



thinkstep

Cover Report

4th Annual Customer Engagement Event

thinkstep India, Mumbai, November 29 and 30, 2018



thinkstep

Contents

Event Overview	2
Welcome Remarks and Business Update	2
thinkstep Journey and Global Update	2
Chief Guest Address	2
Key Note Speaker Address	2
Guest of Honor Address	2
LCA Booklet Unveiling	2
Panel: Integrating LCA in Business Strategy: Practical Aspects	2
Panel: Sustainability in Practice: A Decade of Experience	2
Panel: Sustainability Value: Developing the Business Case	2
Online Poll	2
Vote of Thanks	2



thinkstep

Event Overview

thinkstep Sustainability Solutions Pvt. Ltd. organised its fourth Annual Customer Engagement Event on 29th and 30th November 2018 at Radisson Andheri, Mumbai. The workshop on 29th November and the Customer Engagement Event on 30th November was attended by 65 participants.

thinkstep's first customer event in 2015, was aimed to create a deeper understanding of product sustainability trends and developments and to accelerate responses to market developments. The second customer event held in 2016 was dedicated to corporate and product sustainability trends. The third customer event held in 2017 was aimed to bring together thought leaders and decision makers to share how product and corporate sustainability tools have helped add real value to their organisations. The GaBi Indian Life Cycle Assessment Database and the SoFi Business Responsibility Reporting Application was released at the event.

The fourth edition of thinkstep's customer event had tri focal agenda. The first one was to learn from the experiences of matured sustainability practitioners, best practices available and benchmark performances. The second was to share the experience of sustainability practices in the last few years to know how it has helped add business value to their organisations, environment and the society and the third one focused on new trends around product sustainability and practical aspects of integrating LCA in business strategy. The LCA booklet, which reflected the LCA studies of more than 50 leading companies, completed by thinkstep was unveiled during the event. An online poll was conducted that provided an on-ground status on the sustainability opportunities, drivers and challenges faced by Indian companies.

The event comprised of information sharing session, enriched content across panel discussion, one to one sessions and open atmosphere for networking opportunities.



thinkstep

Welcome Remarks and Business Update

Dr. Rajesh Singh, Managing Director, thinkstep, India

Dr. Singh delivered his opening remarks by highlighting thinkstep's vision of 'helping organizations worldwide to succeed sustainably'. He expressed his gratitude to all the customers for giving thinkstep the opportunity to enhance their performance in sustainability. He elaborated the business update which showed 10 years of thinkstep's journey in India, with 130+ clients in all, 150+ LCA studies carried out, 20+ SoFi licences and 75+ GaBi licences deployed successfully, 1000+ SoFi users and 500+ LCA users working on the thinkstep tool successfully.



He highlighted that SoFi and GaBi softwares have emerged as leading sustainability softwares being relied upon by leaders in sustainability management i.e. Mahindra & Mahindra Ltd., Arvind Ltd., Indorama Ventures Public Company Ltd., ITC Ltd., Godrej Industries Ltd., Godrej & Boyce Manufacturing Company Ltd., Tata Steel Ltd., L&T Ltd., Adani Power Ltd., TCS, Jubilant Life Sciences, Aitken Spence, Tata Motors Ltd., Kirloskar Brothers Ltd., ACC Ltd., Ambuja Cements Ltd., Hindustan Zinc Ltd., various businesses across Aditya Birla Group, SABIC R&D Technology Centre, Asian Paints Ltd., Galaxy Surfactants Ltd., JSW Steel Ltd., AIGMF, Asahi Glass Ltd., Essar Steel Ltd., Hero MotoCorp Ltd., HPCL, JSPL, Marico Ltd., Reliance Industries Ltd., TVS Motor Company Ltd., Welspun India Ltd., Whirlpool India Pvt. Ltd., etc. He added that thinkstep has collaborated with ICT, Mumbai for setting up Centre of Excellence on LCA. He further emphasised on creating knowledge, through collaborative work with academic and research institutions like NEERI, IITs, NITs, CSIR labs, NITIE, etc.

About SoFi software, he said that most of the implementations were completed within few months and the services mainly focused on GRI Reporting, Carbon Management, Targets and Roadmaps, Environmental Health and Safety, Supplier Engagement, Energy Management etc

Delivering update on GaBi ts software, he said that GaBi services focused on training which is meant to increase knowledge and expertise of the GaBi user group and EPD development. GaBi Envision and packaging calculator are mainly designed for non-LCA experts. He also explained about the Natural Capital Accounting meant for carrying out the cost of externalities. He stressed on the importance of Scope 3 Evaluation aspects in GaBi for Science Based Target Initiatives (SBTi).

