



“THE BIGGEST PROBLEM IN SUSTAINABILITY TODAY IS MEASUREMENT”

In a year when sustainability narratives dominated boardroom conversations but rarely translated into measurable business outcomes, **RUMJHUM GUPTA**, Founder & CEO of EcoMedia Solutions (EcoMS), focused on solving a more complex problem — how do organisations move from intent to measurable, reportable sustainability impact? In an exclusive conversation with *BW Businessworld*, Gupta discusses how technology, measurement, and data-led sustainability infrastructure will define the next phase of ESG and sustainable business

EcoMedia Solutions launched as India's first end-to-end integrated sustainability solutions company. What led you to build this?

ESG conversations were happening everywhere -- in boardrooms, annual reports, investor decks, but when we looked at the ground reality, most companies still did not know how to measure their environmental impact properly. Sustainability was often treated as a campaign or a report, not as a business system.

That gap is what led to the creation of EcoMS. We wanted to build a company that doesn't just advise on sustainability but helps companies measure, implement, and report sustainability across their operations, campaigns, and supply chains. Today, our work spans carbon calculations, ESG and BRSR reporting support,

circular economy solutions, sustainable media planning, and sustainability storytelling, but everything is anchored in measurement and accountability.

Tell us about EMS, your patent-filed flagship platform, and what makes it genuinely differentiated.

The biggest problem in sustainability today is not intent, it is measurement. Especially in media, marketing, and events, there was almost no credible way to calculate environmental impact. Most carbon numbers were based on assumptions, not actual data.

That is why we built EMS (Environment Media Solutions), our patent-filed technology platform. EMS measures, analyses, and reports sustainability performance across OOH, DOOH, print, digital, and experiential campaigns.

It allows brands to understand the carbon footprint of their campaigns, implement sustainable alternatives, generate sustainability reports, and even manage carbon offsetting and credits.

In simple terms, EMS is trying to bring the same level of measurement discipline to sustainability that finance teams bring to financial reporting.

At the BW Sustainable World Conclave, EcoMS unveiled its Scope 3 tech vision. Why is Scope 3 the critical frontier?

Scope 3 is where most emissions actually sit, but it is also where measurement is the weakest. Most companies don't have visibility into emissions coming from vendors, marketing activities, logistics, or supply chains.

Over the next few years, this is going to change because inves-

40%



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tors, regulators, and global supply chains will demand more transparency. We are working on building technology and reporting frameworks that help companies map and measure these emissions so sustainability reporting becomes data-backed and not just narrative-driven.

What are some of the sustainable solutions that EcoMS has delivered for brands? What does that work look like on the ground?

What differentiates EcoMS projects is that sustainability is not treated as a campaign message, but as a measurable system. For

brands like Nivea, the company measured the full carbon footprint of its campaign and implemented circular economy solutions by upcycling campaign materials into classroom supplies.

For HDFC Mutual Fund, sustainability was integrated into financial behaviour by linking SIP registrations with recycled plastic school bag production.

For Wonder Cement, post-campaign hoarding materials were collected and repurposed into safety helmets for construction workers, combining circular economy, waste reduction, and social impact.

In each of these projects, the focus was not just on sustainability storytelling but on measurement, reporting, circularity, and impact documentation.

What is your call to action for India Inc.?

My biggest message to India Inc. is simple. Sustainability cannot remain a presentation. It has to become a system. Over the next decade, companies will need sustainability dashboards the same way they have financial dashboards today. They will need carbon data, impact reports, and measurable targets.

The companies that build this capability early will have a huge advantage not just from a compliance standpoint, but from an investor, consumer, and global business standpoint.

Sustainability is not a side initiative anymore. It is slowly becoming a business operating model. At EcoMS, we are essentially building the measurement and reporting infrastructure for sustainable media, marketing, and experiential ecosystems in India. **BW**