



Strengthening CSR Networks in the field of DRR

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Caribbean Association of Industry and Commerce
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Overview

- Disaster Risk Reduction
- Caribbean Situation
- Corporate Social Responsibility
- Private Sector Role
- A Case example
- Private Sector Action
- Dialogue with the Private Sector

Caribbean situation



Corporate Social Responsibility

The social responsibility of the private sector concerns the relationships of a company not just with its stakeholders, suppliers and customers, but also with other groups and the ***needs, values and goals*** of the society in which it operates.

- UN

CSR Continuum



Financial & Operational Growth



Operational Responsibility



Stakeholder Engagement



Environmental Conservation



Social Responsibility



Role of the private sector

Preparation

Response

Mitigation

Recovery

Capacity Building – Pre Impact – Emergency – Restoration - Reconstruction

Benefit for the private sector

- Increases staff morale and hence productivity
- Employees learn new skills
- Enhances Company Brand and reputation
- Strengthens relationships with local/national authorities

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Kaj Designs- A Case example

Positioning The Caribbean To Win: Penetrating The International Fashion Market

THE ETHICAL FASHION

SOURCE EVENTS UNITING SUSTAINABLE FASHION PROFESSIONALS

“I discovered this ethical fashion forum while doing my research and Kaj Designs would be registered. We will be taking an ethical approach to our business and production can be another differentiating characteristic of our brand and part of our USP.”

Liza Miller

Managing Director, estuary PR Limited

CEO, Kaj Designs Limited

kaj

estuary
PR



Caribbean Strategic Approach

Competing in the Fast Fashion market:

- High design demand to stay on trend
- Demand to meet mass production quotas
- Maintain competitive pricing
- Ensure environmental sustainability & ethical production practices
- Face rising material, transport and labour costs

Issue with Fashion Waste

Tons of Textile Waste



According to the EPA, **13.1 million tons of textiles are trashed each year**, and only 15% – or 2 million tons – are recovered for reuse or recycling.



Nearly **half of us (48%, to be precise)** still trash perfectly reusable textiles.

IN FACT,
THE AVERAGE AMERICAN
TRASHES
NEARLY
65 LBS
OF TEXTILES
EACH YEAR.

78% OF PEOPLE DID NOT KNOW THAT **11 MILLION TONS** OF TEXTILES ARE TRASHED EACH YEAR.



Issue with Fashion Waste

JUST 1 POUND
OF TEXTILES
EMITS MORE THAN
7 POUNDS OF CO₂.



7 lbs
CO₂

**Textile waste creates pollution
and wastes precious resources.**



THE AVERAGE T-SHIRT
WASTES
700 GALLONS
OF WATER
DURING MANUFACTURING.



That's 140 water cooler jugs!



**IF ALL 300 MILLION AMERICANS RECYCLED JUST 1 MORE
T-SHIRT, WE WOULD RECOVER 210 BILLION GALLONS OF WATER
AND KEEP 1 MILLION LBS OF CO₂ OUT OF OUR ATMOSPHERE.**

ENERGY & PROFITS

Technology allowing you to turn trash into energy.

Disruptive

With Patented, Pyrolysis technology, you can take trash, bio-waste (the stuff that's wasted) and turn it into energy and profits, with no carbon footprint.



Industry

Profitable, Bio-Waste systems create sustainable energy independence and jobs, while lowering MSW cost & expenses.



YOUR BENEFITS

No Carbon Footprint

Scalable Trash to Energy

Up to 100 % Financing

Job Creation

Profitable upon Operation

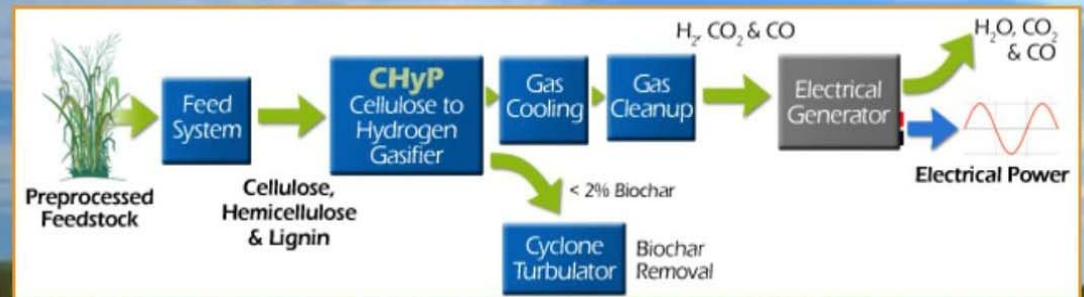
Sustainable Industry

Energy Independence

Lower MSW cost and Capital Expenses (96% Diversion)



PYROLYSIS TO POWER & HEAT



Pyrolysis systems generate hydrogen-rich gas streams from biomass to power and heat generation.

(Cellulose to Hydrogen Power system, or CHyP system)

Measured composition gas stream: 65% hydrogen, 30% carbon dioxide, and 5% CO = for combustion + reciprocating engines for power generation. The presence of CO₂ becomes the buffer to keep temperatures in specified ranges for engines.

Private Sector Action

Apwann Magazine is a pioneering bi-annual publication about and for the socially responsible, socially innovative and socially curious with primary focus on the Caribbean region.

http://issuu.com/siclconsultantsltd/docs/apwann_magazine_2015

Dialogue with the Private Sector

- Business Continuity..loss of business days = loss of profits
- CSR and the community
- Ethical Branding
- Fair trade stickers (as in the UK)
- Consumer trending with Organic Foods
- Environment consciousness

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