Elaborating on the competence of thinkstep, Dr. Singh highlighted the recent partnership with EPEA for cradle2cradle and with BASF for Sustainable Product Portfolio- Triple S and IFC's EDGE- The Green Building Certification Program launched in India.

thinkstep Journey and Global Update

Mr. Jan Poulsen, CEO, thinkstep AG, Germany

Mr. Poulsen commenced by citing the positive development of thinkstep India with respect to overall growth, new business inclusions and other expansions. He updated on key innovations in SoFi, GaBi and consulting offerings of thinkstep i.e., Product Portfolio Assessments (Triple-S), Circular Economy, Science-Based Targets; performance improvements and enhanced user experience. He emphasised on the need for building a shared business plan to influence consumers and regulatory bodies. He also thanked all the clients in India for entrusting thinkstep and congratulated Dr. Singh and his team for their continuous efforts in taking thinkstep India to greater heights over the years.



Later he narrated a small story of how the villagers competing against one another due to hunger and misery, end up collectively working to better themselves as a community, because of a clever stranger. Referring the people in the room as that strangers, he explained the level of cooperation needed for taking actions against the dangers that India and our planet possess currently.

He stated the warning from the fifth assessment report from the IPCC that the world has to take drastic steps at every level to reduce global GHG emissions so that the temperature rise is limited to 1.5 degree Celsius above pre-industrial levels. He also explained global GHG emission scenario, where India ranks 4th after China, United States and European Union. He elaborated the pledge that India has taken to meet its targets under the Paris agreement, by citing the example of smart cities concept and the world's largest solar park to be built in Gujarat.

He ended up emphasising on the fact that companies that actively integrate sustainability goals into their business models have higher profits over time than other companies.



thinkstep

Chief Guest Address

Mr. Tony Henshaw, Chief Sustainability Officer - Aditya Birla Group

Mr. Henshaw started by stating that “Businesses that cannot afford to meet the tighter performance standards will not be sustainable and if we are to have a sustainable planet and society then they will be shaken out as we follow the Sustainable Lifecycle Curve that began with the Brundtland report in 1987 and will continue to 2030 and beyond, hopefully to a stable and sustainable world.”

He said that globally, many companies have realized the significance of this on their future viability and are already taking action; and driven by international banks and NGOs, these companies have already implemented systems to bring their operating practices up to global benchmarks normally far ahead of local laws. He also highlighted the assessment of supply chain mapping using pictorial representations. He added that capitalizing on the stable performance that this produces, many have now taken the next step to transforming their business strategy to ensure reduced risk and enhanced opportunities offered by staying within the funnel.

If everyone and every business in the world followed the law as it is written today, is the world sustainable? -Tony Henshaw





thinkstep

Key Note Speaker Address

Mr. K. N. Rao, Director- Energy and Environment, ACC Limited

Mr. Rao addressed the event saying that they have been the customer of thinkstep for last few years and ACC Limited is the 1st Indian cement company for carrying out LCA study and publishing EPD, covering all the plants and all the blended cement products.

He elaborated the need for LCA stating an example when Lafarge Holcim group which is world's largest cement and concrete companies spread across 90 countries, enquired them in the year 2007 about the carbon footprint, dust, SO_x, NO_x, dioxin-furan, water and waste values for the year 1990. He also explained how there is a dire need to measure, monitor, coming up with clear action plans, implementation, putting resources and engaging people, for a sustainable growth. He explained it by giving an example of their company, when they were taking some initiatives and projects in the past, but were not quantifying or measuring it, which did not show any difference. Measurement is for the future proofing and anticipating future for global changes, he said.

Mr. Rao also put forward some data stating that about 2/3rd of India is yet to be built and, in this growth, there will be lot of stress on resources, hence quantification is a must to develop future agenda to act against the nation's growth hamper.

