Subject: Invitation to Collaborate on AI & Sustainability Research

Dear [Company/Person Name],

I am Jonathan, an Erasmus Mundus Master's Student majoring in Software Engineering and Sustainability currently at Vrije University, Amsterdam. For my thesis, under the guidance of Profs. Leticia Duboc and Ian Brooks, I am undertaking research focused on how Artificial Intelligence can support corporate sustainability and social responsibility initiatives.

Research Overview:

My research explores the utilization of advanced AI technologies—such as machine learning, natural language processing, robotics, and predictive analytics—to significantly enhance sustainability practices within businesses A primary goal is to directly contribute to improving companies' sustainability impacts by harnessing the power of AI. This research also seeks to provide actionable strategies for companies to align their operations with the Corporate Sustainability Reporting Directive (CSRD) requirements and adhere to global sustainability standards, ensuring a meaningful advancement towards a sustainable future.

Expectations:

We are seeking to collaborate with companies interested in the impacts of AI on sustainability.

Interview Participation:

Participant Profiles: We seek to interview individuals directly involved in or knowledgeable about your company's sustainability goals and/or AI-driven initiatives. The person does not need to be an expert in both fields, just be able to get rough information about these. This could include roles such as Sustainability Managers, AI Project Leads, CSR Directors, or other professionals overseeing or significantly contributing to the integration of AI in the business practices.

Duration: We ask you to participate in an interview lasting between 30 to 60 minutes, scheduled at a time most convenient for the participants, available to be conducted virtually or in person depending on your preference and logistical feasibility. Prior to the interview, we will send you a list of the information we will ask you to provide that we would like to discuss during the interview so that you can prepare for it.

Focus Areas and Data Collection:

- Understanding your company's sustainability ambitions and how these are articulated within CSR strategies.

- Collecting a brief overview of AI applications in your business, including their functionalities and the **types** of data they handle, without requiring disclosure of any actual data.

- Examining how AI applications are driving progress towards specific sustainability and CSR objectives in your business.

- Gathering insights into potential areas for innovation and thoughts on future challenges and opportunities in integrating AI with sustainability goals.

- Understanding how the company communicates its sustainability achievements, including any challenges or successes in public reporting.

Benefits to Participating Companies:

Participants will receive a summary of the research findings, offering a broad perspective on industry trends in AI and sustainability. This feedback is intended to enrich participants' understanding of the field and identify potential areas for strategic enhancement.

Your participation will be instrumental in advancing this research and the state-of-the-art on AI in sustainability. We are committed to sharing the aggregated findings and insights with all participating companies, ensuring mutual benefits from this collaboration.

I am looking forward to the possibility of working together on this exciting venture. Please feel free to contact me to discuss this further or to arrange a preliminary meeting (Contact details at the end of the document).

Thank you for considering this invitation. Your expertise is invaluable to this research and the broader community striving for a sustainable future.

Warm regards,
Jonathan

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