

ADOPTING SUSTAINABILITY

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Now we are in the middle of a severe climate crisis, with rising sea levels, high frequency of extreme weather, and warmer summers, and all as a result of excessive emissions of greenhouse gases in comparison to that of the pre-industrial era. Innovation and growth are something that we all strive to achieve, and we have been conditioned to think in that terms.

Since the breakthrough climate summit in Paris eight years ago in 2015, most countries, corporates, and individuals have come to realize that things need to change. With that as a given, the only point of contention is how fast we all want to transition to a sustainable future.

Lifestyle and luxury are normally synonymous with excess, both in terms of consumption and emissions. However, most people aspire to achieve similar lifestyles, thereby making it a vicious loop. If we can make the aspiration to be sustainable, it will not only set a solid example but also the ones who would like to achieve the luxury might take a sustainable path towards that. Consumption is one of the most important aspects that require focus. It starts with finding greener alternatives to the food we eat, to the consumables which we use.



Another aspect to consider is the use of eco-friendly materials and technology. For example, use change to sustainable materials like bamboo or recycled plastics for furniture and fittings. Solar panels and LED lighting can significantly reduce fuel consumption and carbon emissions. Additionally, efficient insulation can reduce energy consumption and the need for air conditioning. Water consumption is also something that one needs to be conscious of as that can lead to water scarcity and damage the marine ecosystem. Consider implementing water-saving measures, such as installing low-flow faucets and showerheads, using water-efficient appliances, and harvesting rainwater. Also, make sure to use eco-friendly cleaning products to avoid introducing harmful chemicals into the water.



Travel is mostly unavoidable, but it does account for a large chunk of the emissions. Alternative transport fuels for cars, yachts, and planes are in production, and a demand side pull is required to accelerate the development of both the technology as well as a reduction in the costs. Without a demand-pull, which in its initial days has to be motivated less by commercial, but more by social responsibility in the fight against climate change reason, it will be difficult to give a proper push to the transition. Alternative drive-trains such as electric, hydrogen, and synthetic fuels are all in different stages of commercialization, and all these together will be required to reach the energy transition goals.

Electric mobility has its benefits, especially around low operating costs, mature technology, and zero emissions. Although, the electricity used for charging the batteries is rarely green as most of the electricity grid is still based on non-renewable power barring a few countries as exceptions. Hydrogen is an interesting alternative if produced using dedicated renewable power, although some of its drawbacks are higher upfront costs and early days in the commercialization of the technology. Synthetic fuels offer a very good alternative, especially for planes, which is the most difficult to decarbonize, although it will take at least 5-10 years before some commercial breakthrough can be achieved in that space.

Proper waste management is crucial in protecting marine life and maintaining the beauty of our oceans. One can practice responsible waste management by investing in recycling facilities onboard, using biodegradable products, and minimizing the use of single-use plastics. Additionally, ensure that all waste is disposed of in designated facilities, and avoid dumping waste into the ocean. One can also lead with sustainability by promoting sustainable tourism practices. Encourage guests to take part in responsible tourism activities, such as beach cleanups, wildlife conservation, and supporting local businesses that prioritize sustainability.

Additionally, avoid damaging marine life and ecosystems by adhering to designated routes and anchoring areas. Travel can also be sustainable by choosing destinations and accommodations that prioritize sustainability. Eco-lodges, sustainable resorts, and green hotels are all options for a luxurious and sustainable vacation. Additionally, traveling by train or choosing destinations that can be reached by boat rather than by plane can also be more sustainable.

All in all, practicing sustainability is a conscious choice, and each of us is responsible for it. There is a greater responsibility for us who have the luxury to make such choices and encourage the development of both sustainable products and practices globally. Setting a strong example will go a long way in accelerating our journey toward a sustainable future. With sustainable leadership and a role model, we can go a long way in achieving our goals and making this planet a safer place for future generations. *ENDS*

