

# *Confederation of Indian Industry – Corporate Sustainability Management Systems*



# *Sustainable Development*

- Originally defined as “**development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.**”

Brundtland Commission, 1987

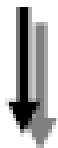
- **India:**
  - Economic: Growth but rich-poor divide
  - Environmental / Natural resources: Water, forestry, minerals and others
  - Social – Serving the increasing population

# *Sustainability*

- Continuance in the long term
- Synonymous with “triple bottom line”
- Triple bottom line with process elements of accountability and stakeholder engagements

# *Evolution of Corporate Sustainability*

**1945-1960s**  
**Pollution**  
Denial  
“Smell of money”  
(oblivious)



Obligation

**1970-80s**  
**End-of-pipe**  
regulation  
“Pay to reduce  
negative impact”  
(trade-off)

Opportunity



**2000's- Present**  
**Beyond Greening**  
•clean technology  
•base of the pyramid  
“Disruptive Innovation”  
(positive force)



Reorientation

**Mid 1980s-1990s**  
**Greening**  
•pollution prevention  
•product stewardship  
“Continuous Improvement”  
(win-win)

# *CII Corporate Sustainability Management*

- Practical optimization of the economic, environmental and social impacts on society of a business' products, services and operations over the long term
- Optimal combination of impacts is determined through dialogue, with as broad a group of stakeholders as possible

# *CII Leadership in Advancing CSMS*

- Received formal support from CIDA 2001 and in 2003
- Extensive and ambitious initiative for dialogue and evolution of CSMS with / by industry in the developing world
- Specific portfolio of elements of CSM imbibed by industry through pilot testing of two years

# *Achievements of CII CSMS Initiative*

- Initiated business-led, and business case driven process
- Demonstrated application across different sizes of companies from different sectors
- Developed significant pool of resources, partnerships and expertise on:
  - Leadership & Vision
  - Integration of management systems
  - Stakeholder engagement
  - Sustainability Reporting

# *Way Forward for CII CSMS*

- Endeavoring to model the Corporate Sustainability Management Systems (CSMS) in compatibility with existing systems
- Allows for more simplified implementation of the management system elements, while allowing companies to gain synergies
- CSMS to reap benefits at the local and global level

# *Benefits of CII CSMS*

- Local level
  - Enhance natural and social capital
  - Enhance innovation
  - Enhance competitive edge
- Global level
  - Be a catalyst for developing country corporate sustainability initiatives
  - significant contribution to global corporate sustainability efforts, developments