

New world

New skills

# Teaching Guide: Sustainability Case Study

Business Case Study Challenges



# Teaching Guide

## Overview

Through the use of a fictional case study, this lesson is designed to enable students to explore sustainability and environmental issues faced by businesses today. Using what they learn about sustainability and the fictional client, students will pitch what they think the key problem areas are and what their recommendations are to improve the client's sustainability. At the end of the session students will reflect on the skills and knowledge they have developed and their potential next steps.

## Purpose

This session will give students an insight into the type of work completed within our Sustainability teams, whilst developing key employability skills.

## Objectives

By the end of the session, students will be able to:

- Understand the various sustainability and environmental issues faced by businesses and approaches available to combat these.
- Work within a team to deliver a pitch to a fictional client.

## Preparation / Materials Needed

- Paper and pens
- Download the session PowerPoint
- Activity Pack - print 1 per group



## Lesson structure

### Getting started (5 mins)

- Introduction to the fictional client and the case study

### Case Study Challenge (50 mins)

- Research, plan and practise the pitch
- Deliver the pitch

### Wrap up & reflection (5 mins)

- Reflection on the lesson
- Time for questions

## Key Vocabulary

- **Sustainability:** Meeting the needs of the present without compromising the ability of future generations to meet their needs.
- **Customer demographics:** Categories of consumer populations that are relevant to a business' purposes, such as marketing and product design.
- **Disruptive technology:** A technology displaces an established technology and shakes up the industry or a ground-breaking discovery.
- **Carbon footprint:** The amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organization or community.
- **Corporate social responsibility:** A self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public. By practicing corporate social responsibility, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental

# Teacher Guide

*This guide includes a suggested script (in pink) and outline for the session. However, please feel free to tailor and adapt this accordingly when delivering.*

## Getting Started (5 mins)

*Good morning/afternoon everyone. My name is \_\_\_\_\_. Thank you for having me in your class today. Today we are going to step into the role of consultants!*

Share the objectives of the session on the screen (slide 2)

Ask each group to spend **30 seconds** doing a very quick brainstorm of what they think of when they hear the words 'sustainability' and 'environment'. Get feedback.

*(Slide 3) Today you are going to be working in teams, as consultants, to help your client with addressing the issues they have identified. You will be part of the PwC Sustainability team. This team aims to have a positive impact on the environment and society as well as generate a commercial return for PwC by working with corporate clients and the government. First let's learn a little bit more about the client.*

Introduce 'Hotels Ltd' (slide 4) and run through the company overview.

Introduce the challenge (slide 5) and what is expected from the students by the end of the session. Students will be given background information and research materials to help them understand the issues and develop their recommendations.

*(Slide 6) Within your groups, you should assign roles to ensure you work effectively and meet the requirements of the challenge.*

- > **Team Leader** - To facilitate the discussion and make sure everyone is involved
- > **Scribe** - To take notes of the discussions and complete any relevant information within the activity pack
- > **Time Keeper** - To ensure you complete the task in time

*Once you have agreed the team roles, agree upon 'three golden rules' to ensure you work well together and produce the best work possible.*

## Case Study Challenge (50 mins)

### Research and Background Information (10 minutes)

Talk through slide 8 and explain what students need to do.

Within the students' activity pack, there are a number of resources to support them. Give them the allocated time to read through all of the materials, including the background to the client.

- > Key global trends
- > BBC News article
- > Article - the most common sustainability hotel initiatives
- > Examples of competitors' sustainability initiatives
- > Article - the importance of sustainability in the hospitality sector

*Within your groups, consider your 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 your recommendation (10 minutes)

Talk through slide 9 and explain what students need to do.

Students have time now to agree upon the content for their presentation back to the client. Their pitch needs to cover:

- The **5 key areas** where you think the Hotel Limited company is having the worst environmental impact that they should tackle
- **What other hotels are doing** to become more sustainable
- The **3 key priority recommendations** that the Hotel could take forward to improve their sustainability - you should highlight any potential implications for the changes e.g. the cost associated with implementing a more sustainable way of doing business
- 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 consultancy firms

*Within your groups, consider your 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?*

### Practising the pitch (10 minutes)

Talk through slide 10 and explain students now have time to practise their pitch.

Encourage students to think about the structure of the presentation / pitch: introduction, main body and conclusion. Everyone needs to speak!

*Within your groups, consider your 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?*

### Pitch Delivery (20 minutes)

Each group will now deliver their pitch to “the client” (i.e. you!). Be prepared to ask one question and deliver feedback to the group on their presentation.

All groups should be ready to answer questions on their pitch. Each group has **3 minutes**.

### Wrap up and Reflection (5 minutes)

Time for students to reflect on what they have learnt from this session and what employability skills they have developed (use slide 13 and 14 as a reference or discussion starter).

Ask students to share a key learning with a partner. If time allows, ask for volunteers to share with the wider group.

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