

# CLIMATE FINANCE ACTION

Simran Israni, Bailey Klafehn, Grant Lee,  
Erin Kim, and Archana Kulkarni



# Agenda

01

BACKGROUND

02

SITUATION  
ANALYSIS

03

MARKETING  
OBJECTIVES

04

COMPETITION  
ANALYSIS

05

MARKET  
RESEARCH

06

TARGET AUDIENCE  
PROFILE

07

MARKETING  
STRATEGY

08

MARKETING  
MIX

09

MONITORING &  
EVALUATION

# 01



# BACKGROUND

# Understanding the Problem



- • • **Climate Change**  
Rapidly advancing changes in the climate which will continue to threaten human safety and environmental well being if there is no intervention
- • • **Financial Corporations**  
Continue to fund climate-destructive practices through investments and business decisions
- • • **Students**  
Are relatively unaware of the effects of large financial corporations and seek careers in these industries with no motivation to change practices

# Climate Finance Action

“Organizing communities & stakeholders to ensure decision-makers use their shareholder power on behalf of climate solutions.”

## Identify Stakeholders

Recognizes power of asset management firms & banks in determining future climate change policies

## Train Activists

Provides education and training to help community groups, stakeholders, and students to understand relationships between the financial system and the climate crisis

## Organize Events

Partners with organizations such as Future Coalition to organize marches and rallies against financial institutions



# 02

...

## SITUATION ANALYSIS

# SWOT Analysis: Working with College Business Students

## Strengths

- Easily digestible information available to distribute
- Relatable to business students who know a lot about the financial roles
- Empowers students through investment power and grassroots change

- Younger generation is more environmentally conscious
- Campus = space & opportunity for students to get involved
- Individual power through investment decisions → best influenced through students going into workplace

## Opportunities

## Weaknesses

- Initial low student knowledge of association between finance and climate change
- Difficulty capturing students who are not environmentally focused

- Other companies with similar missions compete for college students' attention and energy
  - Ex: NEU Sunrise Movement Chapter, HEAT

## Threats

# Literature Review of Materials Presented by CFA

## CFA Initiatives

...

CFA Website and  
overview of their  
mission

Youth CFA -  
Grassroots mission

## Finance Sector

...

The public's  
investment funds  
fuel companies  
giving the public  
power

Harness  
shareholder power  
to hold companies  
accountable

## Companies Funding Climate Change

...

Banks such as JP  
Morgan Chase  
funding fossil fuels  
but greenwash

Tar Sands Pipeline  
being funded by  
TD Bank and more



## CFA POSED THE QUESTION:

*“How can college students be persuaded to take action related to climate change / climate justice? In particular, what strategies are most effective in persuading business school students?”*



**BUT WE NEEDED MORE INFORMATION,  
SO WE DECIDED ON A PLAN...**

**03**

...

# **MARKETING OBJECTIVES**

# Targeted Behavior

CHANGE  
COLLEGE  
STUDENT  
PERCEPTIONS



ABOUT FINANCE'S  
ROLE IN CLIMATE  
CHANGE &  
INVESTOR POWER



AFTER ENGAGING  
WITH CFA CONTENT



# GOAL #1: UNDERSTAND STUDENT BASE PERCEPTIONS & ATTITUDES



## SPECIFIC



Ask targeted questions using a survey.



## MEASURABLE



Use a ranking system (Likert scale) to ensure useable data.



## ACHIEVABLE



Survey would be distributed via club email lists & our networks



## RELEVANT



Which business student doesn't love a good survey? :)



## TIME BOUND



Distribute survey over 2 weeks with deadline @ event date

## GOAL #2: EDUCATE & ENGAGE (THROUGH AN EVENT)



### SPECIFIC



Host an event on campus that interested students can attend.



### MEASURABLE



Survey has a question to indicate interest.  
Attendance will be measured.



### ACHIEVABLE



Targeted club email lists = students already interested in the subject.



### RELEVANT



CFA presenters are great at what they do! - Best way to showcase the information.



