this change has to be accelerated and sustained, he felt.

Jason Kibbey, CEO, Sustainable Apparel Coalition (SAC) addressed the discussion from the point of the Textiles and Apparel industry and stressed on the need for voluntary standards in the sector, given its

deep environmental footprint and intense social challenges across the value chain. He shared the challenges of developing standards to suit multiple Governments, and how SAC's experience of how collaborative efforts have helped.

Catherine Decarie, Senior Vice President, Corporate Affairs, Export Development Canada (EDC) addressed the points from a Financier's perspective as EDC's roll is to extend finance and knowledge to trading companies in Canada and Foreign Companies on commercial terms. She observed that the use of norms like IFC Performance Standards on Environment & Social sustainability, UN Guiding Principles on Human Rights and Due Diligence on Anti-corruption are central to the assessment process. Not only do these help EDC in making sound lending decisions but also help borrowers in adopting sustainable practices with an eye on achieving long-term gains.

Abhyuday Jindal, Vice Chairman, Jindal Stainless Limited (JSL) touched upon the importance of corporate values and social consciousness ingrained in the DNA of JSL by the founding members. Being in the natural resource-intensive segments like power and steel, JSL has leveraged technology to ensure water and energy conservation across its facilities. Historically, the organisation has extended the required social support to communities around its factories in the areas of water management, training farmers in sustainable farming practices, etc. The organisation sees a clear 'business case' in following sustainability practices not only within the boundaries of their premises, but within the communities where they operate.

Avedis Seferian, President & CEO, Worldwide Responsible Accredited Production (WRAP) was of the opinion that while the challenges before us are very daunting with receding resources and increasing demand, there is today a greater clarity on how we can deal with them - and that standards have played an important role in this process. He also argued in favor of a voluntary approach as against a high degree of regulation, as a self-driven approach would be more sustainable and the other more expensive and cumbersome.

Ranjan Banerjee, Dean, S.P. Jain Institute of Management and Research (SPJIMR) raised that success of a business can no longer only be assessed based on its financial performance, and that the time horizon for the analysis has to be long-term. Largely, corporates that already see beyond profits are the ones who participate in discussions such as the ISS, 2016. Therefore, the discourse on sustainability should be consciously extended to companies that are not convinced of the business case for sustainability, and remain 'outside the room'. He also suggested the need for balanced representation of all stakeholder groups on corporate Boards needs to be considered.

The Moderator asked the panelists for their views on how voluntary sustainability standards could fit into the Indian context, especially its relevance for SMEs. There was a consensus that these discussions needed to be taken forward at pan-India level, especially to engage smaller businesses and generate greater awareness within industry. For effective implementation of standards there must be a clear intent backed up by proper training and awareness among companies (large, medium and small) and other key stakeholders.

2.3 PANEL DISCUSSION 2: Promoting Responsible & Sustainable Business for Achieving SDGs - Actors and Approaches

Arun Maira, Former Member of the Planning Commission, Government of India moderated this panel and reminded the panelists about the following issues to be discussed:

- What should be the role of government (national, state, regional level regulators) & why?
- Integrating and highlighting sustainability/SDGs in flagship government programmes (Make in India, Swatchh Bharat, etc.)
- Promoting leadership role of the corporate sector (business leaders, business associations, etc.)
- What role should be played by bilateral/multi-lateral and International Governmental Organization and how?

Prof. C. Raj Kumar, Founding Vice Chancellor, O.P. Jindal Global University touched upon the transition from Millennium Development goals (MDGs) to SDGs and observed that while MDGs were focused on the need of the Developing Nations, the SDGs underscores the importance of corporate responsibility and partnership to bring about dimensions of equity, equality and justice into their business conduct. He called on the academia to unbundle the definition of Sustainability and create a framework which can be understood by all and help align corporate strategy with the SDGs. He added that the current approach to CSR as charity should be questioned and actions focused on promoting equality, equity & justice to create an inclusive society in a real sense.

Anouschka Jansen, Senior Manager, Environmental Programmes, Foreign Trade Association (FTA), explained the mandate of FTA where the focus was on helping SMEs across sectors with advice and support related to trade policy, social compliance and environmental sustainability. FTA also helps members obtain tools and frameworks that are locally relevant. The FTA considers SDGs as a very welcome development and has already started mapping specific targets under various aspects of their mandate on social compliances and environmental protection.

