

180 Degrees Consulting Annual Impact Report 2022



180Degrees
CONSULTING

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**ANNUAL LETTER
FROM CEO
NICK CHARINOS**

It is with great pleasure that I present to you our Annual Impact Report for 2022. As the Global Chief Executive Officer, I am proud to share the impact our organisation has made towards creating positive social change across the globe.

Over the past year, we have delivered an ever-growing number of impactful projects across a range of services, including impact measurement, sustainability, ESG, and funding strategies. Our talented and dedicated teams have worked tirelessly to ensure the success of over 1,000+ projects, and we are thrilled to report that our branch network has remained resilient coming out of the COVID-19 pandemic, with over 7,000 student volunteers engaging in our work across 33 countries.

As we continue to grow, bringing our global network closer together to share knowledge, and collaborate, is crucial. We are pleased to have successfully hosted global events such as the 2nd edition of the EMEA Summit and the inaugural GLT Summit, which provided an opportunity for our community to connect and engage in-person.

Looking towards the future, our key priorities for 2023 include continuing to invest in our systems transformation to increase the efficacy of our work worldwide, growing our organisation's brand presence and financial sustainability heading into a new period of sustained growth, and in bringing our global community closer together.

Before concluding, I would like to take this opportunity to thank our 2022 outgoing Executive Team - Bettina, Mark, Chris, Sakansh, and Shivam - for their outstanding contributions and leadership to our organisation, and to warmly welcome our 2023 Executive Team - Bettina, Chris, and Mark who are continuing their tenure, and William, Aaron, Valentine, and Niranjana as our new Executive Team members.

To all our clients, partners and sponsors, thank you for your continued support, we look forward to working together towards expanding social impact around the world in 2023!

Sincerely,



Nick Charinos



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YEAR IN REVIEW



GROWTH REVIEW

150+ BRANCHES
IN TOTAL

10 NEW BRANCHES

Institut Teknologi Sepuluh Nopember | Indonesia
University of Birmingham | UK
ESSEC Business School | France
University of Mannheim | Germany
Bates College | USA
Institut Pertanian Bogor | Indonesia
Indian Institut of Technology | India
Universitas Indonesia | Indonesia
Motilal Nehru College | India
Kamala Nehru College, University Of Delhi | India

33 COUNTRIES
WITH ACTIVE BRANCHES



GROWTH REVIEW



CLIENTS

983 NONPROFITS
HELPED

>28M VALUE OF
SERVICES
AUD



PROJECTS

4,171,000
VOLUNTEER WORK
HOURS TO DATE

935,000
VOLUNTEER WORK
HOURS IN 2022

1,162
PROJECTS IN 2022



CONSULTANTS

7,757 VOLUNTEERS

60,023 VOLUNTEERS
TRAINED
TO DATE

SOCIAL MEDIA

ACTIVE SOCIAL MEDIA FOLLOWERS



52,000
(followers)



1.5M
(impressions)



