***Note: No LLM tools such as ChatGPT were used to produce this consultation document***

# Project Brief Feedback

Initially it’s difficult to tell exactly what the “Go Greener” project aims to do differently to other sustainability consultation companies, or how you aim to influence households and individuals. Aside from education programs and promoting existing products, it’s hard to see any relevance to individuals. Sustainability consulting is a fast growing industry, and will likely prove viable if a proper niche can be carved out. Finding a way to properly differentiate yourself from the competition with a strong value proposition will be critical.

From what is mentioned on the provided Padlet your team has some important and relevant skills. A diverse skillset including backgrounds in science will prove to be an “unfair advantage” in the market, multidisciplinary teams can be difficult to manage so having multifaceted team members will prove extremely useful.

One approach to consider, is that of personal sustainability consultants. Similar to therapy or fitness instructor apps that connect individuals with sustainability consultants through an app or website. A free model including blog posts and community forums for users, and a subscription/appointment model to connect users with a consultant to assist them with reducing their environmental footprint. Business to business consulting is harder to make unique, your team’s skillsets is more suited to establishing a value proposition than mine.

# Assigned questions

* **What are the top supply chain practices in our industry, refer to the practices of the global top 100 companies (by revenue).**

Unfortunately this question seems somewhat redundant for a consultancy company, as you aren’t aiming to supply, manufacture, or transport goods. Companies such as Corporate Knights aggregate the Global 100 companies, a list of the top 100 sustainable companies ranked by sustainable revenue and investment. Taking a look at the supply chain practices of these companies can provide a better insight into what makes a successful and sustainable company. The top 5 companies listed are as follows:

1. Schnitzer Steel Industries Inc
2. Vestas Wind Systems A/S
3. Brambles. Ltd
4. Brookfield Renewable Partners LP
5. Evoqua Water Technologies Corp

* **What are the common issues in supply chain management in this field?**
* **How can we employ data (provide specific examples) to accurately calculate the consumption and production outputs of our proposed business operations?**
* **What scientific methods or models can be applied to evaluate and enhance the resource efficiency of our production processes based on secondary quantitative research?**