

Understand how to be a Green Consumer at the next session of AVID Online

For Immediate Release

A February 2020 Julius Baer Report cited that, “environment-consciousness and eco-friendliness of brands were ranked as the highest parameter influencing shoppers (67%), followed by natural and organic ingredients (66% and 65%, respectively), according to the International Lifestyles Survey 2019 by Euromonitor.”

The two devastating covid19 waves have deeply impacted all aspects of how we live - more and more every day consumers are realising the importance of making changes to how and what they consume. A mindful lifestyle seems to be the future of consumption and the way forward to achieving true sustainability. With this growing conscious lifestyle trend, conscious consumerism is becoming a worldwide movement. From eating clean to using natural cosmetics, conscious consumption has hit the market and how. It is changing industries, business strategies and cultures, making the world a more aware and responsible place.

How can we, as individuals, reduce consumption or change the way we consume? What does this growing movement in the consumer market entail?

As part of the **Sustainability NOW Series**, Avid Learning presents **Sustainability NOW: The Age of Conscious Consumerism**, a fascinating lecture demonstration on the innovations and changes being made in consumer markets with the rise of the mindful and responsible consumer.

Coveted industry perspectives from pioneers and changemakers leading the revolution will be discussed and divulged.

Please read on for more details:

Director Zero Percent Shop India **Aman Gupta** will present on how his unique initiative is following the lead of the conscious consumer and sourcing and guiding brands that are shifting the conversation to becoming more eco friendly. He will present on how the Zero Percent Shop – a mindful lifestyle destination for online shopping, trade and wholesale distribution- has been created with the aim of becoming the “go-to” platform for consumers seeking to adopt a mindful lifestyle.

CEO, Kama Ayurveda **Vivek Sahni** will present on how his brand is changing the game for the branding and marketing of luxury skincare and cosmetics in the country, while making sustainable and organic products. He will speak about how India's homegrown brands are coming up with and embracing new sustainability paradigms and how to make real change in branding and transparency beyond ‘eco chic’ buzzwords.

Then, in conversation with *Urban Designer and Curator, Waste Less Project* **Saritha Sudhakaran** these eminent speakers will discuss the profile of the conscious consumer, the movement's origins and how it has shaped consumer patterns and behaviours as well as best practices from India and abroad on organic packaging, innovations in materiality, evolution of packaging design, the rise in the use of eco inks, the development and proliferation of eco fonts, issues of materiality, paper vs. plastic waste, recycling and upcycling, and the rising culture of reuse, responsible reduction and breakdown of plastic waste and much more.

Read more about the Series below:



Sustainability NOW, begun in 2020, is a thematized and targeted series of discussions, online episodes, masterclasses and more that aim to convert audiences into change makers and active catalysts and custodians for a greener future. Speakers include artists, designers, material researchers, chefs, architects, creative entrepreneurs, policymakers, environmentalists, urban planners, educators, scientists, social media influencers, philanthropists, scholars, technologists, business leaders, museologists and many more voices. Previous editions of the series have covered topics such as architecture and urbanism, emerging trends in the fashion industry, the future of food and conscious consumption, materiality, technological innovations, sustainable heritage as well as sustainable trends and practices in the luxury sector.

Join us to discover how you can be a conscious consumer and learn more about the Green movement in consumerism today.

When: Thursday, 12th August 2021 | 6:00 PM – 7:30 PM


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How can we, as individuals reduce consumption or change the way we consume? What does this growing movement in the consumer market entail? Join us for a fascinating lecture demonstration that will focus on the innovations and changes being made in consumer markets with the rise of the mindful and responsible consumer. *Director Zero Percent Shop India Aman Gupta* will present on how his unique initiative is following the lead of the conscious consumer and sourcing brands that are shifting the conversation to becoming more eco friendly. *CEO, Kama Ayurveda Vivek Sahni* will present on how his brand is changing the game for the branding and marketing of luxury skincare and cosmetics in the country, while making sustainable and organic products. Then, in conversation with *Urban Designer and Curator, Waste Less Project Saritha Sudhakaran*, these eminent speakers will discuss the profile of the conscious consumer, the movement's origins and how it has shaped consumer patterns and behaviours as well as best practices from India and abroad, and much more.


