



# World Environment Day 2026: How brands are turning sustainability commitments into measurable action

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As sustainability becomes a business imperative rather than a corporate buzzword, brands across sectors are increasingly focusing on measurable action. This World Environment Day, companies spanning automotive, FMCG, mobility, banking, retail, aviation, food, education and real estate highlighted how environmental responsibility is being embedded into everyday operations—from renewable energy and water conservation to green packaging, sustainable infrastructure and community-driven climate action.

## Sustainability moves from Intent to Impact

For many brands, the focus has shifted from announcing commitments to demonstrating tangible outcomes.

At Škoda Auto Volkswagen India, sustainability is being integrated across manufacturing and mobility. **Piyush Arora, Managing Director and CEO**, said the company remains guided by the Volkswagen Group's sustainability goals, with initiatives ranging from carbon footprint reduction and solar

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power adoption to mangrove restoration and tree plantation efforts.

**Vedanta Limited** is similarly placing sustainability at the core of its long-term growth strategy. **Ms. Priya Agarwal Hebbar, Non-Executive Director, Vedanta Limited**, said the company continues to drive environmental responsibility through initiatives focused on emissions reduction, water conservation, circular economy practices and ecosystem restoration, while working towards becoming Net Water Positive by 2030 and Net Zero Carbon by 2050 or earlier.

Similarly, **Mother Dairy** used World Environment Day to announce India's first naturally degradable milk pouch in soil.

**Jayatheertha Chary, Managing Director**, said the innovation will reach nearly two million households daily across Delhi NCR, marking a significant step towards environmentally responsible packaging at scale.

### **Communities at the centre of climate action**

Beyond operational sustainability, several organizations are increasingly focusing on empowering communities to drive environmental change at the grassroots level.

At **HDFC Bank**, environmental sustainability is being integrated with livelihood development through its flagship CSR initiative, Parivartan. **Nusrat Pathan, Head - CSR, HDFC Bank**, highlighted how community-led interventions in water conservation, afforestation, climate-resilient agriculture and renewable energy are helping build long-term resilience. The initiative has impacted over 10.56 crore lives across 28 States and Union Territories.

Similarly, **Coca-Cola India** is advancing climate resilience through sustainability initiatives focused on water stewardship, waste management and sustainable agriculture.

**Saloni Goel, Senior Director ESG Value Creation and Commercialization, Coca-Cola India**, said meaningful environmental impact can only be achieved through long-term collaboration and locally relevant solutions. Through Anandana, The Coca-Cola India Foundation, the company is supporting programmes such as Project Jaldhara, #MaidaanSaaf and Project Unnati.

### **Renewable energy and resource conservation gain momentum**

Several brands highlighted renewable energy adoption and efficient resource management as critical pillars of their

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sustainability strategies.

**KFC India** shared that multiple restaurants are now powered by solar energy, while the brand has also significantly reduced plastic usage and increased the use of recyclable packaging.

Water conservation remains another major area of focus.

**Kohler** continues to invest in water-efficient product innovations while also supporting water stewardship and skill development programmes in India.

Meanwhile, **Greenlam Industries** reported substantial savings in both water and energy through resource-efficient manufacturing practices, reinforcing the growing importance of operational sustainability.

### **Building Greener Supply Chains and Communities**

Sustainability efforts are increasingly extending beyond company operations into broader ecosystems.

**McCain Foods India** highlighted its work with over 1,000 potato growers to promote water-efficient irrigation and sustainable farming practices. In mobility, **Akshay Shekhar, Co-Founder and CEO of Kazam**, stressed that India's EV transition must now focus on cleaner energy infrastructure and smarter charging ecosystems.

Consumer brands are also addressing environmental impact through packaging innovation. **Swagatika Das, CEO & Co-founder, Nat Habit**, noted that the company has replaced over 35 tonnes of plastic packaging with recyclable alternatives while increasing the use of recycled PET material.

Retail and fashion brands are also taking steps to reduce their environmental footprint. **Hemant Agarwal, Founder & MD, V-Bazaar Retail**, said the company's #NowForClimate campaign aims to integrate environmental action into its expansion plans, with every new store functioning as a Green Community hub. The retailer has also set a target of supporting the plantation of one lakh saplings by 2030.

In the textile sector, **Sandeep Kapoor, Founder & CMD, SHREE (SHR Lifestyles Pvt. Ltd.)**, highlighted the company's focus on digital printing and natural fibres to reduce water consumption and production waste. Currently, around 90% of SHREE's fabrics are digitally printed, significantly lowering water usage compared to conventional printing methods.

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## Real Estate Looks Beyond Green Certifications

For the real estate sector, sustainability is becoming a core design principle.

### Vishal Vincent Tony, Managing Director, Aratt

**Developers and Founder, Ayatana Hospitalitys**, said sustainable construction is now both an environmental and economic necessity, particularly as India's urban infrastructure continues to expand. The company recently crossed 2,500 saplings planted under its sustainability initiative.

Echoing a similar sentiment, **Aakash Patel, Director, Atul Projects**, emphasized that future-ready developments must incorporate natural ventilation, water conservation systems and energy-efficient infrastructure from the design stage itself.

## Creating a More Conscious Future

Beyond products and infrastructure, several organizations are focusing on awareness, education and behavioural change as key drivers of sustainability.

**Ed-a-Mamma** reiterated its commitment to making sustainability accessible to children and families through initiatives such as Planet Art, which encourages environmental engagement among younger generations.

A similar emphasis on future generations was highlighted by **Jugnu Roy, Director of Engagement – East Asia & India, Education New Zealand**, who noted that students are increasingly seeking learning experiences rooted in sustainability and global citizenship. He pointed to New Zealand's Māori principle of *kaitiakitanga*, or environmental guardianship, as a key influence in shaping environmentally conscious and future-focused citizens.

Meanwhile, **Air France** highlighted its efforts to reduce aviation emissions through fleet modernization and increased use of Sustainable Aviation Fuel (SAF), underscoring the role innovation will play in building a lower-carbon future.

Collectively, these initiatives reflect a larger shift in corporate India and global business—where sustainability is no longer treated as a standalone CSR activity but as an integral part of growth, innovation and long-term value creation. This World Environment Day, the message from brands is clear: meaningful environmental impact will come not from pledges alone, but from consistent action.

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