



# Sustainable Business Strategy Client Prospectus

With organizations continually addressing a wide range of sustainability challenges, clients with short-term strategic questions can be aided in these efforts as part of the Nicholas School's MEM Sustainable Business Strategy course. As part of this class, students apply their knowledge with the strategy cascade, business model canvas, stakeholder analysis, TOWS, and other strategy tools to embed sustainability into pressing business problems. This collaborative environment results in great value for both parties over the course of the term as corporate clients can accelerate projects they may not have the time or bandwidth to advance themselves, while students gain experience that increases their marketability and adds value for future employers. General client commitment is approximately one hour per week while student groups are expected to provide six to nine hours per week.

Sample Past Projects:

## Lenovo

Lenovo's Environmental Management System (EMS) reflects the multinational technology company's commitment to design and manufacture environmentally conscious products in facilities that minimize the environmental impact on their surroundings and to continually improve its performance in this area. As part of this EMS, Lenovo sought to develop water risk maps for the company's global sites. In addition to the maps, students also developed strategic recommendations for Lenovo to capitalize on this data. Lenovo is using this information to evaluate their water management approach and strategy to ensure water-related impacts are appropriately addressed through both business and environmental management.

## Haven Hill Brands

Heaven Hills Brands wanted to know how it could best contribute to its location's citywide sustainability culture. Its Corporate Environmental, Health & Safety Manager asked a group of students to explore opportunities for corporate stewardship in the Greater Austin area to inform the company's strategic decisions. The team presented their findings on community and sustainability measures that could be incorporated in a plant expansion – including opportunities in energy, transportation and protection of water and other natural resources – to Heaven Hill executives. This information has been used to help make a case for several new sustainability-related investments in the Austin plant and the surrounding community.

Additional clients over the past years have included: Indeed.com; Makers Mark; Conagra; SJF Ventures with Temperpack; Optoro, JustDate, and Wolfsped.