



COMPETITIVE
ADVANTAGE
THROUGH SUSTAINABLE ENTERPRISE

CENTER *for* SUSTAINABLE ENTERPRISE

CSE CONSULTING

UNC's Kenan-Flagler Business School has a unique and valuable asset in the field of sustainable enterprise: our MBA students have specialized training in sustainable business analysis, tools, and strategy. Kenan-Flagler attracts the best and brightest students interested in the field of sustainability. Our students have unparalleled depth of expertise in social and environmental issues as they relate to business, backed by a world-class MBA education.

Launched in 2004 and coordinated by the Center for Sustainable Enterprise (CSE) at the Kenan Institute of Private Enterprise, CSE Consulting leverages the expertise of Kenan-Flagler students to provide sustainability consulting services to companies. We offer world-class sustainability consulting services by taking advantage of student/faculty expertise in the field of sustainable enterprise and by managing UNC staff and resources efficiently.

CSE Consulting Projects

CSE Consulting focuses on the services that most directly affect corporate managers' decision-making, in the context of global social and environmental issues. Our recommendations are grounded in rigorous business analysis and framed within the firm's unique industry context. The CSE Consulting result is a set of business-specific, actionable recommendations that address the triple bottom line: financial profitability, social equity, and ecological integrity.

Summer associates employed by CSE Consulting are hand-picked from among the school's most promising first-year MBA students. Associates receive additional training in sustainable business analysis tools, and work in consultation with technical advisors—faculty and outside experts chosen for their industry- and discipline-specific knowledge.

CSE Consulting works with organizations of all sizes and stages. The majority of project work is performed during the summer months (May-August). CSE Consulting offers a wide range of services to companies and organizations, including broadly, social/environmental impact assessment, sustainability benchmarking, sustainability reporting, business case analysis for sustainability, and sustainable business planning.

Contact

To find out more about our services, or to discuss a potential project for your organization, contact:

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MANAGEMENT CONSULTING FOR SUSTAINABLE BUSINESS

CSE Consulting Services

- Social/environmental impact assessment**
- Identification & analysis of corporate social/environmental impacts and their implications for the business
 - Analysis of market trends and emerging issues
 - Assessment of risks and opportunities related to social/environmental issues

- Sustainability benchmarking**
- Analysis of the firm's sustainability initiatives in relation to industry peers and industry leaders
 - Identification of industry best practices, recommendations

- Sustainability reporting/metrics**
- Assessment of current reporting practices, recommendations
 - Development of sustainability metrics and reporting standards

- Business case for sustainability**
- Development of corporate sustainability strategy, within the competitive context
 - Market assessments for new sustainable products/services
 - Financial analysis of sustainability initiatives

- Sustainable business planning**
- Business plan development for new ventures (startup companies or new corporate initiatives)
 - Implementation planning for corporate sustainability strategies
 - Marketing planning for sustainable products/services
 - Analysis and development of emerging market ventures

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Projects Completed in 2007

Progress Energy

Plug-in Hybrid Electric Vehicle Impact Study

This project explored the market viability of plug-in hybrids electric vehicles from the perspectives of all involved stakeholders and estimated the potential impact to Progress Energy's electricity generation infrastructure in the Carolinas.

U.S. Partnership for Education for Sustainable Development (USPESD)

Organizational Value Proposition

CSE Consulting worked with the USPESD to generate a plan that assessed the strengths and weaknesses of the organization and provided strategic recommendations for its growth, organizational structure, key initiatives and fundraising.

NC Department of Commerce

Industry Sector Reports and Policy Benchmarking Study

This project helped the Dept. of Commerce advance the "business case" for sustainability—translating sustainability practices into strategic business opportunities for North Carolina companies. It included industry assessments for the chemicals, textiles, biotechnology, and financial services industries, as well as a benchmarking study of state government policies that incentivize sustainable business.

Johnson & Johnson

Emerging Market Entry Strategy with a Focus on the Internet Landscape

CSE Consulting helped Johnson & Johnson systematically develop internet entry strategies for the J&J Baby Franchise to successfully serve customers in emerging Asia-Pacific markets and Russia.

Advanced Energy

SystemVision Business Plan

This project built on Advanced Energy's successful North Carolina SystemVision affordable housing energy efficiency upgrade/guarantee program and developed a business plan for scaling the program nationally.

Projects Completed in 2006

Bank of America Corporation

Environmental Footprint Assessment - case study analyzing the environmental footprint of this financial services firm and providing business analysis to explore a group of potential initiatives to facilitate reduction of its footprint.

Orange County Partnership for Young Children

Social Enterprise Business Model Assessment - feasibility assessment and recommendations for different social enterprise business models to support this education nonprofit organization.

Philip Morris USA

Environmental Footprint Assessment of Key Suppliers - an evaluation of the company's environmental impact with respect to four key supply chain partners.

Johnson & Johnson

Social, Internet and Mobile Marketing Strategies in Emerging Markets - strategic research, case study evaluations, and recommendations for three specific strategies—social marketing, Internet marketing, and mobile marketing—in emerging markets.

Bilboa Energy

Waste-to-Energy Business Analysis - feasibility assessment and financial and operational recommendations for the development of a new waste-to-energy business venture in Durham County, North Carolina.

Progress Energy

Sustainability Metrics Program - analyses of and recommendations for creating a strategic set of corporate sustainability metrics for this electric utility company.

Projects Completed in 2005

Johnson & Johnson

Brand-Based Emerging Market Business Model Analysis - business strategy analysis for middle-income consumers in key emerging markets for particular J&J Personal Care brands.

Philip Morris USA

Corporate Social Responsibility Workshop - workshop and strategy session on cutting-edge corporate social responsibility practices, drawing on the intellectual expertise of UNC faculty and students.

Dita Financial

Business Plan - long-term financial model for a startup for-profit social enterprise for the purposes of business planning and seeking investment.

Progress Energy

Triple-Bottom-Line Land Valuation Tool - valuation model developed to assist the real estate team and senior management in integrating environmental and social sustainability factors into land valuation decisions.

Clean Energy Durham

Market Research for Solar Initiative - market feasibility assessment for proposed residential solar hot water heater retrofit program.

Green Earth Builders

Market Assessment and Marketing Strategy - revised business plan for a green home builder, including recommendation of a short-term strategy and development of marketing materials.

Sustainable North Carolina

Sustainable Production Initiative Feasibility and Strategy - strategy development for a Sustainable Design/Production Initiative to promote sustainability in NC's manufacturing industries.