

ORGANISED &  
HOSTED BY:

**CRB** CENTRE for  
RESPONSIBLE  
BUSINESS  
Enabling Change for Impact

11<sup>th</sup> Edition  
**INDIA AND**  
**SUSTAINABILITY STANDARDS**  
International Dialogue & Conference

# SUSTAINABILITY 2.0

LEVERAGING OPPORTUNITIES,  
BALANCING TRADE-OFFS AND  
NAVIGATING PITFALLS

NOVEMBER 13 -15, 2024 | INDIA HABITAT CENTRE



VISIT OUR WEBSITE

[sustainabilitystandards.in](https://sustainabilitystandards.in)



CALL US

+91 9582994251

## About India and Sustainability Standards



Centre for Responsible Business's (CRB) annual flagship conference **India and Sustainability Standards (ISS)** convenes a diverse set of stakeholders to dialogue and develop roadmaps across key sustainability issues and industry sectors – in supporting the momentum towards Sustainability.



CRB believes that sustainable business principles are a key ingredient that businesses of the future (and businesses with a purpose) should integrate into their enduring core values – that should ultimately inform their strategies and operations.

ISS spanning over three days is meticulously designed to bring together industry leaders and practitioners, private sector actors, renowned academicians and researchers from distinguished institutions, policymakers, civil society representatives, youth champions, and other diverse stakeholders.

### SNAPSHOT OF ISS 2023

**1300+ ATTENDEES** | **26 SESSIONS** | **200 SPEAKERS** | **60 PARTNERS** |  
**150,000+ SOCIAL MEDIA REACH** | **7,000+ WEBSITE USERS**

## ISS 2024

The eleventh edition of the conference will be hosted at the **India Habitat Centre** in New Delhi from **November 13 - 15, 2024** under the broad theme of *'Sustainability 2.0: Leveraging Opportunities, Balancing Trade-offs and Navigating Pitfalls'*.

This year, the conference will continue to provide an enabling platform to showcase and deliberate on key sustainability topics. The conference will aim to engage and enable dialogue on various sustainability issues while inspiring innovation, action, and solutions that can contribute towards a sustainable future.

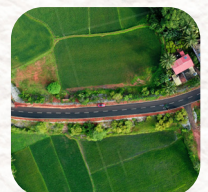
### 13 November 2024

Time	Details
1000 to 1200 hrs	Inaugural Session - Sustainability 2.0: Leveraging Opportunities, Balancing Trade-offs and Navigating Pitfalls
1230 to 1400 hrs	HLP 1 - Sustainability 2.0: Leveraging Opportunities
1500 hrs to 1630 hrs	HLP 2 - Sustainability 2.0: Balancing Trade-offs
1645 to 1815 hrs	HLP 3 - Sustainability 2.0: Navigating Pitfalls
1900 to 2000 hrs	EU-India Collaborative Pathways on SDGs: Aligning Policy & Practices

### 14 November 2024 - 15 November 2024

Parallel breakout sessions (90 mins each), confirmed/likely sessions\* include:

- Regenerative Agriculture in the Cotton Sector
- Business and Human Rights
- Sustainable Palm Oil Dialogue
- Regenerative Agriculture for Oil Seeds
- Circular Apparel and Textile
- SMEs and Sustainability



\*As of 17 April 2024

## Key Features

The conference is a safe space for organisations and their representatives to come together to:

- **Deliberate** on key sustainability issues
- **Influence** action and decisions to be implemented
- **Launch** solutions, programmes, initiatives and innovations
- **Network** and build connections and relationships with professionals with shared interests
- **Showcase** a key product/solution/innovation to the most relevant stakeholders



## ISS 2024 Theme

### Sustainability 2.0: Leveraging Opportunities, Balancing Trade-offs and Navigating Pitfalls

'Sustainability 2.0' represents an evolved approach going beyond the traditional approach that has been followed on sustainable/responsible business. The traditional approach has involved, among others, of: adopting a reactive approach (focused on compliance) rather than embracing a proactive strategy of continuous improvement of sustainability performance (improving competitiveness); cherry-picking rather than a comprehensive approach of contributing towards nature and people; looking at short-term gains rather than long-term transformation. Sustainability 2.0 emphasises on leveraging opportunities, balancing trade-offs, and navigating pitfalls to achieve sustainable outcomes across environmental, social, and economic dimensions, that benefit the most and where most needed.