Ernst Ligteringen, Former CEO, Global Reporting Initiative (GRI) held the view that SDGs although not perfect, was a welcome development because in the current environment there is urgency in finding ways to deal with complexities in business and daily living and not waste time in achieving perfection. He explained the evolution of CSR over the years from an initial philanthropic approach gradually towards the concept of triple bottom-line approach and currently to systems thinking.

Susanne Dorasil, Head, Division Economic Cooperation & Development, Embassy of Germany in India touched on two important stakeholders that can play a key role in achieving the SDGs, especially in India. Firstly, the private sector would be one of the most effective players in enabling the aspirations under the SDGs to become a reality simply because they have the capability to come up with innovative solutions, which are competitive. Secondly, State Governments would be a key player as they can provide the necessary enabling support to the private sector/businesses by way of incentivisation, financial and non-financial incentives and appropriate regulation. A right balance between regulation and voluntary disclosures, she felt would be most critical to strike.

Simon Steyne, Senior Adviser, Fundamental Principles and Rights at Work Branch, International Labour Organisation (ILO) commented on the focus of the SDGs around Human Rights, which was an imperative given the increase in human rights violations despite economic progress even in developing countries. Also

it was crucial to appreciate that such violations have continued to happen in spite of continued efforts by development organisations and the huge investment made in the process for upholding economic and socio-cultural rights of people. This underscores the point that having voluntary measures and disclosures is not enough and continued emphasis on strict regulation is necessary.

Deepak Arora, CEO of ESSAR Foundation made two interesting observations on the sluggish progress towards achieving developmental objectives, despite the myriad interventions. Firstly, he observed that people have lost the understanding of equilibrium between resource availability and consumption. And secondly, despite discussions since over the last two decades and more on the threats of important issues like climate change and the need for sustainable and responsible business, most Corporates (and CEOs) are focused primarily on achieving financial gains.

Arun Maira rounded up the discussion commenting that a big change in everyone's thinking is required. It is clear that there are too many issues to be simultaneously addressed and therefore the 17 SDGs. We can either say that the challenges are too daunting to deal with and shy away, or collectively think and take actions to achieve them. He concluded the session by conceding that effective inclusion of key stakeholders remains a challenge and if we want SDGs to fructify, each individual, and each stakeholder group needs to reach out beyond the boundary of comfort and listen to the 'other' view. Only then we will be able to achieve this multi-faceted challenge that is before us, for which the SDGs aspires to show the way forward.

2.4 PANEL DISCUSSION 3: Operationalising the SDG Agenda: What is the track-record of standard

This panel discussion was moderated by **Karin Kreider, Executive Director, ISEAL Alliance**, and the panelists were required to make their contribution on the following points:

- What has been the track record of standards when it comes to SDG impact areas such as biodiversity, energy efficiency, economic growth, financial inclusion and decent work?
- Under what conditions do standards deliver the best results?
- Is there a clear business case for using standards? - How can the impacts of standards be scaled up in India?

Kinjal Shah, Responsible Jewelry Council (RJC) gave detailed information about RJC standards, which cover the entire jewelry value chain from mines to markets. He explained that the 'business case' for adoption of standards ranged from better governance to risk management, and is largely clear among the RJC members. Adoption of the RJC standard, he asserted has not only enhanced the brand equity of members by providing better access to new markets, but also helped them to stay ahead of emerging legislations in the markets they operate.

Alistair Monument, Forest Stewardship Council (FSC) explained the structure and mandate of FSC, which is a democratic organisation and designs consensus based solutions in forest management primarily through certification. FSC has already certified 1/6th of the world's timber products, accounting for 10% of the world trade in this segment, with a target to double the certifications to 20% of the world trade in timber in the next 5 years. In order to make certifications viable for small enterprises in the value chain, conscious efforts have been made to make the certification cheaper and

simpler. Also, efforts have been made to bring higher economic value to small players, which are certified. This is why FSC has managed to certify around 5000 SMEs thus far.

Nancy Gillis, Green Electronics Council (GEC) introduced the GEC and its mandate in driving change in the electronics industry through standards and certifications. To make their mandate effective GEC covers the industry from the demand side by sensitising institutional and bulk purchasers on the importance of sustainable procurement of electronics and bring about behavioral change in their purchasing decisions. On the supply side, the manufacturers start to see clear value in getting certified to remain relevant in the market in the medium to long term. Hence the uptake of standards remains a key competitive differentiator for these manufacturers.

