



Cooperative Education Report:
Marketing Strategies and Digital Engagement at Sustainability Solutions



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Abstract

This report provides an overview of my internship as a marketing intern at Sustainability Solutions from February 1 to May 30. The main objective was to gain hands-on experience in digital marketing and business strategy by applying theoretical concepts to real-world scenarios.

My responsibilities included updating the company's website to improve user experience, managing the database for operational efficiency, and handling social media platforms to boost engagement and brand visibility. I also contributed to the development of a strategic marketing plan aimed at enhancing market positioning and outreach. Taking initiative, I drafted a comprehensive business strategy focused on expanding the company's ESG consulting services, outlining clear objectives, actionable steps, and measurable outcomes. I presented this plan to management, addressing feedback and explaining the rationale behind each strategy.

Through these tasks, I enhanced my skills in digital marketing, content management, data analysis, and strategic planning. I also gained valuable insights into consumer behavior, brand management, and the growing importance of ESG. Although I initially struggled with website management due to limited experience, my colleagues supported me in learning WordPress, an invaluable skill for the future.

Overall, this internship was a valuable learning experience, bridging the gap between academic knowledge and real-world marketing applications. The report outlines my key

contributions, challenges faced, and lessons learned, offering insights that may benefit future interns and the organization itself.

Keywords: marketing, sustainability, digital marketing, business strategy, user experience, database, social media, strategic plan, ESG, WordPress, content management, data analysis, consumer behavior, brand management.



Acknowledgement

I sincerely thank Sustainability Solutions for the opportunity to intern as a marketing intern from February 1 to May 30. This internship has been a valuable learning experience, allowing me to apply my academic knowledge and develop key marketing skills.

I am especially grateful to Mr. Bikash Dahal, my supervisor, for his continuous guidance and mentorship, which greatly enhanced my understanding of marketing and digital operations. I also appreciate the support of my colleagues, Mr. Sandeep Shrestha (Founder & CEO), Ms. Keyur Pradhan (ESG Officer), and Ms. Yusha Pradhan (Sustainability Officer), whose encouragement and collaboration made this experience memorable and enriching.

Additionally, I thank my professors at Kathmandu College of Management and Siam University for providing the foundation that helped me contribute effectively. I look forward to applying the skills gained in my future career.

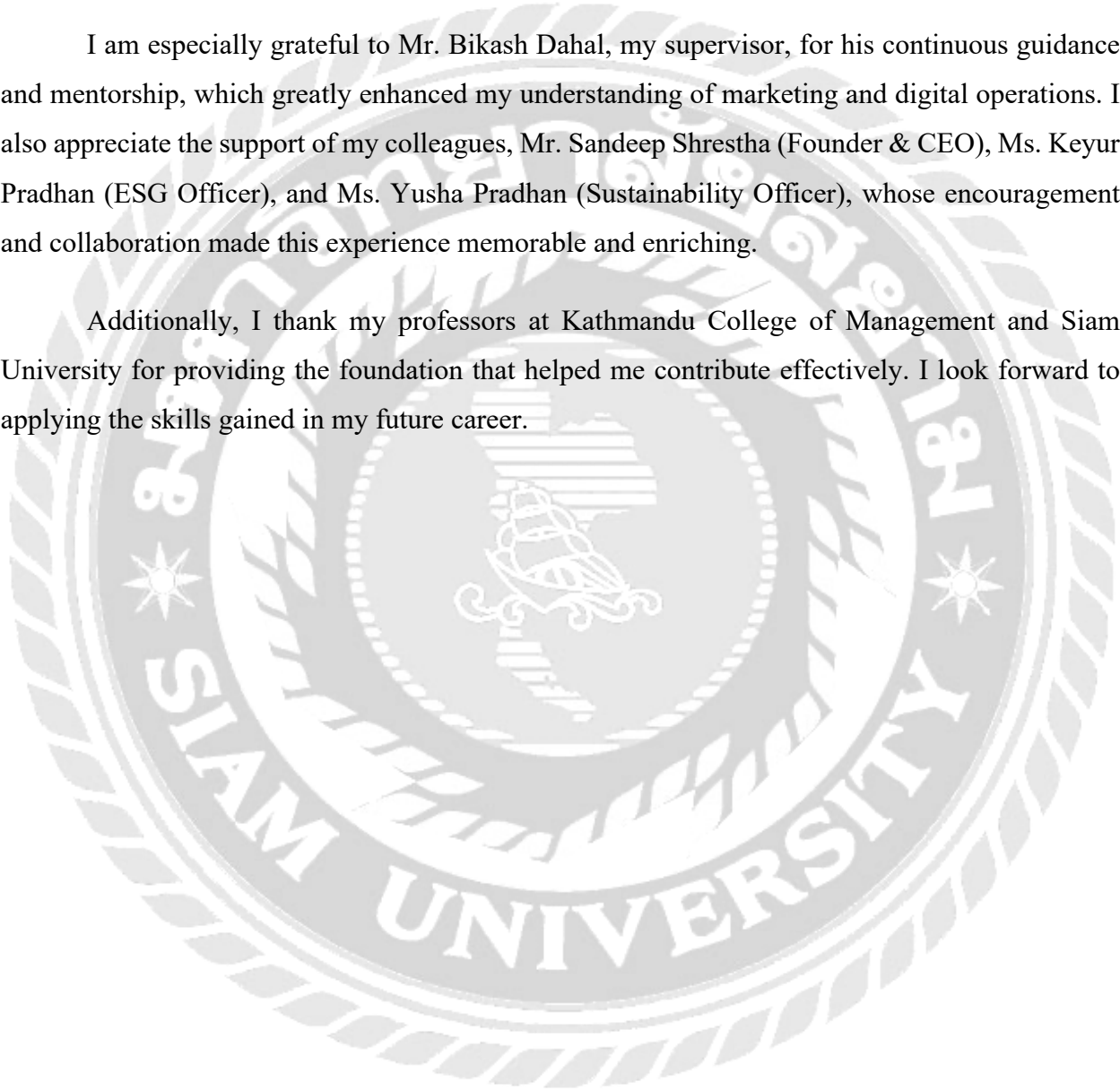
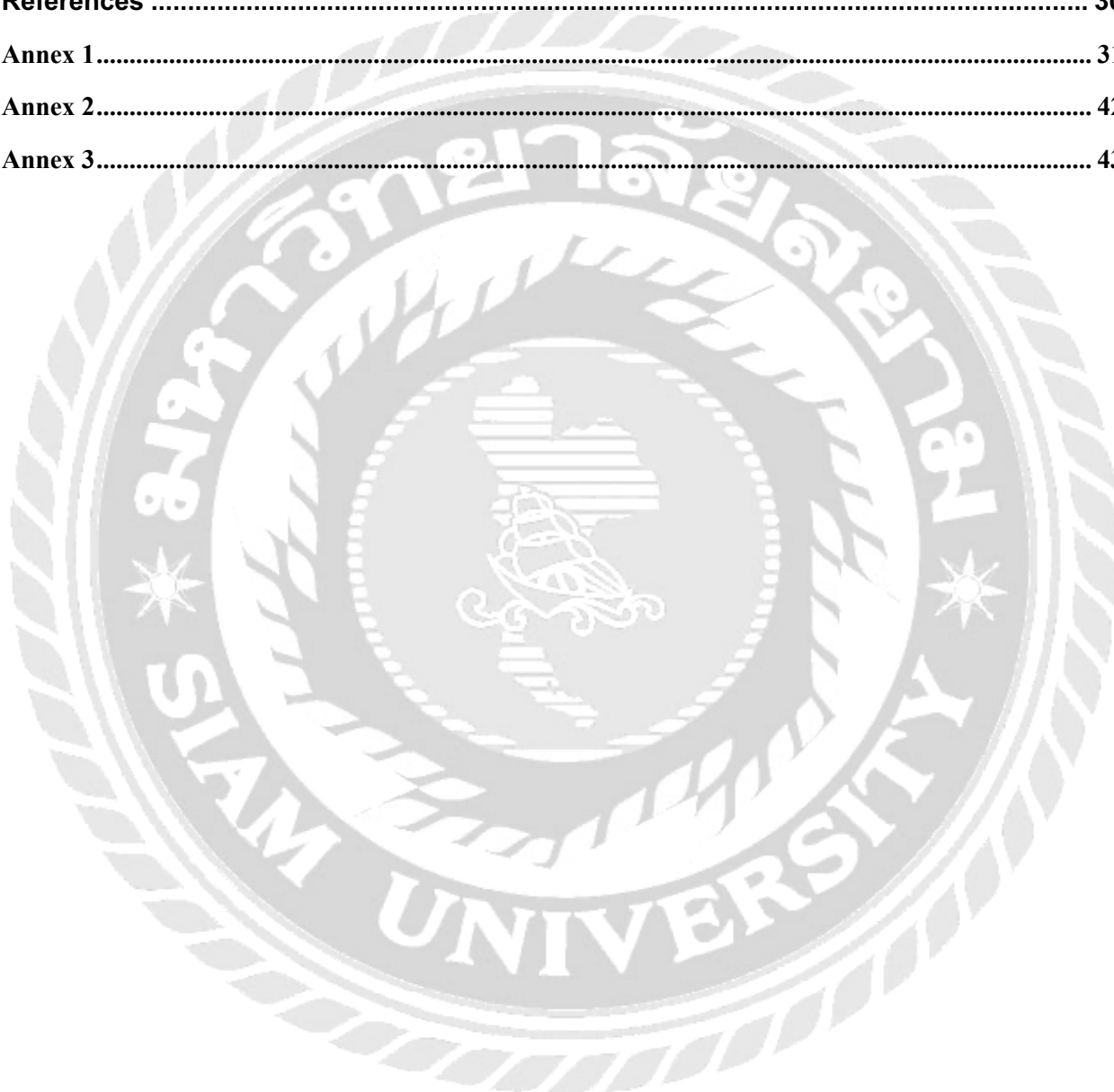


