Schoolwide News

A Sustainability Internship – With a Cutting Edge

An MIT Sloan student works to help P&G become greener

By Sarah Foote

While looking for a summer internship last spring, Jeremy Bratt, MBA ’10, wanted a position that would have a sustainable component to it, along with responsibilities that would allow him to put his new business skills to the test. A posting offered through the Career Development Office (CDO) caught his eye, and he applied for an internship with Proctor & Gamble’s Global Grooming Supply Network.

After the initial application and phone interview, Jeremy had an interview at their South Boston headquarters and then began his internship in early June. P&G was looking to reduce their environmental impact, and Jeremy was asked to look into two different sustainability issues – one for the packaging of new promotional razors, and the other regarding the company’s supply network. He was asked to keep the bottom line in mind when it came to both.

While one might think the creation and packaging of razors is an easy prospect because they’re small, Jeremy noted it is a “real science.” Creating razor blades involves years of testing, developing new materials, and numerous patents, so the packaging is important not only to protect the razors but to help aide against theft once they’re available in stores. “There is a lot of time and effort that goes into the creation of the blades, a lot of innovation is involved, followed by a lot of marketing,” Jeremy noted.

First Jeremy looked for ways to reduce the packing involved for the three million promotional razor blades made by Gillette – razors with Patriots, Red Sox, and other teams’ logos were being packed and shipped around the country using large amounts of plastic and cardboard. Jeremy looked into the packaging design choice and ways to reduce it. “There were a lot demands to make this packaging different than the regular razor packaging. I had to understand what those demands were, and why certain choices regarding the promotional packaging were made, and try to optimize it – all while trying to reduce costs and the environmental impact,” he said.

Jeremy Bratt, MBA ’10

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He quickly learned that Wal-Mart was one of the main drivers of the sustainable packaging efforts – in both an effort to maximize shelf space, but to also reduce transportation and packaging costs. Wal-Mart even provides a packaging scorecard to companies to help them reach sustainability goals. “I learned a lot about Wal-Mart’s mechanics, and sustainability concerns, which was great. They’ve been in the news a lot lately, because they are trying to get their suppliers to use less. Ultimately, for Wal-Mart, it comes down to the bottom line as well, and it really is a win-win situation for everyone,” Jeremy said.

To begin making the packaging more environmentally friendly, Jeremy got a first-hand look at the automation process for creating razor blades and then began meeting and interviewing all the parties involved with the packaging’s design.

The other component of Jeremy’s internship involved looking at the supply network, and devising ways to help it become greener. This involved learning how the handles of razors were made and shipped to a storage facility, then to the end assembly of the blade to the handle. He also followed the packaging and storing of the razors to a warehouse before being trucked to different locations around the country. Jeremy noted, “The current supply network was very inefficient from two standpoints – from the cost standpoint and from the environmental standpoint there was a lot of waste. I was brought in to look at these decisions and come up with ways to streamline things and reduce costs,” he said.

Jeremy was able to come up with ways to reduce the transportation costs, which he said were very large to begin with. Seeing that the razors were shipped to a warehouse in Massachusetts in one type of box, he then learned that the razors were shipped to various package vendors and distributors around the country. There they were then taken out of the first box and put into another cardboard box to be shipped once more. “To truck these boxes around the country is a huge expense. There is also a lot of fuel involved, and there was literally tons of corrugated cardboard that was being wasted,” he said.

P&G had previously reached out to the Sloan Sustainability Initiative, to evaluate the lifecycle impact of some of their products and packaging. Jeremy then sought out those folks to help define the key sustainability metrics that they were trying to optimize and he followed-up on their recommendations. “The last part of the equation was to see what the dollar savings would be and seeing what the changes recommended could yield. P&G knows that this is an important part of their business. They want to have a story to tell, and it’s an important one at that,” he said.

Jeremy recommended changes in the supply network by suggesting they consolidate shipping to one facility. On the materials side, he recommended that the company look at the lifecycle of the materials they were using to make sure that the plastic could be recycled. “At the end of the internship, we were looking at paper packaging as option versus the bio-plastic packaging they are currently using. We were looking at the trade-offs, while always keeping the bottom line in mind,” he noted. He said that the bio-plastic used could be professionally composted in the right environment, but there is little infrastructure set up for it at this time.