Edward Millard, Rainforest Alliance (RA) talked about the certification program followed by Rainforest Alliance (RA) and pointed out the clear extension of the uptake of RA standards from large plantation owners to smaller farmers. He illustrated advantages experienced by smaller tea plantation owners in Assam through measurable improvements in working conditions, employee health and safety, gender equality, etc. The certifications also helped in enhancing their understanding of market systems through training and capacity building activities.

Karen Kreider closed the discussions by summarising that it is becoming more and more evident that credible standards and certification do add value to businesses and their supply chains, helps organizations to be systems driven, make informed decisions based on measureable data outputs, and helps in charting a roadmap to improve sustainability performance and compete in the marketplace.

The proceedings of the first day came to an end after the screening of a National Geographic film '**For the Love of Fashion**' (<https://www.youtube.com/watch?v=DuT2vWkbuRU>) produced by the brand C&A. **Anita Chester, C&A Foundation** introduced this film to the audience and the fact that it talks about the growing market of organic textiles in Europe and India's contribution (as the leading organic cotton producing country) to the same.

3. PARALLEL SESSIONS (DAY 2 & 3)

3.1 Layout of Sessions

The following table presents the layout of the parallel thematic and sector-specific sessions on the second and third day of the conference.

| Time Slot | Day 2 (17 November 2016) | | | | | | Day 3 (18 November 2016) | | | | |
|-----------------------------------|---|--|---|--|--|--|---|---|---|---|--|
| 9:00 - 9:30 | Registration | | | | | | Registration | | | | |
| 9:30 - 11:00 | Convention: Operationalising SDGs in Indian States: Inaugural Plenary | | | | | | Convention: International Labour Standards and the Indian Workplace in Global Supply Chains | Roundtable: Integrated Reporting & Transparency: Linkages to SDGs | Seminar: Responsible Agriculture Value Chains | Seminar: Sustainable Infrastructure | Seminar: Water Stewardship in India |
| 11:00 - 11:30 | Tea Break | | | | | | Tea Break | | | | |
| 11:15-11:30 | | | | | | | | | | | |
| 11:30 - 13:00 | Convention: Operationalising SDGs in Indian States | Roundtable: Roadmap for Indian Life Cycle Assessment Network | | Roundtable: Sustainable Cotton | Roundtable: Responsible Finance | Convention: International Labour Standards (contd.) | | Seminar: Responsible Agriculture Value Chains | Seminar: Sustainable Infrastructure | Seminar: Water Stewardship in India | |
| 13:00-13:15 | Lunch | | | | | | Lunch | | | | |
| 13:15 - 14:00 | | | | | | | | | | | |
| 14:00 - 15:30 | Convention: Operationalising SDGs in Indian States | Seminar: Sustainability Education in India | Roundtable: Sustainable Forestry & SDGs | Seminar: Towards a Sustainable Tea Sector in India | Seminar: Apparel & Textile Sector Sustainability | Seminar: Mainstreaming Human Rights in Business Policy | Convention: International Labour Standards (contd.) | Seminar: Sustainable Electronics & ICT | Seminar: Sustainable Tourism: | Seminar: Roadmap for Sandstone Stewardship | Enabling Sustainable Solutions among MSMEs |
| 15:30 - 16:00 | Tea Break | | | | | | Tea Break | | | | |
| 16:00 - 17:30 | Convention: Operationalising SDGs in Indian States | Seminar: Sustainability Education in India | Masterclass: Low Carbon Lifestyle | Seminar: Towards Sustainable Tea Sector in India | Seminar: Apparel & Textile Sector Sustainability | Seminar: Mainstreaming Human Rights in Business Policy | Convention: International Labour Standards: Rising Powers and Labour Standards | Seminar: Sustainable Electronics & ICT: Priorities for India | Seminar: Sustainable Tourism: Opportunities and Challenges in India | Seminar: Roadmap for Sandstone Stewardship in India | Masterclass: Business & Human Rights |
| 17:30 - 19:30 (cocktail & dinner) | Roundtable: Exploring Indo-Bilateral Forums on CSR and Sustainability <i>(By Special Invitation only)</i> | | | | | | | | | | |

3.2 Lessons and ‘take aways’ from parallel sessions

In this section, brief lessons and key message that emerged from the discussions and as understood by CRB from the perspective of the overall purpose of ISS, 2016 conference have been enumerated.