### TIMELY



Booked a room and gave a specific date and time for event: April 20

# GOAL #3: EVALUATE WHETHER CFA EVENTS ALTER STUDENT PERCEPTIONS



## SPECIFIC



Ask targeted questions to accurately see perceptions



## MEASURABLE



Ask the same questions as before for data comparison



## ACHIEVABLE



Survey is sent to all event attendees



## RELEVANT



Directly relevant to our primary goal



## TIMELY

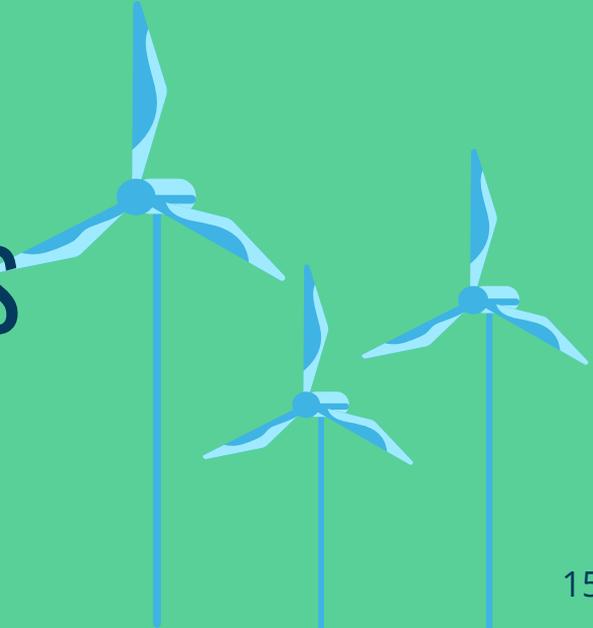


Secondary survey conducted post-event

# 04

...

## COMPETITION ANALYSIS AND BARRIERS/BENEFITS



# Competition Analysis



## Reclaim Finance

NGO that exposes financial companies that violate human rights and destroy the environment



## Stop the Money Pipeline

Targets and publicizes Wall Streets funding of climate change



## The Sunrise Project

Social movements to transition from fossil fuels to renewable energy (Northeastern has a chapter)

## Potential Threats

Some already have a presence on college campuses and could have taken our target students into their clubs already, leaving them with less time to join CFA.

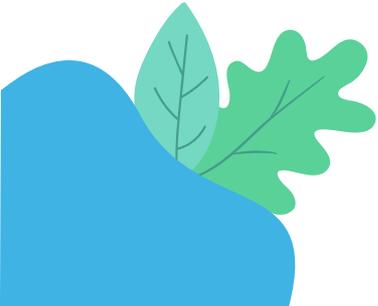
# Targeted Behavior: Changing Student Perceptions After Engaging with CFA

## BARRIERS TO BEHAVIOR

- Lack of initial knowledge in students of environmental issues and connection between finance and climate change

## BENEFITS TO BEHAVIOR

- Students engaging in investing activities with more environmental consciousness
- Students harnessing their shareholder power to influence environmental change



# 05

...

## MARKET RESEARCH

# Planning the Research

Wanted to better understand the knowledge and opinions of CFA's target audience



3-5 minute Qualtrics survey

- Demographic questions about academic major/minor

Wanted to find out attitudes students have about their **impact on climate change**



Statements about knowledge/interest in environment with 5-point Likert scale

I regularly read up on current environmental issues.

I look into the environmental practices of a company before purchasing.

I am able to identify greenwashing when I see it.

I consider climate change when looking at future employment opportunities.

Schools/Universities provide enough resources to educate students regarding climate change.

As a student, I have the power to make a positive difference on climate change legislation.

Wanted to find out attitudes students have about their **impact on climate change through finance**



Statements about knowledge/interest in finance in relation to environment with 5-point Likert scale

Financial matters have the power to impact climate change legislation and progress.

I am interested in finance's role in climate change.

Those managing public funds have a responsibility to address climate risk.

Shareholders have the power to influence corporate decisions and shift them to be more socially responsible.

# Survey Distribution

## Business Clubs

- Alpha Kappa Psi
- Entrepreneurs Club
- TAMID
- Women in Business
- Sustainability in the Business Environment Class

## Environmental Clubs

- HEAT (unresponsive)
- Terra Society

## Personal Circles

- Friends
- Family
- Sororities
- Sport teams
- Classes
- Other clubs

- Promoted through email, text, Slack, social media
- 105 responses
  - ~80 useable

# 06

...