At the end of his internship Jeremy wrote a short report and presented his findings to the principal stakeholders in manufacturing, marketing, supply, and finance. “My PowerPoint presentation is being used and repurposed at P&G at this time. Some of my supply
network recommendations will take place as early as this fall, and others will be tested next year and then hopefully implemented. I think that this is an instance where the environmental savings and bottom line can be coupled hand-in-hand,” he said, noting that his marketing and finance classes at MIT Sloan were extremely helpful during the internship.

As first-years begin the process of searching for a summer internship, Jeremy advises them to not only work with the CDO, but to look everywhere for the correct match. “Be flexible and pro-active. Don’t be afraid to target the industry or company where you want to work directly,” he advised.

After he graduates next spring, Jeremy hopes to find a socially-minded position. He wouldn’t mind working for Proctor & Gamble in Boston—so he can continue to follow the Red Sox and Patriots first-hand, but he is flexible on where he works and would not mind working internationally if the right opportunity became available.

Join the Bone Marrow Registry

Every day, over 6,000 people are searching for a match. Only three out of 10 will find one. Thousands of patients depend on The Match Registry to find a donor who can give them a second chance at life. You have the power to save a life. Take the first step – join the Registry. This event will take place Wednesday, October 14, 9:30 a.m. – 1:30 p.m., E51 – Lobby.

Getting tested is a very simple process:
1) Fill out a basic form with name and contact information
2) Rub a cotton swab on the inside of your cheek
3) That’s it!

To join you need to be between the ages of 18 and 60, be willing to donate to any patient in need, and meet the health guidelines. If you have any questions contact David Chotin, 617-253-6816 or Chris Mulcahy, 617-472-1109.

MIT Community Giving Used Book Fair – Donate Today

MIT Sloan is collecting new and gently used books now through October 21. All varieties welcome. Please stop by E52-101 and donate your books today. Proceeds from the sales will benefit the MIT Community Service Fund and the United Way of Massachusetts Bay and Merrimack Valley.

Save the date: Friday, October 23 Community Giving @ MIT Book Fair. For more information contact Dawn Peters, dpeters@mit.edu or Johanna Sprague, johannas@mit.edu.
Get a Room!

There is a new tool that the Schedules Office has developed to help faculty, staff, and students find a room that fits their parameters. You may find this helpful in searching for a particular size room and AV. Please note the results will show all classrooms across campus, not just MIT Sloan classrooms: [http://web.mit.edu/registrar/classrooms/rooms/index.html](http://web.mit.edu/registrar/classrooms/rooms/index.html).

Save the Date for MIT Energy Night 2009

The Fifth Annual MIT Energy Night is almost here. Hosted by the MIT Energy Club and the MIT Sloan Energy and Environment Club, Energy Night will showcase the most exciting energy research, education, and entrepreneurship at MIT, bringing together the science, engineering, policy, and business energy communities at MIT in a fun, social environment.

Come meet experts across energy-related functions at MIT and discuss ideas for new energy research and business opportunities. With over 60 displays looking to showcase their work on the night, be sure to venture our way for an evening of drinks, hors d’oeuvres, a live jazz band, and energy!

This event takes place this Friday, October 16, from 5:30-8:30 p.m., MIT Museum, Massachusetts Avenue, Cambridge. For more information contact: [energynight@mit.edu](mailto:energynight@mit.edu).

Winners All Around

The Community Town Hall meeting last week featured the annual dual announcement of the Siebel Scholars and the McKinsey Awards, as well as the monthly Peer Recognition Awards.

Deputy Dean JoAnne Yates presented the Siebel Scholar Awards to five members from the MBA Class of 2010: Julie Christensen, Eduard Viladesau Franquesa, Chuck Gammal, Jessica Mazonson, and Angela Thedinga (LGO ’10).

The prestigious Siebel Scholars program, which originated in 2001, recognizes talented students with a strong academic record and notable leadership skills at the world’s leading graduate schools of business, computer science, and bioengineering. This annual prize encompasses a generous financial award that helps defray tuition costs during the second year of graduate school.

