



GREEN ALERT



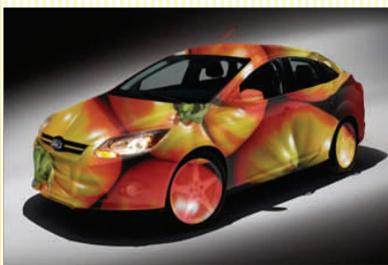
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The focus of Environment Information System (ENVIS) is to disseminate environmental information to decision makers, policy planners, scientists and researchers across the world.

The CERC-ENVIS Centre focuses on 'Eco-labelling and Promotion of Eco-friendly Products.' This bi-monthly e-bulletin features latest news, developments and innovations in the field.

Car parts made of tomatoes!



console components and soy foam seat cushions and head restraints.

Source: <http://www.greenwisebusiness.co.uk/news/cars-made-of-tomatoes-heinz-and-ford-ink-bioplastics-partnership-4357.aspx#.U6FkzpSSzpU>

Eco product of the month

Researchers at both Ford and Heinz are currently investigating the application of tomato fibres in developing composite materials for use in car parts. The Heinz/Ford partnership will use byproducts from the manufacturing process of Heinz tomato ketchup. The byproducts – tomato peels, stems and seeds - will be used to make the wiring brackets and storage bins in the Ford car. The research, which is in a preliminary stage, will help reduce the environmental footprint of the manufacturing process. It is part of Ford's global sustainability strategy. Other innovations being contemplated are cellulose fibre-reinforced

Green issue

Global consumers put their money where their heart is



The Nielsen Global Survey on Corporate Social Responsibility polled 30,000 consumers in 60 countries to understand how passionate consumers are about sustainable practices when it comes to purchase considerations. The survey found that consumers like to buy goods and services from companies committed to social responsibility. Fifty-five percent of global online consumers say they are willing to pay more for products and services if companies are committed to positive social and environmental impact. The inclination to buy socially responsible brands is strongest in Asia-Pacific (64%), Latin America (63%) and Middle East/Africa (63%). The numbers for North America and Europe are 42% and 40%, respectively.

Natural Marketing Institute (NMI), a Nielsen strategic business collaborator carried out a nine-country online study to understand how global attitudes and behaviors about sustainability are changing. The findings revealed that two-thirds of the "sustainable mainstream" population will go for products from sustainable sources over other conventional products. They will buy ecofriendly products to minimise their impact on global climate change. Additionally, these consumers are more likely to buy products repeatedly from a company if they know the company is mindful of its impact on environment and society.

"Consumers around the world are saying loud and clear that a brand's social purpose is among the factors that influence purchase decisions," said Amy Fenton, global leader of public development and sustainability, Nielsen. To verify the sentiments expressed by respondents, Nielsen reviewed retail sales data for a cross-section of both consumable and non-consumable categories across 20 brands in nine countries. These brands either included sustainability claims on packaging or actively promoted their sustainability actions through marketing efforts. The results from a March 2014 year-over-year analysis show an average annual sales increase of 2% for products with sustainability claims on the packaging and a lift of 5% for products that promoted sustainability actions through marketing programmes. A review of 14 other brands without sustainability claims or marketing shows a sales rise of only 1%.

Source: <http://www.nielsen.com/us/en/press-room/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>

Environment clearances go online

The Indian government has moved towards expeditious online environment clearances for industrial and infrastructure projects according to the announcement made by the minister of state for Environment and Climate Change. The system will be fully online from 1 July 2014. The new system will allow applicants as well as authorities to keep a check on the entire process while adhering to the timeline of various clearances by monitoring the stage-wise progress of the application. After basic verification, a password will be generated in four days time and the applicant can check the progress online.

Source: <http://timesofindia.indiatimes.com/india/Green-clearances-go-online-with-time-limits-for-approvals/articleshow/36118057.cms>

Green Building Code by 2017

The Energy Conservation Building Code (ECBC) is going to be implemented in India by 2017. It will be mandatory for all State Governments to implement the minimum requirements for energy efficient design and construction set by the Central Government to meet the challenges of depleting resources, increased urbanisation and rapid construction. The code was introduced in 2007 on a voluntary basis. Besides new buildings, it also covers old buildings which are getting renovated and/or extended. Rajasthan, Odisha, Uttarakhand and Andhra Pradesh have already notified the code. ECBC standards have been set assuming that commercial buildings will be fully air-conditioned, requiring both cooling and heating.

Source: http://articles.economictimes.indiatimes.com/2014-06-08/news/50421052_1_energy-conservation-building-code-ecbc-energy-consumption

Eco news



How to use your refrigerator efficiently

Aim to keep your fridge at least three-quarters full to maintain maximum efficiency. Allow hot food to cool before placing it in the fridge.

Eco tip of the month

Visit CERC-ENVIS website www.cercenvis.nic.in and <https://www.facebook.com/EcoProductsEcoLabeling> to know more about our activities.

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