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|--|---|--|
| 1 | Operationalising Sustainable Development Goals (SDGs) in Indian States | State and Business Collaboration for pursuing SDGs in Indian States | <ul style="list-style-type: none"> Assess the specific need of the States, and refrain from a supply-driven approach Focus on specific SDGs as relevant to each state States should engage with NITI-Ayog for overall support and guidance (NITI-Ayog Rep could be part of the State-level workshops) UNDP has and will continue to play a key role on the issue Need for workshop(s) to bring together relevant State Government Departments and businesses to prioritise actions for pursuing specific SDGs jointly |
| 2 | Enabling Sustainable Solutions Among MSMEs | Capacity building of MSMEs for pro-active contribution to sustainability | <ul style="list-style-type: none"> The recently launched ‘Zero Defect Zero Effect’ (ZED) programme of the Government of India aims to augment sustainability footprint of MSMEs, linked with provision for financial support There is considerable lack awareness and understanding about this programme among MSMEs, so key actors need to come together Understanding of sustainability relevant for MSMEs need to be expanded, so that MSMEs’ contribution can be better documented |
| 3 | Sustainable ICT & Electronics: Priorities for India | Role of Standards and international experience in e-waste Management in India, and other sustainability issues in IT sector | <ul style="list-style-type: none"> Tightening of policy on e-waste management in India provides the enabling conditions for progress on this issue International experience and cooperation between manufacturers, government and expert organisations is crucial to operationalise Extended Producer Responsibility (EPR) programme in India A couple of other important issue of |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|---|--|--|
| | | | <p>interest seem to be:</p> <ul style="list-style-type: none"> (i) strengthening consumer awareness and participation in e-waste management (ii) integration of informal sector in the e-waste management system |
| 4 | Towards Sustainable Tea Sector in India | Understanding possibilities and strengthening sustainability element in the Tea Sector in India | <ul style="list-style-type: none"> • Implication on agro-chemical usage due to climate change (movement towards climate smart agriculture), this has considerable implications for <i>SDG2, Target 2.4</i> • Exchange of knowledge and good practices on sustainability is necessary between North-East States and Southern States of India, and improve sustainability practices in the sector • The multiplicity of standards do pose a challenge, especially for small tea producers |
| 5 | Sustainable Infrastructure | Conceptual clarity about the concept of sustainable infrastructure (including Standards on SI) and application in the Indian context | <ul style="list-style-type: none"> • This has direct connection with SDG 9 (Targets 9.1, 9.4, 9a) • Awareness about definition and conceptual clarity on 'sustainable infrastructure' is poor in the Indian context • Huge scope for introducing 'sustainable infrastructure' concepts in decentralized infrastructure planning (Urban Local Bodies), especially in implementing SMART Cities programme • The subject of 'green bonds' has received considerable push since SEBI's involvement and support |
| 6 | Water Stewardship in India | Strengthening Indian Water Stewardship Network (IWSN) as a neutral platform to promote the approach | <ul style="list-style-type: none"> • Collaboration is an extremely critical issue to ensure successful operationalisation of water stewardship in India • AWS to act as a neutral platform to connect what are often sectoral-specific interests or initiatives • Identification of important public sector bodies to engage, e.g. the Forestry Department • The role for AWS/IWSN as a platform to ensure the communication of 'good |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|--|--|--|
| | | | practice' case studies |
| 7 | Sustainable Tourism: Opportunities & Challenges in India | Promoting understanding on sustainable tourism in India among hotels, in destinations and among tour operators, especially in the States | <ul style="list-style-type: none"> • Need for developing 'business case' for Sustainable Tourism in India among the providers • A lot of experience exists in 'pockets' in some of the southern states like Karnataka, Kerala – but considerable potential in others like Rajasthan, Uttarakhand, West Bengal • Some big hotel chains have started taking initiatives, but lack a comprehensive strategy • Need to develop a 'White Paper' on Sustainable Tourism in India (government developed Sustainable Tourism Criteria for India, which can be used as a framework) • Annual <i>State of Sustainable Tourism in India</i> (case studies, survey, reference to global frameworks, standards) • Capacity building of state-level stakeholders including government, businesses, experts, community organisations, etc. • Global Sustainable Tourism Council (GSTC) can play a key role |
| 8 | Sustainable Cotton | Discussing new solutions and finding alternative ways to address emerging challenges, especially through collaborative arrangements | <ul style="list-style-type: none"> • Rising temperatures, decreasing soil moisture, extreme weather and food security concerns are all threatening the cotton industry in India • How to strengthen sustainable/organic production – role of technology and government support? • Focus has to be on Sustainable Agriculture and Sustainable Cotton will be a natural outcome. Farmers need to be encouraged and supported to drive the agenda forward, especially by coming up with low-cost sustainable practices/solutions and innovation to promote sustainable agriculture • Harmonisation is important between Standards, to ensure that farmers are not confused. Brands will have to play an important role in driving such collaborative initiatives – especially given |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|--|--|---|
| | | | <p>the commitments they have made</p> <ul style="list-style-type: none"> • Government is not only a regulator but should be looked at as a partner for sustainability initiatives • Better Cotton Initiative (BCI) has been successful on account of the collaboration between public sector, private sector and a standard to improve agronomic practices (save costs) and effective extension services |
| 9 | Apparel & Textiles Sector Sustainability | Roadmap for strengthening sustainability elements in A&T sector in India, especially given links with the exports market | <ul style="list-style-type: none"> • Struggle of A&T SMEs is to get continuous business. India is under great pressure for compliance • Include sustainability in ‘incentives structures’ for suppliers, as currently such ‘incentive structures’ only focus on price • Earlier collaborative initiatives in the A&T sector failed as manufacturers weren’t made active participants of such discussions • Crucial to engage with consumers for strengthening sustainability in A&T sector? Experience from the ‘west’ should inspire India with a growing middle class population • Application of technology in the A&T sectors represents a very exciting opportunity for collaboration, e.g. to solve logistics problems • Need to move beyond auditing and finger pointing. Everyone must do their own ‘due diligence’ actions • It should be the joint responsibility of consumers and providers to raise awareness on sustainability issues in the A&T sector • Regional cooperation between A&T manufacturing countries in South Asia |
