



# Case Night with Sustainalink

Strengthen your brand and meet tomorrow's talent

With years of experience and a strong commitment, Sustainalink creates development towards sustainable business by increasing the exchange of knowledge between academia, business and society. Are you ready for the next step in your sustainability efforts? Then a Case Night could be the solution!

## Sustainalink – Connecting Tomorrow's Talent with Today's Sustainability Challenges

Sustainalink is a non-profit organisation that matches companies with university students to find sustainable solutions for the future together. Through various project forms of student collaboration – from thesis projects to Case Nights – you can strengthen your business and meet the growing demands for transparency, environmental responsibility and social sustainability. Sustainalink makes it easy to take the next step in your sustainability work through projects and events where students contribute with new perspectives, current knowledge and ideas that can spur real change

Sustainalink has strategic partnerships with Lund University (including Campus Helsingborg), Kristianstad University, SLU Alnarp and the Faculty of Technology and Society at Malmö University, which gives us a unique breadth of skills to match your needs.

## Why Partner with Sustainalink for a Case Night?

A Case Night with Sustainalink is an effective and inspiring way to drive sustainable innovation forward while strengthening your brand towards university students. During an inspiring and energetic evening, you will have the chance to meet committed students in interdisciplinary groups who contribute with new perspectives, current knowledge and creative solutions to your specific sustainability challenges.

### ✓ Fresh Ideas to Push Your Sustainability Agenda Forward

Students dare to think outside the box, and their ideas can become the starting point for your next innovation leap. Sustainalink brings together students from diverse academic backgrounds and nationalities, providing a unique and dynamic environment where new approaches, ideas and solutions can be generated.

### ✓ **A Smart Way to Connect with Tomorrow's Talent and to Boost Your Brand**

A Case Night is not only a great way to get motivated students to tackle your challenges, but also an opportunity to strengthen your brand. By showcasing your sustainability work in a creative, solution-focused environment, you position your company as an innovative and responsible leader. This provides valuable exposure as well as a possibility to attract future talent.

### ✓ **An Easy Way to Test Sustainalink Collaboration**

You do not need to have fully developed projects before signing up. Tell us about your challenges - we will help you shape them into suitable cases and ensure that the evening is both valuable and professionally executed.

### ✓ **A Trusted Partner with Extensive Experience**

With over thirteen years of experience and more than 2,900 students having participated in collaborative projects, we know how to create interactions that truly make a difference.

### ✓ **Marketing Exposure**

Your company will be featured on Sustainalink's website, in our Annual Report, and in all communication related to the Case Night. This includes targeted outreach to selected professors, students, and student associations at Scanian universities, as well as five social media posts. You will also be promoted during our presentations for students and companies, as well as at career fairs and exhibitions where we are present. By collaborating with Sustainalink, you showcase your social commitment and that sustainability issues are a priority in your business.

## **How We Create Your Successful Case Night**

**We tailor each case entirely to your needs**, ensuring it is both relevant and inspiring for the students.

**Full marketing and student outreach** - we manage all communication, applications, and recruitment process. Student interest is always high, and we typically receive about twice as many applications as we have available spots. This gives us the opportunity to select the most relevant and engaged participants for your cases.

**Interdisciplinary student groups** of 4-6 students per team - carefully composed to provide a wide range of perspectives, skills, and ideas.

**Professional project management** - we take care of planning the Case Evening (in close dialogue with you), facilitation and moderation of the process, as well as follow-up and evaluation afterwards.

**Practical support** - if needed, we handle arrangements for venue and catering.

## Interested in Learning More?

Please feel free to contact us:

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