

# Kellogg-Morgan Stanley Sustainable Investing Challenge

2021

Founding Partner

Northwestern  
**Kellogg**  
School of Management

Leading Partner

**Morgan Stanley**

INSTITUTE FOR SUSTAINABLE INVESTING

The Kellogg-Morgan Stanley Sustainable Investing Challenge harnesses the power of capital markets and student creativity to create positive impact in a world of perpetual resource scarcity and continued population growth. A pitch competition for graduate students, the Challenge focuses on developing institutional-quality investment vehicles that seek positive environmental or social impact and competitive financial returns.

Contestants must propose and defend a strategy that uses finance and investment tools to address an environmental or social challenge. The competition is an opportunity to apply core financial principles to target economic, social and environmental challenges through sustainable investing. Pitches might focus on areas like water, energy, food, social mobility, climate change, plastic waste, education or health care, among others. Contestants are encouraged to apply the entire spectrum of investment tools, styles and asset classes.

The Kellogg-Morgan Stanley Sustainable Investing Challenge seeks to identify the next generation of sustainable finance practitioners, connect emerging leaders with industry professionals and foster even greater emphasis on sustainability at graduate schools around the world. The Challenge has engaged over 1,800 students from more than 100 global academic institutions. Top ideas have included an exchange-traded fund to help improve the economic integration of refugees, a loan fund to reduce greenhouse gas emissions by increasing organic farming, a REIT structure to address food shortages due to grain storage waste in India, a fund to provide solar energy to First Nations. To date, several of the ideas presented at the Challenge have continued to move forward and concepts have been put into action.

It is the goal of the Challenge to have a presence in the world's financial centers. Since inception, the competition has been hosted at the Federal Reserve Bank of San Francisco, the World Bank in Washington, D.C., and Morgan Stanley headquarters in New York City, London and Hong Kong. Each year has featured a keynote address by thought leaders, including Deborah Winshel, Global Head of Impact Investing and Philanthropy, BlackRock; Wei Sun Christianson, CEO of China and co-CEO of Asia Pacific, Morgan Stanley; Marilou van Golstein Brouwers, Managing Director, Triodos Investment Management; Elizabeth Littlefield, CEO of OPIC; and David Blood, Founder of Generation Investment Management. The event consistently attracts over 100 finance professionals interested in learning from the students' creative approaches. Started at Kellogg in 2011, the competition welcomed INSEAD as a partner in 2013, and was relaunched in 2014 with the addition of Morgan Stanley. Due to the ongoing COVID-19 pandemic, the 2021 finals will be hosted virtually.



Fostering innovative solutions to reduce plastic waste is an essential part of achieving the goal of the Morgan Stanley Plastic Waste Resolution to prevent, reduce and remove 50 million metric tons of plastic waste from the environment by 2030. **The 2021 Sustainable Investing Challenge is seeking proposals targeting plastic waste in addition to the broader call for social and environmental solutions.**





## Past Winners

### Refugee ETF

**NEW YORK UNIVERSITY STERN SCHOOL  
OF BUSINESS AND WAGNER SCHOOL OF  
PUBLIC SERVICE**

**(1ST PLACE 2020)**

Helping to drive the economic integration of refugees through an investible global index comprised of listed companies with robust refugee-focused policies and initiatives.



**EduIndia**

**KELLOGG SCHOOL OF MANAGEMENT  
AT NORTHWESTERN UNIVERSITY**

**(1ST PLACE 2017)**

Fostering education access and retention in India through a private growth debt fund.



**Carbon Yield**

**KELLOGG SCHOOL OF MANAGEMENT  
AT NORTHWESTERN UNIVERSITY**

**(1ST PLACE 2019)**

Increasing organic and regenerative farming across the Midwestern U.S. to rebuild soil, mitigate climate change and create economic stability for farmers.



**Storm Resilience Fund**

**LEE KONG CHIAN SCHOOL OF BUSINESS  
AT SINGAPORE MANAGEMENT  
UNIVERSITY**

**(1ST PLACE 2018)**

Helping communities prepare for and withstand extreme weather events in Southeast Asia.

[www.storm-resilience.org](http://www.storm-resilience.org)



**TERRA LIMPA**

**MARSHALL SCHOOL OF BUSINESS  
AT UNIVERSITY OF SOUTHERN  
CALIFORNIA**

**(1ST PLACE 2016)**

Increasing private investment in agriculture in Angola to revitalize land productivity, eliminate landmines and create a new class of smallholder farmers.

[www.terralimpafund.com](http://www.terralimpafund.com)



**BLUE FOREST  
CONSERVATION**

**HAAS SCHOOL OF BUSINESS  
AT UC BERKELEY**

**(1ST PLACE 2015)**

Monetizing the shared benefits of forest management in the U.S. through the Forest Resilience Bond.

