

Empowering sustainability transformation in business

Our vision is a world where companies can transform sustainably

Our mission is to create an environment where organizations and individuals share experience, learn, and exchange best practices about how to shift towards sustainable business models

STAR's vision is simple and STAR's mission is clear

Research transfer

2 New learning formats

5 Fostering a global community

STAR creates unique value in three impact dimensions

Research transfer







STAR bridges academic research and business practice

2

New learning formats





KAOSPILOT



STAR hacks the business school and innovates

3

Fostering a global community

EgonZehnder







STAR builds a global community of change-makers

Student Engagement





STAR creates spaces for intergeneration exchange

Sustainability Transformation Mindset Course

- Holistic and comprehensive business education for practitioners & executives
- Enabling sustainability transformations in companies via an overarching cultural shift
- STARfellows: involves a variety of experts
- Estimated costs: €100,000-150,000
- Delivery time: Q2-Q3 2024

STAR needs your help in brining sustainability to business

Get access to the Sustainability Transformation Mindsets course!

€3,000

€6,000

€9,000

- Receive exclusive sneakpeek into the course
- Advise on the content
- Test some of the modules
- Give us your feedback
- Gain access to the course for 1 participant
- Receive exclusive sneakpeek into the course
- Advise on the content
- Test some of the modules
- Give us your feedback
- Gain access to the course for 2 participant
- Receive exclusive sneakpeek into the course
- Advise on the content
- Test some of the modules
- Give us your feedback
- Gain access to the course for 3 participants

Gain access to the course and transform

€7,500/Y

STARclub
VISIBILITY

€10,000/Y

STARclub

COMMUNITY

From €15,000/Y STARclub EDUCATION

From €100,000/Y STARclub RESEARCH

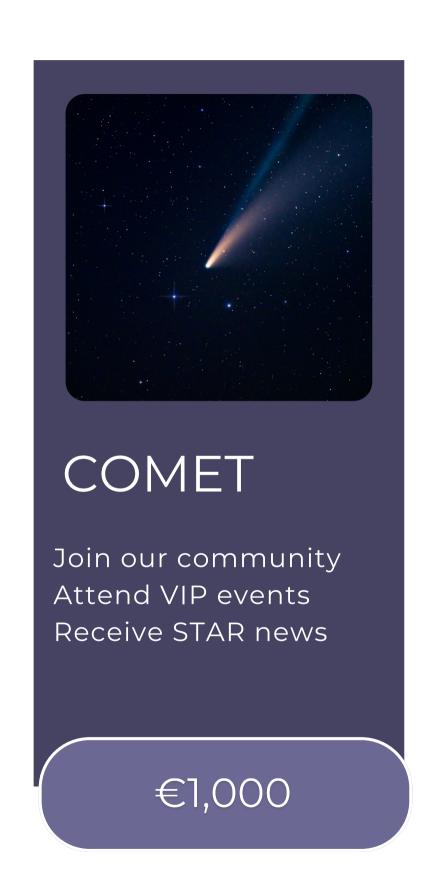
- Mention at events
- Profile on the website
- Logo on the website
- Logo in the newsletter
- Logo in promotional videos
- Executive interview for the Choice (over 40,000 subscribers)
- Provide giveaways at events
- Access to STARwebinars x1
- Access to STARlibrary x1

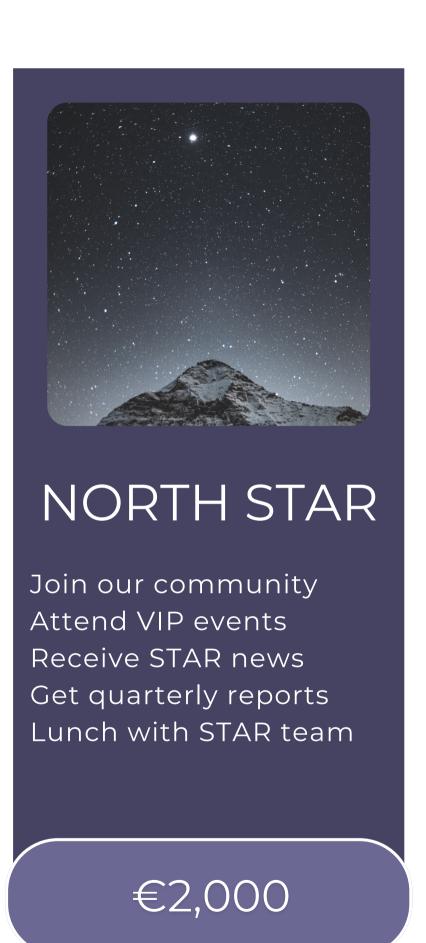
- Sponsor 1 STARbowl event
- Present at 1 STARbowl event
- 2 participants at expert roundtable (2 per year)
- Participate in STARweek
- Access to STAR & ESCP alumni network
- Sponsor 1 article for STARblog
- Access to STARwebinars x2
- Access to STARlibrary x2

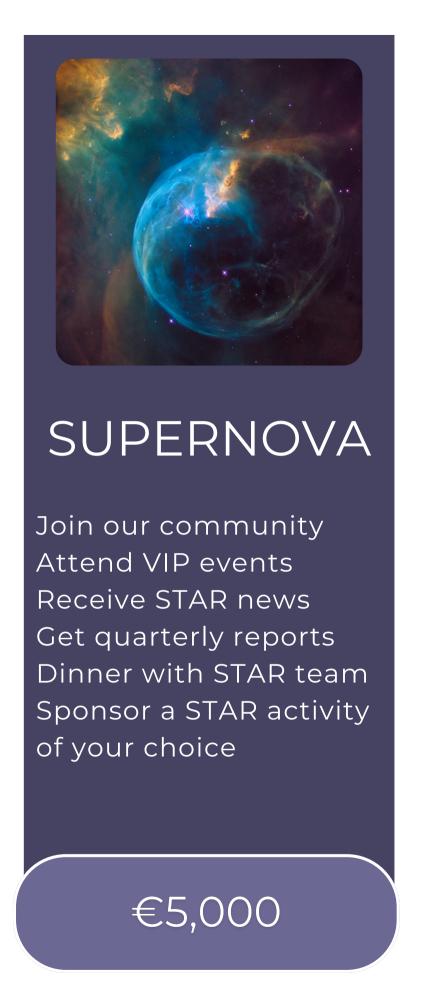
- Sponsor 1 STARforum
- Customized STAR HR Development Program
- STAR Company Consultancy Project discount of 50%
- STAR Executive Education discount of 10%
- Access 1 STARworkshop
- Access to STARwebinars x2
- Access to STARlibrary x2

- Sponsor 1 STARstudy: tailored solutions to your specific needs and challenges that address your unique sustainability transformation goals
- Low cost & risk solution
- Sponsor PhD research
- Sponsor a STARfellow
- Help with reporting and measurement

Join the STARclub as an organization







Join our STARnetwork as an individual donor

STAR Team







FLORIAN LÜDEKE-FREUND

Co-Founder &

Academic Director

fluedeke-freund@escp.eu

JAN EHLERS

Co-Founder, now at KLU
jan.ehlers@klu.org

ANASTASIA SHEVCHENKO

Development Director

ashevchenko@escp.eu

Sustainability Transformation & Applied Research

THANK YOU!