



**cognito**

because  
along with  
the climate,  
business  
environment  
too has  
changed.

In a world facing climate change, soaring greenhouse gas emissions, reducing biodiversity and increasing income disparity, corporates are being asked some tough questions.

Today, business success depends on the ability to effectively navigate through this changing economic, environmental and social landscape.

The relationship of business with environment and society is undergoing a fundamental shift. World over businesses are feeling the heat from consumers, investors, policy makers, financial institutions, non-governmental organisations, media and activists.

The demand for transparency and accountability is increasing every day. Stakeholders need to know how a business is impacting the environment and whether it is an asset or a liability for the society it operates in. Non-proactive businesses not only run the risk of economic losses, but face an imminent threat of losing their societal license to operate.

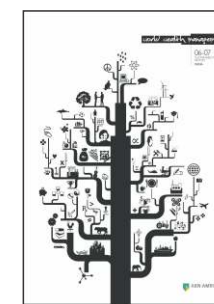
Corporate sustainability can directly impact 'cost of capital'. The issue of margin above risk-free rate or pricing - or even in extreme cases, not making funds available - is already being related to a company's sustainability rating. Whether measured in the premium over benchmark that a company is required to pay for a loan or the corporate bond spread that applies; a company's corporate sustainability rating has become a measurable input into the cost equation.

In a nutshell, environmental limitations and societal expectations have ushered in new risks and new avenues for revenue.

Progressive organisations across the world are embracing sustainability, periodically reporting their performance and implementing smart, sustainable strategies to inject resilience in their brands and capture market share.

67% of Global Fortune 500 companies printed a CSR Report in 2012

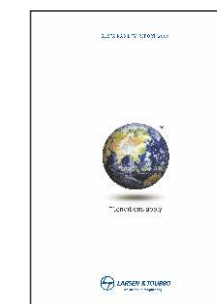
Cognito, India's leading sustainability advisory, is helping organisations internalise sustainability, report on their triple bottom-line performance and leverage sustainability to create a more robust, respected and remunerative business.



GRI Reader's Choice Award 2008



ABCI Gold Award 2010



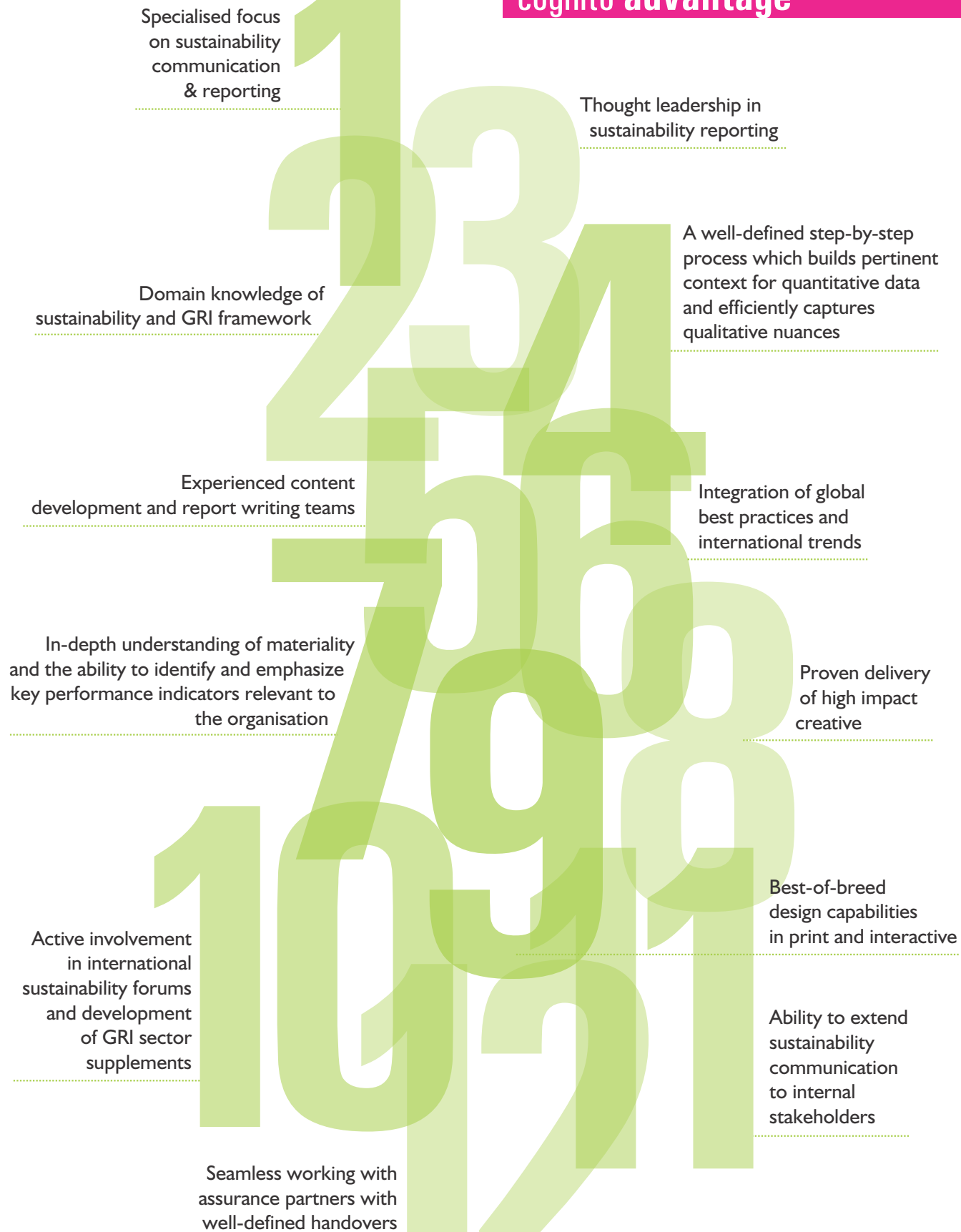
We work closely with our clients to seamlessly bring about a shift in their organisational approach to sustainability from ad hoc philanthropy to strategic investments and mere compliance to competitive advantage.

