

entrepreneurship
for
people, planet and profit

Climate Challenge India

YOUR SUPPORT IS NEEDED

Please support with your ideas and donations

Climate Challenge India is the first indigenous initiative of its type in India, mobilising Indians on an issue crucial to the future of our country. We aim to make a difference. Please join us.

If you would like to become involved, or propose ideas for activities or collaboration, we would like to hear from you:

Please contact us at: cci@csmworld.org

Climate Challenge India is run as a voluntary effort. We urgently need funding support.

If you care about the issue, and would like to show your commitment, we urge you to consider funding this work.

If you, or your business or organisation, would like to make donation to the initiative - or support it in some other way - Please contact the CCI Secretariat - Email : cci@csmworld.org - Tel : +91 80 4091 8235

Thank you

The Centre for Social Markets (CSM) is an independent, non-profit organization dedicated to making markets work for the triple bottom line-people, planet and profit. Through offices in India and the UK, and an international network of partners and associates, CSM works to accelerate the transition to sustainable development and the realization of human rights. Founded in 2000, by Indian social entrepreneur, Malini Mehra, CSM's primary constituencies are domestic industry and stakeholders in developing countries, and Diaspora communities in industrialized countries.

From 2007 onwards, CSM has focused its attention on three major programme areas where it seeks to bring challenge and leadership:

(1) **Climate Change** - lead a major public engagement initiative, 'Climate Challenge India', to promote a pro-active domestic response to climate change in India.

(2) **India as a Global Player** - examine India's emergence as a major player on the global stage with particular reference to sustainability and human rights challenges.

(3) **Corporate Responsibility** - undertake innovative research, education and leadership programmes as India Inc. goes global.

For more information, please contact:

CCI Secretariat
C/o Centre for Social Markets
A-1, Hidden Nest, 16 Leonard Lane, Richmond Town
Bangalore - 560 025. Tel : +91 80 4091 8235
Email : cci@csmworld.org
Website : www.climatechallengeindia.org

Centre for Social Markets

BANGALORE DELHI KOLKATA LONDON NEW YORK
Email: info@csmworld.org Website: www.csmworld.org



A billion good reasons for leadership...



This publication has been printed on Eco-friendly paper



Climate Challenge India

Climate Challenge India is an independent, non-partisan, non-political educational effort designed to spread awareness and generate positive energy on climate issues in India.

The first effort of its type in India, **Climate Challenge India**, was initiated in early-2007 by CSM as a multi-year programme of activities. It seeks to build a new climate of hope and opportunity on climate change, as the global community begins to face up to the enormity of the challenge.

The initiative's starting point is that countries such as India can no longer afford to sit back, but must take leadership on climate change out of enlightened self-interest.

In December 2007, Climate Challenge India was recognised as one of the world's top five climate campaigns and profiled at the United Nations' Climate Summit in Bali.

The rationale for this approach is explained in CSM's pamphlet: *Climate Change: Why India must take leadership.*

CSM prefers to work in partnership and collaboration with other like-minded organisations and individuals. Our agenda is ambitious and our approach is open.

If you would like to join us - or propose a specific activity for partnership - we would be happy to hear from you...

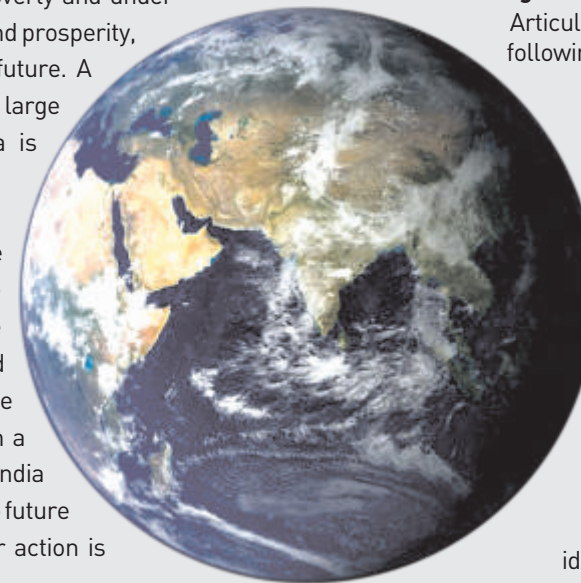
Please email us with your ideas at: cci@csmworld.org

Full details on our activities can be found on our website: www.climatechallengeindia.org

Background & Objectives

Climate Change presents a real and present danger for India. Just as the country emerges from the darkness of poverty and under-development to a new dawn of economic growth and prosperity, the specter of climate change looms upon her future. A tropical country with a long coast line and a large predominantly poor and rural population, India is highly vulnerable to climatic changes.

