# SEC 620: Sustainability Analysis Team Project
# Project Description and Scoring Guide

## Overview

The final project for this course is the creation of an Environmental Sustainability Project for a specific company. The project will consist of several memorandums, a presentation, and an executive summary and will culminate in an analysis of the company's environmental liabilities, sustainability strengths and potential sustainability opportunities. There will be milestones for this project due in **Modules Three, Six, Eight and Ten.**

## Main Elements and Format

In a team of 2-4 select a company within a sector of interest and analyze its sustainability practices and potential environmental liabilities. Do this as if you are an outside consulting firm, or special internal company team, hired to provide the company with an initial analysis of their potential liabilities and opportunities in sustainability.

**Choosing the company**

You need to choose a company who has some publicly accessible information regarding their operations. The easiest way to do this is to select a publicly traded company. However, you also need to choose a company who is doing at least one or two things in regards to sustainability or the environment. So you must be sure to research the company a bit before your final selection.

Here are some suggestions of large and small companies in a few specific industries. You are welcome to use one of these or choose your own. Just be sure to confirm they have the above mentioned characteristics. Some other industries to consider would be: auto, financial, mining, lumber, or telephony. You may also want to consider what industries are of most interest to the team members.

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|---|---|
| UTILITY | American Electric Power |
| | PG & E |
| HOSPITALITY | Joie de Vivre |
| | Kimpton |
| BANKING | Wells Fargo |
| | Wainwright |
| RETAIL | Walmart |
| | Patagonia |
| CONSUMER PRODUCTS | Proctor & Gamble |
| | Burt's Bees |
| FOOD | Kellog's |
| | Organic Valley |

There can be no duplication of companies. Each team must be work with a different company. So once you have chosen your company post it immediately in the discussion board so others do not choose it.

There are five separate deliverables throughout the term on different topics. The first three will support creation of the final presentation and the Executive Summary. These presentations will be shared with the entire class for discussion in the form of 2-page written company memos or presentations with detailed speaker notes. The assignments are:

Memo 1 (Due in Module 3)
Memo 2 (Due in Module 6)
Memo 3 (Due in Module 8)
Final Presentation (Due in Module 10)
Executive Summary (Due in Module 10)

**Memo 3: Environmental and Sustainability Marketing**

- How is, or is not, the company marketing its sustainability or environmental initiatives?
- How could they do more; should they do more?

Be sure to substantiate your position with specific references and examples.

**Final Presentation**

Your final presentations should synthesize your earlier assignments with the discussion feedback you received from colleagues as well as your continued research. Offer an analysis of the company's environmental liabilities, sustainability strengths and potential sustainability opportunities. The slide presentation must be at least five slides (not including the title slide), but not more than 12 slides.

**Executive Summary: Evaluation with Recommendations**

Submit a written Executive Summary to your instructor. The Executive Summary should offer an analysis of the company's environmental liabilities, sustainability strengths and potential sustainability opportunities. Make 1-3 recommendations for how they could abate the worst of the liabilities and better leverage their strengths or perhaps unrecognized opportunities. This executive summary should be no longer than three pages.