

180 DEGREES CONSULTING

# DELIVERING ON IMPACT

UNIVERSITY OF BATH  
ANNUAL IMPACT REPORT 2023





# A Word From The President

We are pleased to share with you the impact report for this branch's academic year.

Our consultants have closed 8 successful projects this year, producing excellent deliverables and recommendations, which speaks to the strength of the branch and the hard work of our consultants. The projects we undertook as a branch embraced a diverse range of communities, themes, and geographical areas, allowing us to make a meaningful impact through our work. It stands as a testament to our ability to successfully undertake projects that touch lives across the world.

In addition to our external impact, we are also proud of our efforts to expand our focus on the impact we have on our most valuable assets, our consultants. Throughout the year, we hosted multiple events for our consultants; training sessions from consulting firms such as BCG and Q5, panel events involving alumni from a variety of backgrounds and a webinar on flourishing in the workplace delivered by Potentiallife, to name a few. These events sought to provide value to our consultants in a variety of ways and leave them with learnings they can apply to both their professional and personal lives.

We are certain that 180DC Bath will continue to make an impact on communities across the world and provide value to its consultants. All of us send our best wishes to the next cohort for the branch and the new committee headed by Izzy Morrison-Clare.

We are also grateful for the work of 180 Bath's partners who have helped us to continue to do this impactful work. Their perspectives and support have been invaluable, both to our clients and consultants. We would also like to note our gratitude to our clients for continuing to engage with us, allowing for this report to be made.

I commend this report to you. I hope its stories spark thought and showcase the incredible forces for good that exist in this world. May they inspire you to take action, however big or small, in your own sphere of influence and to recognize that, collectively, we can create a better, more compassionate world.



Yash Kumar  
President

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# Who We Are

180 Degrees Consulting is the world's largest consultancy for not-for-profits and social enterprises - with branches in the best universities worldwide.

## How we do it

We provide sustainable development-based organisations with industry standard consulting to better their operations - costing less than one hundredth of comparable services. Concurrently - we develop a generation of leaders committed to social and environmental impact.

## Our Branch

The University of Bath Branch is an impact-driven organisation that has provided over forty non-profits with impact-driven consulting services to assist in optimising their operations and maximising positive outcomes for their beneficiaries.





A photograph of an elderly woman with white hair, wearing a blue and pink sari, feeding two white cows with black spots. The cows are lying on the ground in front of a blue wall. A metal railing with a sign that reads 'जय बाबा' is visible behind the woman. The scene is set in a rural or semi-rural area.

BATH's IMPACT

AN OVERVIEW

# IMPACT COMMITMENT

At 180DC Bath, our projects target impact across industries, themes, and geographies. We have adopted the United Nations Sustainable Development Goals (SDGs) as an overarching guide to test the credibility, relevance, and scale of our projects' impact. Throughout our report, we diligently note the supported sustainable development goals, underscoring our commitment to address global challenges. By aligning our initiatives with the SDGs, we contribute to the broader agenda of sustainable development. We actively seek collaborations with like-minded stakeholders to drive collective action and innovation. Through our dedication, we strive to create meaningful and sustainable change, advancing the realisation of a better and more prosperous world for all.



# IMPACT OVERVIEW

Bath's objective is to deliver work that has demonstrable social and environmental benefits. Projects we have worked on for the non-profits have achieved positive impacts as shown below.