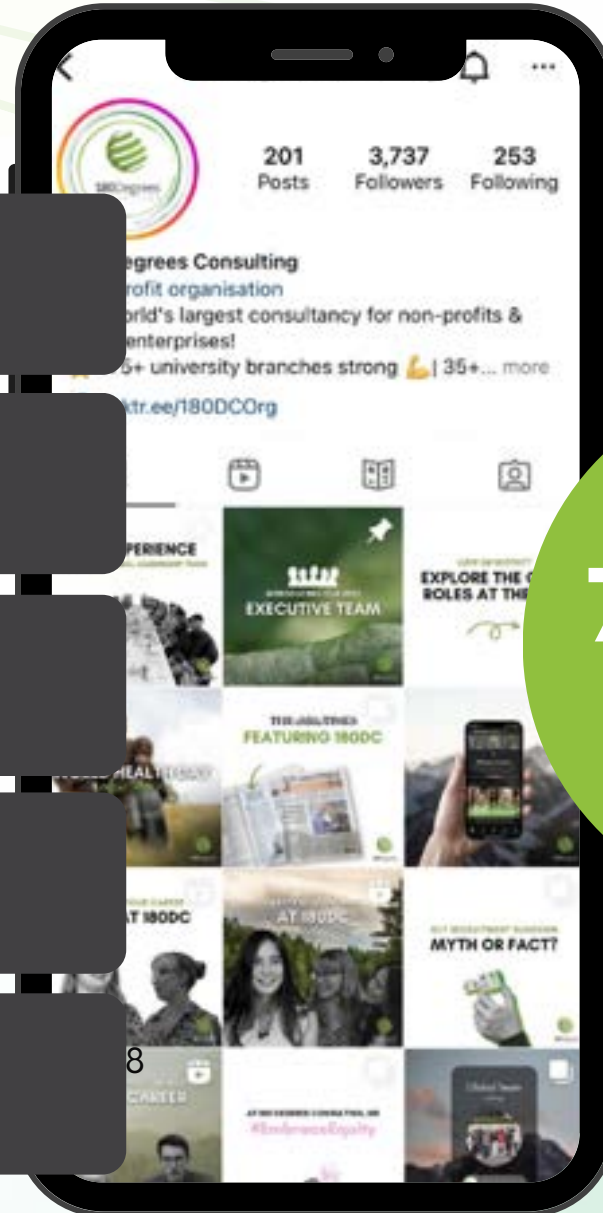
>12k



3,800



750



70,000+
TOTAL FOLLOWERS

GLOBAL LEADERSHIP TEAM

The Global Leadership Team (GLT) is the body that leads and manages the work of 180 Degrees Consulting around the world. This includes supporting the existing branches, helping new branches become established, facilitating collaboration between branches, ensuring consulting quality control, measuring the social impact of 180 Degrees worldwide, improving our systems and processes so we can scale and expand our impact, and making crucial strategic decisions about the future of the organization.

93

VOLUNTEER MEMBERS

26

COUNTRIES

59%

MALE

41%

FEMALE





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SERVICE OFFERINGS



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CONSULTING

SERVICE OFFERINGS

180 Degrees Consulting offers a variety of services to its clients. We work with organizations of various sizes, from early-stage start-ups to international development charities in operation for decades. Our organization welcomes any challenge that will help potential clients to increase their social impact. In turn, we hope to do our bit in making this world a better place, one project at a time.



Digital Transformation

- Process automation
- Digital strategy development
- Data visualisation and insights



Marketing & Engagement

- Marketing and branding assessment
- Online presence
- Stakeholder engagement



Financial Sustainability

- Strategic partnerships & grants
- Fundraising strategy
- Offering assessment
- Pricing strategy



Market Assessment

- Expansion strategy
- Competitor analysis
- Investment feasibility



Organizational & Operational Efficiency

- Change management
- Organisational strategy
- Supply chain analysis
- Process Improvement & Logistics



Impact Management

- Social impact measurement
- Environmental impact Measurement
- Impact strategy



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GLOBAL AWARDS WINNERS

AWARDS CRITERIA:

BRANCH AWARDS CRITERIA

Branches that best exemplified 180DC's values of creating social impact through student engagement.



Consulting Quality

Consulting Quality will primarily be determined by clear communication, professional work, excellent analysis and well justified recommendations.



Social Impact

Social impact will be evaluated based on clear evidence that work undertaken for the client will improve people's lives, society and the environment.



Client Feedback

Client satisfaction is measured via the feedback that is obtained for every project as it is crucial to put them first and meet or exceed expectations.



Projects & Client Experience

Value added by branch reflected through client acquisitions, referrals and experience.



Student Experience

Student recruitment, experience and development, selection of the executive team and alumni relations.



Strategy & Operations

The branch demonstrates a clear vision, adherence to guidelines, as well as a developed and detail plan for the years to come.

CONSULTING AWARDS CRITERIA

Branch-nominated consulting projects marked based on quality and impact of deliverables, and client feedback.

COMMUNITY AWARD CRITERIA



Partnership with other 180DC branches and integration with the global organization through participation in GLT initiatives.

SUSTAINABLE INITIATIVES AWARD CRITERIA



Sustainable initiatives taken by the branch and number of SDGs served.