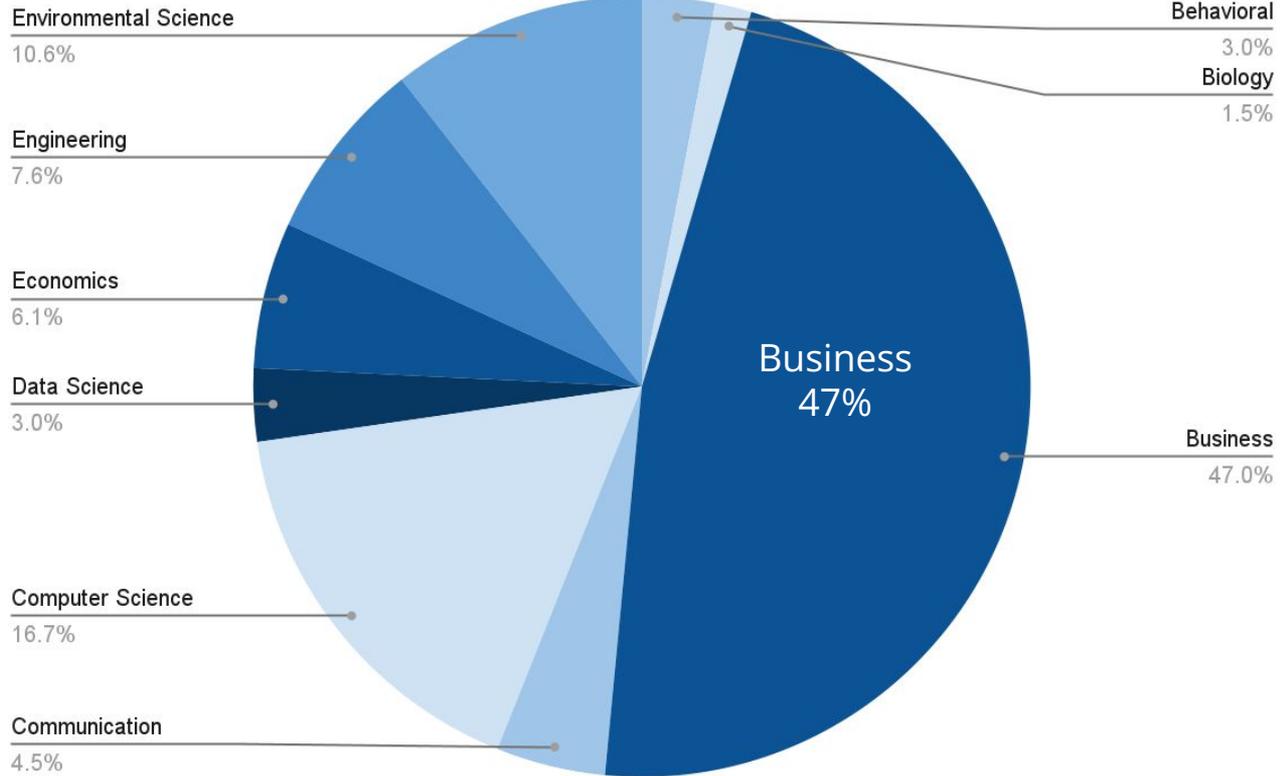
## TARGET AUDIENCE PROFILE



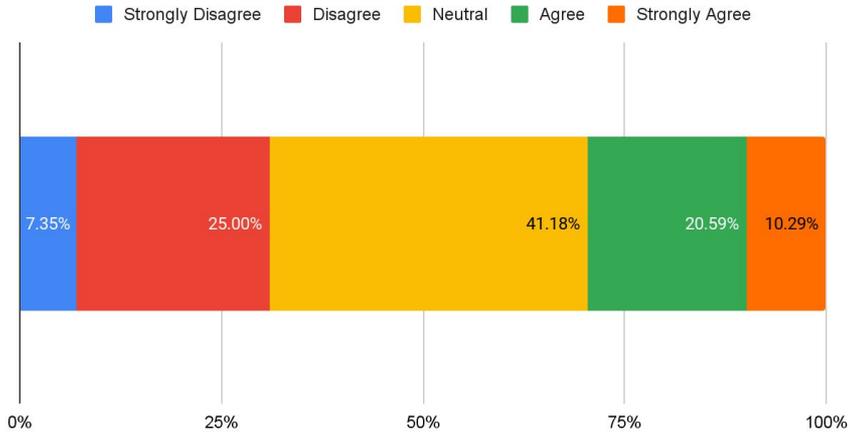
# Survey Questions

1. I regularly read up on current environmental issues
2. I look into the environmental practices of a company before purchasing
3. I am able to identify greenwashing when I see it
4. I consider climate change when looking at future employment opportunities
5. Schools/Universities provide enough resources to educate students regarding climate change
6. Financial matters have the power to impact climate change legislation and progress
7. I am interested in finance's role in climate change
8. Those managing public funds have a responsibility to address climate risk
9. Shareholders have the power to influence corporate decisions and shift them to be more socially responsible

