

## Emerging Market Leadership for Green Growth, B4E Global Summit 2013

### **Conclusion Summary by S Ramadorai**

*(Advisor to Prime Minister on Skill development, Vice Chairman TCS)*

Good afternoon ladies and gentlemen. I hope you have had a stimulating 2 days of discussion and debate on how we can make green growth a reality. I do hope that there is clarity on the components of a roadmap to achieve this.

There were some key themes that emerged over the various deliberations at the summit, and I would like to highlight some of these.

The first is that Green Growth is not a choice for emerging markets, it is an imperative. Growth and sustainability are not mutually exclusive. And this is true for both countries and for corporations and also true across sectors – agriculture, industry and services.

Similarly sustainability cannot be decoupled from urbanisation. As was noted in the panel discussions, more than half the world's population today lives in cities, which is expected to grow to two thirds by 2050. This urban growth will be more pronounced in Asia and Africa. While cities are the growth drivers of the future, they also account for the biggest share of carbon emissions and ecological footprint.

Sustainable growth is not just about environmental aspects, but is also about social inclusion. Social entrepreneurship as one of the pillars for such growth, as was highlighted by the representative from Ashoka. There are huge inequalities in the distribution of wealth in the urban areas. The World Bank estimates that by 2035, cities will become the predominant locations for poverty. Hence solutions would need to address social inclusion and address inequalities created by poverty. This means addressing malnutrition as it has a huge socio-economic impact – as we know the first 1000 days after birth are critical to ensure appropriate nutrition. Unless addressed urban India will face health challenges which will be a problem for a country with a young population

The second theme is that breakthrough innovation is critical in the journey of green growth. It is very true that breakthrough technologies are required in both industry and agriculture to

address food, water and energy security. Water management is critical to manage disease - 70% of diseases in India is water borne. In agriculture, breakthrough technology is required in seed culture to develop seeds that can adapt to climate change, as highlighted by the representative from Mars Incorporated. We need an end to end approach required in agri sector- not just improve yields but across the entire agri chain including storage, logistics, marketing, financing, etc. We also need to find ways to take technology to farmers and give them the knowledge so that they can take advantage of it

In industry, breakthrough innovation is required in reducing the huge consumption of water in the power generation sector, as was discussed in the water panel. But it is also true that there is enough technology currently already available to achieve a significant portion of our requirements for resource efficiency. As the McKinsey cost abatement curves show, there is more than enough opportunity for countries and sectors to achieve resource efficiency with no or low cost initiatives. So while we strive towards identifying, developing and eventually commercialising breakthrough innovations, we must not lose sight of the available technology which can address many of our resource efficiency requirements.

The final theme I would like to mention is the role of the Government. I think there was a common understanding that emerged from the discussions that Business should lead in green growth, and Government should support with the appropriate enabling regulatory framework. I was very happy to note the active participation from the government side in this summit. Perhaps it would have also been good to see government representatives from other emerging markets at this summit, so that there could have been a government to government discussion and exchange of learnings. I would encourage our government representatives to learn from government initiatives in other emerging markets that have resulted in sustainable growth.

For example our city governments can learn from the government frameworks set up in cities such as Brasilia, Rio de Janeiro and Sao Paulo in Brazil, and Cape Town, Durban and Johannesburg in South Africa. These are cities in emerging markets that have been ranked high on the sustainability scale. While the point is taken that each city is unique and hence the solution should be unique, there is enough good work done by others which can be adapted and customised to our local situations so we can leapfrog the sustainability curve and not re-invent the wheel. Government can also leverage the capabilities of the private sector more effectively. India has a very vibrant private sector and there are enough capabilities and solutions available in the private sector to unlock the benefits of green growth.



Hence, in conclusion, as we develop the growth roadmaps for our respective countries and companies, we need to keep the following 3 aspects in mind:

1. Firstly, we don't have a choice, but to develop a roadmap for growth that is green. Sustainability has to be integrated into our growth strategies
2. Secondly, while we strive towards breakthrough innovation, there are enough technologies available to meet our most current and pressing resource efficiency requirements at low cost. Lack of breakthrough innovation cannot be an excuse for inaction
3. Finally, Business and Government would need to collaborate extensively in this roadmap, with business leading and government supporting with an enabling regulatory framework consisting of fiscal, statutory and voluntary requirements, and public-private partnership structures

As I mentioned at the beginning of the conference, we need to commit to constantly explore "greener" ways of doing things, it is only by setting these constraints upon ourselves, will we be forced to carve a new path of green growth.

As we conclude B4E Global Summit 2013, a big Thank you to the Business for the Environment Forum for giving us all this opportunity to enlarge our vision and deepen our commitment to green growth for the benefit of the generations that will follow us on this planet.

Thank you.