

# 2022 Esade Sustainability Challenge

Changing Esade's  
mobility habits.



**Sustainable Impact**  
Our chance to change the world together

# esade

## Sustainability Challenge



Esade wishes to boost its commitment to sustainability. Its strategy for doing so involves fostering initiatives and undertaking long-term actions in keeping with the school's three key missions, namely to:

# 1

Train our students in the sustainability field

# 2

Increase research into sustainability

# 3

Promote social, political, and business debate on the current challenges posed by sustainability



This path will make Esade a leader in terms of its impact on the field, and a place of learning and innovation. This will enable the school to make a significant, measurable impact on transforming our community, society, and on regenerating the planet. Such goals require both the school and individuals to show awareness and commitment. This involves reviewing our habits, behavior patterns, and actions to bring about a more sustainable world.

Among other things, our sustainability plan is to reduce our Scope 1 and 2 greenhouse gas emissions so as to reach 'zero net carbon' by 2024. The school will also begin work on cutting Scope 3 emissions (at least a 30/35% reduction) by 2026.

This ambitious plan requires changes in our daily travel habits. To this end, the new 2022 Esade Sustainability Challenge comprises a strategy and public awareness campaign.



### What is the CHALLENGE about?

This year 2022 we would like to do a “Call to Action” challenge to impact the Esade community.

The challenge is to carry out a communication campaign to reduce drastically the impact of mobility aimed at all members of the Esade community.

This should be an urgent call to change habits. We have to start now!

For this, it will be necessary to study the behaviors when traveling to any of the Esade campus and define motivations and interests to understand the behavior of the Esade’s member. Identify how we as an organization can impact each of the identified groups. And make a proposal for an action plan to implement this 2022, to evaluate and review in 2023.

**Do you want to be an active part of the change?**

**Join the 2022 challenge.**





## To whom its adressed?

This challenge is addressed to all Esade community: current students, faculty and staff.

This is team challenge and all teams will have from 3 to 6 members.



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## Registration

Participants can register as teams or individually.

In the event of individual registration, you will be assigned to a team that will be communicated to you as soon as the registration period will end.

The registration period is from:

**January 31st to February 6th.**

Students, Faculty and Staff can register by following the instructions on the challenge website and providing the following data:

- **Name and surname**
- **Esade email address**
- **Nationality**
- **Study programme / Staff / Professor**
- **Campus where you spend the most hours**

By registering for the challenge, Esade students will be bound by the 'Student Obligations & Responsibilities Form' that they signed for each of their programmes as this agreement also applies to this experience. Information on data protection will be provided during registration.



## Proposals specifications (format)

The proposal needs to include:

1. **Description of the Esade's community behaviors.**
2. **Description of the proposed communication strategy.**
3. **A communication plan of change on how Esade can contribute to change mobility behavior and contribute to a sustainable development. A set of activities that you will recommend.**



There are no specific creative requirement neither formats to be considered. Digital or hand tools can be used as well as pictures, collages, etc.

In addition, the proposal should include an A3 format with a summary of the proposal.

There is no restrictions on terms of cost but the proposal will be evaluated considering production costs, measurement of impact and sustainability of the proposal.



## Award

### There will be one winning team.

This team will have the opportunity to work in more detail on their initiatives during March 2022 to develop a more specific proposal for the implementation, in order to present their initiatives to Esade's Executive Committee in April 4<sup>th</sup>.

The awardees will develop their initiatives under the guidance of the esade sustainable corporate communication team, led by Maria Díaz (Director of Communication, Branding and Institutional Relations of Esade) & Ferran Blanch (Professor of the Marketing Department of Esade).





## The process of selection

The jury will value the **coherence, creativity, viability, impact and sustainability** of the proposals, without forgetting the clarity, legibility and graphic design.

There is no restrictions on terms of cost but the proposal will be evaluated considering production costs, measurement of impact and sustainability.

The challenge has two phases:

### Qualification phase

Selection of 5 proposals that will be exposed in main campus.

### Final phase

Election of the winning team to present to the Executive Committee

**From the submissions, a panel formed by Maria Díaz and Ferran Blanch will select 5 finalists.**

The final jury will be a panel of academic experts in the fields of sustainability, marketing and organizations.

The jury is composed of Maria Diaz, Cristina Giménez, President of Esade Marketing Club, President of Esade OIKOS and Oriol Iglesias and Ferran Blanch.





## Key dates

**January 31<sup>st</sup> to February 6<sup>th</sup>** – Registration period.

2 weeks to elaborate proposals.

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**February 20<sup>th</sup>** – Deadline to submit the initiatives (23:59).

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**February 22<sup>nd</sup>** – Announcement of finalist.

A panel will select 5 finalists. The finalists will be exhibited in a place set up for this purpose on all the Esade campuses.

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**February 25<sup>th</sup>** – Final Round. Finalists' presentations to the jury.

The 5 finalists will present their initiatives to the Jury. The presentation will take place on February 25th. Each team will have 10 min. to present their initiative followed by 5 min. of Q&A. The panel will select the winner.

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**February 25<sup>th</sup>** – Announcement of the winner.

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**March** – Follow-up of the challenge winner and the Esade sustainable corporate communication team.

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**4<sup>th</sup> April 2022** – Presentation to Esade's Executive Committee.

Contact for more information

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# Thanks



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