Although not an historic emitter of climate changing greenhouse gases, India's emissions are now rising and projected to be among the top three in less than a decade. Even if the developed world were to stop emissions tomorrow, we would still be locked into decades of dangerous warming. With a billion people and a largely young population, India represents the global future. If we are to secure the future for present and coming generations the time for action is now.



What Climate Change could mean for India...

- 40% of Himalayan glaciers vanish in 35 years
- Ganga delta turns infertile
- 25% of wildlife perish
- 7500 km coast and 50 million people at risk of sea level rise
- Coastal cities and islands become inundated
- Agriculture productivity in decline hunger & food insecurity rise
- Water tables drop acute water scarcity
- Malaria, dengue, cholera and other diseases spread
- Millions of ecological refugees on the move
- Internal conflict and insurgency sharpen

Climate Challenge India is a bold new initiative led by Indians to reframe the debate in India from victimhood and fear, to responsibility and opportunity.

Even though we have the largest number of poor people in the world, we also have more billionaires than Japan. If solutions exist anywhere, they exist in India. It is time for a new national consensus for inclusive and equitable growth, based on a modern low-carbon economy that enhances not destroys our natural world.

Climate Challenge India seeks to bring a more forward-looking, 'can-do' approach to the climate challenge. We seek to provide vision, leadership and a platform for action.

Our aim is to put India in the forefront of global leadership on climate change, and secure a high-ambition, successful outcome to global climate negotiations in Copenhagen in December 2009.

Our key work areas are on City Dialogue, Business Leadership and Civic Action. Other constituencies such as youth, media, parliamentarians and cultural communities are reached in partnership with other groups.

Activities & Achievements

Initiated in 2007, the campaign has already achieved the following:

Articulated a new vision for the country and won a following in India and beyond

Raised awareness on climate change in diverse communities across the country

Held and filmed City Dialogues, broadcast by national & parliamentary TV networks

Worked with city leadership on climate awareness-raising & agenda setting

Developed platforms for business leadership on climate change

Built a unique national database of climate activists & organisations

Published a 'Who's Who in Climate Change in India' to promote networking & collaboration

Provided authoritative media commentary on climate change

Launched a Discussion Paper series to inject fresh ideas

Developed 'axes of leadership' between India, the US, Europe & China to promote leadership on climate change

Engaged the influential Indian Diaspora on climate issues

Initiated the Indo-US axis of leadership with 'Climate of Hope: The US-India Connection' in San Francisco (Nov 2007)

Initiated the Indo-European axis of leadership with a seminar series in Brussels (May 2008)

Launched the 'UK-India Business Leadership on Climate Change' initiative at the British Parliament (June 2008)

Briefed world leaders including Al Gore, former US vice-president & Nobel Laureate

Led expert visit to brief US Congress on India and climate change issues

Launched film 'In Good Company' profiling Indian corporate leadership on climate change

Launched the Climate Challenge India Portal - India's gateway to climate news and action



CSM's Malini Mehra with Nobel Laureate Al Gore, and CSM partner Steve Mills (Sierra Club)

Most of our domestic events have been in association with local organizations to develop capacity, build visibility and long-term traction. Our international partners include:

- Chatham House (Royal Institute of International Affairs)
- E3G (Third Generation Environmentalism)
- Copenhagen Climate Council
- Chinadialogue.net
- Heinrich Boell Foundation
- Sierra Club
- United Nations' Caring for Climate
- Tomorrow's Company
- Worldwatch Institute
- World Economic Forum

This is just the beginning. Many projects are in the pipeline, including a one-stop portal on climate issues in India; TV documentaries; publications and campaigns leading up to the United Nations' conference in Copenhagen in 2009.