



Can sustainability give businesses in India a competitive advantage?

A dialogue with business, media and youth

August 27th, Mumbai

Summary

Centre for Responsible Business (CRB), I- SEAL Alliance, Roundtable on Sustainable Palm Oil (RSPO) and WWF- India came together to organize a one of its kind **Business – Media – Youth** Dialogue on **27 August 2019** in Mumbai. With an attendance of about 35+ representatives the ensuing discussion was both revealing and enriching in-terms of recognizing the need to engage all three stakeholders and looking at collaborative ways to moving the needle on Business Sustainability

The Dialogue was meant to deliberate on the premise '**does pursuing Sustainability give competitive edge to business**' and what role can youth and media play in that will help move us from an ambition driven to action driven society.

The **questions** that the discussions explored were on the role that businesses, young India and media professionals play in sustainable production, sustainable products and lifestyles and value creation for business and youth stakeholders respectively.

Some of the thought streams flowing out of the discussion included the following:

For **businesses** today, integrating Sustainability into their core operations and strategy is no longer option, but need of the hour. Pursuing sustainability serves as a playground for new opportunities and business ideas to emerge which have until now remain untapped. As drivers and catalysts, **youth** have an important role cut out for themselves in terms of leading sustainable lifestyle that which includes sustainable consumption and production and asking the right questions of businesses, government and society at large. The youth are tomorrow's future leaders and hence the change agents. **Media** has a pivotal role in regards of its ability to mobilize the thinking process of people. There is need for media to engage with the youth in a sustained manner to inspire and engage the youth and to push Sustainability through responsible information and knowledge dissemination.

The central message emerging from the discussions was that, Competitive Advantage aside businesses see Sustainability critical to their long-term survival and with a growing consciousness among the youth through an engaged media, the pursuit of Sustainability will only get stronger.

