USP Lassu – University of Sao Paulo Laboratory of Sustainability

**Goal:** To create a business plan for a brand new sustainability lab that was founded within USP

**Challenges**
- Existing institutions in sustainability arena in Brazil
- Getting company sponsorship
- Cultural and Political Challenges within USP

**Lessons**
- When there is any organizational initiative, cultural and political lenses are at least as important as the strategic design lens.
- Gathering different perspectives early on in the project is crucial to get a 360 view of the project requirements.
- Holistic view of sustainability is required to create an impact.

**Activities**
- Interviews with companies & institutions
- Understanding Brazil’s sustainability issues through secondary research
- Studying sponsored projects
- Application of System Dynamics to the business model