**40** Different Clients

**382**  
Consultants Trained

**17**  
Sustainable Development Goals Targeted

**54** Completed Projects

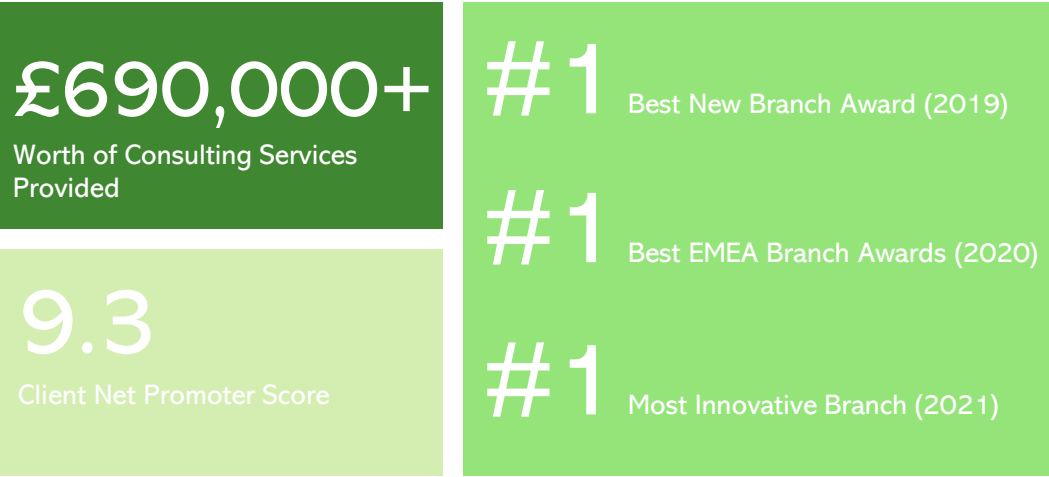
**15** Countries

**30,000+**  
Hours of Services Provided



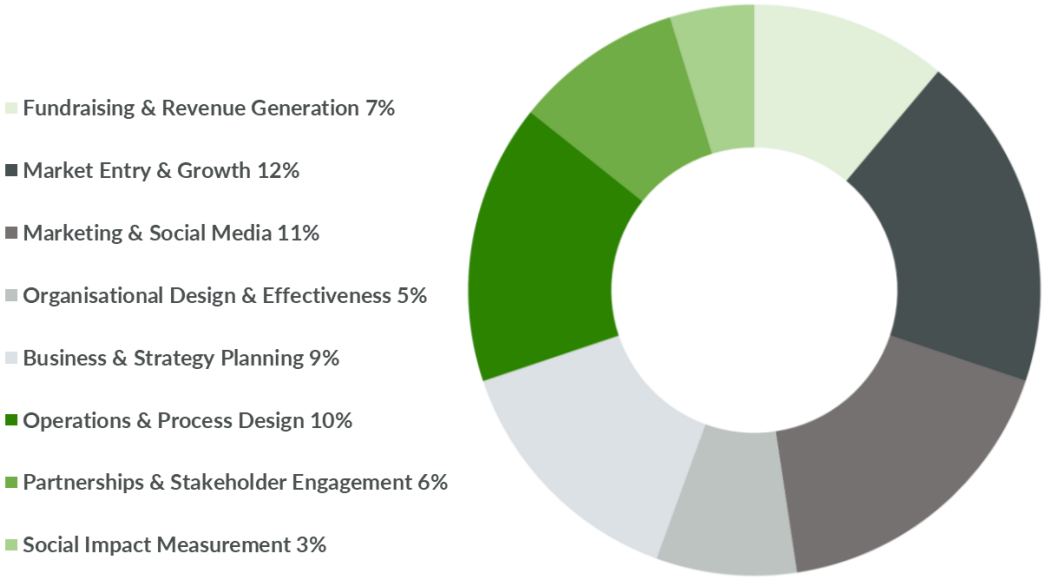
# OUR ACHIEVEMENTS

At 180 Degrees Consulting's Bath Branch we pride ourselves in being impact driven. Our branch has been maximizing social impact since its commencement.



# OUR WORK

Ever since the creation of 180 Degrees Consulting Bath, we have achieved remarkable milestones in maximizing social impact. We take pride in our commitment to driving positive change and creating tangible impact. Throughout our journey, we have consistently strived to deliver projects that generate measurable social and environmental benefits. Through collaborative efforts, innovative approaches, and a steadfast pursuit of excellence, we aim to make a meaningful and lasting difference in the communities we serve. Our main services over the past years are highlighted below.



# 2023: A YEAR IN REVIEW



## 17 SDG's Achieved

As of 2023, 180 DC Bath has worked on projects that target all the United Nations Sustainable Development Goals.



## 8 Completed Projects

180 DC Bath has completed eight projects over two consulting cycles, each lasting 10 weeks.



## 72 Consultants Trained

During this academic year, 180 DC Bath has trained students for a range of consulting roles: Consultant, Senior Consultant & Engagement Manager.



## 5,700+ Hours

This academic year, 180 DC Bath has, in total, provided over five thousand hours worth of consulting services.



## 7 Different Clients

180 DC Bath has worked with a total of 7 clients this academic year, including 2 returning clients from previous years.



## 7 Consulting Partner Events

180 DC Bath has held several corporate consulting partner sessions, including panellist events, webinars, case workshops and hackathons.





