



Photo: Taso Papadakis

# MASTER'S PROJECTS

## QUICK FACTS

**16**

average number of  
Master's projects per year

**3**

Eco-E projects per year

**63%**

of projects are  
student-proposed

**95%**

of students get their 1st  
or 2nd choice project

### PRACTICAL EXPERIENCE, REAL IMPACT

Bren Master's Projects are an opportunity for students to tackle pressing environmental problems. Master's Projects provide unparalleled experience in client work and crafting applied solutions for today's environmental challenges.

***"The Master's Project experience has been the best thing about Bren so far...I'm learning a ton as well as building up my resume and managerial skills."***

- MESM STUDENT, 2017

Master's Projects are multidisciplinary collaborations that span both years of the program and which take the place of a traditional individual research thesis. There are two forms of Master's Projects that students can choose between: the Group Project and the Eco-Entrepreneurship (Eco-E) Project. Group Projects are client-based work, while Eco-E Projects are focused on business design. In both cases students can propose projects that align with their interests, whether by writing a Group Project proposal or designing their own Eco-E Project.

### GROUP PROJECTS

Group Projects allow teams of four to five students to solve an environmental problem faced by a real-world client. Students work with client data to design customized solutions such as conservation management plans, fisheries models, and community outreach strategies. Clients have included government agencies, corporations, think tanks, and non-profits.

### ECO-E PROJECTS

Eco-E Projects give teams of two to five students the opportunity to design a business to help solve an environmental problem. Eco-E teams research customer needs and values, analyze the competitive landscape, and pitch their business plans to potential investors. Eco-E ventures have ranged from the creation of sustainable fertilizer, to a sharing platform for electric vehicle charging, to environmental education for children and families.



# YOUR CAREER BEGINS HERE

Students expand their professional networks as they work alongside faculty advisors, clients, and other stakeholders. These collaborations have led to internships and job offers, as well as meaningful environmental change across a wide spectrum of sectors.

## SUCCESS STORIES



In 2016, a Bren Group Project helped establish new marine protection zones within the Galapagos.

Now, 1/3 of the marine area is protected from dangerous fishing practices.



After helping Patagonia measure their products' contribution to marine pollution, Bren alum Stephanie Karba (MESM '16)

leveraged her connections at the company to secure a full-time position upon graduation.



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## DEVELOP A DIVERSE SKILLSET

While Group Projects vary by client and student interest each year, they often involve:

- COST BENEFIT ANALYSES
- LIFE CYCLE ASSESSMENTS
- SPATIAL PLANNING
- CARBON ACCOUNTING
- FISHERIES MANAGEMENT
- POLLUTION REMEDIATION
- SUPPLY CHAIN EFFICIENCIES

## GET EXPERIENCE IN

- PROJECT MANAGEMENT
- RESEARCH DESIGN
- DATA COLLECTION & ANALYSIS
- ENVIRONMENTAL MODELING
- STAKEHOLDER ENGAGEMENT
- STRATEGIC ENVIRONMENTAL COMMUNICATION
- MARKET RESEARCH
- FINANCE AND BUDGETING



## GROUP PROJECT TIMELINE



### 1ST YEAR, WINTER:

Students and clients submit proposals to Review Committee; students then select their Group Project from the approved pool



### 1ST YEAR, SPRING:

Students begin work on their projects and develop their workplan



### 2ND YEAR:

Students complete their project, formally defend it, and present it to the public

## TOP CLIENTS

- THE NATURE CONSERVANCY
- ENVIRONMENTAL DEFENSE FUND
- LOS PADRES NATIONAL FOREST
- CITY OF SANTA BARBARA
- PATAGONIA
- SOUTHERN CALIFORNIA EDISON
- TEJON RANCH CONSERVANCY
- NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
- DECKERS OUTDOOR CORPORATION