



**COUNCIL on
BUSINESS & SOCIETY**
An alliance with a purpose

Built Not Declared: How Envision Energy Practices Responsible Business at Scale

Lehit Sai Santhosh & Neelansh Bhartia, IE Business School





Mr. RPV Prasad
*Managing Director,
Envision Energy India*



Contents:

- 1. Contradiction to Conviction**
- 2. India: Where Responsible Business Had to Be Earned**
- 3. The Honest Scorecard**
- 4. India as Blueprint**



1: Contradiction to Conviction



Built Inside a Structural Contradiction

Envision Energy Case Study



China serves as both the **largest coal consumer** and the foremost builder of renewable energy, creating a complex backdrop for sustainable development. Envision Energy emerged in this climate, aiming to shift the narrative towards long-term sustainability embedded within industrial processes from inception.

China's Dual Role

Envision Energy's philosophy emphasizes that responsible business practices must be integrated into the **core design** of a company rather than merely adopted as marketing strategies. This foundational approach to business design ensures that sustainability is not an afterthought, but a primary consideration in operational strategies.

Responsible Business by Design



COUNCIL on
BUSINESS & SOCIETY
An alliance with a purpose

2: India: Where Responsible Business Had to Be Earned



**COUNCIL on
BUSINESS & SOCIETY**
An alliance with a purpose

India: Where Responsible Business Had to Be Earned

Envision Energy Case Study

Investment in India

- Envision invested upfront to strengthen its commitment and presence in the Indian renewable energy market, fostering local trust and support.

Manufacturing and Infrastructure

- The company developed 3 GW manufacturing capacity across multiple plants, ensuring efficient production and localized support for its operations in India.

India-Specific System

- Envision established a dedicated system with R&D and a Remote-Control Centre in Bengaluru, enhancing operational efficiency and regional responsiveness.

Job Creation

- Envision Energy created over 3,000 direct jobs, fostering local employment opportunities across four manufacturing units in India.

Local Ecosystem

- The company established a robust local ecosystem, engaging suppliers, engineers, and field teams to support renewable energy projects effectively.

Market Share

- Envision achieved approximately 40% market share in India's wind turbine sector, serving over 30 customers on their



3: The Honest Scorecard



Strong ESG Performance

- Envision Energy consistently ranks high in environmental, social, and governance metrics, showcasing its dedication to responsible business practices and accountability.

Carbon Emission Reduction

- The company achieved a remarkable 91% reduction in emissions, demonstrating effective strategies to minimize its carbon footprint over three years.

Operational Decarbonisation

- Envision has successfully reached carbon neutrality by implementing disciplined operational practices and innovative system design across its facilities.

Emissions Overview

- Scope 3 emissions have reached **4.94 million tonnes**, significantly overshadowing Envision's operational emissions and highlighting a critical challenge for sustainability efforts.

Supplier Adoption

- Only **18% of core suppliers** achieved 100% renewable electricity by 2024, indicating a substantial gap in the transition to sustainable practices.

Renewable Target

- Envision aims for **100% renewable electricity** across its core supply chain by 2028, emphasizing the importance of collaboration for broader impact.



4: India as Blueprint



**COUNCIL on
BUSINESS & SOCIETY**
An alliance with a purpose

Proof of Concept

- India serves as a vital example where Envision's responsible business model demonstrates real-world application and success under challenging conditions.

Building Trust

- Through local investments and community engagement, Envision has established trust, enabling successful partnerships and enhancing their credibility in the market.

Replicable Logic

- Envision's approach in India illustrates a scalable model, emphasizing local integration, trust-building, and sustainable practices that can be applied globally.

Model Extension

- Envision is extending its responsible business model into new markets like Spain, Saudi Arabia, and South America, adapting approaches accordingly.

Responsible Business System

- The framework suggests that responsible business is built through systemic integration rather than declared positions, emphasizing execution under constraints.

Future Sustainability

- Envision's growth emphasizes the importance of trust, continued integration, and influence, essential for achieving long-term industrial sustainability on a global scale.





COUNCIL on
BUSINESS & SOCIETY
An alliance with a purpose



THANK YOU!