| 10 | Roadmap for Indian Life Cycle Assessment Network | Develop a network of professionals in India and develop action agenda | <ul style="list-style-type: none"> • Identify actors and resources to kick-start the network in India • Re-energise ongoing activities, especially ensuring that the academic community, CSOs and sectoral associations get oriented and engaged for wider appreciation and uptake |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|--|---|---|
| | | | <ul style="list-style-type: none"> • Need for sector specific training programmes • Orientation on Social LCA |
| 11 | Mainstreaming Human Rights in Business Policy | Collaboration between industry and champions of 'Business & Human Rights' practice in India | <ul style="list-style-type: none"> • Discussions for reviving the CEO-Forum on Business and Human Rights. Good prospect there, as some industry associations like CII has taken interest and leadership • Document best practices of Business & Human Rights in the supply chain in India: A report that can reflect the best practices of different companies, their experience, initiatives and benefits derived on various parameters |
| 12 | International Labour Standards and Indian Workplaces in the Global Supply Chains | Better clarity about labour standards as a key element in a general discussion on sustainability, sustainable business | <ul style="list-style-type: none"> • There are almost no discussions on partnerships and collaborations that are already in place and successful, for example from Brazil, China on how they are working towards the betterment of the labour and related issues • Apart from strong legislation, strong implementation of labor laws, transparent labor inspection process, and strong independent system is also necessary to address the sensitivities of the issue • Government has an important role to play to create mass awareness on labour rights and responsibilities. Example of the 'consumer rights campaign' of the government (<i>Jago Grahak Jago</i>) can be used to draw inspiration for this • Develop incentives for improved labor standards, else improved labor standards mean additional costs • Collective intuitive action is one of the best ways to address issues related to labour, which would also provide opportunities to cooperate |
| 13 | Roadmap for Sandstone Stewardship in India | Identify stakeholders, develop action agenda (pilot) – involving both supply-chain level and community level, especially starting at the state-level (a state | <ul style="list-style-type: none"> • Bring key stakeholders in Rajasthan, those along the sandstone supply chain at the national level, businesses and associations in the sector and relevant policy-makers at the national level face-to-face for a discussion on 'Sandstone Stewardship' in the State of Rajasthan |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|--|---|--|
| | | like Rajasthan) | <ul style="list-style-type: none"> Identify priorities for promoting 'sandstone stewardship' including entry points in the state government (SDGs roadmap) and industry Undertake a pilot intervention focused on improving community well-being in a select block in the sandstone mining area Understand 'Star Rating System' for minerals and how to mainstream the rating system at a local level |
| 14 | Promoting Responsible Agriculture Value Chains | Assessing possibilities for promoting responsible practices along the agriculture supply chain | <ul style="list-style-type: none"> Interventions will have direct link with SDG2 (Targets 2.3, 2a) Document how agri-business companies have contributed/can contribute toward meeting the SDG2 targets Move from too much attention on food crops to cash crops, especially to improve farmers income Identify potential at the local level (agro-SMEs) and their linkages with supply chains of large agro-based businesses Dairy and animal husbandry offers considerable potential for linking community interests with consumer demand – should be explored A number of nodes where sustainability standards can be applied both in the inputs and in the outputs markets |
| 15 | Bilateral Forum on CSR and Sustainability | Promoting exchange of knowledge and practice on CSR & Sustainable business among Dutch businesses, Indian businesses and stakeholders | <ul style="list-style-type: none"> INDUS-Forum project implemented by CRB with support from the Dutch Embassy has demonstrated the interest among businesses and stakeholders to work and learn together Experience of INDUS-Forum could be valuable for promoting such bilateral Sustainability Forum with other bilateral trade and investment partners of India |
| 16 | Responsible Finance | <ul style="list-style-type: none"> Understanding of certification and sustainability in the financial sector Use data/information | <ul style="list-style-type: none"> Main factors driving sustainability in the financial sector are: sustainability legislation, global commitments, reputational risks and demands from clients Enough evidence to demonstrate positive relationship between sustainability commitment and financial viability |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|--|--|---|
| | | to build a stronger, more sustainable financial sector | <ul style="list-style-type: none"> • Financial institutions need to embed a consistent sustainability ‘framework’ into their lending decisions – some beginnings already made in India • Financial sector is not venturing beyond renewable energy, as risks associated with other sectors are still unknown • Balancing the need of MSMEs financing with reduction in environmental impacts remains a challenge • A big role need to be played by the Government (Ministry of Finance) and regulators (RBI, SEBI, IREDA) to promote sustainable financing in India – the process has been set in motion • Lessons from other countries would benefit |
| 17 | Integrated Reporting (IR) and linkages with SDGs | Introduce and understand the concept of Integrated Reporting and create an ecosystem to promote integrated thinking towards sustainability | <ul style="list-style-type: none"> • Financial capital, manufactured capital, intellectual capital, human capital, social and relationship capital, and natural capital together represent the basis of an organization's value creation. Integrated thinking involves mindset change by companies to cover all these types of capitals. • Responsible stewardship, stakeholder engagement and future proofing are three pillars of sustainability for any company whose combined output is IR • Currently there is ‘reporting clutter’ in companies given they are not only preparing annual reports and BRR reports. In addition to that, many companies are coming out with sustainability reports, reports pertaining to various ISO standards, GRI, UNGC framework, governance reporting and so on. • There is demonstration of the ‘business case’ for a movement towards Integrated Reporting (IR) • Corporate reporting dialogue: an initiative designed to respond to market calls for greater coherence, consistency and comparability between corporate reporting frameworks, standards and |

