

Climate Conversations with CEOs



Climate change is now firmly a part of the lexicon of global business. Whether seen as a risk management issue, a business opportunity or a moral imperative – or all three – few global CEOs are unaware of it. On the contrary, major players from Lee Scott of Wal-Mart, to the entrepreneurial Richard Branson of Virgin, are all competing to be ahead in the green stakes. Green is definitely the new gold.

If the penny has dropped with the global business elite, where is Indian business? At a time when everyone is talking of the emergence of India and the *Great Indian Takeover*, how ready is India Inc. to address the challenge of climate change?

Climate Conversations with CEOs is a new broadcast series for Winter 2007/8 aimed at addressing these issues in the Indian context. Designed as a set of short interviews with India's leading CEOs, the series seeks to provide a platform for leadership and debate.

Each conversation will profile an individual CEO talking about what climate change means to them and their business, how they are seeking to address the challenges, and what their hopes for the future are.

An event under the

Climate Challenge India

initiative

Further information:

- The series will be filmed over a three-month period (September-November 2007) and will go out on air in stages from December 2007 onwards.
- It will be carried by national networks including **Lok Sabha TV** (the parliamentary channel). A selection of interviews will also be offered to reputed international broadcasters such as **BBC World** and **CNN**.
- The series will be screened just prior to the **United Nations conference on climate change** in Bali (December 2007) – a time of intense global attention on climate change- marking as it does 10 years since the negotiation of the Kyoto Protocol, and the beginning of discussions towards a new global agreement including emerging economies such as India.
- This series will be accompanied by another broadcast programme – **Climate Challenge India – The City Dialogues**- a set of national televised discussions in cities across India.
- Both programmes are part of the **Climate Challenge India** initiative. This is an independent, non-partisan, non-political educational effort designed to spread awareness and generate positive energy on climate issues in India.
- Initiated by the India and UK-based non-profit, **Centre for Social Markets (CSM)**, it involves a range of organisations, institutions and individuals across the country, and is being supported by national and international donors.

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