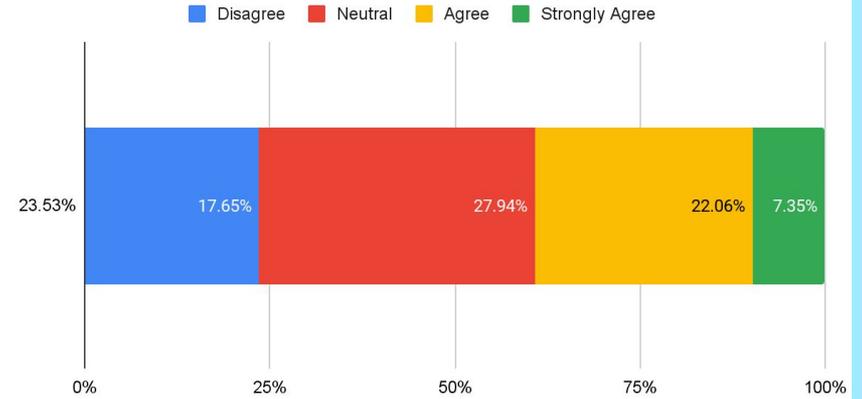
# Academic Major



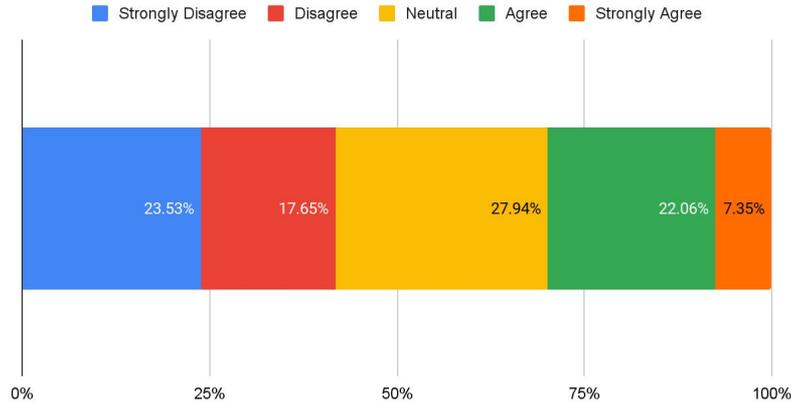
### I regularly read up on current environmental issues.



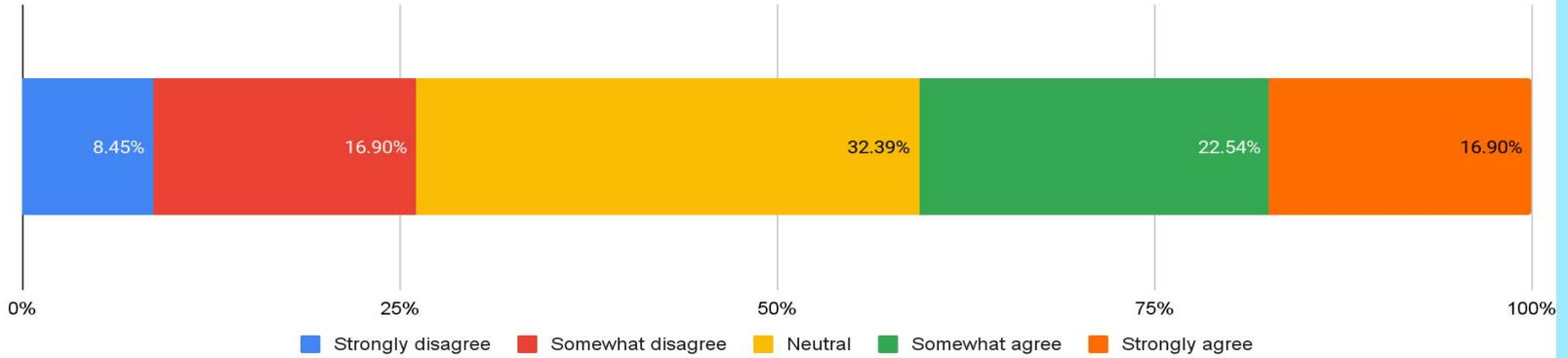
### I look into the environmental practices of a company before purchasing.



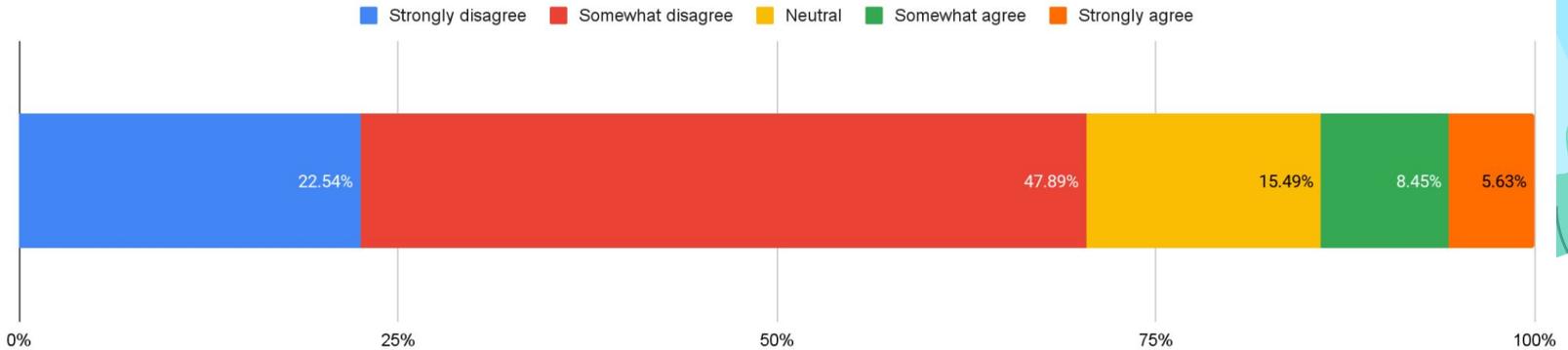
### I am able to identify greenwashing when I see it.