**BATH's IMPACT**

**A CLOSER LOOK**



# 2022 IMPACT OVERVIEW



Increasing Revenue Streams for a Farm Animal Sanctuary Focused on Veganism



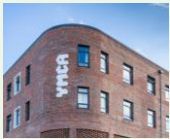
Market-entry Roadmap for Health Tech Startup in Sweden



Fundraising Strategy for Charity Empowering Vulnerable Women In Iraq



Materiality Assessment for Africa's Largest Aquafeed Company



Stakeholder Mapping for the Largest Youth Charity in London



Supporting Rwandan Cooperatives Access Higher Prices for Specialty Coffee



# SUPPORTING RWANDAN COOPERATIVES ACCESS HIGHER PRICES FOR SPECIALTY COFFEE

The client supports small-scale farmers in Africa, with a particular focus helping privately-owned coffee stations and Rwandan cooperatives access higher prices for their specialty coffee cherries. The client has been helping subsistence farmers in Rwanda get access to agricultural inputs since 2008, and are now looking to increase their reach.

## OUR WORK

The client wanted to increase its impact by helping subsistence farmers in Rwanda benefit from higher coffee prices.

180DC Bath created a value chain report, including an analysis of potential exporters of coffee, potential buyers of specialty coffee cherries, and a recommendation memo. A risk assessment matrix informed strategy recommendation: to improve marketing strategy to American buyers, providing financial and technical training to farmers, and expand global partnerships.

## OUR IMPACT

**×3.15**

increase in the number of farmers trained.

Leading to the investment impact per farmer to rise to...

**\$35**

for each dollar invested.





United Kingdom



1 NO POVERTY



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



## STAKEHOLDER MAPPING FOR THE LARGEST YOUTH CHARITY IN LONDON

YMCA St Paul's Group (SPG) is a charity and registered housing provider whose mission is to be an inclusive Christian Association transforming communities so that all young people can belong, contribute and thrive. As well as accommodation, care homes, education and training, the Association is focused on the transformation of communities through its Health and Wellbeing Centres, children, youth and family programmes including nurseries, after school clubs and soft play centres.

### OUR WORK

Due to a recent merger, the geographical reach of YMCA St Paul's Group has significantly increased. However, engagement within the communities where YMCA SPG is present varies significantly and the understanding of their purpose is very low.

In order to support fundraising aspirations and enable YMCA SPG to continue helping communities, 180 DC identified potential stakeholders that align with the clients values, and presented opportunities for strategic partnerships based on the potential value add to YMCA SPG.

### OUR IMPACT

**85**

potential new stakeholders recommended

**20+**

tailored messages created for all YMCA target users and donors to convey their purpose.

**10+**

detailed outreach strategies for the identified YMCA consumer groups.



# FUNDRAISING STRATEGY FOR CHARITY EMPOWERING VULNERABLE WOMEN IN IRAQ

The Lotus Flower is a charity that seeks to provide women and girls impacted by conflict and displacement with the tools and opportunities they need to rebuild their lives. They do so by running safe community centres inside refugee camps for displaced women and girls, where their programmes help them heal, learn and grow.

## OUR WORK

COVID-19 has exacerbated the charity's urgent need for funding. 180DC Bath created a fundraising strategy for the charity in the UK to enable better access to and engagement with donors, allowing the charity to continue its vital work through its centres in Iraq. This included a gap analysis of the charity's fundraising strategy, research on UK charitable fundraising, advising on methods to their impact reporting and an analysis of the UK fundraising market relevant to The Lotus Flower.

## OUR IMPACT

Whilst working with Lotus Flower, the charity has raised....

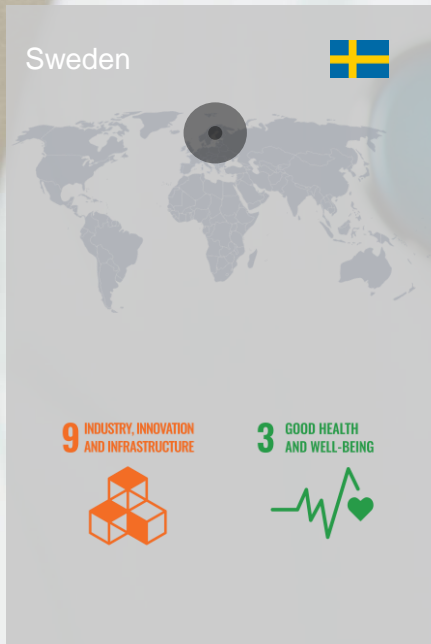
**£ 2,000,000**

- Prioritisation framework created for fundraising strategy recommendations
- An impact reporting framework was created for the charity to better convey their message to donors