[www.blueforestconservation.com](http://www.blueforestconservation.com)

## Awards

---



\$10,000

Prize for **First Place** Team

\$5,000

Prize for **Runner-Up** Team



\$2,500

Prize for **Best Plastic Waste** Proposal



### Milken Institute Global Conference

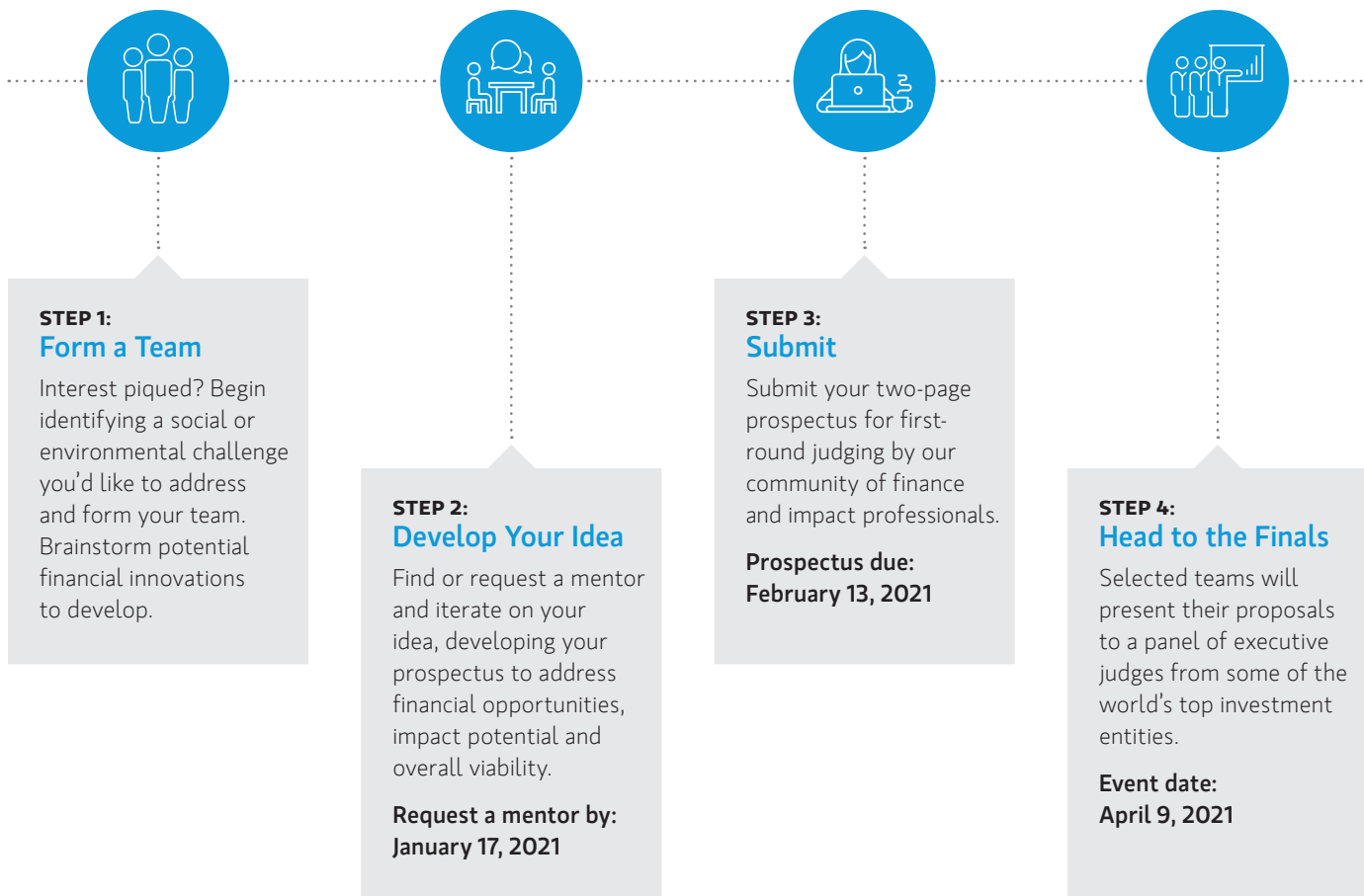
Opportunity for First Place Team to present at the Milken Institute Global Conference with paid registration (**\$12,500 value per person**).



### Networking Opportunities

Chance to network with and get feedback from leading financial professionals.

# Challenge Timeline



**Learn More:** <https://sustainableinvestingchallenge.org>

**Follow Us:** @SI\_Challenge