



CSE's Green Rating Project

Why do we do this? What is its
impact?



What and why?

- GRP is **public** tool to **leverage change**
- It benchmarks the present.
And points to the way ahead.
- It sets **difficult goal-posts**: Pushes towards desirable not what is easily possible.
 - Theoretical best: **10 marks**
 - Global best: **8 marks**
 - Indian average: **2 marks**



Our belief

- Public disclosure must for credible action
- We rate **everyone** – who agree or those who do not. **Environment is public good**
- Industry will grow, but growth has to be business-**un**usual

1st Rating: revisited

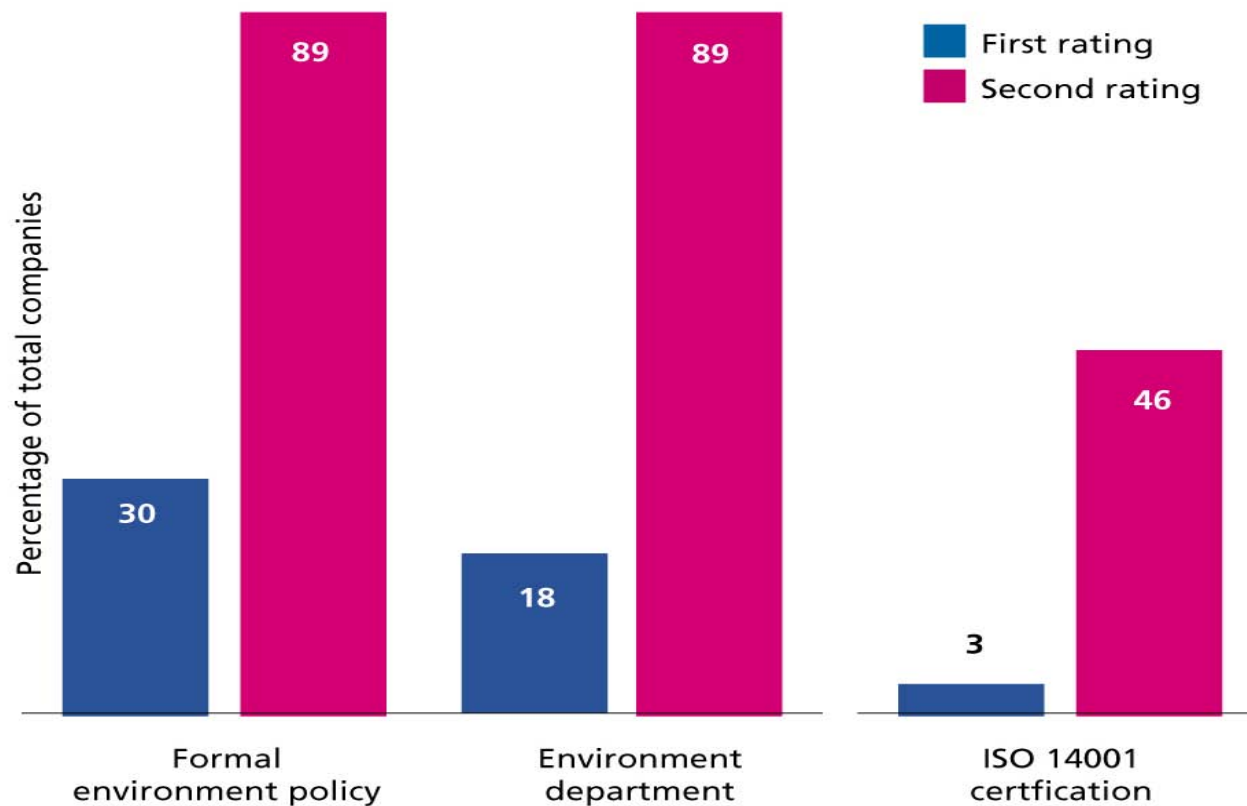
- Pulp and Paper 1999
- Pulp and Paper revisited 2004