***"We were so impressed with the knowledge, professionalism and work ethic of the whole team of 180 DC Bath" - Fundraising Lead of Lotus Flower***







## MARKET-ENTRY ROADMAP FOR HEALTH TECH STARTUP IN SWEDEN

AI Medical is a start-up which has a mission to support healthcare providers with AI powered diagnostic solutions so that no patient should die due to delay or misdiagnosis of a condition. Founded by a diverse team of driven, passionate tech entrepreneurs, software developers and clinicians, AI Medical is dedicated to developing AI powered diagnostic solutions that enable frontline healthcare practitioners to make easier, faster, more cost effective and more reliable diagnoses for their patients.

### OUR WORK

A pairwise comparison and market screening model was created to analyse product potential in 6 European markets. A cost model was created which identified the financial incentive of the product in different markets.

180DC Bath defined a market entry and an initial pricing strategy for AI Med to support commercialization of the product in one of the recommended European markets.

### OUR IMPACT

- Pairwise comparison & market screening model informed the client to enter European market.
- Analysis on commercialization of AI in healthcare supported the client partnership with KTH University.
- 180DC Bath created an investor report, informing company's second rights issue and supporting company capital raise.



# SUPPORTING SOCIAL INCLUSION IN THE UNITED KINGDOM

As the world’s first YMCA, Central YMCA is a charity which provide support for people in their community within the broad pillars of Health & Wellbeing and Education & Training. Central YMCA works with people across all age groups from very young children, right through to people who are in their 80's and 90's. Their focus is to tailor and flex their products according to people's needs, health and abilities.

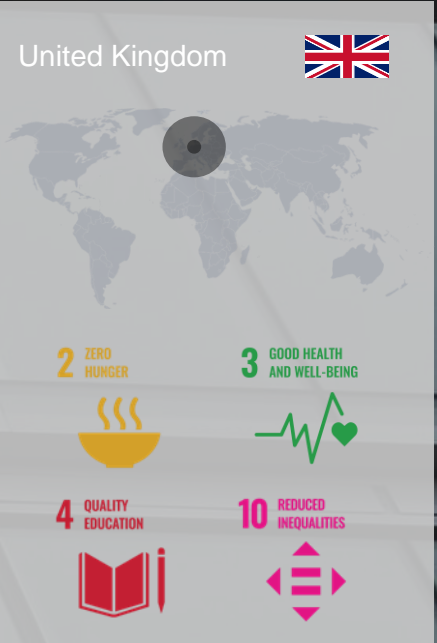
## OUR WORK

Post Covid-19, Central YMCA were looking to develop a stakeholder map across all functions to develop a collaborative approach with other locations.

180DC Bath developed a comprehensive assessment of current stakeholders, including a quantitative assessment of how their values align with YMCA. This informed a targeted engagement and communications strategy for current and potential stakeholders.

## OUR IMPACT

- Stakeholder map improved quality and quantity of relationships and partnerships between Central YMCA and other locations.
- Value alignment model allowing the client to easily assess value alignment of potential stakeholders.
- 180DC Bath recommended an exhaustive list of potential stakeholders in each location, prioritized based on potential value add to YMCA.





Uganda



2

ZERO  
HUNGER



12

RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



14

LIFE  
BELOW WATER



## MATERIALITY ASSESSMENT FOR AFRICA'S LARGEST AQUAFEED COMPANY

With its primary operations in Zambia and Uganda, FirstWave Group (FWG) is the largest, most technically advanced, vertically integrated group of companies across the sourcing, production, distribution, and retail of fish and aquafeed in Africa. FWG sources sustainable, healthy and affordable protein for the African content, with impact driving the core of its business.

### OUR WORK

The client had challenges driving material ESG alignment across its group of companies, and proving impact of their operations. With impact being at the core of its business, 180DC Bath created a materiality assessment allowing client to understand the extent of their impact with regards to ESG metrics. This included a handover document defining metrics to measure, how to measure these metrics, integrating these metrics into investment decisions and how to communicate impact in a meaningful way.