An award winning organisation, Cognito is recognised across the globe for its unique high impact integrated approach. We forge symbiotic partnerships and our role and responsibilities encompass consultation, goal setting, strategy formulation, execution and performance measurement.

Our clients include:

ABN AMRO Bank, India • Aditya Birla Group • Arvind • Grasim Industries (Cement Business) Gujarat Fluorochemicals • HUL • IDFC • Larsen & Toubro • Mahindra • Mahindra Lifespaces MSPL • Reliance Industries • TATA Sons

## cognito advantage



## service spectrum

### Sustainability Initiation Programs

We help organisations understand the growth opportunities for their business in the sustainability space, define materiality, acquaint them with environmental and social risks in context of their business, facilitate identification of sustainability levers, introduce sustainability reports and the benefits of reporting.

### Content Development

The ever evolving and at times mutating sustainability paradigms amplify the need for an expert content development partner. Our experienced team of developers helps create content that is reader friendly, engaging and free of hard-to-understand jargon. In-depth understanding of reporting frameworks, global practices, materiality and performance indicators coupled with insights on stakeholder literacy help us build efficient communication that elicits the desired response.

### Report Development and Design

We are India's leading sustainability communications advisory, and specialize in development of sustainability reports based on the GRI G3 guidelines. From content aggregation, report writing, design & production, submission to GRI, to handling auditor's queries and public release, we offer a one stop solution. We also midwife maiden sustainability reports and handhold first-time reporters through the entire sustainability journey.

### Capacity Building Workshops

These interactive workshops empower top executives and business individuals across functions with a clear understanding of sustainability and use national and global illustrations to amplify why it is a strategic tool for the business growth in the near future. The workshops have flagged-off the sustainability journey of many an organisation.

### Sustainability - From Boardroom to Shopfloor

We develop and execute organisation wide engagement programs that translate sustainability principles into daily practice. We deploy multi-disciplinary design & communication tools with an aim to ensure that every member of the organisation understands the concept of sustainability, buys into the need and urgency to implement sustainability, and knows how to do it.

### Brand Integration

Sustainability in its many forms connects to all brand touchpoints and is inextricably linked to brand identities and organisational reputations. We help brands evolve responsibly and imbibe a sustainable value-set which is in-step with the expectations of their existing and potential consumers in this new age of consciousness and fair trade.

