

Bronco Challenge for Sustainable Impact

<https://wmich.edu/sustainability/initiatives/broncochallenge>

Weekly Newsletter #3

October 1, 2023

This newsletter will be issued each Monday starting with September 18, 2023; through November 10 when Bronco Challenge Phase 1 Solutions and Project Descriptions are due. The purpose is to provide tips and related information on team formation, project selection and other information that may be helpful to students competing in the Challenge. Previous issues may be found on the Bronco Challenge website noted above.

For Aspiring Chief Financial Officers

- How CFOs Can Be Sustainability Leaders. <https://www.cfo.com/news/how-cfos-can-be-sustainability-leaders/654828/>
- How CFOs Can Position Companies to be Sustainability Leaders. <https://www.greenbiz.com/article/how-cfos-can-position-companies-be-sustainability-leaders>

View Last Year's Winning Presentations

To gain insight into what it took to win the Bronco Challenge last year, view the winning presentations. Here is the link to a YouTube video: <https://youtube.com/playlist?list=PLq2AkTh3rK5Ip9BhGbpwaVEGTW7m33q3A>. The presentations are in the following order, and the place in which they finished is indicated in parentheses.

- Aquaponics in Education (2nd place)
- Urban Gardening (1st place)
- Off-grid stadium Lighting (3rd place)

No, You Do Not Need to Build it

A question I often get is whether you actually need to “build” the solution around which your project is focused. The answer is No! This Bronco Challenge is a competition for ideas. You must provide evidence based on research, a market study, personal experience, professional advice etc. that the solution can be “built” technically and affordably that there is a need/demand, and there would be a market, etc., but you do not need to do a pilot test or create equivalent of a “working model”.

Key Elements of a Winning Solution

We are looking for:

- Creative ideas which demonstrate that sustainable approaches can solve wicked problems
- Ideas that integrate thinking across disciplines that rarely interact
- Solutions that will work across cultural boundaries
- Ideas that can arguably migrate from small to large scale
- Ideas that connect concepts, practices or systems that are normally in conflict
- Solutions for which there is a strong business case

We are not looking for:

- Solutions targeted on an unconfirmed need.
- Solutions confined to a narrow scope of application.
- Solutions built on the expertise of a single technology or discipline.
- Solutions that require an assumed behavior change or a required behavior change with unconfirmed potential
- Solutions that entail implementation of an idea developed by others, without additional innovation.

Questions?

Contact Neil.Drobny@wmich.edu, Bronco Challenge Program Director.