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List of Abbreviations

1. ESG: Environmental, Social, and Governance
2. UNDP: United Nations Development Programme
3. GGP: Green Growth Partnership
4. KCM: Kathmandu College of Management
5. SDGs: Sustainable Development Goals
6. CSR: Corporate Social Responsibility
7. INGO: International Non-Governmental Organization
8. NGO: Non-Governmental Organization
9. TNA: Training Needs Assessment
10. CRM: Customer Relationship Management
11. SMEs: Small and Medium-sized Enterprises
12. IBIS: Integrated Business Information Services
13. PESTEL: Politics, Economy, Social, Technology, Environment, Law
14. BMC: Business Model Canvas
15. SWOT: Strengths, Weaknesses, Opportunities, Threats

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Chapter 1

Introduction



Figure 1: Sustainability Solutions Logo

1. Company Profile

Sustainability Solutions enables organizations to transform towards sustainability by providing ESG and sustainable business advisory and capacity-building training. It engages with the enterprises, educators, and enablers to unlock opportunities and accelerate actions for a sustainable tomorrow. For enterprises, it designs ESG and sustainability strategies and systems to enable them to make sustainability “business as usual.” It collaborates with educators by delivering workshops on sustainability topics for students and youths to build their sustainability knowledge, skills, and mindset. The company partners with enabling organizations and champions to build favorable policies and practices, conduct research, and develop resources to create sustainable solutions.

1.1 Mission of the company

“Driving transformative action now for a sustainable tomorrow.”

1.2 Vision of the company

“Unlock opportunities for a sustainable world.”

1.3 Strategies of Sustainability Solutions

1. Tailored ESG Advisory Services

This strategic pillar focuses on the development of Environmental, Social, and Governance (ESG) frameworks that are context-specific, reflecting the unique characteristics of an

organization's size, sector, and long-term sustainability objectives. The advisory process involves close collaboration with internal ESG and sustainability teams, senior executives, and governance bodies to ensure the seamless integration of ESG considerations into core business operations and strategic decision-making processes. Key deliverables include the establishment of ESG management systems, performance monitoring frameworks, and reporting mechanisms through bespoke tools and templates. In addition, support is provided in the design of sustainability-centric marketing strategies, human resource policies, production processes, and supply chain configurations.

2. Stakeholder Alignment and Engagement

This approach emphasizes participatory engagement with a broad range of stakeholders to ensure alignment between corporate sustainability objectives and broader societal expectations. Stakeholder engagement programs are structured to facilitate transparent communication with key constituencies, including investors, employees, customers, and local communities. The strategies developed address critical social and environmental themes such as gender equity, diversity and inclusion, human rights, climate change adaptation, and corporate social responsibility (CSR), fostering legitimacy and long-term value creation.

3. Sustainable Innovation and Integration

Recognizing the role of innovation in advancing sustainability transitions, this strategy promotes the adoption of cutting-edge sustainable technologies, processes, and methodologies. The initiative offers strategic foresight through continuous research and the synthesis of global best practices contextualized for local application. It also supports the design and implementation of sustainable production and logistics systems, grounded in principles of eco-efficiency, eco-effectiveness, and sufficiency, contributing to circular economy practices and regenerative business models.

4. ESG Compliance and Risk Management

This area of practice focuses on ensuring organizational adherence to evolving ESG-related regulatory frameworks at both national and international levels. Services include

comprehensive ESG due diligence, risk identification and assessment, and performance audits. The objective is to mitigate ESG-related risks and strengthen institutional resilience, thereby enhancing long-term sustainability performance and investor confidence.

5. Learning and Capacity Development

Capacity-building initiatives are designed to enhance ESG literacy and institutional competencies across organizational levels. These include tailored training programs, capacity development workshops, and experiential knowledge sessions. Furthermore, ESG education is embedded within graduate-level curricula through the integration of applied tools, real-world case studies, and interdisciplinary pedagogical approaches. Collaborations with academic institutions, youth organizations, and mission-aligned partners enable the provision of affordable and accessible ESG learning pathways.