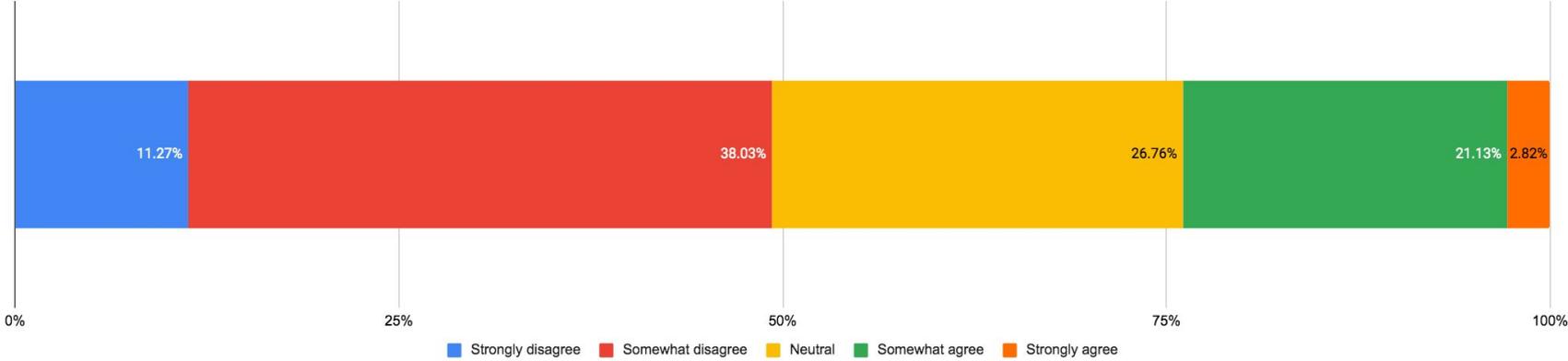
I consider climate change when looking at future employment opportunities.



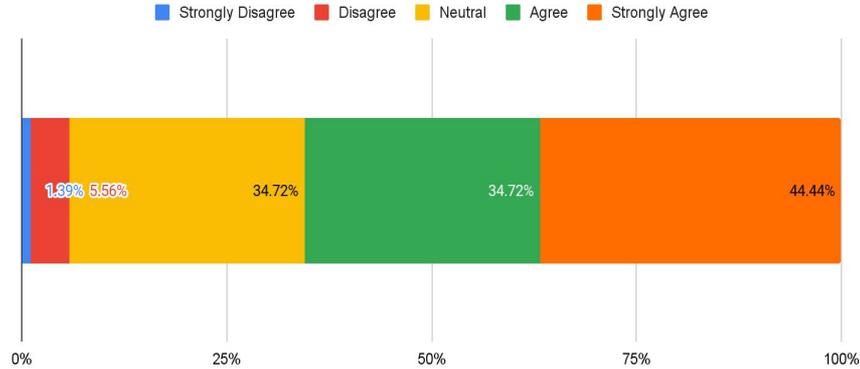
Schools/Universities provide enough resources to educate students regarding climate change.



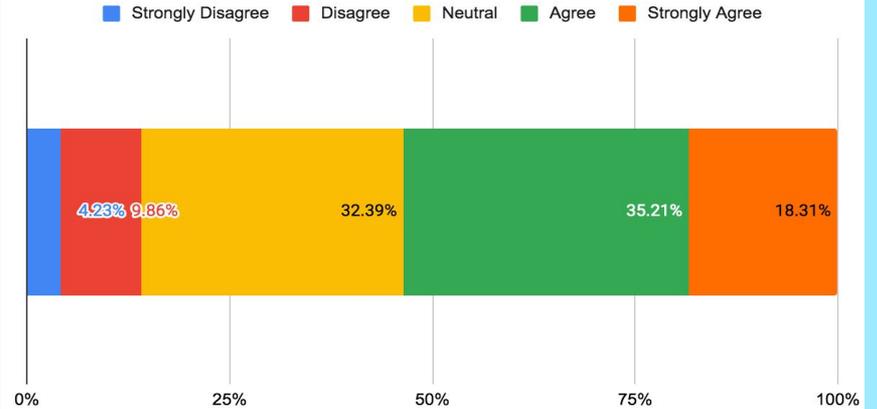
As a student, I have the power to make a positive difference on climate change legislation.



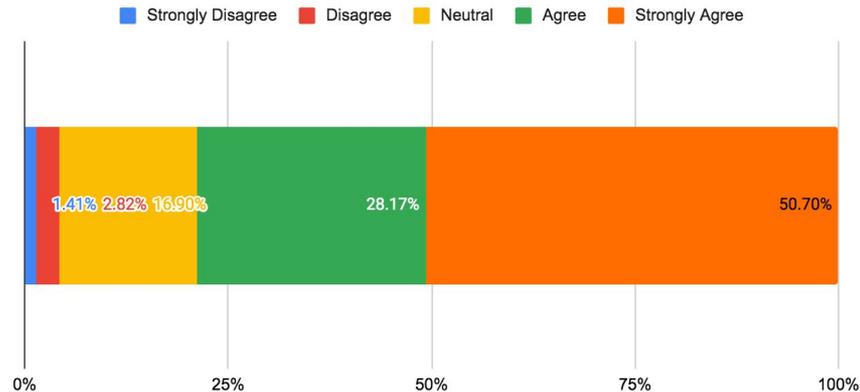
Financial matters have the power to impact climate change legislation and progress.



