

Integrating Sustainability into Industry Growth

The Economist Intelligence Unit, commissioned by WWF, shows a staggering 71% rise in online searches for sustainable goods globally over the past five years.

Source: www.worldwildlife.org

Once a mere response to social and environmental crises, Sustainability has since evolved to become a value enabler and a future-proofing mechanism in the business ecosystem. New research shows support for sustainable business is growing in both developed and developing economies, particularly in the post pandemic world. Many consumers now believe brands bear as much responsibility for positive change as governments, thereby expecting high sustainability standards from them.

As we step into the second decade of Industry 4.0, there is an urgent need to study key trends that are influencing global sustainability agenda and their link to business performance. It is necessary to adopt concepts and technologies that assist in driving sustainable growth in the industry.

According to Euromonitor International, climate action, circular economy, commodity price volatility, resource security and environmental pollution are five key trends affecting the global sustainability agenda.

Disruptions such as pandemics, wars and supply chain crisis have pushed companies to establish a resilient business model, identify risks and explore new opportunities related to sustainability. The impact of COVID-19 has shown, at great human cost, what happens if you don't give serious attention to a known long-term risk. As a result, the need to act urgently on sustainability goals has energised companies into action. This coupled with the falling costs of renewable energy and sustainable technologies is hastening the transition to a low carbon world.

Businesses today, consider it essential to integrate Sustainability/ESG aspects across the value chain of the business. Industries have increased their investments manifold as a commitment to protecting nature and natural systems. Multinational enterprises look to decarbonize their supply chains, develop local supplier capabilities, and showcase sustainability as a key selling point to prospective investors.

A key outcome of COP26—the UN Conference on Climate Change in 2021, was that over 5,200 businesses pledged to meet net-zero carbon targets by 2050.

Cyient, a global leader in technology solutions has set out on a mission to become carbon and water neutral by the year 2025

But how are the asset heavy industries dealing with sustainability.

Asset heavy industries are leveraging technology to ride a wave of productivity growth and economic transformation. The transformation towards a sustainable growth journey is fuelled by the rapid rise in renewables, recycling, innovations, electric vehicles, green buildings and more. Technology has enabled continuous monitoring of the entire design-to-delivery value chain to identify material risks that may impact the environment for any negative impact on precious natural resources, including water and energy consumption, emissions, effluents, and waste generation.

The industry is pursuing ongoing sustainability initiatives including designing for circularity, reducing CO2 emissions, cutting down on manufacturing waste, aligning sustainability goals along the supply chain and upping the use of electric vehicles for all transport.

The energy sector has seen wind and solar plants become cheaper, their capacity is expected to exceed coal and gas within the next five years. The transport industry led by adoption of Electric vehicles (EVs) is playing an increasingly critical role in helping countries meet international climate change goals.

The IEA estimates that motorised road transportation uses 48% of global oil extracted annually and emits 17% of global greenhouse gas (GHG) emissions.

The EV industry is looking under the lens for the consumption of electricity produced from fossil fuels and sustainable mining of battery minerals like copper, cobalt, lithium etc. From supplying minerals for solar panels or wind turbines or EVs, mining is emerging as a key industry in the creation of a low-carbon future. It is little wonder then ESG tracking, and traceability are drawing major investments in the mining sector.

It is evident that there is a renewed thrust for the industry to transform sustainability goals into action. Innovation and cross-sector collaboration remain key to success. Businesses need to whole-heartedly commit to designing a sustainable tomorrow with a 360-degree approach, integrating ESG aspects across the value chain with strong leadership commitment, collaborative partnership, and an empowered ecosystem to enable long-term sustainable value generation.

Sustainability at Cyient

'Designing a Sustainable Tomorrow Together'

At Cyient, we operate on the core tenet of 'Designing a Sustainable Tomorrow Together'. As a leading global Technology Solutions company, we have taken on the responsibility to integrate environmental, social, and governance practices across all our services.

Our ESG framework, identifies with megatrends, global frameworks, industry drivers, and the national agenda to develop a long-term viable value for our stakeholders.

The international council for mining and metals lays out 10 principles to make a positive contribution to sustainable development goals



The focus of our social responsibility initiatives is determined by their long-term impact on new India. To leverage synergies, optimize resources and deliver impact, our community initiatives are rooted in the philosophy of

"Empowering Tomorrow Together"

Krishna Bodanapu MD & CEO, Cyient



- Responsible** - Focus on becoming an environmentally sustainable corporate citizen
- Equitable** - Focus on Diversity and Inclusion
- Accountable** - Focus on the need for ethical and effective governance and business practices

Design for Circularity' is a unique consulting practice by Cyient that supports companies in designing their journey to shift toward circularity by applying a systemic approach and mobilizing multi-disciplinary expertise. This new concept combines more than 25 years of expertise and operational capabilities with an in-depth awareness of the economy to assist the industrial change towards superior sustainability. This practice promotes engineering-based industries like rail, automotive, aerospace, and medical technologies to develop more sustainable goods, patterns, and results.

Our announcement to acquire Citec, a sustainable engineering company with a deep set of expertise in process, plant and product engineering, working with leading Energy, power generation, and process companies adopt sustainable solutions further reinforces our commitment to design sustainable solutions.