2. Organizational Structure

2.1 Diagram of the Organizational Structure

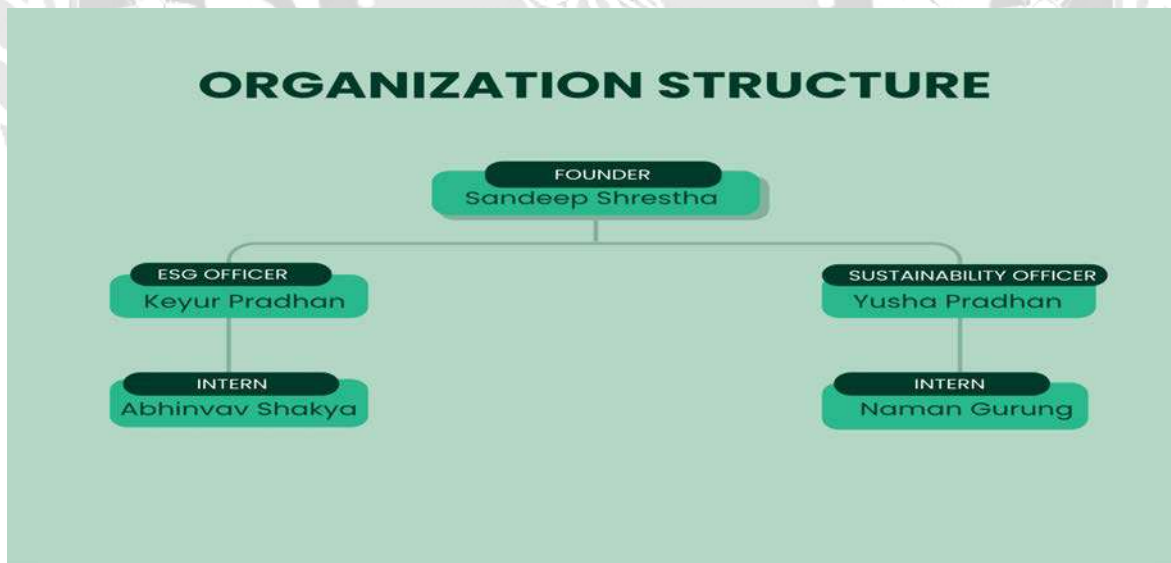


Figure 2: Organization Structure

2.2 My job position: Marketing Intern

As a marketing intern at Sustainability Solutions, I supported the company's marketing efforts by managing social media platforms, updating website content, and creating engaging materials. I helped organize the client database, assisted in developing marketing strategies, and contributed to email marketing campaigns. My role focused on promoting the company's ESG consulting services and sustainability training programs to increase brand visibility and stakeholder engagement.

2.3 My job position in the company's organizational structure

As a marketing intern at Sustainability Solutions, I was part of the marketing department, working under the supervision of Mr. Sandeep Shrestha. My role focused on supporting the company's digital presence and brand visibility, aligning with its ESG consulting objectives. I was responsible for updating the website, managing the client database, handling social media platforms, contributing to the development of a strategic marketing plan, assisting in making the annual report of the company, and also writing an article about sustainable marketing. My position fits within the company's structure under the marketing manager, playing a crucial role in ensuring effective communication of the company's mission and services towards the audience.

3. My intention and motivation to choose this company as your CO-OP studies workplace

My intention and motivation for choosing Sustainability Solutions as my CO-OP studies workplace stemmed from my strong interest in marketing and sustainability. As a BBA marketing student, I wanted to gain practical experience in digital marketing while contributing to a company that promotes ESG and sustainable business practices. Sustainability Solutions stood out because of its commitment to helping businesses integrate sustainability into their operations, aligning with my long-term goal of scaling businesses through ethical and impactful strategies.

Additionally, this internship provided me with the opportunity to work on website management, database handling, social media marketing, and strategic planning, all of which are essential skills for a marketing professional. The chance to collaborate with industry experts and contribute to meaningful projects motivated me to join the company, as it allowed me to apply my academic knowledge in a real-world business setting while supporting a purpose-driven organization.

4. Strategic analysis of the Company (Porter's 5 Forces)

- **Competitive Rivalry (Low to Moderate)**

The ESG and sustainability consulting sector in Nepal is currently in its nascent stage, characterized by a limited number of specialized firms offering dedicated ESG services. This emerging market presents a strategic opportunity for Sustainability Solutions to establish itself as a dominant niche player by delivering context-specific solutions tailored to the local regulatory and socio-economic environment.

- **Threat of New Entrants (Moderate)**

The relatively low capital requirements associated with launching consulting services facilitate market entry for new competitors. However, the possession of in-depth regulatory knowledge and specialized ESG expertise serves as significant barriers to entry, limiting the ability of inexperienced firms to effectively compete within this domain.

- **Bargaining Power of Suppliers (Low to Moderate)**

Sustainability Solutions operates with minimal dependence on physical suppliers, thereby diminishing supplier bargaining power. Furthermore, strategic partnerships with governmental bodies, non-governmental organizations, and academic institutions enhance the firm's access to critical knowledge resources, mitigating reliance on external technological tools and further reducing supplier influence.

- **Bargaining Power of Buyers (High)**

Given that ESG adoption among Nepalese enterprises remains at an early developmental stage, potential clients exhibit heightened sensitivity towards the return on investment associated with sustainability consulting services. To sustain a competitive advantage, Sustainability Solutions must emphasize the provision of cost-effective, pragmatic, and outcome-oriented ESG strategies that demonstrate tangible value to their clientele.

- **Threat of Substitutes (Moderate)**

While the availability of free or low-cost online ESG assessment tools may represent a

substitute for basic sustainability reporting services, the intricate regulatory framework and increasing compliance demands within Nepal elevate the necessity for expert advisory services. Consequently, professional ESG consulting remains indispensable for organizations seeking to achieve sustainable growth and regulatory adherence.

5. Objectives of This Co-operative Study

The goal of this cooperative study is to reflect on my experience as a marketing intern at Sustainability Solutions, highlighting the tasks I worked on, skills I developed, and my contribution to the company. The report focuses on how marketing strategies can support sustainability efforts in a consulting firm like Sustainability Solutions that specializes in ESG and sustainability consulting.

5.1. Significance of the Report

This report is significant because it shows how digital marketing and social media can amplify a company's ESG message and grow its presence in a competitive industry. It serves as a practical reflection of my internship, showcasing how I applied my academic knowledge in the real world and contributed to the company's mission.

5.2. Why I Am Interested in Writing This Report Topic

I'm interested in writing this report because it combines my passion for marketing with my interest in sustainability. It allows me to reflect on my growth during the internship, assess the impact of my work, and explore how marketing can support ethical business practices and sustainable growth in the future.

Chapter 2

Co-op Study

1. Job Responsibilities and Work Duties

- **Website Updates:** I was responsible for updating the company's website, ensuring that content was relevant, up-to-date, and aligned with the latest sustainability trends and company offerings. This involved editing text, uploading blogs, and ensuring proper functionality.
- **Social Media Management:** I actively managed the company's social media platforms (Facebook & Instagram). This included creating and scheduling posts, engaging with followers, and analyzing performance metrics to enhance outreach and engagement.
- **Database Management:** I helped maintain and update the client and prospect database, ensuring that contact information was accurate, segmented, and organized for marketing campaigns and outreach.
- **Marketing Plan Contribution:** I assisted in the development of a comprehensive marketing plan, including researching industry trends, identifying target audiences, and proposing strategies to reach those audiences through various digital and offline channels.
- **Annual Report Assistance:** I supported the drafting and compilation of the company's annual report, helping document its achievements, milestones, and overall impact. This report serves as a critical tool for transparency, accountability, and stakeholder engagement.
- **Sustainable Marketing Article:** I researched and authored an original article on sustainable marketing, emphasizing how ethical and eco-conscious strategies can align with profitability. The piece added value to the company's content library and contributed to its positioning as a thought leader in sustainability.
- **Program Development Support:** I participated in brainstorming sessions for upcoming Forum and Mentorship programs, contributing creative ideas to enhance program structure, relevance, and participant engagement. These contributions supported the company's broader mission of stakeholder capacity building and knowledge sharing.