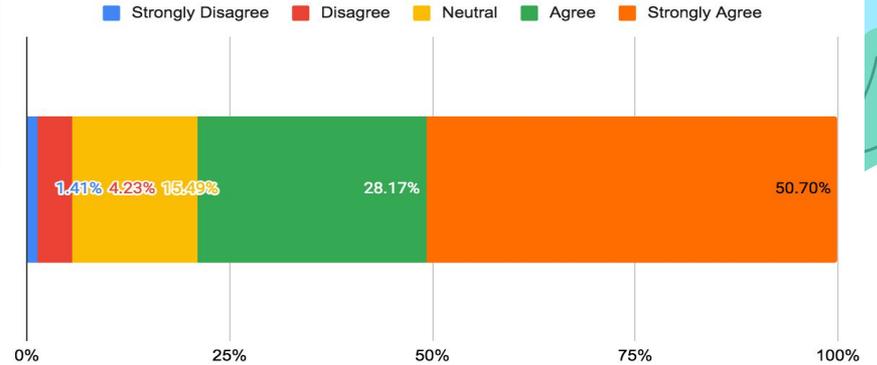
I am interested in finance's role in climate change.



Those managing public funds have a responsibility to address climate risk.



Shareholders have the power to influence corporate decisions and shift them to be more socially responsible.

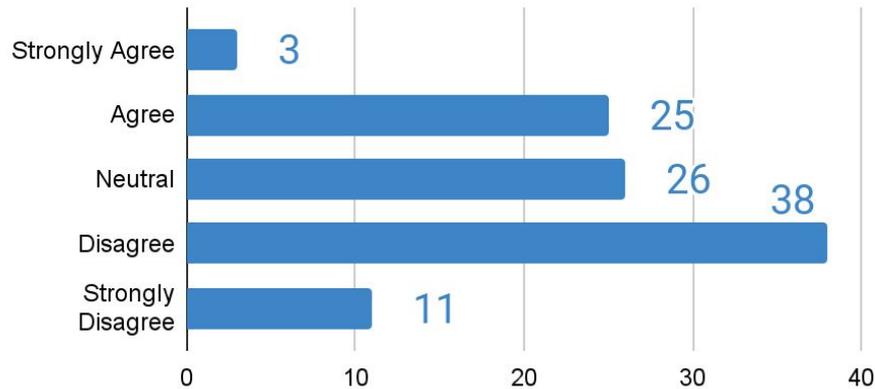


# Who is CFA's Target Market?

We used indicator questions and analyzed the demographics of respondents.



# As a student, I have the power to make a positive difference on climate change legislation.



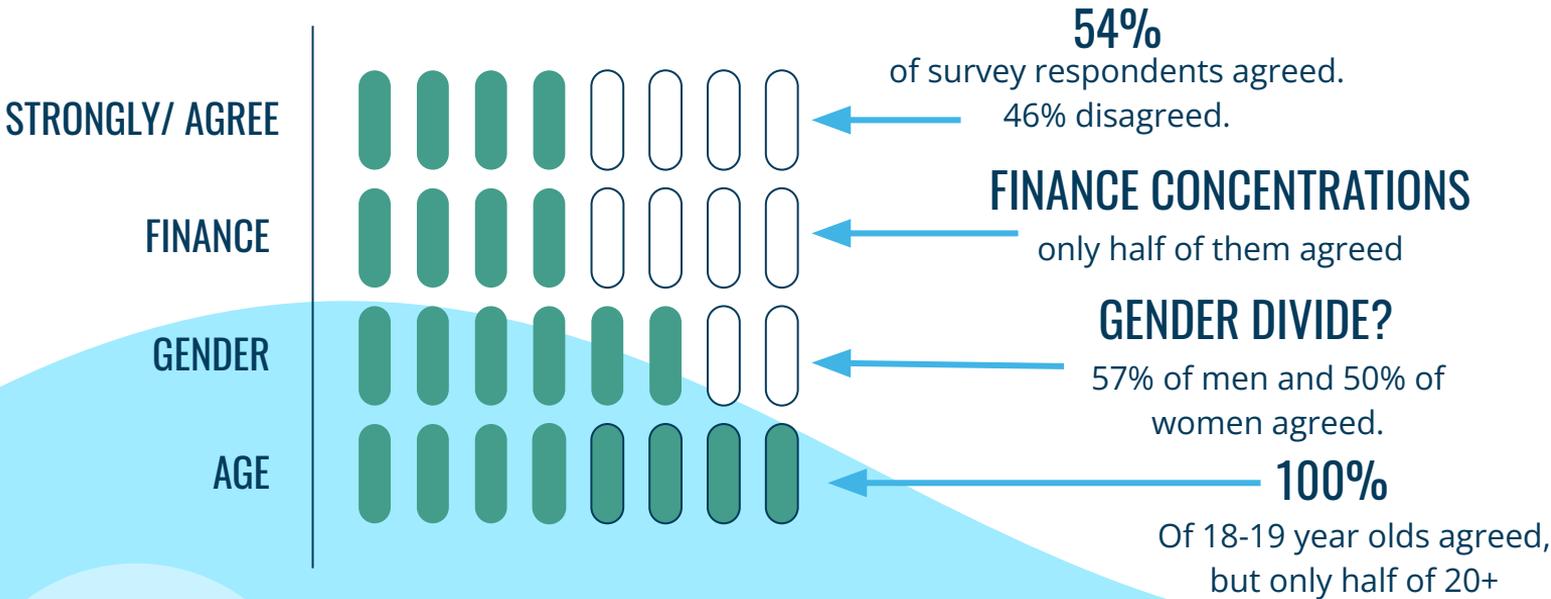
**60%**  
of business majors disagreed.

