



Cause Because
The mainstream medium for everything alternative



ADITYA BIRLA GROUP

Presents



Conversations around sustainability & responsibility

Edition 5.0 | 21–22 January 2021

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Coffee For Cause – Edition 5

Having participated in several webinars and online talks, we know by now that most such events end up being more about generalities – while some talk about their vision without spelling out implementation ideas, some end up talking about implementation issues without underlining the larger vision or goal.

Therefore, the fifth edition of Coffee for Cause, which is going to be a virtual affair this time, will strive to reach conclusive outcomes and ensure learnings and value additions for all stakeholders. The online discussions must focus on and address one micro subject/issue at a time.

Team CauseBecause will ensure that the conversations that started online goes on, through multiple mediums including causebecause.com, e-newsletters and the magazine, to enable access to learnings and insights, to facilitate exchange of ideas, and to give a boost to scattered efforts that are for one cause or the other.

Edition 5 highlights

- Timely, relevant and challenging subjects to converse upon
- Discussions amongst decision makers whose ideas, experiences and insights are needed to inform the conversation
- Ensuring that while the talks continue to happen, the outcomes reach the relevant audience, and consistently so

Holding the conversations

Coffee for Cause brings together a cross-section of ‘responsible’ champions from various cause verticals for informal talks over coffee, to seriously discuss causes that matter. It is to know, converse with, and exchange ideas with people whose areas of work revolve around ‘causes’.

The virtual get-together at Edition 5 – spread across 3 sessions over 2 days – will ensure the continuity of conversations among sustainability and CSR decision makers as well as leaders from development-focused entities.

Communication & reach



- ❑ **E-newsletters**
Reach over 35,000 opt-in subscribers
- ❑ **Print newsletter**
CB bimonthly is subscribed to by about 9,000 individuals from the domain
- ❑ **Portal visits**
About 300 to 400 readers monthly, with over 50% repeat visitors



CB YouTube stream

Conversation Round 1

Where are we headed on environmental sustainability

Can we use the pause that the pandemic brought into our lives for doing different things, or doing things differently?

The events of 2020 contain several lessons for us, if we will see them. One thing is clear – that we have to do more than what we have been doing. Less complacency, more actions, by more and more of us!

Keeping these events in mind and learning what we have from these, what can we do to make the world a better place, as individuals as well as leaders in organisations?



Points to ponder upon

Making environmentally sustainable practices a workable policy at the organisation level is easier said than done? True? Not really? Why and whyever not?

What can make an organisation environmentally sustainable in the true sense of the word?

Are there paradoxes here? For example, how can a fossil fuel company, a FMCG company or a fast-fashion company claim to be environmentally sustainable? How do we reconcile interests of businesses and of the planet?

Conversation Round 2

Virtual education for children from marginalised socioeconomic backgrounds

Virtual education is actually an instructional learning environment where teacher and student are separated by time or space, or both, and the teacher provides course content through the use of methods such as course management applications, multimedia resources...



Points to ponder upon

- Is it practical?
- Models that have already been deployed
- Opportunities vis-a-vis challenges at the grassroots
- Is it sustainable and can it be integrated with existing infrastructure at government schools?
- Possibilities of public-private partnerships



Exclusive series to be launched at this edition

Talk Straight, Talk Sustainability

How socially aware and environmentally responsible is your brand?

Concept

Thanks to greater exposure to discussions and trends, increased awareness levels, and a heightened sense of personal responsibility, consumers are becoming more and more conscious about their choices – including the brands they associate themselves with. They may not be in the vast majority yet, but the clamour for greater accountability and their questions are going to increase.

Talk Straight, Talk Sustainability is a series that will attempt to get such questions answered directly from the country's leading corporate brands – brands that are a part of millions of households and lives across the country.

Thought Leaders at Coffee for Cause

Thought Leaders' felicitations

The Thought Leadership acknowledgement is CauseBecause saying 'thank you' to these extraordinary individuals for being who they are. Since Team CauseBecause has been privileged to meet, interact with, and exchange ideas with these individuals, it was a natural next step to honour and felicitate them.