- **Assist in Course Development:** I contributed to the creation of ESG-focused training courses by conducting content research, helping structure modules, and refining learning materials to ensure clarity and relevance. My efforts contributed to the development of impactful educational resources aimed at strengthening ESG awareness and capabilities.

2. Activities in Coordinating with Co-Workers

I worked closely with my supervisor and other team members to align the company's digital strategy with its overall goals. We frequently brainstormed new content ideas, promotional campaigns, and ways to enhance the brand's visibility.

3. Job Process Diagram

Here is a simplified job process diagram that outlines the tasks I was responsible for:

Website Updates:

- **Task:** Update website content
- **Process:**
 1. Review current content and identify areas for update.
 2. Research current trends and sustainability topics.
 3. Edit and upload new content to the website.
 4. Ensure proper functionality and consistency across the site.

Social Media Management:

- **Task:** Post and engage on social media platforms (Instagram and Facebook)
- **Process:**
 1. Plan a content calendar.
 2. Design or curate content (posts, images, etc.).
 3. Schedule posts using scheduling tools
 4. Monitor engagement (likes, shares, comments).

Database Management:

- **Task:** Update and maintain client database
- **Process:**
 1. Review existing databases for accuracy.
 2. Add new contacts and ensure segmentation by industry, needs, etc.
 3. Conduct regular checks to remove or merge duplicates.
 4. Share updates with relevant teams for outreach campaigns.

Marketing Plan Contribution:

- **Task:** Assist in marketing plan creation
- **Process:**
 1. Conduct research on sustainability trends and market data.
 2. Identify target audiences and competitors.
 3. Contribute ideas for new campaigns or strategies.
 4. Help draft sections of the marketing plan and strategy.

Assisting in Annual Report Development:

- **Task:** Supporting the preparation of the organization's annual report
- **Process:**
 1. Collect and compile key milestones, data, and achievements.
 2. Draft initial content and contribute to layout and visual suggestions.
 3. Review and edit report sections with supervisors.
 4. Ensure consistency with branding and stakeholder communication goals.

Writing an article on sustainable marketing:

- **Task:** Authoring an article on sustainable marketing
- **Process:**
 1. Conduct research on current sustainable marketing practices.
 2. Draft an original article linking sustainability with modern marketing strategies.
 3. Incorporate feedback from supervisors and finalize the piece.
 4. Submit the article for publication on the company blog for internal use.

Course Development Support

- **Task:** Assist in course development.
- **Process:**
 1. Conduct benchmarking research on ESG and sustainability-related training programs.
 2. Contribute ideas for course structure, module design, and learning outcomes.
 3. Help draft course content, exercises, and case studies.
 4. Assist in reviewing course materials for clarity, practicality, and alignment with organizational goals.

Program Development Support

- **Task:** Contribute to the development of forum and mentorship programs.
- **Process:**
 1. Participated in brainstorming sessions for upcoming Forum and Mentorship programs.
 2. Contributed creative ideas to enhance program structure, relevance, and participant engagement.
 3. Supported alignment of program content with the organization's goals of stakeholder capacity building and knowledge sharing.
 4. Collaborated with team members to identify key themes, target participants, and potential partners for program delivery.

4. Contributions as a Co-Op Student in the Company

- A. Website Optimization:** I ensured that the company's website was continuously updated with relevant content, helping improve its online presence and visibility in search engine results, which is crucial for attracting new clients in the sustainability sector.
- B. Increased Social Media Engagement:** My efforts in managing and creating content for social media platforms led to increased engagement with potential clients and stakeholders, effectively building the company's online community.

- C. Improved Database Organization:** By helping organize and segment the client database, I contributed to more targeted outreach and efficient marketing campaigns, ensuring better communication and relationship-building with potential clients.
- D. Marketing Plan Input:** Through research and collaboration, I provided valuable insights for the marketing plan, helping identify the right strategies and tactics to position Sustainability Solutions effectively in the competitive consulting market.
- E. Annual Report Assistance:** I supported the drafting and compilation of the company's Annual Report, helping document its achievements, milestones, and impact. This report is a critical tool for transparency and stakeholder engagement.
- F. Sustainable Marketing Article:** I researched and wrote an original article on sustainable marketing, highlighting how ethical and eco-conscious strategies can align with profitability, adding value to the company's knowledge base and content library.
- G. Program Development Support:** I participated in brainstorming sessions for upcoming Forum and Mentorship programs, contributing creative ideas to enhance program structure, relevance, and engagement. These inputs supported the company's broader goal of stakeholder capacity building and knowledge sharing.
- H. Assist in Course Development:** I contributed to the development of ESG-focused training courses by supporting content research, structuring modules, and refining materials to ensure clarity and relevance. My involvement helped create impactful learning resources aimed at building stakeholder capacity in sustainable business practices.

Chapter 3

Learning Process

1. Challenges and Solutions at Sustainability Solutions

Problem Statements:

- **Lack of ESG Awareness:** A significant portion of the target audience, including SMEs and youth-led enterprises, lacked awareness or understanding of Environmental, Social, and Governance (ESG) principles, which limited engagement and interest in the company's services.
- **Unupdated Website:** The website was not regularly refreshed with updated content, reducing its effectiveness in reflecting the organization's evolving services, programs, and credibility in the ESG domain.
- **Low Social Media Traction:** Although active on platforms like Instagram and Facebook, the company faced challenges in maintaining consistent posting and engagement, leading to limited visibility and follower growth.
- **Inability to Reach Target Audience Effectively:** The outreach strategy was not fully optimized to connect with key segments such as students, early-stage enterprises, and development partners interested in ESG and sustainability.
- **Market Not Being Fully Ready for ESG Services:** The overall market in Nepal is still in the early stages of adopting ESG frameworks, making it difficult to create immediate demand for advanced advisory and capacity-building services.

Significance of the Problem

Many challenges hinder the effectiveness and growth of ESG-focused consultancy services. A key issue is the ESG awareness gap; without foundational understanding, stakeholders may undervalue sustainability efforts, delaying adoption and weakening collaboration opportunities. Additionally, a static and outdated website can erode stakeholder trust, reduce search engine visibility, and miss the chance to attract and inform potential clients.

Social media underperformance, marked by irregular and unengaging content, further limits the ability to build a strong digital community. Compounding these issues is limited audience reach; without tailored digital strategies, even the most impactful services may fail to connect with those who need them. Finally, market immaturity presents a significant hurdle, as regions lacking ESG readiness are slower to respond to consultancy offerings, necessitating long-term investment in education and value communication.

Proposed Solutions

- **Enhancing ESG Awareness:**

Develop accessible, beginner-oriented educational materials, including videos, blogs, and infographics, to demystify ESG principles for diverse audiences. Facilitate public engagement through webinars, bootcamps, and educational sessions in schools and universities to simplify and contextualize ESG concepts. Establish strategic collaborations with media outlets to amplify ESG narratives and broaden public discourse on sustainability issues.

