CSE’s Green Rating Project

Why do we do this? What is its impact?
• 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-unusual
Ist 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**

![Graph showing reduction in specific water consumption from 200 in 1998 to 135 in 2002.]

- Reduction in **elemental chlorine consumption**

![Graph showing reduction in specific elemental chlorine consumption from 65 in 1998 to 40 in 2002.]

In 1998

In 2002
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
“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