



Confederation of Indian Industry



GreenCo

Case Study Booklet

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UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes Inclusive and Sustainable Industrial Development (ISID) to enable its member states to benefit from industrialization that creates shared prosperity and safeguards the environment. This, amongst others, requires existing industries to continuously improve their environmental performance and resource use intensity, whilst in addition promoting new green industries to produce and deliver environmental goods and services – in short Green Industry. UNIDO initiated in 2012 at the global level the Green Industry Platform, which is a global, high-level, multi-stakeholder partnership and forum to catalyze, mobilize and mainstream action on Green Industry around the world (www.greenindustryplatform.org). It provides a framework to bring governmental, business and civil society leaders together to secure concrete commitments and action in support of the Green Industry agenda.

In 2015 UNIDO celebrates 20 years of cooperation and achievement with the United Nations Environment Programme (UNEP) in fostering adaptation and adoption of Resource Efficient and Cleaner Production (RECP) in developing, emerging and transition economies. The RECP programme is implemented in cooperation with a network of knowledge institutions and service providers globally, known as RECPnet, of which CII – Godrej GBC is a proud founding member. Godrej GBC is currently carrying out a project entitled “Pilot application of innovative assessment and monitoring methods for resource efficient and cleaner production in selected manufacturing sectors in India”. The aim of the project is to develop, trial and promote RECP approaches particularly in small and medium sized enterprises in developing and emerging economies and the GreenCo Rating System is selected as an innovative assessment and monitoring method.

UNIDO is pleased to have a continuous association with CII – Godrej GBC in various initiatives in the environmental front. We are glad to know that the GreenCo Rating System has been receiving an overwhelming response from the Indian industry. We congratulate CII – Godrej GBC on this achievement and wish them success in all their endeavors. We are pleased to know that the UNIDO – CII project has led to this compilation. We look forward to many more interesting and value adding publications from CII.



Green practices are no longer an extra discipline but an integral part of the business acumen; pursuing growth and preserving ecology is the mantra adopted by the Indian industry. Opportunities to increase competitiveness by going green and improving resource efficiency are wide-spread and far-reaching. Companies that are prepared to absorb and exploit these opportunities have the chance to gain competitive advantage.

The Indian society has the inherent attitude of respecting what we have and ration their usage. Resource conservation, reuse and recycling seem to be a part of our DNA, which is indeed a healthy sign both for the economy and the ecology. The art of managing constraints and the emerging innovative thinking have offered solutions making our living and businesses more sustainable. This is what green is all about and this is what the GreenCo Rating System advocates.

GreenCo evaluates the performance of companies on the ecological front in a holistic manner and guides these enterprises to make their products, services, operations and supply chain greener. We are extremely heartened by the response that GreenCo has been receiving in all these years. We are glad to announce that, as of June 2015, 47 companies are GreenCo rated and more than 110 companies are at different levels of execution of the rating system.

The GreenCo rated companies have not only reduced their environmental impact but have also improved their competitiveness. It is encouraging to see the environmental benefits and monetary benefits reported by the companies. This compilation showcases some of the best practices from select GreenCo rated companies and respective savings achieved by each of them. I congratulate the companies listed as a part of this compilation that have taken progressive steps to reduce their ecological footprint.

I am confident that this compilation will inspire Indian industries to be a part of the GreenCo movement to make a change and to contribute to creating a greener world.

PRADEEP BHARGAVA
CHAIRMAN
GREENCO RATING SYSTEM





When we look back at what the GreenCo Rating System has gone through over the past three years, we are overwhelmed to know that the Indian industry has appreciated the fact that 'Green Makes Business Sense'. While the GreenCo journey has been challenging and tough, it has also been fruitful and enriching.

Backed by an industry that is receptive to new ideas that benefit a larger cause, the GreenCo Rating System has been receiving tremendous support and interest. GreenCo has been leveraging its strength of multi-sector applicability, depth & spread, and neither-too-tough-nor-too-easy design to reach out to companies across various sectors, regions and sizes.

Fact remains that different companies are in different levels of understanding and implementation of the various GreenCo parameters; it is then that the GreenCo Rating System proves itself to not just be a rating system but a mechanism to help companies evolve as those exhibiting superior environmental responsibility and performance. We are glad to witness that companies have started excelling in areas that they were already good at; but it is even more contending to see that companies have explored areas that were not in their focus earlier and have put in efforts to improve their performance in those areas. We appreciate all the GreenCo rated companies for taking such big strides towards environment sustainability.

The intention to share the good work done by GreenCo rated companies and to quantify the tangible and intangible benefits achieved by the various initiatives taken, has resulted in this compilation, "GreenCo Case Study Booklet". Broadly every case study includes an introduction of the company, its GreenCo journey and the benefits that it has achieved through the GreenCo Rating System. It is expected that the progressive industries will replicate the best practices to the best of their abilities and derive eco-competence in their operations.

We extend our appreciation and laud the efforts of the GreenCo organizations for the contributions, efforts and support in this initiative.

We put forth this compilation and believe that it would be a valued resource in guiding the Indian industry as one of the pioneers in the world of eco-sustainability.