- **Optimizing Website Content and Functionality:**

Maintain a dynamic online presence by regularly updating the website with recent organizational achievements, project reports, thought leadership blogs, and practical ESG tools. Implement search engine optimization (SEO) strategies to improve website ranking and enhance discoverability among target audiences. Incorporate interactive feedback mechanisms such as surveys and forms to better understand visitor needs and continuously refine digital content offerings.

- **Strengthening Social Media Engagement:**

Develop and adhere to a structured monthly content calendar incorporating diverse and interactive formats such as polls, reels, and quizzes to foster active audience participation. Highlight success stories, thought leadership articles, and collaborative partner features to build credibility and community. Utilize analytics to monitor engagement metrics, enabling data-driven optimization of posting schedules and content relevance.

- **Targeted Audience Outreach:**

Deploy segmented email marketing campaigns and strategically placed paid promotions

on social media platforms to reach specific audience groups effectively. Utilize database segmentation to tailor content delivery to distinct cohorts, including students, startups, and corporate clients. Leverage existing networks of youth organizations, incubators, and academic institutions to maximize outreach and engagement.

- **Addressing Market Maturity Gaps:**

Position ESG literacy as a foundational strategic entry point by designing accessible, low-barrier educational offerings such as introductory workshops and bootcamps. Emphasize the tangible, measurable impacts of ESG implementation within local business contexts to enhance perceived value and encourage adoption. This approach aims to bridge knowledge gaps and foster broader market acceptance of ESG principles.

2. Recommendations to the Company

- **Invest in Digital Infrastructure:** Implementing advanced tools for website management, social media scheduling, and client relationship management can enhance operational efficiency and marketing effectiveness.
- **Enhance Team Training:** Providing staff with training on the latest digital marketing tools and best practices can empower them to manage and optimize digital platforms effectively.
- **Develop a Comprehensive Digital Strategy:** Creating an integrated digital marketing plan that aligns website content, social media engagement, and client communication can strengthen the company's online presence and client relationships.
- **Hire a Dedicated Digital Marketing Professional:** Bringing on board a qualified digital marketing specialist can ensure consistent and expert management of the company's online presence. This professional would be responsible for executing the digital strategy, managing campaigns, analyzing performance metrics, and staying up to date with emerging trends to drive engagement and growth.

3. Learnings from the Co-Op Experience

During my internship at *Sustainability Solutions*, I developed practical competencies across several key areas integral to sustainability-focused marketing and organizational

communication. I gained proficiency in digital content management by updating and optimizing website content to align with contemporary sustainability trends, thereby enhancing the organization's online presence. In addition, I contributed to the development and execution of social media strategies designed to increase audience engagement and strengthen brand awareness, applying theoretical frameworks to practical campaign management.

My experience extended to client data management, where I learned the critical importance of accurate client segmentation in enabling targeted and effective marketing initiatives. I also honed my research and writing skills through the authorship of articles on sustainable marketing, contributing to the company's thought leadership and knowledge dissemination efforts. Furthermore, I acquired a nuanced understanding of Environmental, Social, and Governance (ESG) principles and their pivotal role in shaping responsible and resilient business strategies.

Operationally, I became adept at managing the company's website, including updating service information, uploading new content, and ensuring optimal navigation and accessibility for users. Additionally, I developed skills in minute-taking, enabling the documentation of clear and concise meeting records that facilitated effective internal communication and accountability. Through direct stakeholder outreach and follow-up, I enhanced my professional communication abilities and learned to engage constructively with clients, partners, and other key stakeholders within a sustainability-driven business context.

4. Application of Academic Knowledge

Throughout my co-op placement, I applied core marketing strategy principles, particularly in identifying target audiences and developing value propositions that aligned with the organization's mission. This involved conducting market segmentation and audience profiling to tailor marketing materials that effectively addressed stakeholder needs and expectations. By framing messages around clearly defined value offerings, I supported the creation of strategic content that reinforced the company's sustainability-driven brand identity. In parallel, I utilized digital marketing tools and analytics platforms to assess campaign

performance, monitor online engagement metrics, and implement data-driven improvements. This process enhanced the organization's digital visibility and ensured that outreach efforts were both efficient and impactful.

Complementing these technical skills, I conducted consumer behavior analysis to inform content strategy and optimize communication approaches. Drawing upon behavioral insights, I was able to shape messaging that resonated with target audiences, encouraging higher levels of engagement and conversion. Importantly, I incorporated sustainable marketing principles throughout these efforts to ensure that promotional activities reflected environmental and social responsibility. This involved aligning marketing content with ethical values, such as transparency, inclusivity, and long-term value creation, thereby reinforcing the company's commitment to sustainability and contributing to a more purpose-driven marketing framework.

5. Skills and Knowledge Acquired

- **Technical Proficiency:** Gained hands-on experience with CMS platforms, social media management tools, and CRM systems.
- **Content Creation:** Enhanced ability to create compelling content aligned with brand messaging and audience interests.
- **Strategic Planning:** Developed skills in planning and executing integrated marketing campaigns that align with organizational goals.
- **ESG Awareness:** Deepened understanding of ESG principles and their application in business strategies to promote sustainability and ethical practices.
- **Communication Skills:** Strengthened both written and verbal communication through minute writing, stakeholder engagement, and content development for diverse audiences.
- **Leadership & Initiative:** Took ownership of key tasks such as drafting strategic plans and coordinating outreach efforts, demonstrating initiative and leadership in collaborative projects.
- **Teamwork & Collaboration:** Worked closely with supervisors and team members, honing my ability to function effectively in a team-oriented, professional environment.

- **Improved Technical Skills:** Enhanced proficiency in essential tools such as Microsoft Office (Excel, Word, PowerPoint), Canva for design, and WordPress for website management.
- **Research Skills:** Conducted in-depth research to support content writing, ESG course development, and the creation of marketing strategies rooted in sustainability.



Chapter 4

Conclusion

1. Summary of Highlights of My Co-Op Studies at Sustainability Solutions

During my co-op placement as a marketing intern at Sustainability Solutions, I had the opportunity to apply my academic learning in marketing, sustainability, and strategy to a real-world organizational context. One of my key contributions involved enhancing the organization's digital presence through website content updates and the implementation of search engine optimization (SEO) techniques. These efforts improved online visibility and ensured alignment with emerging sustainability narratives. I also assumed responsibility for managing the company's social media platforms, developing detailed content calendars, and curating posts that promoted stakeholder engagement and reinforced the company's brand identity. These tasks sharpened my digital communication skills and strengthened my understanding of brand positioning within the sustainability sector.

In addition to content development, I supported the creation of a comprehensive marketing plan by conducting in-depth market research, analyzing competitors, and identifying target audiences. This plan was firmly grounded in sustainable marketing principles, with a focus on ethical communication, long-term value creation, and socially responsible outreach. I also worked on database management, organizing and segmenting client information to facilitate personalized and data-driven marketing efforts. A key academic integration during this period was the writing of an article on sustainable marketing, through which I explored how businesses can align environmental and social goals with market strategies to strengthen both reputation and impact. This exercise deepened my ability to synthesize complex concepts and communicate them effectively to diverse audiences.

