

Entrepreneurial ID «Academy-Industry Training Camp» 2016



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University: ETH Zürich

Project/ Company name: *Embeddedness-Sustainability tool-kit /*

Center for Corporate Responsibility & Sustainability (CCRS) at the University of Zürich

Short description: *Design and application of a tool-kit that measures the positive sustainability effects of locally embedded multinational companies in developing countries*

Web site: <http://www.ccrs.uzh.ch/en/research/sustainable-impact/projekte/local-embeddedness.html>

Industry: Research **Domain:** Sustainability

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Status of project/science: <i>Prototype stage</i>	Company / team size: 6-8
<p>Technology/science: <i>Our product is a user friendly tool-kit. It reports on the positive impacts that local embeddedness of companies can have on value creation and improved sustainability in the region of operation. Embeddedness relates to the integration of a company into the local community and economy. Embeddedness is a crucial factor to facilitate access to local knowledge, human resources and supplies.</i></p> <p><i>Key features of our product include 1. Degree of embeddedness of company, 2. Perception gap estimation, 3. Sustainability impact of company, 4. Counterfactual performance of company.</i></p>	
<p>Problem / Solution: The Challenge: <i>Our Sustainability tool-kit assists in strategic investments by companies to achieve the U.N. Sustainable Development Goals (SDGs) before 2030 through a combination of internal and external assessment of the company. Internally, the toolkit shall be used as a management instrument and provide information on the impact on the environment and society and on the future economic sustainability of the company. Externally, the toolkit shall allow the company to improve its communication to close the gap between its actual sustainability performance and its perception in society.</i></p>	
<p>Market Opportunity / Target customers: <i>The agricultural sector of India contributes to nearly 17 percent of its GDP and is a source of employment for more than 50 percent of the population. Several companies like DuPont, Monsanto, Advanta, Rasi seeds etc. are the leaders in this sector who are striving to achieve the U.N. SDGs by 2030 through acceleration of their strategic investments.</i></p>	
<p>Competition and competitive advantage: Our main competitors:</p> <p>1. Global Reporting Initiative (GRI) reports the negative impacts on the planet due to business activities. GRI provides only a qualitative solution and does not offer a user friendly application of its guidelines.</p> <p>Our Unique Selling Proposition:</p> <ol style="list-style-type: none"> 1. <i>Our tool-kit offers a more complete evaluation of sustainability of the company and it is in accordance with ISO 26000 standards core subject 6.8 “Community Involvement & Development”.</i> 2. <i>We focus on the positive impacts of business activities by companies.</i> 3. <i>Our innovative concept and methodology offers increased value addition to all stakeholders.</i> 4. <i>Single source package for consulting which is reliable and transparent with a free choice of consulting support.</i> 5. <i>Proven abilities to achieve results through our testing stage with the industry partners Nestlé, Syngenta and Chiquita in Kenya, Costa Rica, Panama, Colombia, Philippines etc.</i> 	
<p>Team :</p> <p><i>The research team from CCRS and Zürich University of Applied Sciences (ZHAW) brings together experience in the fields of international trade, agricultural economics, corporate responsibility & management, and environmental engineering. This inter disciplinary reserch team makes it possible to fuse the necessary knowledge to make the tool-kit a success.</i></p>	
<p>AIT Camp objectives:</p> <ol style="list-style-type: none"> 1. <i>Market application of our tool-kit in India and to develop region specific strategic business models.</i> 2. <i>Focus on affordability and viability of our tool-kit for multinational enterprises as well as small to medium enterprises and improve on adaptability of our tool-kit to different industrial segments.</i> 	