



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

## CEO's Agenda – towards climate action

Name of the Faculty:	Deepti Ganapathy
Designation/Affiliation:	Chairperson, Centre for Management Communication, IIM Bangalore
Teaching Area:	Management Communication
This course may be offered to:	GNAM Week
Total Credits (No. of hours):	3 Credits, 30 Hours
Specify the Year and Month:	October 2024
Course Type:	Elective
Grading Norms	Qualitative

## Course Summary

In the face of climate challenges, what sets a business leader apart is to respond to climate change by being solution-based, through active engagement with all investors.

The CEO's agenda today is crystal clear – talk less and act towards climate adaptation and demonstrate resilience at all levels.

Goal setting and communication comes first, with an information overload on the topic of ESG. How can CEOs develop their organizational goals aligned to the country that they operate in. How can they understand and derive acceptance of this across their value chain for developing Scope 3 and 4 constructs? Is ESG a business risk to be managed or a conversation for growth? What are the dimensions of growth taking place already in the industry with implementation of ESG factors? Finally, how does the cascading of the ESG agenda within the organization take place? These are some of the questions that we will strive to gather information about, throughout this course.

Pre-requisites, if any: Have a basic understanding of why Climate change is being discussed in a management context.

## Learning Objectives / Outcomes

The course is designed with the following specific objectives and learning outcomes:

1. Identify a need for prioritizing Climate Action
2. Discover a business opportunity for rapid innovation and climate-optimized solutions
3. Confidence to lead climate-informed initiatives to put your organization ahead

## Pedagogy

**Text book:** MEDIA AND CLIMATE CHANGE

Making Sense of Press Narratives

Deepti Ganapathy

(Rs 1295/-)

## Course Evaluation & Grading

Evaluation component	Type (Individual or Group)	Weightage
Analysis paper based on course readings and panel	Individual	25 %
Reflection paper	Individual	25%
Project	Group (4-5 members)	50 %

## Session-wise plan

Sessions	Topic
1	<p><b>Topic:</b> The Business of Climate</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Net Zero to Net Hero - Can We Gross It? Part 1 (hbr.org)</a></li> <li>• <a href="#">Net Zero to Net Hero - Can We Gross It? Part 2 (hbr.org)</a></li> </ul>
2	<p><b>Topic:</b> Introduction to major themes and concepts in environmental communication</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Ganapathy, D. (2022). <i>Media and Climate: Making Sense of Press Narratives</i>, Routledge, UK. <a href="#">Book Review: Media and Climate Change: Making Sense of Press Narratives. by Deepti Ganapathy - Cheng Yeung Yang, 2023 (sagepub.com)</a></li> <li>• Nisbet, M. C. (2014). Disruptive ideas: public intellectuals and their arguments for action on climate change. <i>Wiley Interdisciplinary Reviews: Climate Change</i>, 5(6), 809-823. [<a href="#">HTML</a>] [<a href="#">PDF</a>]</li> <li>• <a href="#">Disruptive ideas: public intellectuals and their arguments for action on climate change (wiley.com)</a></li> <li>• Hoffman, A. (2012). Climate Science as Culture War. <i>Stanford Social Innovation Review</i>. [<a href="#">HTML</a>]</li> </ul>
3	<p><b>Topic:</b> The politics of environmental discourse</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Howarth, C. C., &amp; Sharman, A. G. (2015). Labeling opinions in the climate debate: a critical review. <i>Wiley Interdisciplinary Reviews: Climate Change</i>, 6(2), 239-254. [<a href="#">Library Gateway</a>]</li> <li>• O'Neill, S., &amp; Nicholson-Cole, S. (2009). "Fear Won't Do It" Promoting Positive Engagement With Climate Change Through Visual and Iconic Representations. <i>Science Communication</i>, 30(3), 355-379. [<a href="#">PDF</a>]</li> </ul>
4	<p><b>Topic:</b> Public and decision maker's sense making of environmental issues</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Chambliss, L. &amp; Lewenstein, B. (2012). Establishing a Climate Change Information Source Addressing Local Aspects of a Global Issue. <i>Journal of Science Communication</i>, 11 (3). [<a href="#">PDF</a>]</li> <li>• Hall, D. M., &amp; Lazarus, E. D. (2015). Deep waters: Lessons from community meetings about offshore wind resource development in the US. <i>Marine Policy</i>, 57, 9-17. [<a href="#">PDF</a>]</li> </ul>

