

Sustainable Business Battle



During the Sustainable Business Battle, eight **interdisciplinary teams** of students design a solution to **real-life sustainability cases** provided by companies and organizations. Over a period of **two weeks**, a tailored educational program provides student participants the skills necessary to develop viable business solutions to sustainability challenges. A jury of sustainability and business experts will select the most innovative solution in the finals. The Battle provides an opportunity for companies and students alike to **expand their network** and actively find **resourceful solutions to sustainability issues**.

Theme: Towards a Green New Normal

The pandemic has exposed socioeconomic, environmental and political challenges in the world. After this turbulent year, the SBB 2021 event aims to provide a more positive outlook on the possibility to tackle these challenges and move towards a green new normal. With the rolling out of the vaccination plans in the Netherlands there is a light at the end of the tunnel. Now is the time of deciding whether to go back to the old ways, or improve and **move towards a greener future**. In this year's battle, we aim to inspire and increase awareness of the possibilities among companies, and to ultimately **inspire more sustainable initiatives** in the near future.

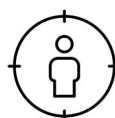
The aim is this year to bring everyone together again, and **connect companies and students** after a year of lockdown. The mutual benefits for the companies and students participating are the chance to:

Develop your Skillset



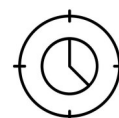
Develop entrepreneurial and consulting skills

Targeted Networking



Connect companies, students and professionals

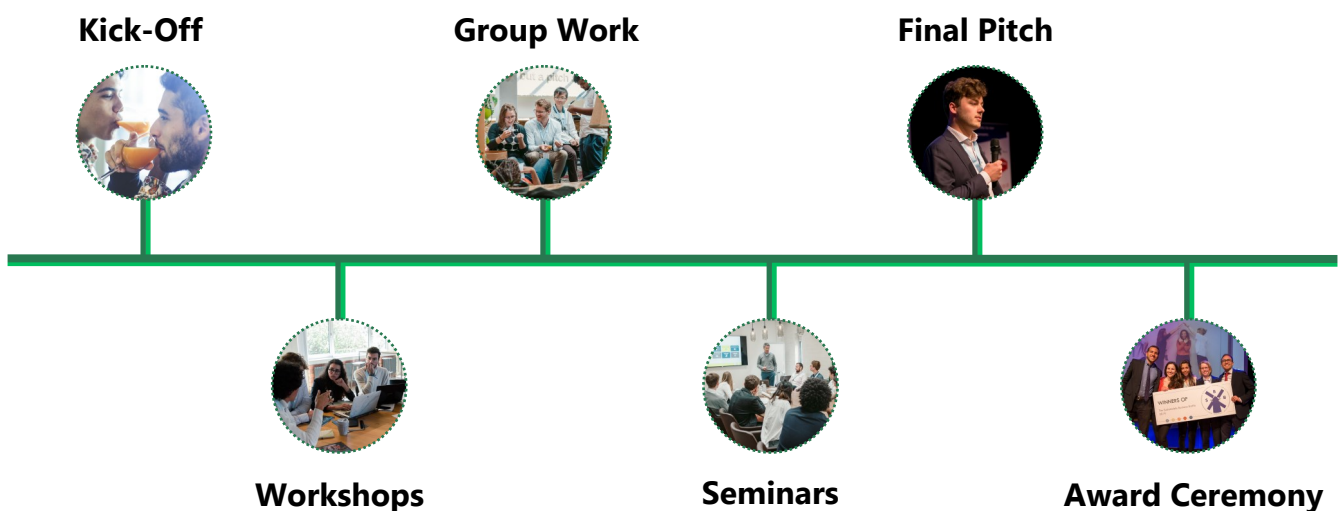
Business Challenges



Challenge local businesses to drive value creation

Programme SBB 2021

This year the SBB team has made every effort to turn this year's event into a **hybrid version** which is able to be held regardless of the current COVID-measures. The SBB will take place from the **19.06.21 until the 27.06.21**, and will consist of a **kick-off event, training days, and the finals**. These events have been designed to be able to be held both online and in person. The event will maintain the original format of company partners presenting their case to student teams. Through consultancy and pitch workshops, participants **gain the necessary skills** to solidify their ideas into a convincing sustainable business case, before pitching them to companies in the semi-finals. During the finals the winner of the SBB 2021 will be chosen by an expert jury.



"The SBB was an enriching experience for me because I got to work with the corporate world on a topic that interests me highly - waste management and sustainability. Working to find business solutions allowed me to explore the prospects of innovation, in the journey of doing our part for mother Earth."

- Saraf N., Participant in 2019

Get in touch