#AVIDONLINE **LIVE**



Director,
Zero Percent Shop India
Aman Gupta




CEO,
Kama Ayurveda
Vivek Sahni







MODERATOR

Urban Designer and Curator,
Waste Less Project
Saritha Sudhakaran

DATE: **THURSDAY, 12 AUGUST '21**
TIME: **6:00 PM - 7:30 PM (IST)**
REGISTER: www.avidlearning.in



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About the Speakers

Aman Gupta is the Founder of Zero Percent India. Zero Percent is a mindful lifestyle business focused on making it easier for consumers to drink less alcohol and animal products, eat less meat and more organic and consume less sugar. The vision of Zero Percent is to represent the leading

brands in the categories of 0% alcohol, 0% dairy, 0% pesticides, 0% sugar, 0% gluten, 0% meat, 0% microplastic and fine waters and make these brands easily accessible to consumers in order to consume healthier and be happier. Aman is also a majority shareholder of Third Culture Group Oy, which owns and operates the brands VEEN, Nordic Mixers, Ayur Atmospheric and Zero Percent. Before he entered the water business, Aman had his eye on the hospitality industry. He grew up in Mumbai and went on to study in Switzerland for an Associate Degree of Hotel Management and Swiss Hospitality Diploma at Schiller International University in Engelberg. Gupta pursued his Bachelors of Hotel Management at Australian International Hotel School, Canberra, Australia (in affiliation with Cornell University), followed by a Masters Diploma in Business at Middlesex University London. What followed was a decade of enriching work experience at some of the world's finest hotels in Sydney, Las Vegas, and London. In 2007, Gupta spearheaded the launch of Napket, a premium delicatessen in London, during his stint as GM of Snobfood. Led by his innate entrepreneurial acumen, Gupta founded LiquidLust Ltd, a UK-based distribution company of unique non-alcoholic beverage brands before acquiring VEEN in January 2012. He continues to lead as Founder & Managing Director of Third Culture Group Oy, which owns and operates VEEN, Nordic Mixers, Ayur Atmospheric and Zero Percent. Having lived between eight countries, Aman is truly a third culture citizen, with an acute interest in travelling, gourmet food, fine wines and exploring new cultures. When he's not at work, he strives to master his skills at yoga and meditation and living the zero percent lifestyle.

Vivek Sahni studied Economics at Delhi University and then an Associate Degree in Communications Design from Parsons School of Design in New York. After moving back to India, he started his eponymous design company Vivek Sahni Design in 1993 which Specialized in communications, product and environmental design. He co-founded Kama Ayurveda in 2002 and is responsible for the brand's tremendous success both in India as well as International markets. Today Kama Ayurveda stands for authentic Ayurvedic beauty and wellness products, and is available at over 59+ standalone stores, with 150+ SKU's across skin hair and body. Their products are available www.kamaayurveda.com, and partner websites like Nykaa and Amazon. Kama Ayurveda is also present in leading hotels including Park, Trident and Roseate and partner stores like Shoppers Stop and Central. Vivek is passionate about design and the environment. He uses design in its infinite forms across technology, to supply chain, to product, package and store design to create a new kind of company.

Saritha Sudhakaran is an urban design consultant and founder of incollab - a planning and research do-lab developing sustainable communities in collaboration with the people who inhabit them. Saritha's work spans diverse fields such as sustainable mobility, transport, health, education, policy, public spaces, architecture and waste management. In 2017, she was appointed as a planning advisor by the Goa Waste Management Corporation in the preparation of waste management plans for 2 pilot villages. She founded the Waste Less Project in January 2019 with the aim to create awareness on waste reduction through collective knowledge-reduction process. The 12-week Project is a structured guide that provides local, adaptable and scalable alternatives to unsustainable consumption choices, thereby encouraging consumers to reconsider the definition of waste. Through its numerous awareness sessions the Project is not successfully championing the argument for waste minimisation with community-level interactions and collaborations across India.

Further Information

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