



# ARVELLA ESG ENGAGEMENT MBA CHALLENGE

Organized jointly with the Yale Initiative  
on Sustainable Finance

*2023 EDITION*

***Assume the role of investors and provide real-world  
solutions to ESG issues!***

[WWW.ARVELLA.COM/ESG-ENGAGEMENT-MBA-CHALLENGE](http://WWW.ARVELLA.COM/ESG-ENGAGEMENT-MBA-CHALLENGE)

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# WHY AN ESG ENGAGEMENT CHALLENGE ?

ESG engagement can have a large impact. For example, research suggests that persuading firms to cut carbon emissions in line with best practice could limit global warming to 2°C.[1] Moreover, successful ESG engagement can boost investment returns by 4 to 5%.[2] By contrast, funding ethical or green firms (the more traditional ESG strategy) has limited real-world impact.[3]

By persuading firms to change, MBA students can deliver tremendous impact –while unlocking financial value.



## HOW DOES IT WORK?

Teams will use Arvella Investment's award-winning [Engagement Maximizer](#). It allows selecting a firm and identifying one key ESG issue whose improvement could deliver outsized impact while unlocking financial value. Teams will build a full case for implementing change. They will suggest actionable solutions, learning from competitors' best practices (something the Engagement Maximizer can help identify). They will explain how their suggested solution would boost profits.

Extra points will be awarded for teams that engage companies and try to persuade them to act.

## WHO CAN PARTICIPATE ?

Any MBA students. They must be currently enrolled full- or part-time. Teams will consist of up to five members.

## WHAT ARE THE STAGES ?



### REGISTRATION

Until June 16th 2023



### SUBMISSION OF THE CASE STUDY

By June 30th 2023



### NOTIFICATION OF FINALIST TEAMS

By July 7th 2023



### FINALIST PRESENTATIONS

July 17th (via videoconference)

## WHY PARTICIPATE?

- Learn about real-world ESG
- Grow your ability to make a compelling business case for improving ESG
- Promote sustainability by encouraging firms to adopt the best-in-class ESG practices
- Increase your school's reputation by competing against top institutions
- Donate prize money (\$5,000) to the charity of your choice\*

[1] Mercereau, Neveux, Sertā, Marechal and Tonolo "Fighting climate change as a global equity investor", The Journal of Asset Management, February 2020.

[2] Dimson, Elroy, Oğuzhan Karakaş, and Xi Li. 2015. "Active Ownership."; Dimson, Elroy and Karakaş, Oğuzhan and Li, Xi. 2019. "Coordinated Engagements".

[3] Berk and van Binsbergen, "The Impact of Impact Investing," mimeo, Stanford U. and U. of Pennsylvania, June 2022.

\*The winning team will choose to donate money to one of the following organizations: CDP or Gates Philanthropy Partners (Empowerment & Opportunity Fund).