The McKinsey Awards are unique to MIT Sloan and were established by alumni. Alums Kevin McLellan, MBA ’02, and Ido Segev, MBA ’07, both of McKinsey & Co., Inc., were on hand to present the awards to three recipients in the MBA Class of 2011. The winners are: Kanaka Pattabiraman, Hai Liu, and Jason Manoharan, and presenter and alum Ido Segev, MBA ’07.
and Jason Manoharan. The first McKinsey Awards – based on community leadership and academic accomplishments – were presented in 2002. All MBA applicants are eligible to apply.

Winners of this month’s Peer Recognition Awards were MBA ’10 members Raj Bhatia, Ash Martin, and Alex Rosemblat, who created several brief videos humorously depicting what happens when Values@MIT Sloan go awry. View the videos, which were shown at Town Hall, at http://vimeo.com/6831955 and http://vimeo.com/6834332. The videos were used in the MBA ’11 Orientation Values Session because they “inspired students to embrace the spirit of Values@MIT Sloan.”

The New Senators and new Student Activities Board members were announced, but six more members are needed for the SAB. If you’d like to get involved, e-mail sab-info@mit.edu.

Next, MIT Sloan Student Senate Executive Officer Melissa Iagulli introduced the Sloan Nonprofit Internship Fund and Sayaka Honda Hill, MBA ’10, a recipient, discussed her experience. Over the summer, Sayaka worked for New Sector Alliance, a non-profit that provides consulting services to other non-profits. She managed the pilot internship program for undergrads in San Francisco and also developed a long-term strategic planning and consulting for The Mind Trust in Indianapolis. “This was a great opportunity, and I wouldn’t have been able to do this without the support from the administration and the Fund.”

Anand Mohanrangan, MBA ’10, another recipient, also presented some of his work at TechnoServe in India, which creates business solutions to poverty. He helped identify organizational structure and long term IT architecture.

Jackie Wilbur, CDO Director, reminded the community that recruiting has begun and that it’s an exciting time for everyone. The Class of 2010 interviews began on Monday. The Global Career Forum is on November 19 and the campus interview and presentation period ends on December 4 for both classes. For the Class of 2011, companies may begin to request resumes. On January 11, the Dedicated Interview Periods (DIP) starts. “There has been great positive energy from all of you. Thank you. It’s important to keep your energy up, because it’s a long process,” she said.

“It is a weird economic time…the stock market is all over place. From an MBA market perspective, your market is different from the general market. There are some very positive signs,” she said.

Jackie reminded students that recruiters like MIT Sloan students for their collaboration and team-work abilities and their complex and analytical problem-solving skills. To get the most from presentations, be early/ on time and stay later to meet the recruiters. Do your research before the presentation and find a presentation buddy, because teamwork pays off.

Upcoming events to put on your calendar:
Korean C-Function: October 15
Latin C-Function: November 5
Fall Ball: November 6

Be sure to attend the next Town Hall on November 4.

*Siebel Scholars with Maura Herson, Associate Director Student Affairs (far left) and Debbie Berechman, Executive Director, MBA Program (far right). Scholars: Eduard Viladesau Franquesa, Julie Christensen, Chuck Gammal, Angela Thedinga, and Jessica Mazonson.*
International MBA Sales Competition

The Sales Club is running the Third Annual competition this year. Three finalists from each of the 13 participating top business schools will come to MIT Sloan on October 17 to participate in the finals. The Sales Club had a record breaking 140+ candidates compete this year for $6,000 in prize money. The MIT Sloan Sales Club (www.sloansalesclub.com) believes that managerial sales skills are critical for all industry professionals regardless of career goals and this is one of the three flagship events throughout the year.

2009 Sloan Regatta

Final Results

October 3rd, 2009

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Congratulations to the newly elected MIT Sloan Student Senators!

