



Engage a STAR Student Team to Help Address Your Sustainability and ESG Challenges

Businesses today seek to advance Environment, Social and Governance (ESG) integration, impact and strategies, and sustainability plans to address the world's problems while driving growth. Are you looking for help in solving sustainability challenges for your enterprise? Do you want to better understand ESG metrics and reporting? How do you invest for a return on the triple bottom line?

Let us know how STAR can help you!

UNC Kenan-Flagler's STAR (Student Teams Achieving Results) Program, in partnership with the Ackerman Center for Excellence in Sustainability, matches teams of MBA and Undergraduate Business students with companies to address sustainability challenges. Student teams develop solutions to business challenges, such as achievement of the Sustainable Development Goals, ESG integration, climate risk, stakeholder capitalism strategy, investment plans to ensure long-term success, and avoidance of greenwashing.

"The UNC STAR team's recommendations and insights were valuable, relevant, and unique to what we have learned internally. We immediately moved them into action."

– AMY ALT
U.S. ORAL CARE SALES
VICE PRESIDENT
Procter & Gamble

STAR team's track record of success stems from a unique approach to solving challenges.

- STAR has completed almost **450** projects with significant repeat business
- **100%** of STAR corporate partners in 2022 reported that the recommendations are actionable and valuable
- **95%** of STAR partners found the student teams' work to exceed or significantly exceed their expectations

STAR provides its consulting services across industries, functions and business issues including:

- **Strategic transformation and overall growth**
 - business plans
 - product development
 - strategy alignment
 - sustainability and diversity, equality, and inclusion
- **Marketing**
 - branding
 - market assessment
 - target marketing
 - competitive analysis
- **Operations and Process Improvement and more**
 - block chain
 - supply chain optimization
 - talent management



STAR teams:

- Provide their **consulting services across industries**, functions and business issues
- Include six **exceptional and diverse business** students matched based upon experience, aspirations, and interests and a dedicated faculty advisor, who may be a former consultant or executive leader with sustainability expertise, guides the team
- Dedicate an **average of 840 hours** to the business challenge for the semester (roughly 14 weeks)
- Receive training in **thought leadership, project and relationship management, consulting, marketing, and sustainability**
- Conduct **extensive primary and secondary research** including interviews, focus groups, and best practice research
- Offer **fresh, independent, innovative, and actionable** solutions to sustainability/ESG business challenges from millennials

Past STAR sustainability projects addressed various challenges and have:

- Identified a new sustainable product for the Asian market for a major global brand
- Generated opportunities to increase sustainability efforts and improve the Dow Jones Sustainability Index score for a global company
- Advised on the value of moving away from plastic packaging for a global consumer goods organization
- Developed significant recommendations on how to support the local community for a nonprofit
- Created an economic development plan to increase the environmental and industry benefits of North Carolina oysters

STAR

Start a conversation with us today about how STAR can help your company's performance.

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STAR Partner Organizations Have Included:

