

WORLD WILDLIFE FUND: GREEN GAME- CHANGERS REPORT

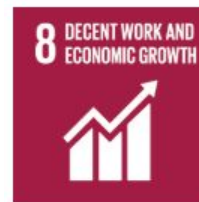


The World Wildlife Fund has been evolving its method for making change over time, much like its logo, and is now taking a proactive and consultative approach to saving the planet. The Green Game-Changers Database is being used to help executives in Europe learn how to make their businesses more sustainable.



GREENLIGHT GREENPAPER

SPRING 2013



CREATED BY GREENLIGHT AT
ARIZONA STATE UNIVERSITY: KEVIN KELEHER |
VLADIMIR BATALION | JALEILA BRUMAND |
HANNAH LA LUZERNE | FRANK TROMBINO

PROJECT PARTNER: WORLD WILDLIFE FUND
MAX SCOTT

Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.

Cognoscere, a pro-bono management-consulting firm in London, comprised of students from the London School of Economics (LSE), was contracted by the World Wildlife Fund (WWF) for the publication of a Sustainable Business Innovations Report to add to the WWF's Green Game-Changers Database. Cognoscere lacked specific sustainability expertise for its projects and was seeking assistance in expanding the report.

Through a relationship with Max Scott, former ASU School of Sustainability student and then current LSE student, Cognoscere partnered with GreenLight to provide some sustainability expertise and to add to the Business Innovations Report. The hope was that this project would prove the value of the partnership and be the first project in a potentially long-term relationship between Cognoscere and GreenLight.

The GreenLight team wrote cases for the below companies:



CO₂ Bambu

CO₂ Bambu creates low-cost, sustainable housing out of highly renewable bamboo resources by prefabricating stackable panels for structures in communities affected by natural disasters. CO₂ Bambu uses locally sourced human, natural, and capital resources to train workers, which allows the company to reduce Nicaragua's extremely high unemployment rate, while providing education and safe housing.



Cardboard Technologies is an innovative company based in Israel that utilizes recycled materials to construct lightweight durable bicycles and wheelchairs. The cardboard is strengthened using a folding technique and then dipped in an organic lacquer, making it lighter and stronger than carbon fiber. By bypassing the conventional supply chain, the company can provide cheap transportation to the world by using solely recycled products.

BENEFITS TO PROJECT PARTNER

The benefit to Cognoscere was that GreenLight provided top-quality business sustainability research and content with a fast response time. The benefit to the WWF was the addition of quality examples of innovative businesses that are creating great solutions for societal challenges, and doing good business at the same time.

BENEFITS TO SOLUTIONEERS

This project gave birth to GreenLight Solutions and helped us prove that we can create value for clients through applying our sustainability education and passion for making positive change. The experience inspired us to create GreenLight so we could continue to do this valuable work and to provide this opportunity for other ASU students.

BENEFITS TO THE COMMUNITY

Through the two companies that the GreenLight team found and wrote cases for, the communities that are affected by natural disasters are exposed to more opportunities for low-cost, sustainable housing that better protect them. More jobs are created within the local communities that resources are sourced from. In addition, cheap and sustainably-sourced modes of transportation are more accessible to those throughout many communities, which is essential in the world of urban sprawl that exists today.