### OUR IMPACT

- 180DC Bath created a customizable impact model allowing the client to measure impact going forward.
- Matrix with impact of key business decisions and stakeholder analysis informed future business strategy.
- 180DC Bath created an investor report, informing company's second rights issue and supporting capital raise.



# INCREASING REVENUE STREAMS FOR A FARM ANIMAL SANCTUARY FOCUSED ON VEGANISM

The Piece of Heaven Vegan Project Society (POHP) is the largest farm animal sanctuary in British Columbia. The site is located in a desirable but remote part of the West Kootenays region in Western Canada, with few local sources of support. It aims to educate and promote the adoption of a compassionate, considerate lifestyle, the vegan philosophy and its importance for the future of the planet and all its inhabitants.

## OUR WORK

After completing a first phase to the project which entailed created a safe and loving home to all farm animals, the client was looking to increase the impact and effectiveness of delivering a vegan message and regularising its income stream to provide for the sanctuary's needs, whilst achieving a measure of self-reliance.

180 DC presented three revenue strategies, including corporate and animal sponsorships & the creation of an online store. This included developing prioritisation, pricing, costing and forecasting models.

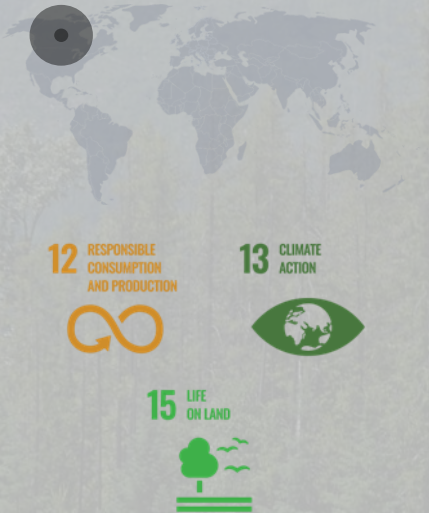
## OUR IMPACT

# 107

farm animals being directly impacted and supported by 180DC recommendations.

- Animal sponsorship packs have recently been developed on client website and supported by social media campaign, following the strategy recommended by the 180 DC team.
- 11 apparel items with pricing models were recommended and are soon to be implemented in the clients online store.

Canada





United Kingdom



## SITUATIONAL ANALYSIS FOR THE CONSORTIUM FOR STREET CHILDREN

Consortium for Street Children (CSC) is the only global network dedicated to raising the voices of street-connected children. CSC drives action by working with decision makers at the international level and local level, to respect, protect and fulfil the rights of street-connected children to have safe and fulfilling lives.

### OUR WORK

The team at CSC recently updated their 5-year strategy and sought support with a situational analysis to review where they are. 180DC Bath conducted a market mapping exercise to support CSC's strategy refresh, establishing CSC's position in reference to the broader ecosystem of related organizations. A data map was then created to develop a mapping system for data globally, supporting further additions to the situational analysis

### OUR IMPACT

- Tool created informing decision to increase partnerships in West Africa and to be repurposed for future partnership decisions.
- The client is on track to achieve goal of expanding their network in the next two years.
- 180DC Bath created an investor report, informing company's second rights issue and supporting capital raise.



# SUPPORTING THE QUALIFICATIONS INDUSTRY IN THE UNITED KINGDOM

As a part of Central YMCA, YMCA Awards works closely with industry experts, employers, and training providers to design health, fitness and wellbeing qualifications that support employability and career progression. With over half a million qualifications awarded, YMCA Awards has enabled 300,000 people to advance with their career.

## OUR WORK

Post Covid-19, the awards sector had undergone significant change as a result of increased remote working, limitations on in-person activities and a change in demand for awards and certifications.

To tackle this, the team at 180 DC Bath were asked to perform a comprehensive market assessment of awards sector post COVID-19 and develop and GAP analysis. With this, strategic recommendations & roadmap for YMCA awards to succeed in the post Covid-19 awards sector could be given.

## OUR IMPACT

- The recommendations provided by the team have enabled YMCA Awards to foster new partnerships, including the Association of Nutrition, elevating the quality of awards provided.
- YMCA Awards has followed technological recommendations and has launched new website, increasing online exposure drastically.
- The client is expanding the range of qualifications to three areas recommended by the 180 DC team.