These Thought Leaders have been moving and inspiring people with innovative social ideas; turning these ideas into reality; and proving how belief, commitment and effort can bring about the desired change that each one of us wants to see at the grassroots, embracing communities across the country. These individuals are the Thought Leaders and have inspired a dedicated group of organisations, friends, followers and fans who vouch for their dedication.



Jairam Ramesh
Member of Parliament, Rajya Sabha



BS Bonal
Ex DG, National Tiger Conservation Authority (Project Tiger)



Padma Bhushan Mary Kom
Six-time boxing world champion



Padma Shri Karnam Malleswari
First Indian woman to win a medal at Olympics



Dr Pragnya Ram
Group Executive President at Aditya Birla Group



Vijay Sethi
CIO & head HR and CSR Hero MotoCorp

Thought Leaders at Coffee for Cause



Anirban Ghosh
Chief Sustainability Officer
Mahindra Group



Brig. Rajiv Williams
Corporate head, CSR
Jindal Stainless Ltd



Lt Gen. SM Mehta
Chief Executive Officer
The Hans Foundation



Vikas Goswami
Former Head, CSR and
Sustainability – Godrej



Naveen Soni
Vice President
Toyota Kirloskar Motor



Nidhi Pundhir
Head
HCL Foundation



Shamik Trehan
Chief Executive Officer
Dr Reddy's Foundation



Shalini Singh
Chief corp. comm & sustainability
Tata Power



Sheetal Mehta
Chief – CSR, Mahindra
Group



Vijay Chadda
Ex Chief Executive Officer
Bharti Foundation



Col. Prakash Tewari
Ex executive director, CSR
DLF Limited



Deepak Arora
Head Public Affairs, Nayara
Energy



Rita Soni
Ex CEO, NASSCOM
Foundation



Urja Shah
President, Setco Foundation



Gayatri Divecha
Head CSR Godrej
Industries



Gunjan C Patel
Head – CSR,
SAP India



Sushama Oza
Chief Executive Officer
Adani Foundation



Anuradha Bhavnani
Regional Director
Shell Foundation India



Mohini Daljeet Singh
Chief Executive Officer
Max India Foundation



Brinda Malhotra
Head, CSR
Aircel



Yashashree Gurjar
VP, group CSR
Avantha Group



Priyanka Singh
Chief Executive Officer
InterGlobe Foundation



Dr Y Suresh Reddy
Chief Executive Officer
SRF Foundation



Rishi Pathania
Head, CSR
UPL Limited



Abhishek Ranjan
Global Head Sustainability
Brillio Technologies



Dipanwita Chakraborty
Head sustainability & CSR
Cargill India



Lt Gen. Rajender Singh
Former CEO, DLF
Foundation



Madhu Singh Sirohi
Former Country head
Vodafone Foundation



Conversations around sustainability & CSR

Glimpses for last 4 editions





Support and facilitate the conversations

Support opportunity	Brand communication		Monetary support
Event presenter	BRAND LOGO Presents Coffee for Cause	<ul style="list-style-type: none"> • A centerspread in CB print edition • Band logo across event collaterals and CB e-newsletters • Leadership participation at Talk Straight, Talk Sustainability 	Rs 2 lakh only
Principal supporter	Coffee for Cause Supported by BRAND LOGO	<ul style="list-style-type: none"> • A double-spread in CB print edition • Band logo across event collaterals and CB e-newsletters 	Rs 1 lakh only
Session sponsorship			
Session supported by BRAND LOGO	<i>Planned sessions focused at</i> <ul style="list-style-type: none"> ▪ Virtual education in pandemic times ▪ Environmental sustainability ▪ Individual social responsibility 		Rs 50,000 only
Partnerships			
Event partner BRAND LOGO	<i>Association opportunities</i> Outreach partner, knowledge partner, sustainability partner, education partner...		Rs 50,000 only



Conversations around sustainability & responsibility

Thank you!

For discussions, engagement opportunities and proposals:

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