



# Business Action Toolkit for Clean Air

October 2023  
New Delhi

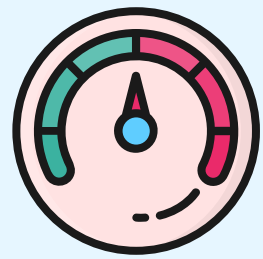


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# KEY AREAS OF BUSINESS ACTION

Monitor & track



Monitor & track your own emissions\*

Innovate & Champion



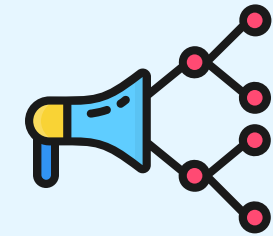
Innovate & Champion: Good Practices for Clean Air & zero-emission business model

Collaborate



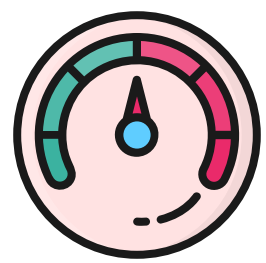
Work with institutions, dealers, suppliers, consumers etc. to mitigate life cycle emissions

Communicate



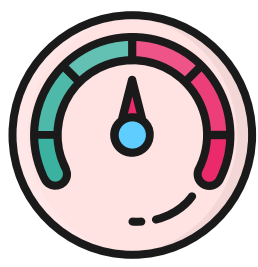
Communicate & educate your consumers, shareholders, employees, suppliers, & peers

\*Anthropogenic aerosols & pollutant gases



# Monitor & Track Emissions





# Monitor & Track Emissions



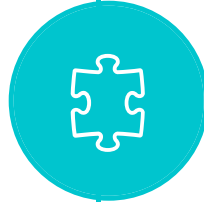
Monitor air pollutants\* from your business processes



Set up & regularly update emission inventories



Assess your enterprise or product-level ambient air footprints vis-a-vis national & international benchmarks



Verify & validate self assessment with third-party air quality audits



Report air quality data under compliance & voluntary mechanisms



Deploy systems to monitor and track emissions & issue alerts in realtime (e.g. process leakages, failures in emission control devices etc.)

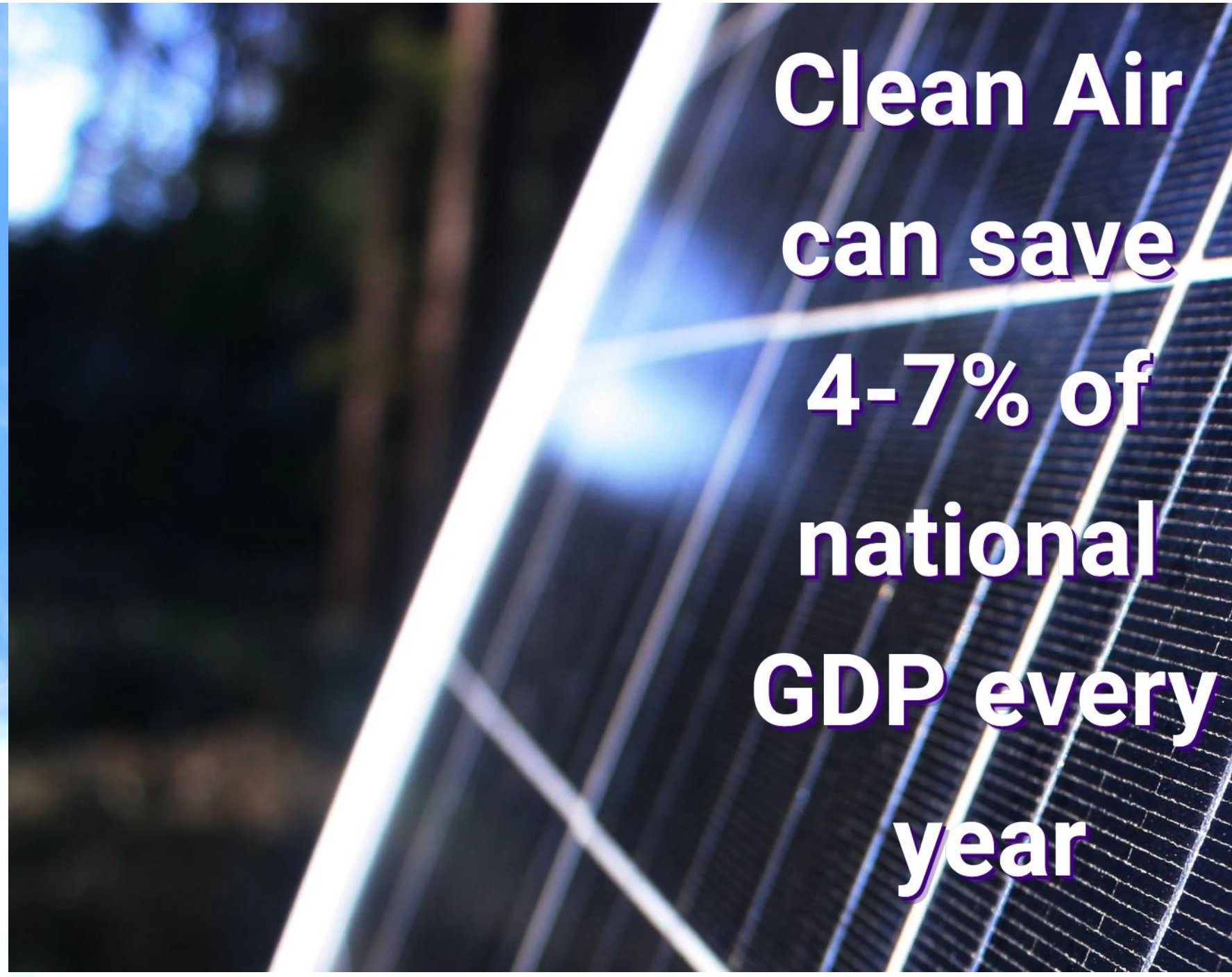
\* Refer Annexure 1 for list of air pollutants



