

## HISTORICAL RESULTS

**2019**

### **CONNECTICUT GREEN BANK 2018: FINANCE AND MARKETING AFTER THE RAID**

[CASE LINK](#)

**CASE SUMMARY:** This case centers on the Connecticut Green Bank, the first green bank in the nation at the time of its founding in 2011. In late 2017, the legislature cut its funding, and the Connecticut Green Bank used innovative financing tools to attract private capital and accelerate the deployment of clean energy in Connecticut.

#### **WINNING TEAMS:**

**1ST PLACE** **Boston University, Questrom School of Business**

[WATCH VIDEO](#)

**2ND PLACE** University of Massachusetts Amherst, Isenberg School of Management

[WATCH VIDEO](#)

**3RD PLACE** New York University, Leonard N. Stern School of Business

[WATCH VIDEO](#)

**4TH PLACE** Duquesne University, Palumbo-Donahue School of Business

[WATCH VIDEO](#)

**5TH PLACE** University of Michigan, Stephen M. Ross School of Business

[WATCH VIDEO](#)

**2018**

### **MARINA BAY SANDS**

[CASE LINK](#)

**CASE SUMMARY:** The case is centered on Marina Bay Sands (MBS), a luxury resort hotel in Singapore. Attracting 45 million visitors annually, MBS's leadership hoped to become a symbol of sustainable enterprise by becoming more resource efficient in their operations and facilities, while also providing user experiences that specifically reflect a commitment to sustainability.

#### **WINNING TEAMS:**

**1ST PLACE** **New York University, Leonard N. Stern School of Business**

[WATCH VIDEO](#)

**2ND PLACE** University of Denver, Daniels College of Business

**3RD PLACE** Duquesne University, Palumbo-Donahue School of Business

**4TH PLACE** The George Washington University, School of Business

**5TH PLACE** Wilfrid Laurier University, Lazaridis School of Business & Economics

**2017**

## **IBM CORPORATE SERVICE CORPS**

**CASE LINK**

**CASE SUMMARY:** The case is centered on IBM's global pro bono consulting program, Corporate Service Corps (CSC). IBM valued this program for three reasons: the leadership development opportunities for their employees, increased brand recognition in emerging markets, and the opportunity to improve communities through the host organizations. The CSC had become the largest corporate assistance program in the world.

### **WINNING TEAMS:**

**1ST PLACE**    **Northwestern University, Kellogg School of Management**

**2ND PLACE**    Duquesne University, Donahue Graduate School of Business

**3RD PLACE**    New York University, Leonard N. Stern School of Business

**4TH PLACE**    University of Jyväskylä, School of Business and Economics

**5TH PLACE**    Boston University, Questrom School of Business

**2016**

## **COFFEE 2016**

**CASE LINK**

**CASE SUMMARY:** This case is centered on Andrea Illy, the CEO of his family's coffee company, illycaffè. As a passionate connoisseur of coffee, Illy's dream was for the market for coffee to transform into one similar to the market for wine, where there would be an appreciation for the finest coffee, reflected in what customers are willing to pay, and how growers, roasters, and baristas would be compensated fairly for their expertise.

### **WINNING TEAMS:**

**1ST PLACE**    **Wilfrid Laurier University, School of Business and Economics**

**2ND PLACE**    University of Denver, Daniels College of Business

**3RD PLACE**    University of Oxford, Saïd School of Business

**4TH PLACE**    Concordia University, John Molson School of Business

**5TH PLACE**    Villanova University, Villanova School of Business

**2015**

## **AXA: CREATING THE NEW CR METRICS**

**CASE LINK**

**CASE SUMMARY:** This case centered on AXA, a French-based global leader in insurance and asset management. By 2014, the company had become a leader in corporate responsibility (CR) as well, and doubled down on their commitment by transferring the CR team to a new department which integrated CR into the core of business and led to a reconsideration of how CR would be monitored and measured going forward.

### **WINNING TEAMS:**

**1ST PLACE** Wilfrid Laurier University, School of Business and Economics

**2ND PLACE** Northwestern University, Kellogg School of Management

**3RD PLACE** University of Iowa, Henry B. Tippie School of Management

**4TH PLACE** University of Denver, Daniels College of Business

**5TH PLACE** The George Washington University, School of Business

**2014**

## **SAN MIGUEL: EXPANDING THE AMARANTH MARKET**

**CASE LINK**

**CASE SUMMARY:** The case centers on an amaranth-processing company in the out-of-the-way Mexican village of Huixcazhdá, called San Miguel de Proyectos Agropecuarios. Despite the plant's rural location and unschooled work force, the company had pioneered the processing of amaranth into a number of different and unique products and played a significant role in the development of the small community in which it was located, transforming the place into a "rural utopia" over the preceding 28 years. But in spite of its nutritional qualities and pleasant taste, the amaranth market had never really taken off in Mexico or in rest of the world, and San Miguel wished to put together an improved marketing strategy and optimize the company's offerings and distribution channels, while not compromising the values that had guided the company and its relationship with its workers and community.

