



## **IIMA Press Invite 2011-12**



### **IIMA facilitates launch of Ecolabelling Programme**

IIMA, June 7, 2011: It has been long overdue for the Indian market: a certification body that provides a backbone for products and services that strive to be sustainable. And the country's premier institution of management education has decided to take the lead in introducing such a validation and ratification body in India.

"Ecolabelling" is a voluntary method of environmental performance certification and labeling that is practiced around the world. An "ecolabel" is a label which identifies overall environmental preference of a product or service within a specific product/service category based on life cycle considerations<sup>1</sup>. Similar to BEE's Energy Star Rating and certain Organic Food Certifications, an ecolabel is awarded by an impartial third-party. However, while BEE's Energy Star Rating and Organic Food Certifications are based on a very narrow set of criteria (energy efficiency in the case of the BEE's Energy Star Rating and adherence to certain ways of cultivation in the case of organic food certifications), a comprehensive sustainability ecolabel assess overall sustainability of both products and service categories from a "Lifecycle", i.e., cradle-to-grave perspective. The availability of such a label in India is expected to benefit both the conscious buyer (consumer) and progressive seller (product manufacturer/ service provider).

The Ecolabelling Programme will be launched under the aegis of the Centre for Innovation, Incubation and Entrepreneurship (CIIE) of the IIMA, which has brought together an impressive group of national and international experts from industry and academia to form the Steering Committee for the Ecolabelling Project (details at the Steering Committee bottom). The Steering Committee will have the final word with respect to setting the overall approach, the certification criteria as well as for awarding ratings to specific products and services.

On the 8<sup>th</sup> of June, the Steering Committee is holding its inaugural meeting where the modalities of launching the ecolabel in India (and the brand-name of the ecolabel!) will be finalised.

<sup>1</sup> As defined by the Global Ecolabelling Network

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**Invite: You are invited to interact with the Steering Committee members to know more about the Ecolabelling Programme, and get answers to any specific questions you might have, over tea and refreshments as per details below:**

**Date:** 8 June, 2011, Wednesday  
**Time:** 3:30 pm to 4.00 pm  
**Venue:** Seminar Room No. 2, IIMA New Campus

Thank you.

## **Steering Committee members:**

### **1. Prof Amit Garg**, Convener (carbon finance and energy sector expert)

Prof Garg is an Associate Professor at the Indian Institute of Management Ahmedabad and teaches carbon finance and clean energy. He is an international expert on GHG inventories and energy sector. He is also a lead reviewer for GHG inventories and national communications of developed countries under UNFCCC and Kyoto Protocol. He is a co-promoter of this initiative.

### **2. Prof AK Gosain**, Expert on water resources

Prof Gosain is Head, Civil Engineering department at the Indian Institute of Technology, New Delhi. He is an international expert on water resources and one of the top-notch experts in India. Prof. Gosain has been associated with the research and development work in the area of hydrological modeling, water management, climate change impact assessment, Geographic Information Systems, appropriate technologies for water resource planning and management, and many allied areas. He is also on numerous committees of the Government of India to advice on national water resource management.

### **3. Dr Sukumar Devotta**, Chemical and Environmental Engineering Expert

Dr Devotta is an eminent chemical engineer and until recently headed the prestigious National Environmental Engineering Research Institute (NEERI) at Nagpur, India, only CSIR lab dedicated solely to environment. He has also worked in senior scientific positions at the National Chemical Laboratory, Pune India. He has multiple expertise including industrial energy conservation, alternatives to CFCs, natural refrigerants, green or cleaner technologies, waste utilization and recycling. He has been involved nationally and internationally in Montreal Protocol, climate change and associated with agencies like UNEP, IPCC, WHO and World Bank.

### **4. Dr Satish Kumar**, Energy efficiency and green buildings

Dr. Satish Kumar is Energy Efficiency Ambassador (Vice President) at Schneider Electric based out of New Delhi. He has also worked as a Technical Advisor to the Bureau of Energy Efficiency, Government of India and to Gujarat and Punjab Governments. Until 2009, Dr Kumar has been a scientist at Lawrence Berkeley National Laboratory, USA for 11 years on programs funded by US Department of Energy (DOE), Environmental Protection Agency, and California Utilities. He is a LEED Accredited Professional, Certified Energy Manager and a Certified M&V Professional. He is frequently consulted by US DOE, World Bank, ClimateWorks Foundation, DFID, NRDC, GTZ, KfW, Swiss Development Council, to provide advice on their India programs.

### **5. Dr Tinus Pulles**, Physicist and energy efficiency expert

Dr Pulles works for TNO, The Netherlands and is an energy sector expert. He is Chair of IPCC's Emission Factor Database and Editor-in-Chief of EarthScan's journal on GHG inventories. He is also a lead reviewer for GHG inventories and national communications of developed countries under UNFCCC and Kyoto Protocol.

6. **Dr Alok Saxena**, Forestry sector expert

Dr Saxena is a senior official with Indian Forest Services and an expert in forestry sector and harvested wood products, marine ecosystems and products, and services using geographical information systems.

7. **Dr Chhemendra Sharma**, Agriculture, waste and energy sector expert

Dr Sharma is a senior scientist working at National Physical Laboratory (NPL), New Delhi having expertise in agriculture, waste and energy sectors. NPL is the premier Indian laboratory mandated to maintain national standards of all SI units and provide calibration and international traceability facilities.

8. **Dr DC Uprety**, Agriculture sector expert

Dr Uprety is an Emeritus Scientist with Indian Agricultural Research Institute, New Delhi. He has worked extensively on testing plants and food crops under altered CO<sub>2</sub> concentration levels. He has developed technologies to identify crops that can have higher productivity under climate change. He also has wide ranging experience of working with Indian farmers.

<sup>1</sup> *As defined by the Global Ecolabelling Network*