MBAs:
Atlantic: Gennaro Biseti, Lu-Fong Chua, Emily Cofer, Nate Machado
Baltic: Morgan Gregory, Gerry Hough, Jen Novak, Kanaka Pattabiraman
Caribbean: Abhinav Akhoury, Rachel Carter, Lauren Rusckowski, Irvin Sha
Indian: Allen Breed, Kira Rossoff, Nuno Sanches e Silva, Nipun Virmani
Mediterranean: Christine Juang, Brian Liu, Andrew McCarthy, Lily Russell
Pacific: John Merchant, Brent Lawton, Wendy Logan, Neal Paye

Master of Finance: Alfredo Ramirez
MIT Sloan Fellows: Karen McCafferty
MIT Sloan Fellows: Marcelo Ballestierio
MIT Sloan Fellows: Shigetaka Akamatsu
MIT Sloan Fellows: Steven Palmer
Leaders for Global Operations: Tabassum Rahman
Leaders for Global Operations: R.J. Lehman
Leaders for Global Operations: Tim Vasil
Leaders for Global Operations: David Hwang
Master of Science in Management Studies: Erik Chi-Hein Chan

Quote of the Week

“I am absolutely convinced that no wealth in the world can help humanity forward, even in the hands of the most devoted worker in this cause. The example of great and pure characters is the only thing that can produce fine ideas and noble deeds. Money only appeals to selfishness and always tempts its owners irresistibly to abuse it.” — Walter Landor
Mark Your Calendars – Ed Tech Fair is Back!

MIT faculty and students will have project demonstrations, mini crosstalk panel discussions, information on services, and on-site consultation on the use of technology to address new opportunities for teaching and learning. The Ed Tech Fair 2009: “Innovation, Transformation, and Excellence in Learning” is presented by Office of Educational Innovation and Technology (OEIT). This event takes place October 14, from 10:00 a.m. - 2:00 p.m., in Lobby 13.

See what MIT faculty have been doing with technology to advance teaching and learning at MIT and beyond. A number of projects using technology with innovative pedagogy will be featured through interactive posters and presentations.

Themes and Topics include:

- Technology for bridging research and learning
- Linking digital content to the curriculum
- Modularity and leveraging resources across the curriculum
- Supporting global learning experiences
- Visualization and simulations for deeper learning
- Open educational tools and resources
- Active learning
- Blended and distributed education

Presentations will include completed and ongoing projects supported by the Alumni funds, d’Arbeloff grants, and other initiatives and funding sources.

For more information visit: http://web.mit.edu/oeit/ or contact Mary Curtin, 617-252-1981, or e-mail oeit-all@mit.edu.
**Movies**

**Now Playing on Campus...**

*Bruno (2009)*

*Borat* trickster Sacha Baron Cohen returns to the big screen to offer yet another stinging dose of sociopolitical satire in this comedy that finds him assuming the persona of gay fashionmonger Bruno, the self-proclaimed “voice of Austrian youth TV.” Originally conceived as part of Baron Cohen’s cult television series *Da Ali G Show*, the character of Bruno offered a cleverly costumed Baron Cohen the opportunity to highlight the absurdities of the fashion industry by interviewing unsuspecting fashion icons and other haute couture hangers-on.

Playing on October 23 at 7:00 and 10:00 p.m. in 26-100 and again on October 25 at 7:00 p.m. in 26-100.

*From the Lecture Series Committee website. All movies are just $4.*

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**Around Town**

**Things to do in Boston & Cambridge**

**Massachusetts Relocalization Conference**

Relocalization is a push for vibrant local economies based on sustainable jobs and economic justice, including community-led initiatives in renewable energy, sustainable agriculture, community farms and gardens, local manufacturing, livable walkable bikeable streets, well-integrated public transportation, community-owned finance and local currencies, and more.

This event takes place Sunday, October 18, 9:00 a.m. - 6:30 p.m., at the Reggie Lewis Athletic Center, Northeastern University, Boston. For more information visit: http://relocalizemassachusetts.org/.

*From Boston.com.*
Brew Uses

Now there’s finally a use for all of those half-empty cups of warm, flat beer lying around your apartment after a night of entertaining. Don’t pour them down the drain. Instead, drizzle some beer at the base of your plants to give them some extra nutrients. Or rub a little beer on a cloth and polish your wooden furniture to eliminate dust and revive the grain patterns. Beer also works as a gold polish. Place your jewelry into the suds, and then buff with a soft cloth. (Source: Greenlivingtips.com)