Moreover, I contributed to the company's annual report by assisting in the documentation and presentation of Environmental, Social, and Governance (ESG) practices, an increasingly critical component of modern corporate accountability. This process exposed me to ESG reporting frameworks and helped me understand how sustainability metrics are communicated to stakeholders, including investors, clients, and regulatory bodies. Overall, the co-op experience

served as a bridge between academic theory and professional practice. It provided a platform for meaningful contribution while developing competencies in strategic communication, stakeholder engagement, sustainable innovation, and responsible marketing, all essential for a career in sustainability-oriented business environments.

2. Evaluation of the Work Experience (Self-Assessment)

Personal Growth & Career Development

This internship provided hands-on experience in integrating marketing strategies with ESG principles, reinforcing my interest in sustainable business practices. I gained insights into the significance of ESG in enhancing company reputation and investor appeal.

Professional Growth

- **Skill Enhancement:** I significantly improved my skills in content creation, search engine optimization (SEO), and social media engagement, core competencies for modern marketing professionals. These were applied through campaigns, posts, and outreach strategies that promoted the company's services and values.
- **Strategic Application of Academic Knowledge:** I actively implemented what I had studied in my marketing and strategy classes. This included drafting a comprehensive business plan and marketing plan tailored to the company's sustainability goals. I also developed key strategic tools such as the Business Model Canvas (BMC), SWOT analysis, PESTLE analysis, and Porter's Five Forces to support decision-making and market positioning. These frameworks were not just academic exercises but formed the foundation for real-time business recommendations. (figure of the PESTLE analysis, SWOT analysis, Porter's 5 forces and BMC is in ANNEX 3.)
- **Course Development & Innovation:** I contributed to the development of ESG-focused training courses by assisting in content creation and structuring. This work not only improved my understanding of ESG standards but also helped me communicate complex sustainability concepts in an accessible format for diverse audiences.

- **Problem-Solving:** I identified inefficiencies in existing marketing processes and helped implement sustainable strategies aimed at long-term value creation and client engagement.
- **Teamwork & Communication:** Regular collaboration with my supervisor, Mr. Bikash Dahal, and other team members enhanced my communication and teamwork abilities. I learned to express ideas clearly, receive constructive feedback, and contribute meaningfully in team discussions, an essential skill for any future leadership role.

3. Limitations of My Co-Op Studies

Challenges Encountered During the Internship

While the internship offered valuable experiential learning and professional development, several limitations were observed that constrained the overall effectiveness of the experience. One of the primary challenges was the limited integration of marketing automation tools. The heavy reliance on manual processes for social media and email marketing not only prolonged task execution but also restricted scalability and efficiency in campaign management. Additionally, the absence of a formal onboarding or training program posed initial difficulties in adapting to organizational workflows and understanding role-specific responsibilities. This lack of structured orientation delayed full engagement during the early stages of the internship.

Another notable limitation was the restricted opportunity for direct client interaction, which constrained exposure to essential customer relationship management (CRM) techniques and limited the development of client-facing competencies. Furthermore, the overall reach and effectiveness of marketing campaigns were impacted by resource constraints, including limited budgets for paid advertising and insufficient access to advanced digital marketing tools. These limitations collectively curtailed the potential for broader audience engagement and more data-driven marketing strategies.

Recommendations for Organizational Improvement

To enhance the quality of future internship experiences and overall marketing effectiveness, the following strategic recommendations are proposed:

1. Integration of Marketing Automation Tools:

The adoption of platforms such as HubSpot, Hootsuite, and Canva Pro is recommended to improve operational efficiency and streamline content creation and distribution. These tools enable more sophisticated campaign planning, analytics tracking, and audience engagement, which are essential for scaling marketing initiatives.

2. Implementation of a Structured Internship Onboarding Program:

Introducing a comprehensive and systematic onboarding process would significantly ease the transition of interns into the organization. Orientation sessions should encompass an overview of the company's mission, marketing strategies, key tools, and operational processes to ensure interns are adequately prepared to contribute from the outset.

3. Facilitation of Client Engagement Opportunities:

Providing interns with opportunities to observe or participate in client meetings, conduct industry-specific case studies, or contribute to CRM-related activities would offer valuable insights into customer needs and enhance their understanding of relationship management practices.

4. Allocation of Budget for Paid Digital Marketing Campaigns:

Investing in paid advertising channels such as LinkedIn Ads and Google Ads could extend campaign reach and visibility. Such initiatives not only improve marketing outcomes but also provide interns with hands-on experience in managing performance-based digital campaigns and interpreting analytics.

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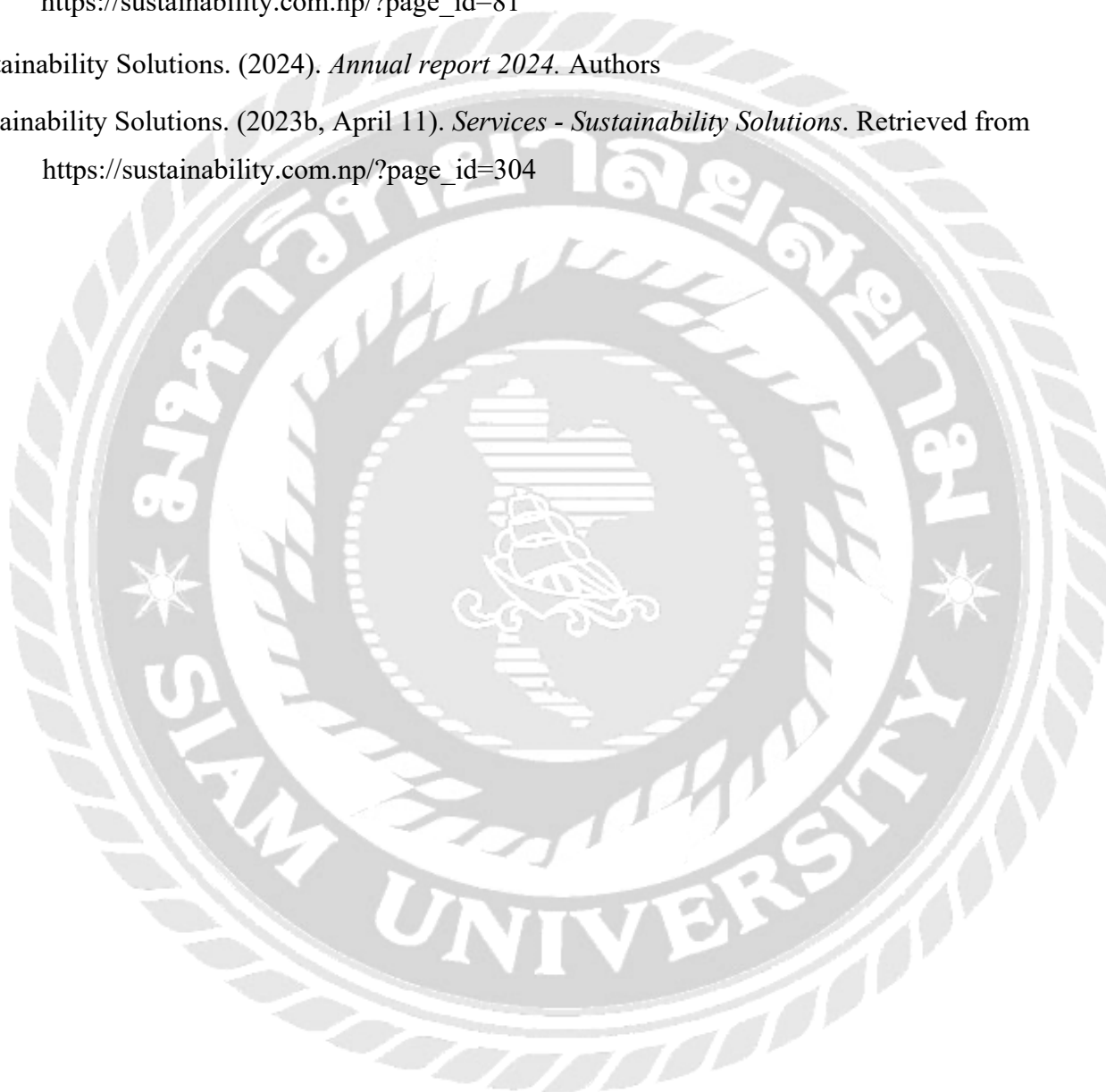
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Annex 1