**THE MAJORITY**  
of people who agreed (67%)  
were non-business majors:  
BNS, CS, & engineering.

**3RD & 4TH YEARS (21-22)**  
were more likely to disagree  
than 1st and 5th years.

**LESS THAN HALF**  
of the Finance concentrations  
& Enviro majors who took the  
survey agreed.

# I am interested in finance's role in climate change.





# I consider climate change when looking at future career opportunities.



## NEUTRALITY

Business majors were largely neutral. Other majors leaned towards agreement.



## WHO STRONGLY AGREED?

Communications  
International Affairs  
Health Sciences

*Surprising: Enviro was 50/50*



## GENDER

Over 50% of men but only 30% of women agreed.



## AGE

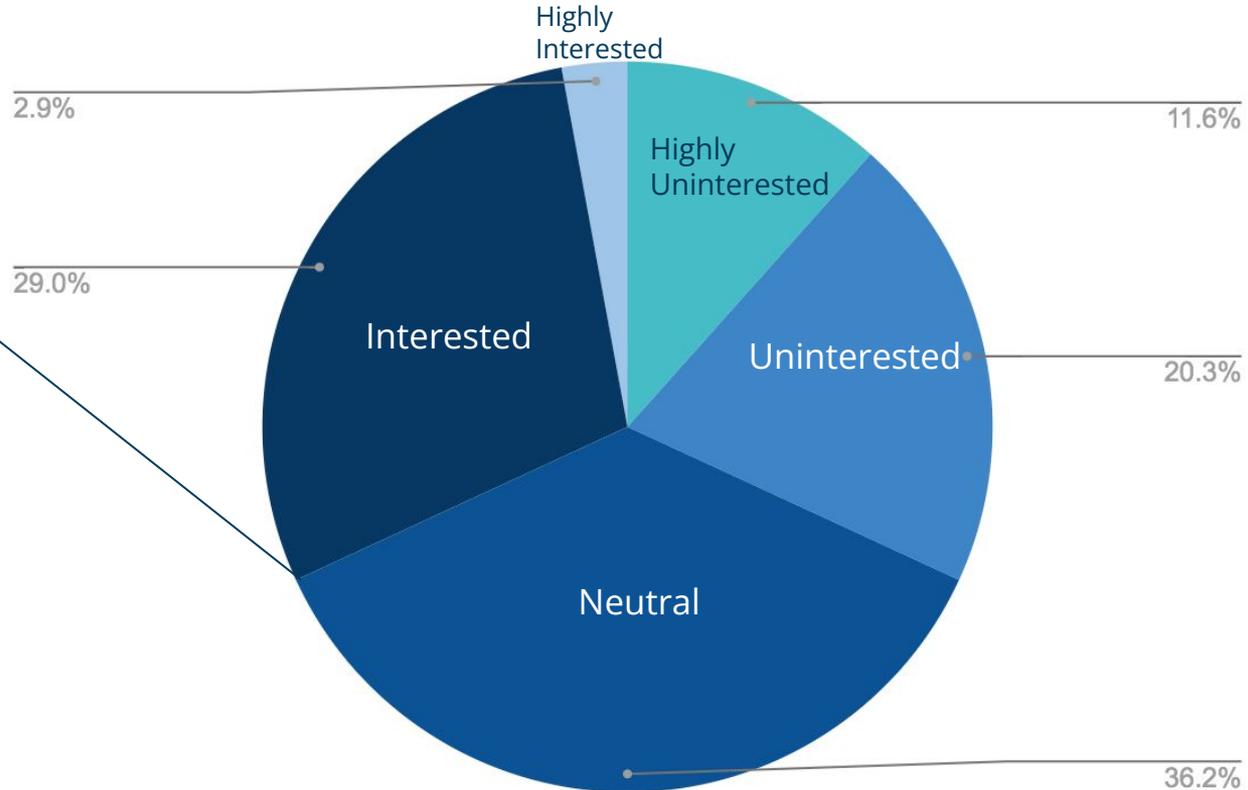
18-20: Disagree  
21+: Leaned towards agreement

# How interested are you in participating in CFA initiatives?



## 65% OPPORTUNITY GROUP

- Academic Segments
  - Business/  
Finance Majors: **70%**
  - Others: Bio, Enviro, CS,  
Intl Affairs, Comms,  
Health
- Age Segmentation
  - **18-20**: campus action &  
involvement
  - **21+**: career  
opportunities  
→ women



# 07

...

