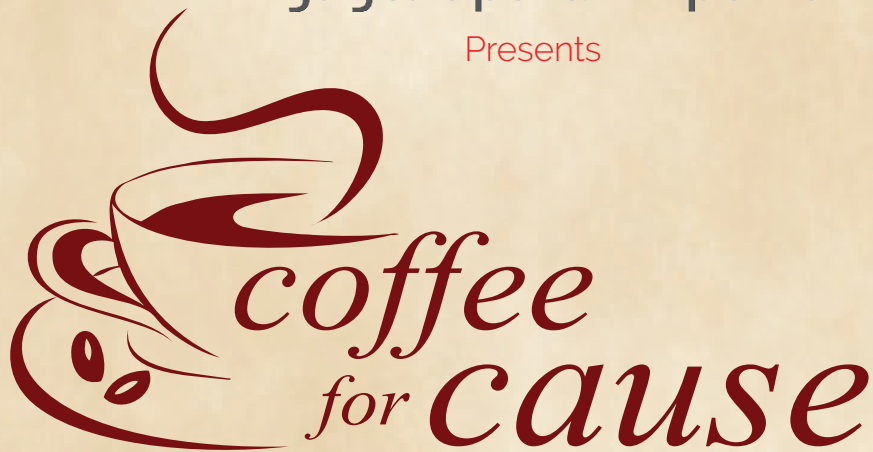




ADITYA BIRLA GROUP

Engage. Uplift. Empower

Presents



Conversations around sustainability and CSR

Edition 9

13 December 2024 | Mumbai

**Episodes Storyboard
&
Conversation Rounds**

Under the aegis of

CAUSEBECAUSE
 **FOUNDATION**

As the year winds down, you've likely attended your share of conferences, been on the panels, and addressed or been part of large audiences. Yet, amidst the speeches and structured agendas, something essential is often not there as much as it should be: real, open, honest, and free-flowing conversation.



Join us for an intimate gathering focused on genuine, purpose-driven discussions, free from titles, numbers and formalities. At Coffee for Cause, Edition 9, we come together as individuals, united by a shared passion for social impact.

Conversation round 1

Sustainable Consumption: The Power of Individual Action in Corporate Responsibility Aligning workforce with organizational sustainability goals

While many companies champion sustainability, their broader goals remain unattainable unless their workforce adopts sustainable consumption practices on a personal level.

Through this conversation, we seek to underscore the pivotal role individuals play in translating an organization's sustainability goals into tangible outcomes.

Points to ponder upon:

- While corporate sustainability strategies set the direction, it is the everyday actions and choices of employees that drive real change. This concept, conceptualized by CauseBecause, is closely aligned with India's *Lifestyle for Environment (LiFE)* movement, which promotes conscious consumption as a transformative force for environmental stewardship.
- By fostering a culture of awareness and embedding actionable, measurable sustainability practices within the workforce, organizations can ensure their initiatives are not only aspirational but also deeply impactful—creating ripples of change both within the workplace and in broader society.

Conversation round 2

Catalysts for Change: 7 Impact Models that are Driving Lasting Impact Realising the 'theory of change' in sustainable programmes

This conversation has been curated by CauseBecause after months of in-depth dialogues with thought leaders who will share programme models that have evolved in the last decade. Each leader will delve into a unique project that demonstrates the synergy between the *Theory of Change* and sustainability, highlighting the deep, systemic shifts these initiatives have brought about.

These models, crafted by large corporations and foundations, represent the intersection of purpose and impact—showing how sustained effort and strategic evolution can address pressing social issues while creating long-term, scalable change.



Conversation round 3

Partnerships for Sustainable Impact: Beyond NGO Collaborations

Building multi-stakeholder networks for long-term change

In this round we will explore how partnerships—corporate-corporate, corporate-government, and corporate-civil society—are essential to creating scalable and sustainable impact. While traditional NGO partnerships have been a cornerstone of philanthropy, the future of social change lies in fostering collaborations that bring together diverse stakeholders.

Points to ponder upon:

- Donors, funders and CSR supporters must shift their focus from one-dimensional NGO partnerships to supporting innovative, multi-stakeholder networks that enable different sectors to complement and strengthen each other's work.
- This approach ensures a more holistic and sustainable impact, driving long-term change through shared responsibility, resources, and expertise. By integrating the strengths of corporations, governments, and civil society, we can unlock new avenues for progress and create a collaborative ecosystem that addresses complex global challenges.

Thought Leaders to be felicitated

Dia Mirza

Actor, Goodwill Ambassador UNEP,
UN Secretary Generals Advocate for
SDGs

Anisha Padukone

CEO, Live Love Laugh Foundation

Zarina Screwala

Managing trustee, Swades Foundation

Shloka Nath

CEO, India Climate Collaborative

Karuna Bhatia

Head of Sustainability
Standard Chartered Bank

About 50 leaders representing large foundations and corporate groups, and a select group of policymakers will be contributing their insights and expertise to these conversations. Their diverse perspectives will enrich the discussions, adding depth and value as we explore how sustainable consumption, individual responsibility, and corporate commitment intersect to drive meaningful change.



Lights, Camera, Impact!

Each conversation at Edition 9 will be recorded, edited, and turned into a short video episode, which will be shared with all stakeholders. We're partnering with the talented team at *9th December Films* for top-notch production, ensuring our discussions reach a wider audience and spark further action on sustainability and CSR. Stay tuned for impactful content coming your way!

