

WBCSD: Climate Drive Internship

Overview

WBCSD is a purpose-driven, forward-thinking and action-oriented organization, characterized by diversity of gender, nationalities and work experiences.

We are looking for people that share our passion for sustainability and our values to achieve our vision of a world where more than 9 billion people live well and within the limits of the planet by 2050. WBCSD staff are encouraged to take ownership in a demanding work environment which also offers flexibility and autonomy. At WBCSD, we promote diversity, equality and inclusion by offering diverse opportunities and a great exposure to the business world.

Together, we are the leading voice of business for sustainability, with a mission to accelerate the transition to a sustainable world by making more sustainable businesses more successful.

Job overview

The Climate Drive is being developed to be the first step in the corporate decarbonization and climate action journey as a free, trusted, actionable and high quality resource for the net zero journey. We are in our first year of development and launched our MVP at COP28 in Dubai with solid testimonials and use cases as well as key partnerships to grow the content and user base for 2024. The next stage of growth poses several questions – which users should we focus on to maximise our impact? Where should we focus our limited resources? What marketing strategy can we deploy to create a win-win for both the Climate Drive and WBCSD? We would be interested in an MBA intern with a marketing / product background and large corporate experience of the net zero journey.

Responsibilities

Deliverables/Activities could be:

1. Developing the next stage of the business model for the Climate Drive towards a sustainable cost+growth-covering revenues
2. Marketing plan for the Climate Drive to increase user base and engagement
3. Recommended and prioritised features to develop to increase user value proposition and accelerate climate action within their business

Learning outcomes

- Engagement with practitioners within corporate sustainability.
- Design, and development of business model to advance the sustainability agenda.
- Experience of supporting the work of a global NGO.

Skillset and experience requirements

- Strong research skills and analytical mindset.
- Capacity to communicate and build relationships with counterparts at all levels. Comfortable with delivering presentations and facilitating discussion.

- Writes clearly, succinctly and correctly in a convincing and engaging manner, structuring information to meet the needs and understanding of the intended audience.
- Thrives when working in a fast-paced, collaborative environment.
- Good organizational and project management skills.

Start and End Date

Flexible on start and end dates. Expected length of internship to be 10-12 weeks.

Hours/Week

Full time 40h