Month: February

Week 1:

Sunday: 01/02/2025	Monday: 02/02/2025	Tuesday: 03/02/2025	Wednesday: 04/02/2025	Thursday: 05/02/2025
Orientation about the company and its objectives	Introduction to wordpress Basic website updates and edits Social Media posting	Updating the website Social Media Posting	Updating of database Website update	Database update Social Media posting

Week 2:

Sunday: 08/02/2025	Monday: 09/02/2025	Tuesday: 10/02/2025	Wednesday: 11/02/2025	Thursday: 12/02/2025
Worked on database website updates and edits	Basic website updates and edits Social Media posting	Updating the website Social Media Posting	Updating of database Website update	Database update Social Media posting

Week 3:

Saturday 14/02/2025	Sunday: 15/02/2025	Monday: 16/02/2025	Tuesday: 17/02/2025	Wednesday: 18/02/2025
Attended ESG compliance and competitiveness event in KUSOM	Basic website updates and edits Social Media posting	Added new leads to database Reviewed SEO structure of website	Drafted marketing plan outline	Worked on marketing plan

Week 4:

Sunday: 22/02/2025	Monday: 23/02/2025	Tuesday: 24/02/2025	Wednesday: 25/02/2025	Thursday: 26/02/2025
Conducted competitor analysis for marketing strategy	Brainstorming of idea about the Sustainability Forum	Working on the idea of Sustainability Forum	Updating of database Website update	Database update Social Media posting



(Mr. Sandeep Shrestha)

Internship Supervisor

Month: March

Week 5

Sunday: 01/03/2025	Monday: 02/03/2025	Tuesday: 03/03/2025	Wednesday: 04/03/2025	Thursday: 05/03/2025
Database management of existing contacts.	Added new leads to the database from event contacts	Reviewed the SEO structure of the website.	Worked on marketing plan development.	Scheduled social media posts for the week.
Basic website updates and edits.	Drafted social media post for upcoming ESG workshop.	Began drafting marketing plan outline.	Coordinated with the design team for social media creatives.	Updated database with feedback from contacts.
Social media posting on Instagram.				

Week 6:

Sunday: 08/03/2025	Monday: 09/03/2025	Tuesday: 10/03/2025	Wednesday: 11/03/2025	Thursday: 12/03/2025
<p>Reviewed the SEO structure of the website.</p> <p>Continued drafting marketing plan.</p>	<p>Updated social media profiles with new banners.</p> <p>Scheduled posts for the upcoming week.</p>	<p>Scheduled social media posts for the month.</p>	<p>Worked on marketing plan development.</p> <p>Coordinated with the other intern for social media creatives.</p>	<p>Scheduled social media posts for the week.</p> <p>Updated database with feedback from contacts.</p>

Week 7:

Sunday: 15/03/2025	Monday: 16/03/2025	Tuesday: 17/03/2025	Wednesday: 18/03/2025	Thursday: 19/03/2025
<p>Conducted knowledge transfer to the new intern.</p> <p>Provided a walkthrough of tools, documents, and procedures.</p>	<p>Started drafting an internship reflection report.</p> <p>Outlined challenges and learning outcomes.</p>	<p>Summarized training session highlights.</p> <p>Posted recap blog and photo album.</p>	<p>Added leads from networking events to the database.</p>	<p>Drafted a blog post on ESG trends in Nepal.</p>

Week 8:

Sunday: 22/03/2025	Monday: 23/03/2025	Tuesday: 24/03/2025	Wednesday: 25/03/2025	Thursday: 26/03/2025
Updated website with new case studies and testimonials.	Celebrated the 2-year anniversary of the company.	Social media posting on Instagram. Database update	Contributed insights to the BMC model for the company. Drafted email marketing content. Added potential client leads to CRM	Basic website updates and edits. Added new leads to the database. Social media posting.



(Mr. Sandeep Shrestha)

Internship Supervisor

Month: April

Week 9:

Sunday: 29/03/2025	Monday: 30/03/2025	Tuesday: 31/03/2025	Wednesday: 01/04/2025	Thursday: 02/04/2025
Continued social media engagement.	Worked on an outline for a new ESG workshop curriculum.	Basic website updates and edits.	Prepared initial draft of SWOT analysis.	Updated client database with recent contacts.
Edited website content to reflect new service offerings.	Included Nepal-specific case studies.	Added new leads to the database.	Basic website updates and edits	Scheduled social media posts for the month.
	Shared draft with supervisor for feedback.	Social media posting.		

Week 10:

Sunday: 05/04/2025	Monday: 06/04/2025	Tuesday: 07/04/2025	Wednesday: 08/04/2025	Thursday: 09/04/2025
Reviewed and updated marketing plan. Social media posting.	Created a quiz on Instagram regarding sustainability for user engagement.	Created a draft of Porter's 5 forces model for the company and got it reviewed. Updated it in the marketing plan.	Prepared initial draft of SWOT analysis. Basic website updates and edits	Updated client database with recent contacts. Scheduled social media posts for the month.

Week 11:

Sunday: 12/04/2025	Monday: 13/04/2025	Tuesday: 14/04/2025	Wednesday: 15/04/2025	Thursday: 16/04/2025
Reviewed and updated marketing plan. Social media posting.	Created a quiz on Instagram regarding sustainability for user engagement.	Nepali New Year's holiday.	Created a draft of Porter's 5 forces model for the company and got it reviewed. Updated it in the marketing plan.	Refined and finalized the marketing plan and converted it into a professional presentation deck for internal use.

Week 12:

Sunday: 04/19/2025	Monday: 20/04/2025	Tuesday: 21/04/2025	Wednesday: 22/04/2025	Thursday: 23/04/2025
<p>Reviewed handover documents.</p> <p>Updated old documents in an Excel file.</p>	<p>Finalized email content and began sending outreach emails.</p> <p>Reorganized folders for partnership documents.</p>	<p>Identified the competitors for the company and researched them.</p>	<p>Researched and added names of colleges that would be interested in the company's ESG courses.</p> <p>Social media posts.</p>	<p>Value proposition meeting with Global Compact Nepal.</p>

Week 13:

Sunday: 26/04/2025	Monday: 27/04/2025	Tuesday: 28/04/2025	Wednesday: 29/04/2025	Thursday: 30/04/2025
Posted blogs and events on the website.	Created a quiz on Instagram regarding sustainability for user engagement.	More Instagram updates and posted a reel of our founder talking about ESG in a talk show.	Made a website post on the talk show.	Researched competitors' ESG services. Edited website content to include new case studies.