### **WINNING TEAMS:**

**1ST PLACE** Wilfrid Laurier University, School of Business and Economics

**2ND PLACE** Duquesne University, Donahue Graduate School of Business

**3RD PLACE** University of Iowa, Henry B. Tippie School of Management

**4TH PLACE** Boston University, School of Management

**5TH PLACE** The American University in Cairo, School of Business

**2013**

## **GOLDEN AGRI RESOURCES AND SUSTAINABILITY**

[CASE LINK](#)

**CASE SUMMARY:** This case centers on Golden Agri-Resources (GAR), a company who at the time was at the forefront of the palm oil boom, holding an array of assets throughout the entire palm oil value chain. Meanwhile, environmentalists grew concerned with the environmental effects of the production of palm oil. GAR would lose their contracts with Nestlé, Burger King, and Unilever over these concerns. GAR eventually met with Greenpeace, an environmental NGO, and came to an agreement that would guide the operations of the company, without contributing to deforestation. The agreement was hoped to set a precedent for other companies to follow, but in 2013, obstacles remained, and GAR maintained many stakeholders, who sometimes were at odds in what they wanted or expected from GAR.

### **WINNING TEAMS:**

**1ST PLACE**    **New York University, Leonard N. Stern School of Business**

**2ND PLACE**    Baruch – CUNY, Zicklin School of Business

**3RD PLACE**    Duquesne University, Donahue Graduate School of Business

**4TH PLACE**    University of Denver, Daniels College of Business

**5TH PLACE**    Villanova University, Villanova School of Business

**2012**

## **WALMART DE MÉXICO: INVESTING IN RENEWABLE ENERGY**

[CASE LINK](#)

**CASE SUMMARY:** This case centers on Walmart de México's sustainability initiatives, which had led them to become a leading retailer in the sustainability space. Following the successful purchase of a wind farm which allowed them to guarantee electricity at below the rates charged by Mexico's state-controlled utility, Walmart de México was considering ways that the project financing structure might be further adapted to allow Walmart de México to participate in and benefit from other sustainability projects, while remaining in concert with Mexico's electricity grid and rate-making structure.

### **WINNING TEAMS:**

**1ST PLACE**    **University of Denver, Daniels College of Business**

**2ND PLACE**    Temple University, Fox School of Business

**3RD PLACE**    University of Notre Dame, Mendoza College of Business

**4TH PLACE**    University of Massachusetts Amherst, Isenberg School of Business

**5TH PLACE**    Curtin University, Curtin Graduate School of Business

**2011**

## **TRINA SOLAR: EXPANDING IN THE UNITED STATES MARKET**

[CASE LINK](#)

**CASE SUMMARY:** This case is centered on Trina Solar, a Chinese manufacturer of photovoltaic modules (or solar panels). By the end of 2010, Trina Solar had been growing through European markets, but Trina's competitors had been expanding their presence in the United States, and the company needed to decide how much to invest in their own U.S. growth. They considered many branding strategies for the U.S. market, opening a manufacturing facility in the United States, as their competitors had, and increasing B2C channels. At the same time, Trina Solar had to exercise caution with the politically-charged risks around U.S. – China trade, and many analysts had suggested that there was already an oversupply of solar panels relative to market demand.

### **WINNING TEAMS:**

- 1ST PLACE** Wilfrid Laurier University, School of Business and Economics
- 2ND PLACE** Villanova University, Villanova School of Business
- 3RD PLACE** ESADE Business School
- 4TH PLACE** Baylor University, Hankamer School of Business
- 5TH PLACE** IESA

**2010**

## **TATA: LEADERSHIP WITH TRUST**

[CASE LINK](#)

**CASE SUMMARY:** This case centers on the Tata Group, an Indian multinational enterprise. It explores connections between Tata's profitability (which was especially interesting from 2008-2009, as the world was experiencing a recession, yet they topped economic value creation charts) and its corporate social responsibility and corporate sustainability efforts, built on a long history of commitment to their community. While the economic downturns had dampened social and environmental investing from other companies, the Tata Group actually doubled down on their CSR and CS efforts.

### **WINNING TEAMS:**

- 1ST PLACE** Case Western Reserve University, The Weatherhead School of Management
- 2ND PLACE** University of Notre Dame, Mendoza College of Business,
- 3RD PLACE** New York University, Leonard N. Stern School of Business
- 4TH PLACE** University of Jyväskylä, School of Business and Economics
- 5TH PLACE** Northwestern University, Kellogg School of Management