Difference 1999-2004

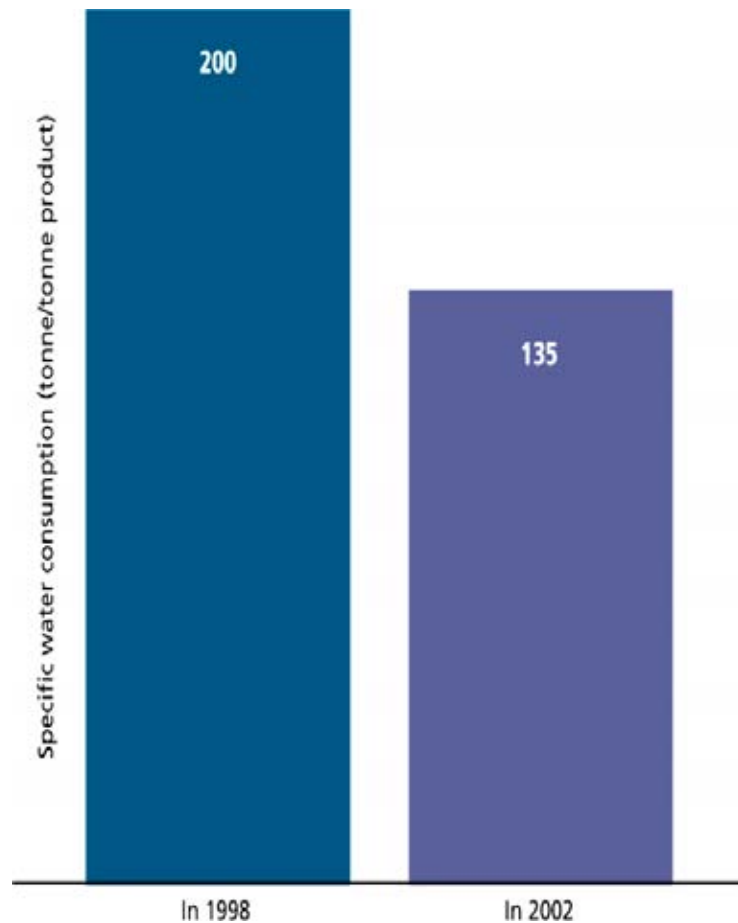
- Difference was **willingness of the companies to participate in the exercise**
- Difference was **significant improvement in environment management systems**



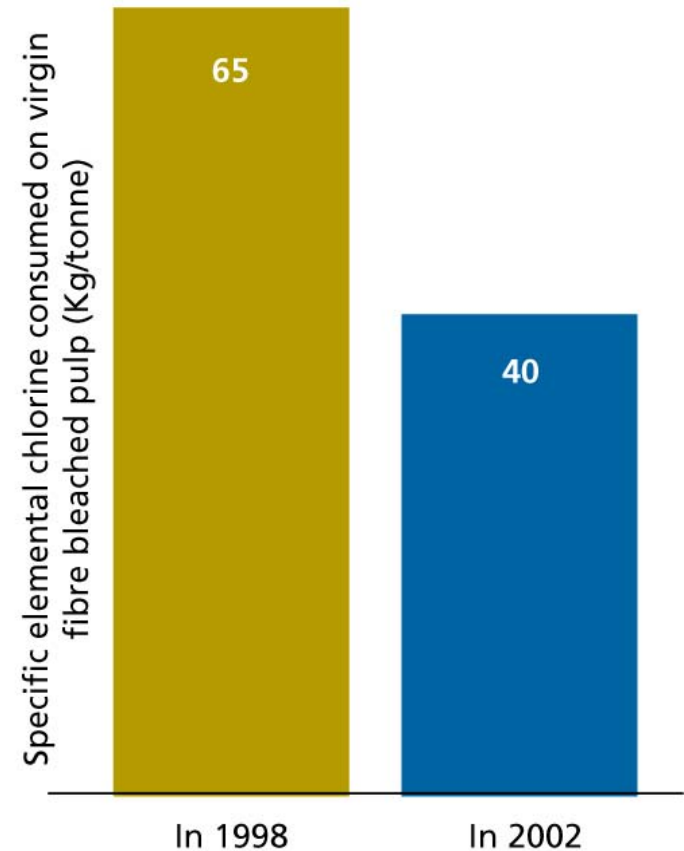


Public disclosure works

- Reduction in **specific water consumption**



- Reduction in **elemental chlorine consumption**





Automobile rating 2001





Difference we made

- High disclosure – **emission certificates made public** for 1st time for each vehicle
- Supply chain management – **outsourcing pollution**– recognized and practices changed
- Pushed for **better technologies** for better pollution control



Chlor-Alkali 2002





Impact

Regulation for **mercury changed globally and in India**. Study showed high unaccounted for mercury. Pushed to regulate on input not discharge

Finance Ministry gave subsidy for import of membrane cell technology to replace mercury

Mercury use **nearly phased out** – from 70% to some 10% now



Cement 2005

- Set up guidelines for fugitive emission norms
- Recognition that Indian cement industry is matching global best standards for energy use and GHG emissions. Changed the perception of industry and pointed to **challenges of mining**



Our mission

“If the Green Rating Project has convinced me of anything, once again, it is that India’s biggest strength is its democracy.

If the rating continues, I am convinced it will not only help to improve environmental governance in the country, but it will also go a long way in placing the environmental concern, within the companies themselves, right at the top.”

Anil Agarwal