

Request for Consulting Projects

Berkeley-Haas Students Ready to Accelerate Your Company's Impact in Sustainability and Corporate Social Responsibility (CSR)

The **Center for Responsible Business (CRB)** is soliciting consulting project proposals for our MBA Berkeley Haas courses taking place during the Spring 2020 semester and focusing on sustainability and CSR. To date, students in our consulting projects courses have conducted over 200 successful engagements across a variety of industries and functional areas. For more information about past consulting projects, please visit <https://haas.berkeley.edu/responsible-business/curriculum/consulting-project-courses/>

What does your company provide?

- **Relevant challenge/opportunity faced by your company**

Project focuses on an issue your company faces with sustainability or CSR implications to maximize potential for student learning and results for your company.

- **Project liaison**

A project liaison from the company with knowledge and a degree of ownership of the challenge/opportunity is identified.

- The project liaison engages with the CRB in advance of the semester to scope the project.
- During the semester the project liaison provides, on average, up to 1 hour/week to engage with the student group. This often includes some correspondence and review of the student group's work in progress.
- The student group and consulting project liaison commonly establish a 30-minute check-in on a weekly or bi-weekly basis during which time the student group provides an update on the status and solicits further feedback.

- **Access to information**

A company contact will provide access to the resources and data necessary to complete the project. Project liaison connects the student group with other relevant stakeholders in the company as deemed necessary.

- **Contribution**

We staff projects for a gift of \$10,000 per staffed MBA project. As a self-funded Center, the CRB relies upon these gifts to support the many activities undertaken to advance our mission to develop leaders who redefine business for a sustainable future.

What does your company get?

- **A dedicated team of student leaders**

Working in teams of 3-5, students enrolled in this course are accustomed to developing innovative solutions to ambiguous challenges and will harness new ideas to create sustainable value for your firm. Students generate a final presentation and report that will be delivered to your company.

- **Diverse perspectives**

The course draws a diverse enrollment, often resulting in teams that combine perspectives from Berkeley Haas with views from other professional graduate schools.

- **Expert support**

Three faculty members, leveraging Berkeley-Haas's extensive resources and expertise, mentors each consulting team. Practitioner experts (often comprised of Berkeley-Haas alumni) may also coach teams.

- **Access**

Student teams work closely with clients and are often asked to present at company headquarters. Your select group of students also includes potential hires. Projects also represent a great stepping stone for further engagement with the Center for Responsible Business.

- **Excellence**

Ranked #1 globally for CSR & Ethics by The Financial Times, students at Berkeley-Haas are passionate about taking on challenges that matter to their clients and to the world and have a track record of producing outstanding deliverables.

If my company proposes a project, is it automatically selected?

Please note that the number of project proposals often exceeds the number of student groups in the class. Student teams bid on projects and we cannot guarantee that your project will be staffed.

Do students sign an NDA?

Should your company require it, we are able to set up a non-disclosure agreement for the students to sign.

How do I submit a project?

To submit a project, please complete the below form, and email it to Seren Pendleton-Knoll (serenpk@berkeley.edu), with the subject line "Consulting Project Proposal Form (Your Company Name)" by November 22nd. Our team will work with you in a timely manner to ensure a well-scoped project.

Previous Projects



Recommendations to reduce the shipping & packaging impacts of eBay transactions, improving the sustainability of millions of daily shipments



Helped define global strategic partnerships and brand positioning of IKEA Food Services, including partnerships to increase sustainability and raise awareness of IKEA as a sustainable company



Developed a strategy and recommendations for how DocuSign as a SaaS company can reduce its environmental footprint across waste, water, and carbon, including programs to both reduce and offset environmental impacts



Assist the Annie's team in spearheading and inspiring General Mills' (GM) sustainability efforts by conducting a thorough benchmarking analysis of companies leading in the sustainability space, distinguish best practices and develop a list of actions targeted for success at Annie's and GM



Work with Cisco on developing technological solutions and potential funding options that can aid conservation in Africa. Understand existing NGO players in the space, national parks, and conservation business models to pilot the application of Cisco technologies to reduce poaching

Consulting Project Proposal Form

Please complete the following form to the best of your ability by November 22nd. The CRB and/or course instructors will engage with you to help further develop and scope your project.

Company:

Project Liasion Information

Name:

Title:

E-Mail:

How would you classify your project in a few words?

Full Project Description:

Desired Outcomes/Deliverable(s):

Other Specifications/Required Qualifications:

Anything additional you would like included in the "pitch" for this project that will be delivered to the students?