

New world

New skills

Sustainability Case Study

Business Case Study Challenges



Today's session

Through the use of a fictional case study, you will explore the nature of various sustainability and environmental issues faced by businesses today and the approaches available to combat them. Using what you have learnt about sustainability, climate change and the fictional client, you will pitch what you think are the top risks they face and how they can work with PwC teams to remedy these.

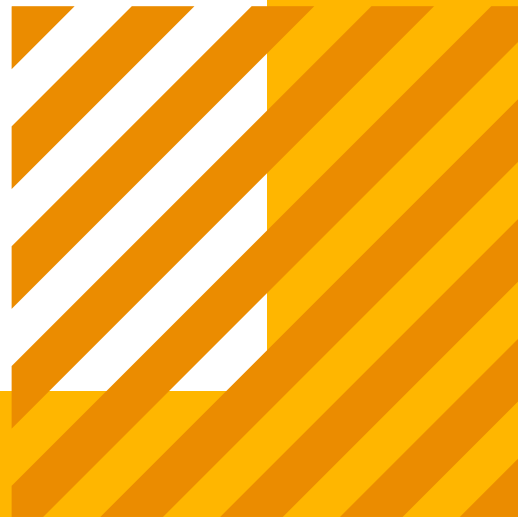
Objectives:

1. To understand the various environmental and sustainability threats faced by businesses and approaches available to combat these.
2. To work within a team to deliver a pitch to a fictional client.



1

Getting Started



Introduction to the Case Study

Company Overview

Hotels Limited is a large hotel company with 10 large hotels based across the UK.

The company is increasingly aware of the impact of their business on the environment and is looking to save costs in the long term. They are looking for a consulting company to help them come up with a strategy to make their hotels more sustainable.

They have asked consulting firms to assess ways in which they could think about making their business more sustainable, both in their direct business activities and through their supply chain. They want them to come up with a prioritised list of recommendations of how they can be more sustainable, which takes into account the cost of implementing any recommendations.





Your challenge

You will develop a sustainability strategy for Hotels Limited, which will assess the 5 key problems areas where they are not sustainable and provide recommendations on how they could become more sustainable and have the biggest environmental impact.

In your teams, you will have to **prepare a 3 minute pitch** to Hotels Ltd that outlines:

1

The 5 key problem areas where you think the Hotel Limited company is having the worst environmental impact that they should tackle

2

What other hotels are doing to become more sustainable

3

The 3 key priority recommendations that the Hotel could take forward to improve their sustainability.

You should convince the CEO about why she should make these changes (the strategic business value and the potential environmental impact) and why your team would be better to help them than other firms.

Team roles



1) You should first **assign roles** within your group to make sure you work effectively:



Team leader

To facilitate the discussion and make sure everyone is involved



Scribe

To take notes of the discussions and fill in the relevant tables in your booklet



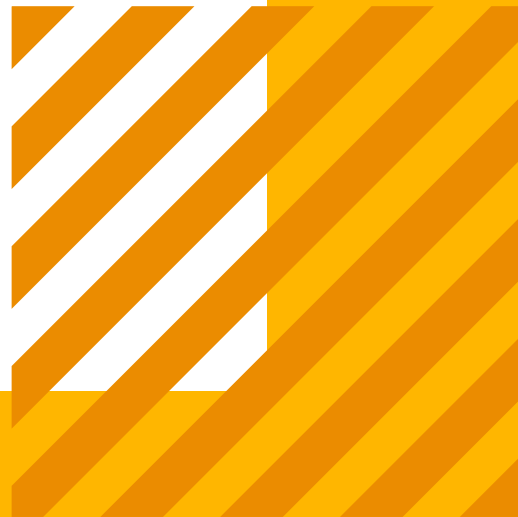
Time keeper

To ensure you complete the task in time

2) After this, agree upon **three 'golden rules'** to make sure you work together well and produce the best work possible.

2

Case Study
Challenge



Research and background information



10 mins to read and discuss:

- The impact of key global trends
- BBC News article
- Article- the most common sustainability hotel initiatives
- Article- the importance of sustainability in the hospitality sector

When suggesting recommendations, highlight any potential implications of the changes e.g. the cost associated with implementing a more sustainable way of doing business.

Team work approach: will you all read everything, or might you break the reading down into small groups and share what you have learnt?
Which approach will you take?

Pitch Planning - deciding what to say



10 mins to:

- Complete the tables on pages 12-13
- Agree upon your recommendations:
 - What do you think are the **5 main problem areas** that Hotel Limited should consider?
 - What **three** recommendations would you make that could **improve** Hotel Limited's sustainability and environmental outlook?
 - **What are other hotels doing** and how are they succeeding at being sustainable?
 - **Why** should the client invest in PwC services?

Team work approach: how will you make sure everyone contributes to the discussion? How will you make sure everyone is listened to? How will you manage any conflicts of ideas, or differences of opinions?

Pitch Delivery - what makes a good pitch?