| SI No | Session (Sector-specific OR Thematic) | Issue | Key Messages and Suggested Actions |
|-------|---------------------------------------|---|---|
| | | | related requirements. |
| 18 | Sustainable Forestry & SDGs | Create awareness on forest certification in India and its contribution to sustainable development goals (SDGs) | <ul style="list-style-type: none"> • How to work with smallholders and promote 'group' schemes/forest cooperatives? • There has to be a focus on design, for timber products, especially given the burgeoning consumption of timber/wood products • Sustainability to be a key component of forestry – market linkage • Continue to build and strengthen linkages between Standards like FSC and Academic and professional Institutions working in this sector |
| 19 | Sustainability Education in India | Conversation between Indian academic institutions at different levels of sustainability education, to highlight priorities for advancement of sustainability education in India | <ul style="list-style-type: none"> • 'Integration' of elements of sustainability in business education, professional education should be explored • Such an approach towards sustainability education demands a shift in the mindset of higher education institutes too - how to achieve this transition? • Possible ways of moving forward will include: better flexibility in curriculum, interdisciplinary approach, collaboration at the grassroots/field level, experiential learning/teaching of the subject • Forging collaboration with industry to understand their need on sustainability education, and developing courses accordingly |

4. Closing Remarks

Some of the broad remarks from the concluding session are enumerated here:

