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 2,500 students from more than 100 global academic institutions. Top ideas have included working capital loans to help beekeepers scale operations and expand practices that drive biodiversity conservation, an exchange-traded fund to help improve the economic integration of refugees, and a loan fund to reduce greenhouse gas emissions by increasing organic farming, among many others. 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 premier 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 Arunma Oteh, former Vice President and Treasurer of the World Bank, 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.
2021 Competition Snapshot

TOTAL OF

414
STUDENTS

FROM

87
SCHOOLS

FROM

50
HOME COUNTRIES

FORMING

123
TEAMS

TARGETING IMPACT IN

33
COUNTRIES

Students’ Home Countries  Countries Targeted for Impact
Past Winners

UNIVERSITY OF OXFORD’S SAÏD BUSINESS SCHOOL, SMITH SCHOOL OF ENTERPRISE AND THE ENVIRONMENT AND MEDICAL RESEARCH COUNCIL BRAIN NETWORK DYNAMICS UNIT
(1ST PLACE 2021)
Pooling loans and contract assurance to help beekeepers scale operations and expand practices that drive biodiversity conservation.

NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS AND WAGNER SCHOOL OF PUBLIC SERVICE
(1ST PLACE 2020)
Bridging the refugee data and investment gap to channel corporate resources towards refugees and investment capital towards investable refugee products.
refugeeinsights.com

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.
carbon-yield.com

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.

KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY
(1ST PLACE 2017)
Fostering education access and retention in India through a private growth debt fund.

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.
Awards

$10,000
Prize for First Place Team

$5,000
Prize for Runner-Up Team

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**

**STEP 1: Form a Team**
Interest piqued? Begin identifying a social or environmental challenge you’d like to address and form your team. Brainstorm potential financial innovations to develop.

**STEP 2: Develop Your Idea**
Find or request a mentor and iterate on your idea, developing your prospectus to address financial opportunities, impact potential and overall viability.

**Request a mentor by:** January 16, 2022

**STEP 3: Submit**
Submit your two-page prospectus for first-round judging by our community of finance and impact professionals.

**Prospectus due:** February 13, 2022

**STEP 4: Head to the Finals**
Selected teams will present their proposals to a panel of executive judges from some of the world’s top investment entities.

**Event date:** April 8, 2022

Learn More: https://sustainableinvestingchallenge.org

Follow Us: @SI_Challenge

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