United Kingdom



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH





# BATH BRANCH

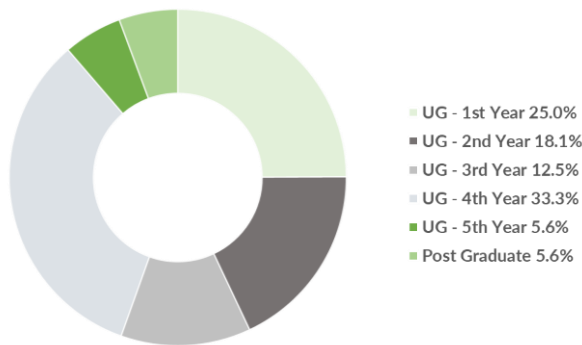




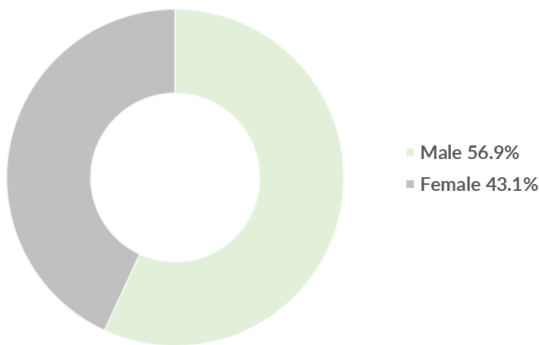
# OUR PEOPLE

What makes us different is what brings us together. Bath’s consultants' diverse backgrounds, experiences, and degrees makes us well-equipped to deliver impact to our clients and their beneficiaries. Our diverse identities and experiences help us channel our impact and resources to the communities that need it most.

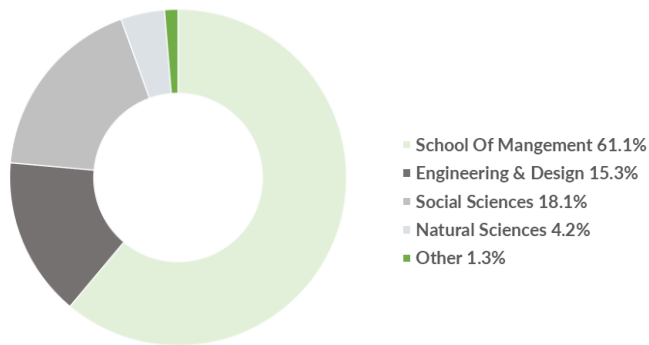
Year of Study Insights:



Gender Insights:



Degree Insights:



At 180 DC Bath, one of our objectives is to cultivate a strong sense of community. We place great emphasis on delivering an exceptional consulting experience to students, recognising that the consultants' happiness directly correlates with the success we attain in the projects we undertake.

9.4

Consultant Satisfaction Score

85%

of consultants would return to 180 DC Bath for another cycle.

98%

of consultants would recommend 180 DC Bath to a friend or acquaintance



# OUR EVENTS



## COMING TOGETHER

It was great to get together Bath's consultants from a number of cohorts for networking events hosted in The Huntsman and in The Bath Townhouse.



## 180DC × Potentiallife - WEBINAR

It was an honour to host Angus Ridgway, CEO & Co-Founder of Potentiallife, for an enriching webinar on the subject of positive psychology. Angus discussed the five key elements that contribute to our well-being and enable sustainable personal development. Moreover, Angus addressed questions and shared valuable insights from his extensive consulting industry expertise, providing our consultants with a deeper understanding of the professional landscape.



## 180DC × Q5 - HACKATHON

180 DC Bath recognizes the significance of networking with the like-minded community of 180 DC in other universities.

This year, Bath and Nottingham branches joined forces for an event facilitated by Q5, during which select consultants from our branch had the opportunity to visit Q5's London headquarters and engage in collaborative work on a consulting hackathon organized by Q5.

## 180DC × STRATEGY& - CASE WORKSHOP

180 DC Bath partners with consulting firms to enhance the skills of our consultants for the professional consulting industry.

Strategy& visited Bath to conduct a workshop featuring real-life consulting cases, showing their problem-solving approach to our consultants.



## 180 DC BATH PROSPECTS

180 Bath enables consultants to commence growing careers in professional services. In just a few years - having grown with us - consultants have departed for McKinsey, Deloitte, Strategy&, Accenture, BCG, Q5, Oliver Wyman and others.





Learn more online at: [www.180dc.org](http://www.180dc.org)

We welcome your comments and queries about this report. Please  
contact us at: [bath@180dc.org](mailto:bath@180dc.org)