# Innovate & Champion



**Clean air is the solution**



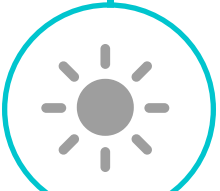
**Clean Air  
can save  
4-7% of  
national  
GDP every  
year**



# Innovate & Champion



Set phased targets for transition or shift to near-zero emission business processes



Adopt & scale use of clean & efficient energy as well as mobility systems; while supporting investment into associated infrastructure e.g. cycle parking, charging points etc. within your organisation



Undertake R&D for transition to zero emission business model in your sub-sector; or support other clean & green enterprises for developing such novel solutions



Champion good practices for arresting dust, aerosols & other fugitive gas emissions in business processes



Design corporate & HR policies to facilitate employees locate closer to office; promote smart or hybrid working culture; & shift to shared/public/non-motorised modes for commuting.



Adopt & create good practices for indoor air quality & occupational health



# Collaborate



We all  
breathe the  
same air  
24\*7

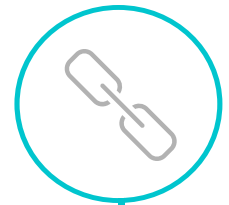


Clean Air Champions needed from all spheres  
of life & all sectors to catalyse Clean Air Action





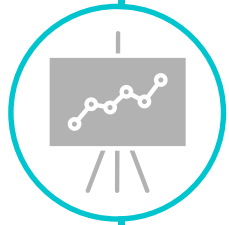
# Collaborate



Handhold & work with your suppliers for near-zero emissions from value chain of your products or service



Collaborate with institutions & enterprises for AQ monitoring, research & development



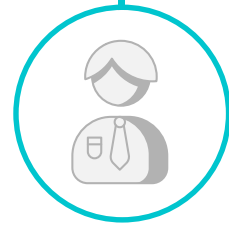
Work with institutions & enterprises for R&D on near-zero emission business models & further adopt and scale these as part of your own business



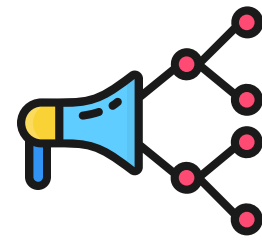
Educate your consumers on good practices to lower emission over use of products/services



Work with your employees to reduce their exposure to air pollution at work

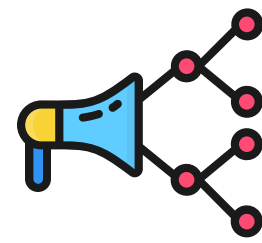


Handhold your employees to support them in cutting down their individual emissions

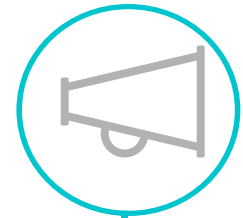


# Communicate





# Communicate



Reach out to your consumers for individual behaviour change & conscious choices in favour of environmentally better products, designs or services



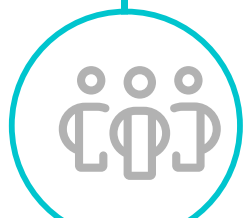
Work with your network of dealers to raise consumer awareness for conscious environmental choices



Communicate business cases for clean air to your peers and suppliers in your sector



Disseminate to other industries on how businesses can contribute to clean air



Reach out to general public on impacts of air pollution on health and productivity



Publicly report targetted & achieved reductions to the date along with other business actions for clean air

# Anexure 1. Air pollutants covered under various national & international frameworks



Class	S.N.	Air Pollutant	National regulatory frameworks				International Standard	Global Voluntary Reporting Frameworks			
			NAAQS, 2009	EPA, 1986	BRSR (SEBI 2023)	Air Act, 1981	WHO	GRI	SRS	CDSB	
Particles	1.	Coarse PM (PM <sub>10</sub> )									
	2.	Fine PM (PM <sub>2.5</sub> )					BC & UFP				
Gases	3.	Sulphur di-oxide SO <sub>2</sub>									
	4.	Nitrogen oxides NO <sub>x</sub>									
	5.	Carbon monoxide (CO)									
	6.	Ozone (O <sub>3</sub> )									
	7.	Ammonia (NH <sub>3</sub> )									
	8.	Volatile organic compounds (VOCs)									
	Persistent Organic Pollutants (POPs)	9.	Dioxins & Furans								
		10.	Other industry-specific POPs								
Hazardous Air Pollutants (HAPs)	11.	Heavy Metals: Pb, As, Cd, Hg, Ni									
	12.	Other industry-specific HAPs									



**CII**

स्वच्छ वायु,  
दीर्घायु



**CII**

Cleaner Air  
Better Life



Confederation of Indian Industry

**"Improving the ambient air quality is a shared social responsibility. Everyone needs to step up and start taking action.**

**We owe our children clean air and blue skies."**

***India CEO Forum for Clean Air***