Sustainability presents numerous opportunities for innovation, growth, and positive change which could involve exploring new business models, technologies, products, and services that contribute to sustainability objectives while also generating economic benefits. Further, fostering collaboration and partnerships across sectors to maximise impacts and scale solutions is essential. This could include forming strategic alliances with other businesses, governments, nonprofits, academia, and communities to address complex sustainability challenges more effectively. Unfortunately however, a reference to 'risks' seem to predominate the sustainability discourse especially at the international level. There is a need to embed a stronger narrative on 'opportunities' therefore in dialogues and efforts to design solutions to sustainability challenges in India and other emerging economies. This will help create a narrative that is inclusive and inviting.

Sustainability involves navigating trade-offs between competing priorities, interests, and values. Sustainability 2.0 recognises the need to balance economic prosperity, social equity, and environmental stewardship to achieve long-term sustainability. Going forward, organisations and decision-makers will need to weigh the potential trade-offs associated with different trajectories/courses of action and make informed choices that optimise outcomes across multiple dimensions. Making compromises cannot be ruled out under such circumstances - that may cause discomfort in the short term, and not on a long-term time horizon.

Lastly, sustainability initiatives can encounter various challenges, obstacles, and pitfalls that hinder progress and undermine success. It is essential to identify, anticipate, and effectively manage these pitfalls to ensure the viability and effectiveness of sustainability efforts. Pitfalls can range from

regulatory barriers, financial constraints, technical limitations to social resistance, cultural barriers, limited understanding and capabilities, and organisational inertia. Navigating these pitfalls requires resilience, adaptability, and strategic thinking.

This year's theme would help initiate a discourse that is more holistic, integrated, and strategic and seeks to leverage opportunities, balance trade-offs, and navigate pitfalls to achieve enduring and equitable outcomes for people and nature.



## Partner with Us

Value Proposition	Lead Partner	Prime Partner	Plenary Partner	Session Partner	Associate Partner
	INR 20,00,000**	INR 12,00,000**	INR 9,00,000**	INR 7,00,000**	INR 3,50,000**
Co-host of (1) curtain-raiser event in the lead-up to the conference	✓	✓			
Special Invite to the Head of the organisation to be a speaker in the inaugural day of the conference	✓				
Co-host of 90 mins session on either 14th/15th Nov	✓ (1) Plenary Session	✓ (1) Breakout Session	✓ (1) Plenary Session	✓ (1) Breakout Session	✓
Speaking slot in a relevant breakout session (14th/15th Nov).	✓ (2) Speaking Slots	✓ (1) Speaking Slot			✓
Advertisement in the ISS 2024 Pre - Conference Booklet	✓ (1) Full Page	✓ (1) Half Page	✓ (1) Half Page	✓ (1) Half Page	✓
Interview (Livestreamed)	✓ (2)	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Article in the Post-Conference Report	✓ (1) Article				
Dedicated Social media posts	✓ (8)	✓ (6)	✓ (4)	✓ (4)	✓ (1)
Screening of partner video during the breaks. Partner to provide the film (2-3 mins)	✓ (2) Videos	✓ (1) Video	✓ (1) Video	✓ (1) Video	
<b>Branding</b> Partner logo on website, backdrop, and conference publications, marketing material, and promotional flyers. <i>The partner logo on the website will be hyperlinked to the company website</i>	✓	✓	✓	✓	✓
Exclusive Standee at the Registration Area	✓ (1)				
Full List of Delegates including - Name of delegate, designation, and organisation details (without contact details as per CRB's privacy policy)	✓				

### Solutions Lobby

A new feature of the conference, the Solutions Lobby is a space for organisations to showcase a key product/solution/innovation to the most relevant stakeholders to further awareness of their offering and identify opportunities for collaboration.

**Options available from INR 20,000 onwards\*\***

Interested? Email [siya@c4rb.in](mailto:siya@c4rb.in) for additional details

\*\* Applicable taxes will be additional