- Sustainability is a **complex problem** and there is a need for all stakeholders to be **engaged in processes and conversations to solve such problems**
- From the figures of participation in this conference (over 600 participants), it is clear that **stakeholders are not only interested in continuing this discussion but also that it can be strengthened by widening the coverage to stakeholders who often remain outside such conversations.** So the onus remains with organisations like CRB to keep the discussions ongoing and lively and expand the coverage

- In continuing these conversation, it is critical to improve our **skills of listening** more than speaking
- In the area of sustainability practice in India, there is considerable **gap** between the **frontrunners** and the **laggards**. A key challenge would be to bring those falling behind up to speed. A key question there is, are we prepared for this task?
- The **Business case for Sustainability is clear**, but the entry point for the conversation is not
- While some consider that the current CSR regime has affected the long tradition and legacy of CSR practice in India, others thought that the present **CSR regime does provide an opportunity**, especially from a **long-term business sustainability** perspective
- The coverage of the **conversations/dialogues** like ISS, 2016 needs to be expanded also to ensure that State-level stakeholders are also able to engage. Further, creating links between national and international processes need to be strengthened
- Some of the **sectors/issues**, where the conversation needs to be strengthened are:
 - Responsible Agriculture Value Chain
 - ICT and Electronics
 - Sustainable Tourism
 - Sustainable Infrastructure

5. Conference Programme

| Day 1: Wednesday, 16 th November, 2016 | |
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| 08:00 – 09:30 | Registration |
| 09:30 – 12:00 | Inaugural Plenary: India and Sustainability Standards: International Dialogues and Conference 2016 <i>Relevance of Collaborative Sustainability Initiatives and Voluntary Sustainability Standards for Achieving Sustainable Development Goals (SDGs)</i> |
| | Welcome - Prof. Vasanthi Srinivasan, Governing Body Member, Centre for Responsible Business (CRB) |
| | Theme Address - Dr. Bimal Arora, Chairperson, Centre for Responsible Business (CRB) |
| | Chief Guest - Mr. Suresh Prabhakar Prabhu, Hon'ble Minister for Railways, Government of India |
| | Special Address - Mr. Louis-Georges Arsenault, UNICEF Representative for India |
| | Special Address - Prof. Paul Shrivastava, Executive Director, Future Earth |
| | Special Address - Ms. Marina Walter, UNDP Deputy Country Director in India |
| | Special Address - Mr. Roel Nieuwenkamp, Chair, Working Party on Responsible Business Conduct, OECD |
| | Special Address - H.E. Mr. Alphonsus Stoelinga, Ambassador of The Netherlands to India, Nepal & Bhutan |
| | Special Address - Mr. Shankar Venkateswaran, Chief, Tata Sustainability Group, Tata Group |
| Vote of Thanks - Mr. R. C. Kesar, Governing Body Member, Centre for Responsible Business (CRB) and Director General, Okhla Garment Textiles Cluster (OGTC) | |
| 12:00 – 12:30 | High Tea and Networking |
| 12:30 – 14:00 | High Level Panel (1): Relevance of Sustainability Standards & Regulations for Responsible Business and Contribution Towards SDGs – Lessons for India |
| | - <i>Voluntary Sustainability Standards are a tool for self-regulation. How do they combine and/or interact with public regulation for achieving responsible business?</i> |
| | - <i>What refinements are necessary in the enabling environment including in public regulatory institutions for promoting responsible business, as a means to achieving the SDG? How to monitor progress/achievements?</i> |
| | - <i>Should sustainability standards be only looked at as 'tools' for creating market access (promote competitiveness)? How else can they contribute in a country like India?</i> |
| | - <i>How should Industry leaders, especially Young Industry leaders develop their vision on Sustainability issues, especially for the long-term sustainability of their industries?</i> |
| | Moderator: Ms Ruchira Gujral, Corporate Engagement & CSR Specialist, UNICEF India |
| | Mr. Vimal Mahendru, IEC Ambassador & President, Legrand India |
| | Mr. Jason Kibbey, CEO, Sustainable Apparel Coalition (SAC) |
| Ms. Catherine Decarie, Senior Vice President, Corporate Affairs, Export Development Canada (EDC) | |
| Mr. Abhyuday Jindal, Vice Chairman, Jindal Stainless Limited (JSL) | |
| Mr. Avedis Seferian, President & CEO, Worldwide Responsible Accredited Production (WRAP) | |
| Dr. Ranjan Banerjee, Dean, S.P. Jain Institute of Management and Research (SPJIMR) | |
| 14:00 – 15:00 | Lunch |