	<ul style="list-style-type: none"> <li>Blue, G., &amp; Medlock, J. (2014). Public Engagement with Climate Change as Scientific Citizenship: A Case Study of World Wide Views on Global Warming. <i>Science as Culture</i>, 23(4), 560-579. [<a href="#">Library Gateway</a>]</li> </ul>
5 and 6	<p><b>Topic:</b> ESG, Sustainability, CSR – sorting the complexity and chaos</p> <p>Panel discussion</p>
7 and 8	<p><b>Topic:</b> ESG Investing – challenges and timelines from 2021 to 2024</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li><a href="https://sloanreview.mit.edu/issue/2024-winter/?utm_source=twitter&amp;utm_medium=social&amp;utm_campaign=sm-direct">https://sloanreview.mit.edu/issue/2024-winter/?utm_source=twitter&amp;utm_medium=social&amp;utm_campaign=sm-direct</a></li> </ul>
9	<p><b>Topic:</b> Leading international frameworks (GRI, SASB, MSCI, BRSR)</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li><a href="https://sasb.org/about/sasb-and-other-esg-frameworks/">https://sasb.org/about/sasb-and-other-esg-frameworks/</a></li> <li><a href="https://sustainabledevelopment.in/wp-content/uploads/2023/12/Climate-Action-Charter-Insights-Report-Final-21_August.pdf">https://sustainabledevelopment.in/wp-content/uploads/2023/12/Climate-Action-Charter-Insights-Report-Final-21_August.pdf</a></li> </ul>
10	<p><b>Topic:</b> Monitoring ESG disclosures and ratings</p> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li><a href="#">How Shell Is Selling the Petrochemical Buildout as ‘Sustainable’ - DeSmog</a></li> </ul>
11	<p><b>Topic:</b> Communicating and reporting ESG</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li><a href="https://www.unep.org/climate-emergency">https://www.unep.org/climate-emergency</a></li> <li><a href="https://www.iucn.org/news/nature-based-solutions/202007/iucn-standard-boost-impact-nature-based-solutions-global-challenges">https://www.iucn.org/news/nature-based-solutions/202007/iucn-standard-boost-impact-nature-based-solutions-global-challenges</a></li> <li><a href="https://www.irena.org/News/pressreleases/2023/Mar/Investment-Needs-of-USD-35-trillion-by-2030-for-Successful-Energy-Transition">https://www.irena.org/News/pressreleases/2023/Mar/Investment-Needs-of-USD-35-trillion-by-2030-for-Successful-Energy-Transition</a></li> </ul>
12	<p><b>Topic:</b> Managing and Understanding Media's Perceptions</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li><a href="https://blog.iimb.ac.in/towards-green-jobs-cleaner-air/">https://blog.iimb.ac.in/towards-green-jobs-cleaner-air/</a></li> <li><a href="#">Entrepreneur India: The need for businesses to move towards Sustainable Practices</a></li> </ul>

13 and 14	<p><b>Topic:</b> How the media interprets climate change communication</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Prescribed book - Media and climate Change making sense of Press Narratives</li> <li>• <a href="#">Green washing</a>, Impact hushing, Green washing, Pink washing</li> <li>• <a href="#">The latest IPCC report calls for concerted climate action</a></li> </ul>
15	<p><b>Topic:</b> Enhancing stakeholder engagement</p> <p><b>Reading:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Tailor-to-Target: Configuring Collaborative Shareholder Engagements on Climate Change   Management Science (informs.org)</a></li> </ul>
16	<p><b>Topic:</b> Climate Leadership</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Waycool: With focus on profitability, agritech Waycool to lay off 300 - Times of India (indiatimes.com)</a></li> <li>• <a href="#">Bribes-for-Job Scam Uncovered at TCS, Rs 100 Crore Involved (business-standard.com)</a></li> <li>• <a href="#">The Key ESG Trends and Solutions for Effective ESG Implementation (tcs.com)</a></li> </ul>
17 and 18	<p><b>Topic:</b> Prioritising Climate and Communication Dilemmas</p> <p><b>Reading:</b></p> <p><a href="#">202305261536--NOR_views for the first global dialogue_accelerating just energy transition.pdf (unfccc.int)</a></p>
19	<b>Project presentations</b>
20	<b>Project presentations</b>



**Dr. Deepti Ganapathy** is a computer science graduate, who went on to pursue a Masters in Mass Communication and Journalism, to become a journalist. She rose from being a Reporter with the Deccan Herald to being responsible for producing features on real estate, health, education and lifestyle as a Principal Correspondent with the Times of India. Having worked with India's leading media houses, she was selected as Rotary International's Group Study Exchange Fellow on a vocational study programme to New Zealand, where she engaged with media houses and gave interviews and co-produced news for Auckland's leading radio, tv and digital media outlets. She was a finalist in the Asia-Pacific region for the CNN Young Journalist Award 2007.

After a successful career as a journalist, she chose to make the transition to become an academic, by pursuing a PhD in Communication. Since the past 8 years, she has designed and delivered courses at the Masters level on Business Communication, Storytelling with Data, Creative Writing, Effective Communication, Advances in Business Communication, Communication in the Digital Age, Health Communication and Executive programmes on ESG and strategic leadership communication.

Her research has been published in leading management journals such as the *Academy of Management Learning and Education*, as well as in highly ranked Communication journals such as *Journalism*, *International Journal of Strategic Communication*. She has contributed book chapters in books edited by renowned scholars globally and published by Sage and Emerald on Social Media and Measurement and Computer-Mediated Communication.

She is the author of the recently published book "Media and Climate Change: Making Sense of Press Narratives", which explores the socioeconomic and cultural understanding of climate issues and the influence of environment communication via the news and the public response to it. Her book has been well received globally and she has been invited as a plenary speaker at prominent Climate Conferences and as a speaker to research centers in Universities in the US and EU doing work around the themes of Sustainability and Climate Change Communication. Her book was listed in the *Honour Book list 2022* in the Business Category in the Green Literature Festival.

She is an Expert Committee member of WHO's Infodemic Management group. An affiliate faculty at the Centre for Climate Change Communication, George Mason University and a former Visiting Scholar to UC San Diego, she is currently involved in a cross-national research study to understand the impact of Climate Change on Health.

**Links to know more about the faculty:**

Brochure - [IIMB ESG Brochure](#)

YouTube Link: <https://www.youtube.com/watch?v=7Y94gqzftXI>

COP28 : <https://www.iimb.ac.in/node/12423>

[Chairperson- Centre for Management Communication, IIM Bangalore](#)

[Programme Director – ESG](#)

[Affiliate Faculty, George Mason University.](#)

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