(Mr. Sandeep Shrestha)

Internship Supervisor

Month: May

Week 14:

Sunday: 03/05/2025	Monday: 04/05/2025	Tuesday: 05/05/2025	Wednesday: 06/05/2025	Thursday: 07/05/2025
Contributed to the promotion and facilitation of the ESG training workshop.	Team lunch.	Database management of existing contacts. Basic website updates and edits.	Collected and analyzed feedback from past events to inform future planning.	Helped design the structure and content flow for the upcoming Sustainability Forum, including theme suggestions and speaker ideas.

Week 15:

Sunday: 10/05/2025	Monday: 11/05/2025	Tuesday: 12/05/2025	Wednesday: 13/05/2025	Thursday: 14/05/2025
Helped in compiling and designing the Annual Report, including editing, formatting, and content verification.	Designed training materials such as infographics, PPTs, and handouts for sustainability workshops.	Posted social media content promoting upcoming workshops. Drafted workshop invitations and sent them to clients.	Made an annual report presentation for the company.	Started drafting the internship reflection report. Collected achievements and impact stats. Outlined challenges and learning outcomes.



(Mr. Sandeep Shrestha)

Internship Supervisor

Annex 2



Figure 3: Value proposition meeting with UN Global Compact Nepal



Figure 4: Sustainability Solutions Team

Annex 3

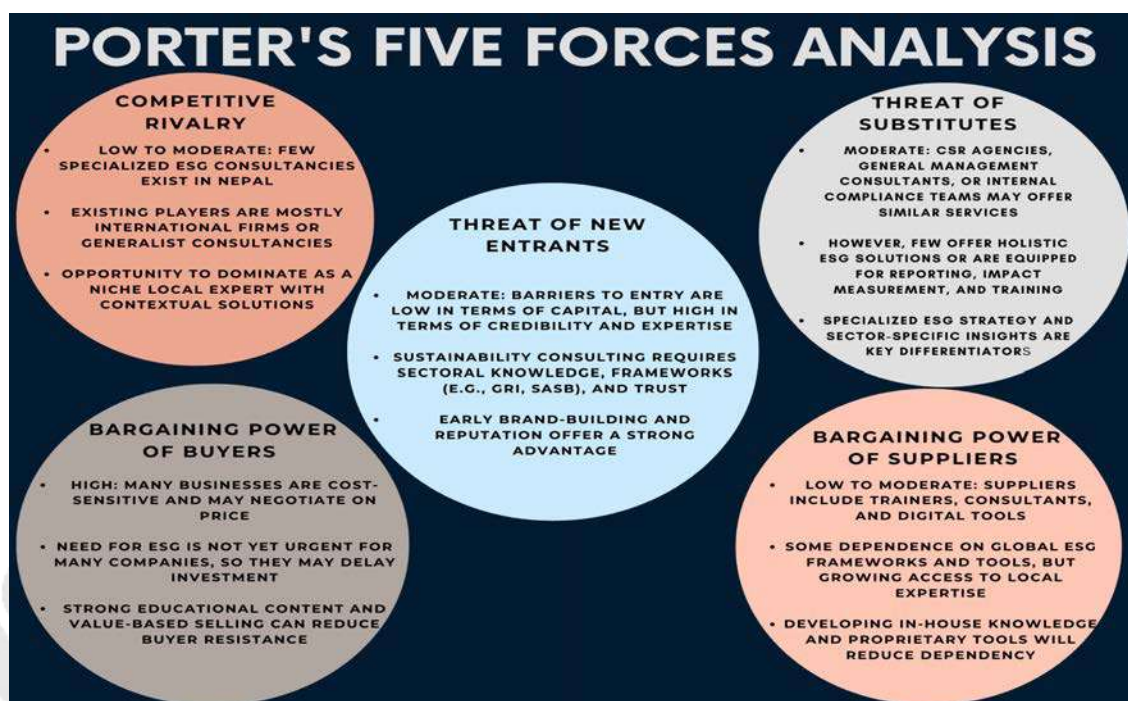


Figure 5: Porter's 5 Forces Analysis



Figure 6: SWOT Analysis

KEY PARTNERS <ul style="list-style-type: none">Corporate clients (large enterprises, SMEs, startups)Government agencies and regulatory bodiesIndustry associations and sustainability networksUniversities and research institutionsNGOs and non-profits promoting sustainabilityESG reporting and analytics firmsInvestors and impact fundsTechnology providers for ESG compliance and reporting	KEY ACTIVITIES <ul style="list-style-type: none">ESG training and capacity building for organizationsSustainability and ESG consulting servicesESG audits, assessments, and reporting supportDeveloping ESG strategies and roadmaps for companiesCompliance assistance with global ESG regulationsStakeholder engagement and sustainability communicationHosting webinars, workshops, and conferences on ESG trendsResearch and publication of ESG-related insights KEY RESOURCES <ul style="list-style-type: none">ESG expertise and industry knowledgeNetwork of sustainability professionals and partnersDigital platforms for training and consultingESG frameworks, toolkits, and assessment modelsBrand reputation and thought leadershipResearch and data analytics tools for ESG assessment	VALUE PROPOSITIONS <ul style="list-style-type: none">Helping businesses integrate ESG into their core strategyEnhancing corporate sustainability performanceEnsuring regulatory compliance and risk mitigationImproving investor attractiveness through strong ESG credentialsProviding tailored ESG training for employees and executivesStrengthening brand reputation and customer trustDriving long-term profitability through sustainable practices	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none">Personalized consulting and advisory servicesLong-term partnerships for ESG strategy developmentSubscription-based ESG training programsCommunity engagement via events, webinars, and newslettersOngoing support for ESG reporting and complianceFeedback-driven service improvements CHANNELS <ul style="list-style-type: none">Direct sales (B2B outreach, networking, referrals)Website and social media marketing (LinkedIn, Twitter, YouTube)Online learning platforms for ESG coursesConferences, seminars, and industry eventsPartnerships with academic institutions and ESG platformsWhitepapers, case studies, and blog content	CUSTOMER SEGMENTS <ul style="list-style-type: none">Large corporations looking to improve ESG complianceSmall and medium enterprises (SMEs) adopting sustainabilityInvestors and financial institutions requiring ESG guidanceGovernment agencies and policymakersNon-profits and social enterprisesUniversities and academic institutionsIndustry associations and professional networks
COST STRUCTURE <ul style="list-style-type: none">Salaries for ESG consultants and trainersTechnology and platform development costsMarketing and content creation expenses ENVIRONMENTAL COSTS <ul style="list-style-type: none">Research and compliance monitoring expensesEvent organization and participation costsAdministrative and operational costs	SOCIETAL COSTS	REVENUE STREAMS <ul style="list-style-type: none">Consulting fees for ESG strategy developmentTraining program fees (corporate workshops, online courses)Subscription-based ESG advisory services SOCIETAL BENEFITS <ul style="list-style-type: none">ESG audit and reporting service feesSpeaking engagements and conference participationLicensing ESG frameworks and tools to businesses ENVIRONMENTAL BENEFITS		

Figure 7: Business Model Canvas (BMC)



Figure 8: PESTLE Analysis