

Assignment: Sustainability Consulting Case Studies

Choose a company to analyze. This could either be a company of your choice that's related to your chosen challenge (in which case you'll need to do some of your own research) or you can select one of these readings:

- [Ben & Jerrys Ice Cream](#)
- [Volkswagen](#)
- [Patagonia](#)
- [Interface Carpets](#)
- [Tesla](#)

You and your team have been hired as consultants by this company. It is seeking to understand how to better prepare for a more sustainable future and improve upon its past performance in social and environmental impact. Your job is to analyze this company's past successes and failures, and make a formal recommendation about how they can become more in-line with one of the business frameworks discussed in the lesson (this could be either a certification model or a framework, e.g. B Corps or triple bottom line).

Consider the critical capacities needed for business survival in the 21st century and beyond.

Create a 10 minute powerpoint presentation with recommendations for your client.

You may want to consider:

- Where is the low-hanging fruit? What change can the company implement in the short-term that would be a visible, strategic early win?
- What's the long-term strategy? What do they need to be thinking about over the next 5-10 years to go beyond easy wins and drive real change?
- What is an appropriate goal for this company?
 - Is your aim to improve their basic CSR/ESG performance, or do you have more ambitious goals of certification or complete transformation of the company?
 - What would it take for them to become a leader in sustainability? Is this a reasonable goal that is in line with the company's priorities?
- In what ways do your recommendations match the company's ethos, personality, and unique advantages? In what ways are they a stretch that requires the company to grow and improve?
- How will implementing these models help the business grow, attract more customers, and/or reduce risk in the long run?