

# The Sustainability Cloud **DIGEST**

Enterprise software platform for ESG and climate action.



Dear Reader,

## **This March, sustainability moved further into execution mode across markets and industries.**

India took a major step by launching its carbon market portal, signalling a shift toward structured climate finance and trading mechanisms. At the same time, the EU's CBAM process is accelerating, with carbon pricing timelines becoming clearer.

Globally, investments in AI-led decarbonisation and clean mobility continue to scale, while new risks like "AI washing" highlight how scrutiny is expanding beyond traditional ESG claims.

**Happy Reading!**

## Decode with Blog

### **PCAF and the rise of financed emissions reporting**

As climate accountability deepens, financial institutions are now expected to measure not just operational emissions, but also emissions linked to their lending and investment portfolios making financed emissions a key ESG metric.

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## Policy Tracker

### **India launches Carbon Market Portal**

India has introduced a national carbon market portal to streamline emissions trading, improve transparency, and enable scalable climate finance mechanisms across industries.

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### **EU CBAM process accelerates**



The EU has fast-tracked CBAM implementation, with the first carbon certificate price set to be announced soon, bringing clarity on cost implications for exporters.

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## Industry Highlights

### **Google launches Climate Technology Center in India**



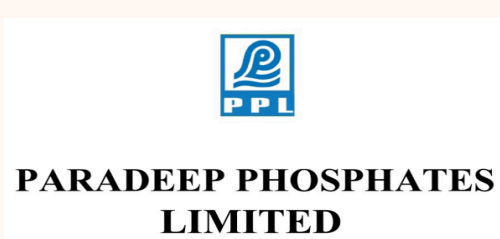
Google has set up a new hub focused on AI-driven decarbonisation, aiming to support businesses in emissions reduction and sustainability analytics.

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### **Paradeep Phosphates recognised globally for sustainability**

The company secured a spot in the S&P Sustainability Yearbook 2026, reflecting strong ESG performance in the chemicals and fertiliser sector.

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## Climate Controversy

### **AI Washing: The New Greenwashing?**



The \$1.5 billion collapse of Builder.ai has raised concerns over exaggerated AI claims, signalling that scrutiny is now expanding from greenwashing to "AI washing" in tech-driven sustainability narratives.

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## The Sustainability Cloud at CEM and Aquamate 2026

The Sustainability Cloud was at CEM & Aquamate India 2026, at Yashobhoomi (IICC), New Delhi.

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**We can help you decarbonise your business.**

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