



GREEN BIZ QUIZ 2010



ORGANIZED BY

**Environment Management Centre
Indian Chamber of Commerce
in association with
The American Center, Kolkata**

**22 April 2010
ICC Auditorium, Kolkata**

The Green Biz Quiz 2010: The only Corporate Quiz on Environment Management is being organized for the sixth consecutive year by the Environment Management Centre of the Indian Chamber of Commerce, in association with the American Center, Kolkata to commemorate Earth Day. Earth Day, which is celebrated the world over on 22nd April, provides us with an occasion to reflect on what we do, and what we can do, to make our earth a cleaner, healthier and safer place to live in.

The Green Biz Quiz has received overwhelming response over the years for its power to create a high level of environmental awareness among industries and also to change the perception of people regarding the environmental stewardship of the corporate sector. The participating teams are provided with an opportunity not only to broaden their environmental perspective but also to add to their knowledge, thus enabling them to enhance the environmental performance of their organizations.

This unique initiative of the Indian Chamber of Commerce in association with The American Center will offer the participants an opportunity to experience the thrill of sharing their green knowledge and becoming aware of issues of environmental concern and availing of the latest business opportunities emerging in the field of environment management. Participants of this event will represent organizations with environmental commitment and their participation will collectively represent the spirit of their green endeavours.

Each corporate is welcome to send in one or more teams, comprising two participants in each team for the main quiz session and at least one participant as an audience to participate in the audience rounds. More teams from any organization will provide more opportunities to win the prizes.

PHOTOGRAPHS OF GREEN BIZ QUIZ 2009



Ms Beth A Payne, American Consul General handing over the Winners Trophy to the Team from **Damodar Valley Corporation**



Ms Beth A Payne, American Consul General handing over the Runners-up Trophy to the Team from **Steel Authority of India Limited**

ABOUT EARTH DAY

Earth Day is celebrated on April 22 each year since 1970. It commemorates a movement which first begun in the US and subsequently celebrated all over the globe as an annual event. 22 April has now become synonymous with Earth Day in the calendar of Environmental Programmes. The day provides us with an occasion to reflect on what we do and what we can do, to make our world a cleaner, healthier and safer place to live in today not only for us but also for our future generations.

When people asked Senator Gaylord Nelson, the founder of Earth Day, about how the Day was founded and its purpose, Nelson explained that, for several years, it had troubled him that the state of the environment was a non-issue in the politics of the US. An idea occurred to him to put the environment into the political "limelight" once and for all. At that time, anti-Vietnam War demonstrations, called "teach-ins," had spread to college campuses all across the nation. He thought, "why not organize a huge grassroots protest over what was happening to the environment?" Nelson was convinced that if the environmental concerns of the general public were tapped, and the anti-war energy infused into the environmental cause, a demonstration could be generated that would force the environmental issue onto the political agenda. So was born the idea of Earth Day. The first Earth Day, April 22, 1970, saw an "electric" response from the American people who found a forum to express their concern about what was happening to the land, rivers, lakes, and air - and they did so with spectacular exuberance.

Earth Day has activated individuals and organisations annually to strengthen the collective fight against Man's exploitative relationship with the planet. As the 40th Anniversary of Earth Day approaches, the natural environment faces many challenges. The challenges posed by ever increasing human activity have negatively impacted the Planet's health. At the same time the challenges have created an unprecedented opportunity for our generation - an opportunity for innovation and investment that will catalyze a sustainable clean energy economy. Earth Day 2010 aims at uniting the environmental community worldwide to take action against climate change and take steps to perpetuate a green economy.

QUIZ STRUCTURE

➤ Screening round (Written)

➤ Final Round

Round I: Green Fountain-on basics of environmental awareness

Round II: Green Millionaire-on corporate profitability Tools

Round III: Green Rapid Fire Round-on environmental abbreviations

Round IV: Need for Green Speed-on environmental technologies

Round V: Green Partnerships-on environmental protocols & India-international partnerships

Round VI: Green box- Audio-visual round

Trophy & Certificate to Best Green Team & Runners Up

SPECIAL AWARDS FOR THE AUDIENCE

Prince of Clean Kolkata-Participant from the audience members giving the maximum number of correct answers.

Green Innovator-Participant from the audience members providing the best possible answer to the combination of a set of questions and a write-up on any current environmental issue.

Prizes for audience- Every member of the audience will have a chance of winning a prize for providing the first correct answer to a particular question.

Questions may be on the following broad topics:

- ✓ General environmental awareness- Global warming, Greenhouse gas emission, Sustainable development, Ozone depletion etc.
- ✓ Environment management system, Eco labels
- ✓ Environmental legislation, policies, conventions & protocols
- ✓ Corporate profitability tools
- ✓ Full forms of abbreviations of environmental terms
- ✓ Energy efficiency
- ✓ Industrial pollution and treatment facilities
- ✓ Occupational Health & Safety
- ✓ Corporate Environmental Responsibility

For registration or other queries kindly contact:

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Quiz Format Assisted by

Department of Management, J. D. Birla Institute



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ORGANIZED BY
Environment Management Centre, Indian Chamber of Commerce
in association with
The American Center, Kolkata

on 22 April 2010
at ICC Auditorium (10th Floor)
ICC Towers, 4 India Exchange Place, Kolkata 700001

Proposed Programme

1.00 p.m.: Registration

1.30 p.m. – 1.45 p.m.: Opening Ceremony

- Opening remarks by Indian Chamber of Commerce
- Briefing of quiz by Indian Chamber of Commerce
- Introducing the Quiz Master

1.45 p.m. – 2.30 p.m.: Screening Round

1.45 p.m. - 2.05 p.m.: Written screening test (Multiple Choice Questions)

2.05 pm - 2.30 pm: Breather before the Grand Finale

2.30 pm: Announcement of the qualifying teams for the Final Round

2.30 p.m. – 4.30 p.m.: Final Round

Round I: Green Fountain-On basics of environmental awareness

Round II: Green Millionaire-On corporate profitability tools

Round III: Green Rapid Fire Round-On environmental abbreviations

Round IV: Need for Green Speed- On environmental technologies

Round V: Green Partnerships-On environmental protocols & India-international partnerships

Round VI: Green box- Audio-visual round

4.30 p.m. --- 5.00 p.m.: Prize Distribution Ceremony

Green Champion Trophy and Certificate for:

- Best Green Team
- Runners up Team

5.00 p.m. – High Tea