He concluded stating that we are in 1st stage of excellence by acting on regulations and compliance norms, but there are still many steps to drive ahead.





thinkstep

Guest of Honor Address

Padma Shri Dr. G.D. Yadav, Vice Chancellor, Institute of Chemical Technology, Mumbai

Dr. G.D. Yadav commenced by recalling the introduction of LCA and sustainability (in course curriculum in collaboration with thinkstep), when green chemistry and engineering course were first introduced in India in the year 1999. He explained 17 SDGs, further explaining waste prevention at source, innovation and finding new things like real time analysis for environmental pollution control.

He said that there is an alarming data coming forward regarding climate change and waste generation per capita, which he connected with the need for dynamic courses in the academics, that match up with the challenges the world is facing today. He also urged the industry members at the event to involve students with the industries in their initial stage for a better understanding of sustainability, as they will start Centre for Sustainability at ICT, Mumbai.

Dr. G.D. Yadav also elaborated on the initiatives taken by ICT, wherein students of ICT have started using GaBi software and mentioned that ICT have been collaborating and partnering with various premier institutions and PSUs for research and development in sustainability and green chemistry, like partnering with Indian Oil for integrated Master's Program and IIT Kharagpur for Executive M.Tech Program. He also explained many research projects like partnering with BPCL and HPCL to establish ethanol production from biomass; sewage to algae project in Delhi, partnering with GAIL for recovering water and sewage to be converted into CNG. He also cited one of the verses from Bhagwad Gita, which tells that soul can never be cut into pieces and destroyed, it just transfers from one body to other; and related this soul to sustainability.

He concluded his speech stating that Academia should realise the importance of sustainability as we are standing at a stage where innovation and research in sustainability are utmost needed to address the challenges.





thinkstep

LCA Booklet Unveiling

The LCA booklet, which reflected the successful completion of LCA study of over 50 leading companies conducted by thinkstep, was unveiled by the dignitaries during the event.



Dignitaries unveiling thinkstep's LCA Booklet (From Left, Mr. K. N. Rao, Dr. G.D Yadav, Mr. Tony Henshaw, Mr. Jan Poulsen, Dr. Rajesh Singh)



thinkstep

Panel: Integrating LCA in Business Strategy: Practical Aspects



Chairperson: *Dr. Ashok Menon, Global Technology Leader, LCA, SABIC*

Panellist:

Mr. Manohar Samuel, President- Marketing, Grasim Industries Limited- Birla Cellulose

Mr. Sudhakar Sangle, Manager, Eaton Innovation Center India

Ms. Ashwini Deodeshmukh, Head, Good and Green, Godrej and Boyce Manufacturing Co. Ltd.

Dr. GS Dangayach, HOD, Mechanical Engineering, MNIT Jaipur

Dr. Anju Singh, Professor - NITIE, Mumbai

Dr. Menon, Global Technology Leader, LCA, SABIC, chaired the panel and interacted on the agenda with all the panellists. He started by asking about the benefits of LCA along with the challenges in its execution, to which Ms. Deodeshmukh, Head, Good and Green, G&B Mfg. Co. Ltd., replied that their focus is to analyse the hotspots and reduce the environmental impacts, for developing green product. She said that in the year 2010, they started LCA and by the year 2013, they realized the need to have a comprehensive LCA software to analyse the impacts of their products. Mr. Samuel, President, Marketing, Grasim Industries Limited- Birla Cellulose, shared the challenges they faced, when a customer requested for LCA of their products. Today 8 years down the line, they have partnered with thinkstep, completing around 17 LCAs across 12 plants (India and overseas). He also said, Sustainable Apparel Coalition's Higg index is a part of their business strategy as it is driven by their most important brand partners. He emphasised on value creation beyond using LCA for branding and communication.

Dr. Singh, Professor, NITIE, Mumbai, said that she heard about LCA in 1990, with respect to climate change, agricultural activities and tried incorporating it in the course curriculum around 2010, along with thinkstep's GaBi software. She said that LCA workshops are organised for students along with exchange programs for knowledge sharing. Mr. Sangle, Manager, Eaton Innovation Center India,



thinkstep

elaborated on design for environment approach during product development stages using LCA and its benefit. He added that LCA offers hotspot identification which they carry out in their innovation centre. Dr. Menon, asked about the academician's point of view regarding the complexity in understanding LCA, to which Dr. Dangayach, HOD, Mechanical Engineering, MNIT Jaipur, explained about the collaboration of their institute with thinkstep on LCA and GaBi software as a part for sustainability management course curriculum. On discussing about driving LCA agenda in companies, at corporate, businesses and unit level, Ms. Deodeshmukh clarified that they started LCA initially in one business division and then aggregated to corporate level as a part of their Good and Green program, wherein dominant business divisions i.e., appliances and locks also implemented it. The value creation ranges from hotspot identification to process refinement along with marketing and communication. Dr. Menon concluded the session summarising the key takeaways from the panellists and opening the session for audience.



