

Team from Stockholm School of Economics walks away with 1st place at inaugural MBA case competition

DAVOS, January 24, 2014 - A team from the Stockholm School of Economics walked away with the Top Prize of \$10,000 at the inaugural Corporate Knights-Schulich Business for a Better World case competition, held this morning in Davos, Switzerland.

Team Stockholm was selected by a panel of high-profile judges, including Dominic Barton, worldwide managing director of McKinsey & Company, Robert Greenhill, managing director of the World Economic Forum, and Steve Williams, president and chief executive officer of competition sponsor (and case subject) Suncor Energy.

Second place went to the team from the Palumbo Donahue School of Business at Duquesne University in Pennsylvania, while third place went to the team from the Monterey School of International Studies at California's Middlebury College.

Students were required to assess Suncor's global energy operations using 12 of the most widely disclosed and tracked sustainability metrics, including those that assess resource productivity (energy, water, waste, emissions), management diversity, sustainability commitment, governance and workplace safety. Each team's challenge was to identify priority indicators and come up with a business plan that would dramatically improve Suncor's overall sustainability performance relative to its peers in the oil and gas sector.

In essence, the goal of each team was to elevate Suncor to the top of its class and better position the Calgary-based company as an environmental, social and governance leader. Addressing the three teams, Suncor CEO Steve Williams congratulated the finalists for making it to Davos.

"To have got this far is a great compliment to you and the work you've done. It's very difficult to judge from such three excellent presentations," said Williams. "Just for reassurance, I will take pieces from each of your presentations and they will be part of our plan of execution, and that is the greatest respect I can pay you."

In total, 28 teams from around the world registered to compete in Round One of the competition. Five teams were selected to proceed to Round 2. The final three teams – Duquesne, Monterey and Stockholm – were chosen in December to face off at the World Economic Forum.

Final Round Judges Included:

- Steve Williams, Chief Executive Officer, Suncor Energy
- Robert Greenhill, Managing Director, World Economic Forum
- Dominic Barton, Worldwide Managing Director, McKinsey & Company
- Nicky Major, Global Corporate Sustainability Leader, Ernst & Young
- Dirk Matten, Professor of Strategy and Hewlett-Packard Chair in Corporate Social Responsibility Centre of Excellence in Responsible Business at the Schulich School of Business
- Sean Flannery, Vice-Chairman, Corporate Knights.

"This is a unique case competition that is expected to become an annual feature in Davos," said Toby Heaps, chief executive of Corporate Knights. "Environmental and social performance is proving crucial to the long-term financial health of corporations, and more business leaders need to understand and track the indicators that matter. As the

name of this competition implies, we want to build business for a better world and help lay down the seeds that will grow tomorrow's responsible business leaders. The need is there, and MBA schools around the world have an important role to play."