



**BUSINESS  
SCHOOL**

# GLOBAL SOCIAL PROJECTS 2019

**HOW OUR STUDENTS HELP SOLVE  
YOUR STRATEGIC CHALLENGES ABROAD**

# A GLOBAL HANDS-ON APPROACH

At Vlerick theory and practice go hand in hand. That's why we challenge our students with a global social project for an NGO or social profit organisation. In teams of 2-3 students, they will strategically tackle a project in your organisation that has a sustainable, social and/or ecological purpose. They will take a global perspective to think and act beyond country borders towards a strategic implementation.

## WHAT YOU GET

### HIGH IMPACT RESULTS

A fantastic and cost-effective way of driving your strategic ideas forward

### REAL PRACTICAL APPLICATION

Detailed reports and solid recommendations you can put into practice straight away

### EXPERT SUPPORT

Your project is underpinned by solid methodology and support of a Vlerick academic

### BROAD PUBLICITY FOR YOUR ORGANISATION

Gain visibility in one of the most active business communities in Europe

## IN 2018

WE HAD

>300

MASTERS & FULL-TIME  
MBA STUDENTS

OUR PROJECTS  
TOOK PLACE IN

24

DIFFERENT  
COUNTRIES

OUT OF LAST YEAR'S  
COMPANIES

94%

CONSIDERS APPLYING  
AGAIN

OUR STUDENTS MANAGED  
PROJECTS ACROSS

14

DIFFERENT  
SECTORS

# THE CASE: FARO 360



How do you fight waste pollution in Africa?  
How do you train local communities to prevent and recycle plastic waste?

Our students joined forces with Faro 360, a non-profit start-up that supports local waste collecting organizations in developing areas.

**“The students helped us shape both our business plan and our pilot project in the Senegalese city of Kaolack”** says Koen Verrecht, founder of Faro 360.

## 3 CHALLENGES

The project revolved around 3 main challenges:

- an organisation model with local stakeholders
- a financial model that aims for self-sustainability and funding
- a larger customer base

To tackle the above, the students flew to Senegal to interview local waste collectors, waste managers, competitors, etc. “This input and market research data enabled us to understand how Faro 360 could thrive in the local ecosystem,” says Michaël.

## ‘AHA’ MOMENT

But the real “aha” moment came after talking to local schools. Cassandra (student at Vlerick Business School): “Local schools have an important role in this waste project because they serve as waste collection points. One of the schools’ major problems is, however, the lack of school supplies. So, instead of transporting the waste to a plastic factory, we launched the idea of recycling plastic waste into school supplies such as pens, rulers, book covers, boxes and even tables, benches and stools.”

## TEAMWORK

Looking back to the experience, Koen (Founder of Faro 360) says **“Apart from taking the business model of Faro 360 to a higher level, they were inspiring and positive to work with. We really operated as a team and I was happy to be able to exchange views with them.”**





# PRACTICALITIES

## CONDITIONS

- The organisation is an NGO or social profit organisation
- The project serves a clear societal benefit
- The students spend minimum 1 month abroad

## COSTS

- 1,500 EUR (excl VAT) for a 2-month project (May – June)
- 1,000 EUR (excl VAT) for a 1-month project (mid-July – mid-August)
- The organisation provides housing, office space & facilities to work and covers any expenses students have to make to carry out the project (e.g. travel for site visits or interviews)

## GET IN TOUCH



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## HOW TO APPLY

- Send in your application via [www.vlerick.com/studentprojects](http://www.vlerick.com/studentprojects)
- List the details & requirements for your In-Company Project
- Approve our terms & conditions
- Once we receive your application, our team will guide you to an effective project start

[WWW.VLERICK.COM/STUDENTPROJECTS](http://WWW.VLERICK.COM/STUDENTPROJECTS)