## MARKETING STRATEGY & POSITION STATEMENT

# Positioning Statement

We seek to promote Climate Finance Action as a value-creating organization to college business students and measure levels of engagement for future initiatives.



# Marketing Strategy: Event

## Organize Speaker Event

Invited Mary & Maura to present to students on CFA's initiatives

## Reach Out to Organizations

- Finance & Investment
- Women in Business
- Entrepreneurship
- Alpha Kappa Psi
- Sustainability Class

## Promote Event Online

Posted QR code on social media; included flyers and blurb in club emails

**WHO'S FUNDING CLIMATE CHANGE?**  
And what can **we** do about it?

Join Climate Finance Action for a discussion on the role financial institutions and government play in the today's climate crisis.

**GUEST SPEAKERS**

**Mary Cerulli**  
Director,  
Climate Finance Action

**Maura O'Reilly**  
Youth Climate Finance  
Alliance/Future Coalition

April 20, 6-7pm  
109 Robinson Hall

Register here!

**CFA** CLIMATE FINANCE ACTION

# 08



## MARKETING MIX STRATEGIES



# Marketing Mix Recommendations

## PRODUCT

- Informative, in-person events
- Co-host with membership-based business or environmental clubs
- CFA speakers cover basics of issue, how companies students intern at are playing a role, and how students can help

## PRICE

- Financially free for attendees/volunteers
- “Paying” in the form of time and effort
  - Keep events 1-1.5 hours long to avoid losing attendees’ attentions

## TARGET MARKET

- 18-22 year old college students on East Coast
- Studying or interested in business (finance) environment, & others

## PLACE

- On a specific campus or walking distance from a hub of campuses
- If on-campus ⇨ book room through co-hosting club’s e-board
- Provide Zoom link for those who can’t attend in person

## PROMOTION

- Promote through CFA and co-hosting club’s platforms at least 2 weeks from event
  - Social media, Slack, newsletters
- Post flyers with registration QR code around campus(es)

# 09

...

## PLAN FOR MONITORING & EVALUATION



# Metrics to Reach Objectives

Goal 1	Goal 2	Goal 3
Understand Audience	Engage & Educate	Change Attitudes
<ul style="list-style-type: none"><li>● Administer pre-survey to students (Done!)</li><li>● Conduct 10-15 1-on-1 interviews</li><li>● Identify key trends in knowledge/opinions</li></ul>	<ul style="list-style-type: none"><li>● Event registration<ul style="list-style-type: none"><li>○ ~70</li></ul></li><li>● Event attendance<ul style="list-style-type: none"><li>○ ~40</li></ul></li><li>● Social media engagement<ul style="list-style-type: none"><li>○ Followers</li><li>○ Story views</li><li>○ Post interactions</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Administer post-survey to students<ul style="list-style-type: none"><li>○ ~100 responses</li></ul></li><li>● Interview co-hosting club leadership</li><li>● Observe a shift in openness and self-belief to impact climate change</li></ul>



# Final Recommendations & Future Steps



UTILIZE TOOLKIT



PARTNER WITH CLUBS



IMPROVE ACCESSIBILITY



TARGETED COMMS



# 1. Utilize Toolkit

- Toolkit includes:
  - Flyer/social media templates
  - Best Practices document
  - Event Marketing Timeline document
- Best for hosting an event at a college
  - E.g. Northeastern University



## 2. Partner with Campus Organizations

- 1-2 membership-based clubs to co-host informative events
  - Business/volunteer frats
  - TAMID
- Will help save time on outreach and event organization
- Helps lead to stronger relationship and long-term partnership

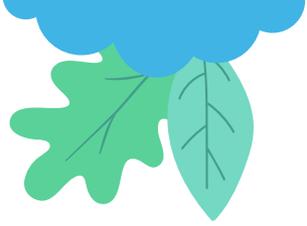


### 3. Get in Front of Students!

- Be visible to students
  - Post event flyers in high-traffic areas
  - Post on social media
- Be accessible to students
  - Have a stable presence on a primary communication channel



# Future Steps



Post more consistently on Instagram about current CFA activities and climate-related news

- Build an online community



Try different communication approaches for different segments

- E.g. Younger (action-focused) vs. Older students (career-focused)
- E.g. Business students vs. Other majors



Collaborate directly with universities to lead school-wide initiatives

- Speaker events during Welcome Week
- Table during business-school-hosted events/showcases
- E.g. Create a CFA co-op for Northeastern students



# CLASS QUESTION

What are some ways CFA can get Northeastern students involved in its initiatives?



# THANKS!

Any Questions?