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|-----------------------------|--|
| <p>15:00 – 16:30</p> | <p>High-level Panel (2): Promoting Responsible & Sustainable Business for Achieving SDGs - Actors and Approaches</p> <ul style="list-style-type: none"> - <i>What should be the role of government (national, state, regional level regulators) and why?</i> - <i>Integrating and highlighting sustainability/SDGs in flagship government programmes (Make in India, Swachh Bharat, etc.)</i> - <i>Promoting leadership role of the corporate sector (business leaders, business associations, etc.)</i> - <i>How can higher education institutions promote leadership for Sustainability, and help in pursuing the SDGs?</i> - <i>What role should be played by bilateral/multi-lateral and International Governmental Organization how?</i> <p>Moderator: Mr. Arun Maira, Former Member, Planning Commission of India</p> <p>Ms. Susanne Dorasil, Head, Division Economic Cooperation & Development, Embassy of Germany in India</p> <p>Mr. Ernst Ligteringen, Former CEO, Global Reporting Initiative (GRI)</p> <p>Prof. C. Raj Kumar, Founding Vice Chancellor, O.P. Jindal Global University (OPJGU)</p> <p>Mr. Simon Steyne, Senior Adviser, Fundamental Principles and Rights at Work Branch, International Labour Organisation (ILO)</p> <p>Ms. Anouschka Jansen, Senior Manager - Environmental Programmes, Foreign Trade Association (FTA)</p> <p>Mr. Deepak Arora, CEO, ESSAR Foundation</p> |
| <p>16:30 – 17:00</p> | <p>High Tea and Networking</p> |
| <p>17:00 – 18:30</p> | <p>High-Level Panel (3): Operationalising the SDG Agenda: What is the track-record of standards</p> <ul style="list-style-type: none"> - <i>What has been the track record of standards when it comes to SDG impact areas such as biodiversity, energy efficiency, economic growth, financial inclusion and decent work?</i> - <i>Under what conditions do standards deliver the best results?</i> - <i>Is there a clear business case for using standards?</i> - <i>How can the impacts of standards be scaled up in India?</i> <p>Moderator: Ms. Karin Kreider, Executive Director, ISEAL Alliance</p> <p>Ms. Nancy Gillis – Executive Director, Green Electronics Council (GEC)</p> <p>Dr. Syed Humayun Kabir, Director General, South Asian Regional Standards Organisation (SARSO)</p> <p>Mr. Alistair Monument, Asia Pacific Regional Director of the Forest Stewardship Council (FSC)</p> <p>Mr. Kinjal Shah, India Country Head, Responsible Jewelry Council (RJC)</p> <p>Mr Edward Millard, Director Asia-Pacific, Rainforest Alliance (RA)</p> |
| <p>18:30 – 19:30</p> | <p>Screening of National Geographic Film - ‘For the Love of Cotton’ - Sponsored by C&A</p> |
| <p>19:30 onwards</p> | <p>Dinner Reception</p> |

Day 2 & Day 3 Sessions (17 and 18 November 2016): Layout of Parallel Session (refer to page 11)

| Day 3: Friday, 18th November, 2016 | |
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| 17:30 to 19:30 | Closing Session - India and Sustainability Standards: International Dialogues and Conference 2016 Chair - Dr. Bhaskar Chatterjee, IAS (Retd.), Former DG & CEO, Indian Institute of Corporate Affairs (IICA) |
| | A Brief Sum-up of Key 'Take-Aways' - Mr. Rijit Sengupta, Chief Operating Officer, Centre for Responsible Business (CRB) |
| | Chair's Address - Dr. Bhaskar Chatterjee, IAS (Retd.), Former DG & CEO, Indian Institute of Corporate Affairs (IICA) |
| | Key Note Address - Ms. Karin Kreider, Executive Director, ISEAL Alliance |
| | Special Address - Mr. Wolfgang Leidig, Director, Private Sector Development, GIZ India |
| | Special Address - Ms. Jessica Fries, Executive Chair, The Prince's Accounting for Sustainability Project (A4S) (Video) |
| | Special Address – Shri Annurag Batra, Chairman and Editor-in-Chief, BW Businessworld |
| | Vote of Thanks - Ms. Amita Joseph, Governing Body Member, Centre for Responsible Business (CRB) & Director, Business & Community Foundation (BCF) |
| 19:30 onwards | Valedictory Dinner |