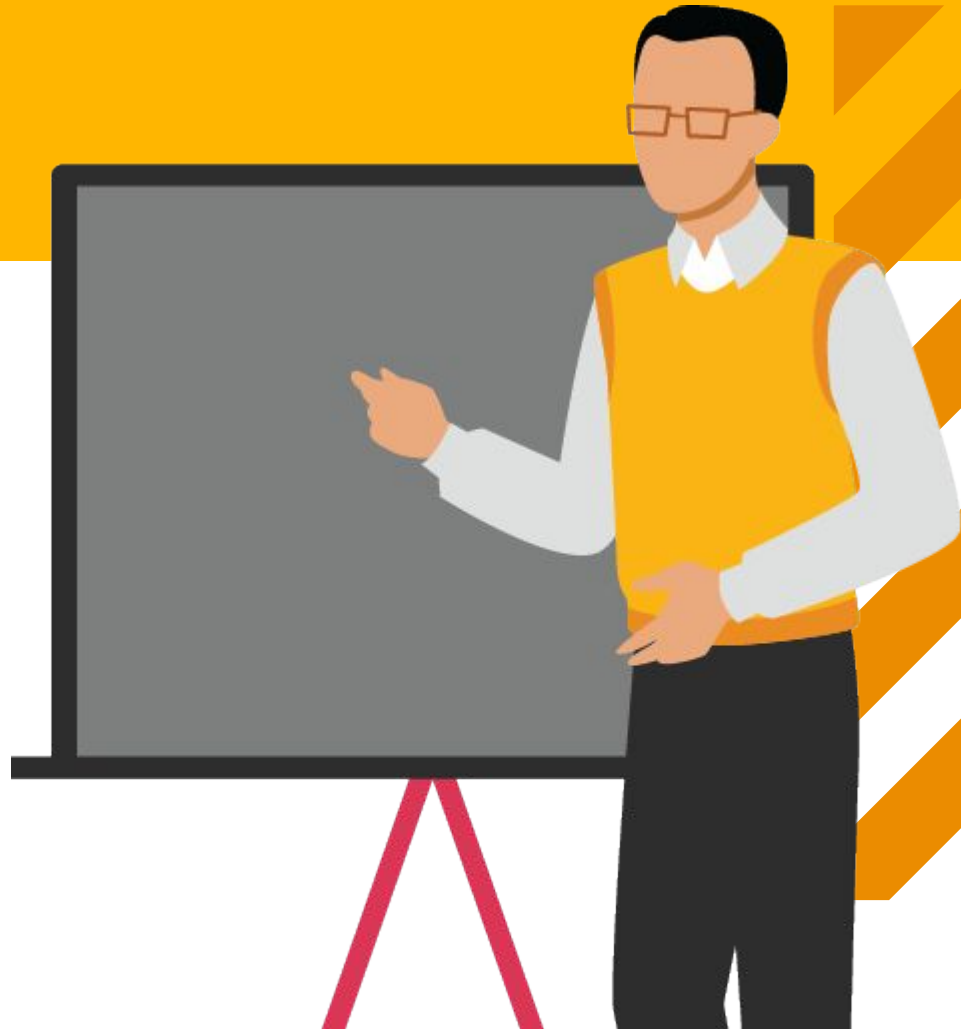
10 mins to prepare a 3 minute pitch:

- Think about who you are presenting to - the CEO of Hotels Ltd
- Think about a beginning, a middle and an end (like an introduction, body and conclusion of an essay)
- It is good to split out the pitch and let everyone speak
- Delivery - Think about tone of voice - you want everyone to hear you
- Confidence
- Remember we are in a safe space so feel free to voice yourself
- Being at ease and avoiding speaking too fast
- Know your topic
- Practise
- Final words - have an impactful and convincing conclusion
- **Everyone must speak**
- **Be prepared to answer questions afterwards**

Team work approach: how will you divide the pitch? How will you make sure the pitch is professional and persuasive? How will you make sure you have enough time to practice it out loud before delivery?

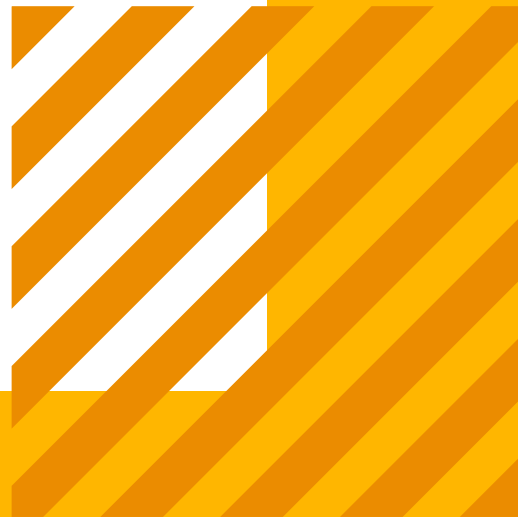
Deliver your pitch

You are all set to pitch to the CEO of Hotels Ltd.
Best of luck!



3

Wrap up and
reflection



Wrap up and Reflection



· Reflect on the following points

- How did you divide the tasks in your group?
- How well did you work as a team? How did you ensure everyone's ideas were listened to?
- What went well in the delivery of your pitch?
- How would you improve next time?



What employability skills have you developed in this session?

01

Leadership

- Self-awareness
- Teamwork
- Problem solving
- Decision making

02

Business minded

- Quality in everything you do
- Improvement
- Thinking commercially

03

Technical and digital

- Your knowledge of potential jobs you could apply for
- What have you done that you are proud of
- Ability to learn
- Engage in the digital world

04

Global and inclusive

- Seeking new perspectives
- Sharing ideas
- Coping with change
- Open minded

05

Relationships

- Communication skills
- Building relationships
- Working with others

Thank you

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