thinkstep

Panel: Sustainability in Practice: A Decade of Experience



Chairperson: *Dr. S. Majumdar, Chief Sustainability Officer, JSW Group*

Panellist:

Mr. Anand Marathe, DGM - Group Sustainability, Mahindra Group

Mr. Naveen Dubey, DGM - Corporate Planning, NMDC Limited

Mr. Santosh Singh, Chief Sustainability Officer, Adani Power Limited

Mr. Harsha Reddy, Head of Global Sustainability, Indorama Ventures Public Company Limited

Mr. Sumit Patil, EHS, Tata Consultancy Services

Dr. Majumdar, Chief Sustainability Officer, JSW Group, started the panel discussion by talking about the experience of his organisation in practising sustainability. He said that they combined three documents viz; annual report, Business responsibility report and voluntary sustainability reporting from previous years into one, to describe that integrated thinking is very important. On his questions to his panellists about the maturity of sustainability practices, Mr. Marathe, DGM, Group Sustainability, Mahindra Group, explained their company's journey way back in 2007, where a global investor enquired about sustainability reports and gradually the work spread across all their subsidiaries. He emphasised on the fact that stakeholder's inclusivity is the most important aspect for a successful implementation of sustainability framework at Mahindra Group. He highlighted their engagements with various partners like CII, GRI, WBCSD and thinkstep. Mr. Reddy, Head of Global Sustainability, Indorama Ventures Public Company Limited, on being asked about the effort and framework followed by their company, said that they have 4 years of experience in sustainability management. He elaborated on DJSI emerging markets framework and the hard work put forward by their company in getting recognised along with the challenges faced. Mr. Dubey, DGM, Corporate



thinkstep

Planning, NMDC Limited, being from one of the India's leading mining corporations, was asked about challenges from various stakeholders in terms of their expectations and priorities of the business. He responded saying they have a vision to evolve in an environmental friendly manner and organisations can be profitable being socially and economically sustainable. He cited several examples and various initiatives like moving to dry beneficiation reducing carbon and water footprint, moving to silo system from open stock piles, investing in slurry pipeline and conveyer systems leading to less deforestation. Mr. Singh, Chief Sustainability Officer, Adani Power Limited, was asked about activities needed to build capacity to which he explained about strategic actions in his organisation like integrating sustainability department into all the divisions and imparting training for capacity building. Mr. Patil, EHS, Tata Consultancy Services, on answering about internally applying solutions for sustainability, said that in the last few years, expectation from GRI framework changed very dynamically. He added that being an IT giant, space cooling is one of the major contributors to the total energy consumption and highlighted their strategies on energy efficiency and alternate energy. Another area he highlighted was setting targets and roadmaps which is being monitored in SoFi solutions.



thinkstep

Panel: Sustainability Value: Developing the Business Case



Chairperson - Mr. Arvind Bodhankar, Head-EHS & Chief Sustainability Officer, Tata Motors Limited
Panellist:

Dr. Naresh Tyagi, Chief Sustainability Officer, Aditya Birla Fashion and Retail Limited

Ms. Sameer Kulkarni, Lead - Sustainability, Sterlite Technologies Limited

Mr. Sabyasachi Ghosh, Chief Manager- EHS, Asian Paints Limited

Ms. Yasangi Randeni, AGM- Sustainability, Aitken Spence Sri Lanka

Ms. Astrid Dias, Lead - Sustainability, Welspun Group

Mr. Vinod Singh, GM - Business Excellence, Galaxy Surfactants Ltd.

Mr. Mallela Babu Prasad, Operations Officer, Indian Oil Corporation Ltd.

