School of Business Sustainability Contest

Suggested Steps for Successful Ideas to Reduce the School of Business’ Environmental Footprint

Competition Guidelines

*Help the School of Business identify processes and practices that are cost-effective, modest in scope, and applicable in the near-term to enhance our resource efficiency and resilience.*

1. **Identify the problem or opportunity:** In 50 words or fewer describe the problem/opportunity we are trying to address.
2. **Identify the information/knowledge we need to build:** What questions do we need to answer to solve it?
3. **Locate resources:** Who/what might have answers or information to help us address it?
4. **Identify solutions/approaches:** What might be potential actionable solutions/approaches?
5. **Develop analysis:** How will we measure costs and benefits for the School of Business?
6. **Fine tune the benefits:** What is the payback period and what is the return on investment?

**Note:** In the analysis and discussion of benefits, proposals should include both financial and non-financial measures. Return on investment is clearly important, as is payback period, but so is reputation and perhaps first mover advantage.

Technical Aspects of the Project

**Memorandum to the Dean**

Each group will prepare a memorandum to Dean Maury Peiperl on their solution and how it can benefit the School of Business and the environment.

- Length – 2-4 page (single-spaced) excluding references
- Font – Times New Roman 12
- Margins – 1 inch on all sides

All products should feature appropriate paragraph structures, be free of typos, and be grammatically correct.

**Presentation**

Each group will do a 10-minute presentation, including Q&A, on both their proposal, the topline results of their research, and the costs and benefits to the School of Business of their proposal.

- Format – PowerPoint, Prezi, or other commonly used presentation software system
- Length – 6-8 slides
- Content – Presentations must include a mix of data (tabular or charts), photographs, graphics, and text.
- Presentations should be organized, clear, and well-rehearsed.