L S GANAPATI
CHAIRMAN
GREENCO ASSESSORS' PANEL



ACKNOWLEDGEMENT

CII - Sohrabji Godrej Green Business Centre and the United Nations Industrial Development Organization (UNIDO) have been working together on various projects in the environmental front. CII – Godrej GBC would like to thank UNIDO for the continuous association. The thought of bringing together best practices, to facilitate knowledge sharing and to showcase benefits, put forward by UNIDO, and the constant support offered, has led to this compilation.

CII – Godrej GBC also expresses its heartfelt appreciation to all the GreenCo Rated Companies for their receptiveness towards all new initiatives taken by CII. The GreenCo Rated Companies have been our pillars of support; their interest and commitment towards working for a sustainable environment has been the reason for us to stay motivated. This has led the GreenCo Rating System mark milestones every progressing year. We sincerely thank all the companies listed as a part of this compilation, for letting us share their information. We are sure that this compilation will inspire other industries to be a part of the green movement and contribute to the country's sustainable growth.



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EXECUTIVE SUMMARY

Pursuing green has become the new driver for companies on the quest towards growth, competitiveness and global excellence. With number of businesses going green on the rise and several initiatives on different areas evokes a spark in an individual's mind on 'How Green is a Company'. CII, through an extensive stakeholder consultation and interaction with experts, has developed the “GreenCo Rating System” to evaluate how green is a company. This first of its kind in the world rating system, is a holistic mechanism to assess and analyze the company's performance on the green front. It is a framework to measure and monitor the environmental impact of a company's activities or operations. The GreenCo Rating System apart from assessing the companies also defines a path for continuous ecological improvement and guided phase growth.

The GreenCo Rating System has been receiving an excellent response from the Indian industry. As of June 2015, 47 companies are GreenCo Rated and more than 110 companies are at various levels of execution of the rating system. GreenCo's depth and spread of environmental parameters, its multi sector applicability and its neither-too-tough-nor-too-easy design are a few characteristics that have facilitated GreenCo to reach out to various companies across various sectors, sizes and regions. One of GreenCo's distinguishing characteristics is that the GreenCo Rating System is not just a rating system but a comprehensive mechanism that helps companies to evolve as those exhibiting superior environmental responsibility and performance.

GreenCo's success vests in encouraging companies whom have been performing good in their environmental front to perform exceedingly well and companies who haven't ventured into the green aspects to put in significant efforts to explore options and go higher up the ladder of environmental performance. Relatively newer concepts such as working beyond the fence to conserve water, third party purchase of renewable energy, raw material conservation through reduction and substitution, extending environmental conservation activities into the supply chain, responsible manufacture of products, life cycle assessment as a tool to reduce environmental impact of its product, process and service and many more are taken up by companies. The GreenCo rated companies have not only reduced their environmental impact but have also improved their competitiveness.

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. UNIDO implements in cooperation with the United Nations Environment

EXECUTIVE SUMMARY

Programme (UNEP) a global programme on Resource Efficient and Cleaner Production (RECP). RECP continuously applies preventive environmental strategies to processes, products and services. This increases efficiency and reduces risks to humans and the environment. RECP also recognizes similar types of preventive measures that are needed to advance production efficiency, environmental management and human development.

Development of the Case Study Booklet

UNIDO, under its global RECP Programme, along with CII – Godrej GBC is carrying out a project entitled “Pilot application of innovative assessment and monitoring methods for resource efficient and cleaner production in selected manufacturing sectors in India”. The aim of the programme is to develop, trial and promote RECP approaches particularly in small and medium sized enterprises in developing and emerging economies. The GreenCo Rating System is selected as an innovative assessment and monitoring method, and as a part of the project, has intended to bring out case studies of GreenCo Rated Companies. This compilation is supported by UNIDO.

The compilation has been brought forward as a result of the following activities –

- ➔ Two-day GreenCo Site Visit Assessments at individual companies as part of the GreenCo Rating System
- ➔ Circulation of an annual sustenance questionnaire to companies who have been GreenCo rated for more than a year
- ➔ Visit to select GreenCo rated companies to understand the activities initiated after one year of achieving the GreenCo rating

Every case study in this booklet broadly covers a brief profile of the company, the company's GreenCo journey, initiatives taken by the companies across various GreenCo parameters and the tangible and intangible benefits achieved. This compilation is intended for industries to learn from each other and replicate wherever possible.

The GreenCo Case Study Booklet was released during the 4th edition of the GreenCo Summit 2015 on 25 June 2015 at Mumbai.

HOW TO USE THIS BOOK

GreenCo Case Study Booklet is a compilation of best practices from select GreenCo Rated Companies. Broadly every case study includes an introduction of the company, its GreenCo journey and the benefits that it has achieved through the GreenCo Rating System. A best practice cannot be a best practice if it is not shared with and adopted by others. You can contact every company mentioned as a part of this compilation, to learn more about the best practices which you are planning to adopt. Each of them is committed to sharing information and answering all your queries about their best practices.

You can also reach out to Mr N Muthusezhiyan, Principal Counsellor, CII – Sohrabji Godrej Green Business Centre at n.muthu@cii.in to find out more about the GreenCo Rating System and the GreenCo rated companies