Mr. Bodhankar, Head, EHS & Chief Sustainability Officer, Tata Motors Limited, commenced by stating the objective of panel discussion i.e., to communicate value delivered to stakeholders and value creation for the organisation. He opened the session by asking Mr. Prasad, Operations Officer, Indian Oil Corporation Ltd., the initiatives undertaken by IOCL to drive and trigger the sustainability. Mr. Prasad explained about decarbonation by moving to pipeline transportation leading to energy efficiency as well as cost benefit for IOCL. He also explained various other initiatives on energy aspects. Dr. Tyagi, Chief Sustainability Officer, Aditya Birla Fashion and Retail Limited, on being asked about sustainability drivers, elaborated the product stewardship and said that they started the journey by demystifying what is sustainable brand. He added cases of Higg index as a matrix for brand and LCA study helping them in analysing chemical detoxification from garments. Ms. Randeni, AGM, Sustainability, Aitken Spence Sri Lanka, coming from Sri Lanka's logistics and travel sector talked about their company's first LEED certified hotel and EMS which primarily looks at environmental impacts and energy management. Adding on their learnings, she spoke about socially inclusive and environmentally sustainable hotel that impacted movement in tourism industry, also in terms of attracting investors globally in Sri Lanka. This way they could target integrated management approach



thinkstep

to other sectors of their company, with the help of collaboration. On being asked about the business case in Welspun, being major producer of steel and textile, Ms. Dias, Lead, Sustainability, Welspun Group, said that sustainability studies provide a competitive edge and that avoiding it is like missing a bus towards a sustainable growth. She even cited a case wherein she said that today customers are more aware, and companies will be liable to answer about how the social and environmental issues are mitigated in manufacturing of their products. Mr. Kulkarni, Lead, Sustainability, Sterlite Technologies Limited, said that sustainability is an evolving field in his organisation. He explained about the need to move ahead of product quality, timelines and cost perspective approach and have a proactive approach towards sustainability about how we bring the change before customers ask about it. He also elaborated the concepts of zero water discharge and diversion of waste away from landfill, adding that today resources are constraint and sustainability identifies and helps organisations in managing these resources efficiently. On being asked about how business excellence and sustainability are linked, Mr. Singh, GM, Business Excellence, Galaxy Surfactants Ltd., said that sustainability helped them in structuring their organisation and understanding the upstream, downstream and gate to gate impacts for identifying the hotspots and risk mitigation. He added that today the organisations are quality and credibility driven and this further drives the sustainability concern. Mr. Ghosh, Chief Manager, EHS, Asian Paints Limited, on being asked about sustainability strategies and key material issues in their company, answered saying that when it comes to design, there is design for consumer, design for compliance and design for cost and lastly the important one is design for environment. For explaining this, he cited a business case where a giant company undertook a high scale Life Cycle Assessment study for their products and patented the technology using this study, that helped them excel in economic and social value. Mr. Bodhankar concluded the session summarising the key takeaways from the panellists and opening the session to audience.



thinkstep

Online Poll

One of the most exciting parts of the customer engagement event was online poll, conducted by Mr. Ritesh Agrawal and Ms. Hiranmayee Kanekar, where all the participants were asked to login through their cell phones or laptops. Poll questions on drivers, opportunities, challenges and upcoming trends related to corporate and product sustainability were captured.



The real time results and outcomes were then displayed and briefly discussed. The online poll helped in getting valuable insights from customers across leading companies in India and nearby geography.



thinkstep

Vote of Thanks

Mr. Ritesh Agrawal, thinkstep India

The sessions ended with Mr. Agrawal thanking all the participants for sparing their valuable time and actively participating to make the customer engagement event a success. He also thanked Mr. Poulsen for offering his insights on the journey of thinkstep over the years. Gratitude was offered to Mr. Henshaw for being the chief guest for the event and sharing his valuable insights on sustainability; and Guest of Honor Padma Shri Dr. G.D Yadav for sharing his thoughts on sustainability in academics and industries. He thanked Mr. Rao for delving into the importance of monitoring and measuring sustainability performance through his keynote address. He also thanked all the panellist for sharing their experiences and knowledge with all the participants.



thinkstep Customer Engagement Event - 2018, proved to be a successful event fulfilling its purpose of bringing together the experiences, expectations of the customers as well as thinkstep's efforts in developing the product roadmap alike. All the participants, panellists, presenters etc. enriched the discussions and way forward. The entire team of thinkstep expressed gratitude for the active participation of the sustainability leaders.

You can find all the presentations and event pictures of GaBi & SoFi Workshop and Customer Engagement Event on the below links:

Day 1: GaBi & SoFi Workshop <https://bit.ly/2EbL0Lq>

Day 2: Customer Engagement Event <https://bit.ly/2BikpZK>