experience  
of over  
**30**  
sustainability  
reports



## Case Study : Integrated Sustainability Communications - Mahindra

PRCI\* Silver Award winner 2010

# alternative THINKING

THE MAHINDRA APPROACH TO SUSTAINABILITY

Branding

E-report

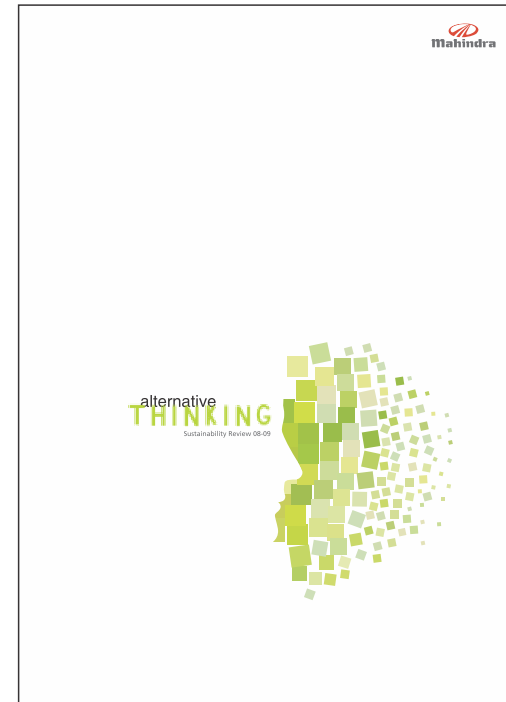


Ranked 5th for 'Creativity in Communications' in the CRRA\* 2008

ABC\* Gold Award 2010

New age opportunities and new age problems necessitate a new genre of thinking, one which challenges the conventional and rethinks the regular. Alternative Thinking helps mitigate risk, boost bottom-lines and build sustainable brands.

Report Synopsis

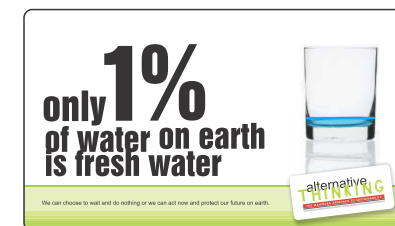
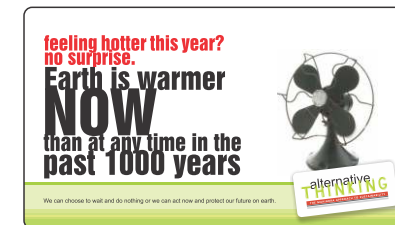


A USD 6.3 billion, 100,000 people strong, confederation of diverse businesses, the Mahindra Group is among the top ten industrial houses in India. Although Mahindra's approach to business had conventionally been 'Beyond Profits', there was a need to consolidate standalone business, social & environmental activities under one umbrella, provide a strategic sustainability framework with measurable goals and inject a fresh business urgency for accelerated adoption.

To circumvent the fuzziness of the term sustainability and the misconceived notions that it was just an inconvenient truth which had little relation to business, Cognito developed a bespoke actionable branding for Mahindra's sustainability initiative - Alternative Thinking.

Through an integrated campaign we mainstreamed "Alternative Thinking" and established a strong business case for sustainability. The campaign has won awards and accolades from stakeholders which include sustainability professionals and business communicators.

But the true success of the campaign can be gauged by the fact that a Gallup survey, conducted after a year of the launch, reported that an overwhelming 75% of Mahindra employees were aware about sustainability issues. Alternative Thinking now also features in the Mahindra Brand Manifesto, and is recognised as one of the three pillars for the organisation going forward.



Weekly Emailers



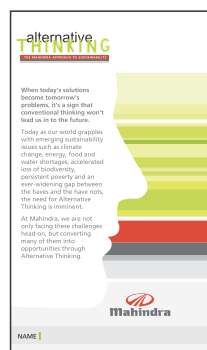
Collateral



3D Installations



PRCI\* Gold Award 2010 | Ezine



Monthly Planners



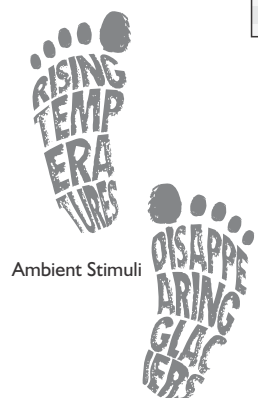
Advertisement



CSR Branding



Awareness Film



\* Public Relations Council of India | Corporate Register Reporting Awards | Association of Business Communicators of India



Caps



Button Buddies



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## Sustainability Év Jayaté

is inspired from 'Satyam Év Jayaté'  
(Sanskrit for truth alone triumphs),  
a rallying call that united large sections  
of India's diverse population and  
motivated them to fight for freedom.

We at Cognito hope that  
Sustainability Év Jayaté finds similar  
resonance among the world's diverse  
inhabitants and motivates them to  
join forces and triumph.



## cognito

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