2018 Kellogg-Morgan Stanley Sustainable Investing Challenge
Contestants must propose and defend a strategy that uses finance and investment tools to address an environmental or societal challenge. The competition is an opportunity to apply core finance principles to target the economic, social and environmental challenges that drive the field of sustainable investing. Pitches might focus on areas like water, energy, food, social mobility, climate change, education or healthcare, among others. Contestants are encouraged to apply the entire spectrum of investment tools, styles and asset classes.

The Kellogg-Morgan Stanley Sustainable Investing Challenge seeks to identify the next generation of sustainable finance practitioners, connect emerging leaders with industry professionals and foster even greater emphasis on sustainability at graduate schools around the world. The Challenge has engaged over 1,000 students from 100+ global academic institutions. Top ideas have included a REIT structure to address food shortages due to grain storage waste in India, a fund to provide solar energy to First Nations, a debt vehicle to increase vocational education access in India, an outcomes-based security to mitigate the diabetes epidemic in the U.S., and a fund to remediate contaminated land in the U.S. through reforestation. To date, several of the ideas presented at the Challenge have continued to move forward, translating their concept into action.

It is the goal of the Challenge to have a presence in the world’s financial centers. Since inception, the competition has been hosted at the Federal Reserve Bank of San Francisco, the World Bank in Washington, D.C., and Morgan Stanley headquarters in New York City and London. Each year has featured a keynote address by thought leaders, including Deborah Winshel, Global Head of Impact Investing and Philanthropy, BlackRock; Wei Sun Christianson, CEO of China and co-CEO of Asia Pacific, Morgan Stanley; Marilou van Golstein Brouwers, Managing Director, Triodos Investment Management; Elizabeth Littlefield, CEO of OPIC; and David Blood, Founder of Generation Investment Management. The event has consistently attracted over 100 finance professionals interested in learning from the students’ creative approaches. Started at Kellogg in 2011, the competition welcomed INSEAD as a permanent partner in 2013, and was relaunched in 2014 with the addition of Morgan Stanley. The 2017 finals were hosted at Morgan Stanley’s offices in New York, and the 2018 finals will be held in London.
2017 Competition Snapshot

23 PROPOSED PROJECTS IN 23 COUNTRIES
198 TOTAL STUDENTS
37 FROM ACROSS 37 SCHOOLS
62 TEAMS FORMED
15 BASED IN 15 COUNTRIES
10 FINALISTS CHOSEN

Target Sector

- Agriculture/Food: 30%
- Education/Human Capital: 12%
- Energy/Environment: 9%
- Other: 2%

Instrument Type

- Outcomes-Based Security (SIB): 24%
- Energy Project: 24%
- Exchange-Traded Note: 9%
- Social Venture Capital: 16%
- Fund of Funds: 9%
- Bond-Funded VC Fund: 5%
- Loan Fund: 2%
- Asset-Back Equity/Lending: 2%
- Other: 2%

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Past Finalists

**Terra Limpa**

**MARSHALL SCHOOL OF BUSINESS AT UNIVERSITY OF SOUTHERN CALIFORNIA (1ST PLACE, 2016)**
Increasing private investment in agriculture in Angola to revitalize land productivity, eliminate landmines and create a new class of smallholder farmers.

[www.terralimpafund.com](http://www.terralimpafund.com)

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**Blue Forest Conservation**

**HAAS SCHOOL OF BUSINESS AT UC BERKELEY (1ST PLACE 2015)**
Monetizing the shared benefits of forest management in the U.S. through the Forest Resilience Bond.

[www.blueforestconservation.com](http://www.blueforestconservation.com)

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**Terra Blanca**

**NATIONAL UNIVERSITY OF SINGAPORE BUSINESS SCHOOL (RUNNER-UP 2015 AS CAMPO COLOMBIA)**
Empowering displaced farmers in Colombia through real estate

[www.terrablanca.co](http://www.terrablanca.co)

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**Fresh Coast Capital**

**KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY (1ST PLACE 2014)**
Remediating contaminated land in the U.S. through reforestation.

[www.freshcoastcapital.com](http://www.freshcoastcapital.com)
Awards

- $10,000 Prize for First Place Team
- $5,000 Prize for Runner-Up

Milken Institute Global Conference
Opportunity for First Place Team to present at the Milken Institute Global Conference + paid registration ($12,500 value per person).

Networking Opportunities
Chance to network with and get feedback from leading financial professionals.

Previous judges have included senior leaders from:
- Morgan Stanley
- OPIC
- Generation Investment Management
- World Bank
- MacArthur Foundation
- CalPERS
- Water Asset Management

Job Opportunities
Potential job opportunities with firms involved in sustainable/impact investing.
Challenge Timeline

Step 1: Form a Team
Interest piqued? Begin identifying a social or environmental challenge you’d like to address and form your team. Brainstorm potential financial innovations to develop.

Step 2: Develop Your Idea
Find or request a mentor and iterate on your idea, developing your prospectus to address financial opportunity, impact potential and overall viability.
Request a mentor by: January 23, 2018

Step 3: Submit
Submit your two-page prospectus for first-round judging by our community of finance and impact professionals.
Prospectus due: February 20, 2018

Step 4: Head to the Finals
Ten selected teams will travel to the final competition and pitch in front of our panel of executive judges from some of the world’s top investing entities.
Event date: April 13, 2018

Learn More: http://sustainableinvestingchallenge.org
Follow Us: @SI_Challenge