



UC **SANTA BARBARA**
Bren School of Environmental
Science & Management

BREN SCHOOL GUIDELINES FOR ECO-E PROJECT PROPOSALS

2022-2023 Project Period

The Bren School of Environmental Science & Management at the University of California, Santa Barbara seeks proposals for Eco-Entrepreneurship (Eco-E) Projects to solve environmental problems through new ventures. The Eco-E Project serves as the master's thesis for our graduate students in our Master of Environmental Science and Management program. The projects will be conducted from April 2022 to April 2023.

All proposers must enroll in New Venture Opportunity Analysis (ESM 256B) during the winter quarter of their first year, a course which supports proposal development. During this course, Eco-E Project Coordinator Emily Cotter will serve as the instructor and provide guidance regarding proposal content and format. She also connects proposal authors with Bren faculty, staff, and students, as well as industry experts, who can provide additional guidance and assistance in writing proposals.

Project proposals are due via email to ecotter@bren.ucsb.edu on **February 11, 2022 by 5:00 p.m.** and are limited to three pages (excluding references and, if applicable, budget and justification). Examples of successful proposal submissions and completed projects can be found in the Master's Project Directory on the Bren School website at bren.ucsb.edu/projects.

PROPOSAL FORMAT:

1. Title, descriptive of the environmental problem to be solved and/or new environmental venture.
2. Name and contact information (email and phone) of the proposer(s). Proposers must be Bren students in the MESM Class of 2023. Eco-E Projects do not have clients. If the proposal is selected, the student authors will have the option to be guaranteed membership on the team.
3. Optional: Industry advisor, including name, email, phone, and affiliation. The industry advisor will help guide the project and serve as one of the project's external advisors. For team recruitment, it may be desirable to have an industry expert affiliated with a relevant and well-regarded organization showing support for the project.
4. Proposed Eco-E Project (3 pages)
 - a. Objectives. What are the science and policy or management questions that need to be answered by the project? Focus on 1 to 2 concrete and achievable objectives.

- b. Significance. What is the context for this environmental venture? What specific environmental problem does this project aim to solve? Why is it important? What is the customer need or problem to be addressed, if known? Who is the target customer, if known?
 - c. Background. In general, how did the environmental problem arise? What has been done to date, if known? What evidence supports that this environmental problem potentially can be addressed by a new product or service? If a target customer has been identified, what current methods are used to solve the customer problem, if known? What are the shortfalls or costs of those methods, if known?
 - d. Pedagogical Opportunity. How does this project represent an opportunity for students to integrate innovation with systems thinking, as the team develops the idea into a viable business model? What is the project's starting point for business model development? Please describe the opportunity for prototype/pilot project development, if known.
 - e. Equity. Does the proposed project have the potential to address environmental justice issues? The US Environmental Protection Agency defines environmental justice as "the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. This goal will be achieved when everyone enjoys: (1) the same degree of protection from environmental and health hazards, and (2) equal access to the decision-making process to have a healthy environment in which to live, learn, and work." (<https://www.epa.gov/environmentaljustice>).
 - f. Available data. What data are available to address the project objectives?
 - g. Possible approaches. Briefly describe likely approaches that may be used to address the project objectives.
5. Supporting Materials (do not count toward 3-page limit)
- a. Citations. Due to the scientific and technical nature of many interdisciplinary environmental problems, authors are encouraged to include citations to support their proposal. Authors should include citations to support any industry data included in the proposal.
 - b. List of Interviews. The first step of the Eco-E discovery process is to conduct qualitative interviews with industry experts and potential customers. Authors are encouraged to use these interviews as evidence to support their proposal. Include sources for any verbatim statements cited and sources that were consulted but not cited in this proposal. For the list of interviews, include the date of the interview, whether it was conducted in person by phone or by Zoom, name of interviewee, title of interviewee (if relevant), name(s) of interviewer(s), and location for in-person interviews (or location of interviewee).
 - c. Budget and justification. Each project chosen by the Eco-E Program Committee will receive funding from the Bren School: \$1,300 to cover the team's basic operations and \$1,500 to support prototype or pilot project development. This funding will be held at the school and only accessible by the students. The students will determine how to allocate the funds to cover expenses. If the business model is highly dependent upon technical feasibility, please include a

budget with a description of anticipated prototype or pilot project development costs to demonstrate that the project can be completed within the budget provided.

Submit Eco-E Project proposals via email by Friday, February 12, 2021 at 5:00 pm to:

Attn: Eco-E Project Coordinator (ecotter@bren.ucsb.edu)
Bren School of Environmental Science & Management
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UC Santa Barbara, CA 93106-5131