BEST OVERALL BRANCH GLOBAL: UNIVERSITY OF SOUTH CALIFORNIA

Branch Testimonial

Our branch's mission is to develop passionate leaders that positively impact the local and global communities. Each initiative we put forth is guided by our four core values:
empathy, diversity, community, and opportunity.

This award reflects the executive team's and our members' persistent efforts to push the needle on what's possible, and lead with passion and empathy.

Given the entrepreneurial spirit that's deeply embedded in our organization, we can't wait to continue expanding upon our impact.



BEST CONSULTING PROJECT GLOBAL:

MUNICH
FOR RED CROSS



The Challenge

Red Cross is an international humanitarian movement founded to protect human life and health, ensure respect for all human beings, and prevent and alleviate human suffering. They sought to understand how they could expand their online marketing presence in order to reach a younger donor audience.



The Solution

180DC Munich analysed the typical donor profiles of the Red Cross and created a catalogue of suitable marketing measures to reach a range of derived donor profiles, and for each target group, conducted an evaluation and recommendation of the approaches which had the highest return of donations and awareness against the time and financial investment.

The Impact

Marketing campaign based on 180DC recommendations reached ~1.0 Million people in Munich and increased social media follower base by over 25% in less than one year.

Client Testimonial

“We were positively surprised by the professional approach of the students, the understanding of our organisation and the task and the solutions. We would also like to emphasise that they were flexible to our needs. We have met an extremely dedicated team. The expertise of the team members complemented each other well, we also felt that the cooperation within the team worked well”



180DC COMMUNITY

REGIONAL:

Shaheed Sukhdev College of Business Studies [APAC]



At Connect 180 we invited the 180DC chapters of 6 other colleges for a networking event that witnessed a pool of ideas, focussed group discussion for future collaborations and the excitement of being together with like-minded people who were passionate about creating impact by showcasing their consulting skills.

We have also assisted colleges LSR, NMIMS in setting up over 180DC chapters all over India. Our recent collaborations with Maastricht and Cornell 180DC branches was another such endeavour where we facilitated a smooth transfer of knowledge and networking among consultants, thereby building a stronger 180DC community.



180DC COMMUNITY REGIONAL:

Jesus and Mary College [APAC]



NET WORK IT!:

Net-Work It! was a community building event organised by 180DC JMC in collaboration with 180DC Hong Kong University of Science and Technology. The aim of the event was to promote synergy, exchange ideas and build networks among the 180DC Branches.

The event saw participation from 85+ consultants from over 15+ 180DC branches, including multiple international branches.

IMAGINE 180:

A Case Study Competition whose main aim was to give participants an insight into the real world of consulting and to enhance their business acumen.

The event saw participation by 1300+ students from prestigious colleges including:

- University of Tilburg,
- IIM Indore,
- IIM Kozhikode,
- Xaviers,
- SSCBS and,
- SRCC.



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NETWORK GROWTH



NETWORK GROWTH:

THE GLOBAL BRANCH ACCELERATOR PROGRAM

New Branch Establishment

A flagship program designed to train and recruit the new 180DC Branch Founding Teams! Applicants receive guided trainings and playbooks on Branch Operations, Client Acquisition & Engagement, Consulting Methodologies, Volunteer Recruitment, and more by the GLT throughout the process leading to building the Branch Proposal.

74

APPLICATIONS RECEIVED FROM PROSPECTIVE BRANCHES

17

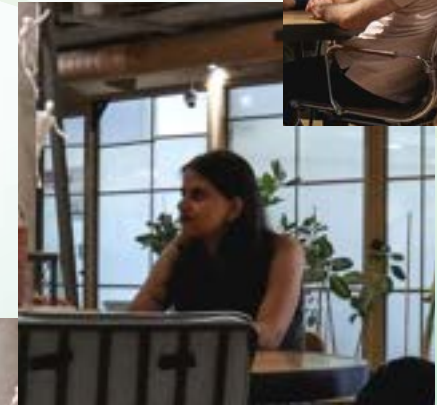
COUNTRIES SUBMITTED APPLICATIONS IN 2022

10

NEW BRANCHES ESTABLISHED IN 2022

6

COUNTRIES WITH NEW BRANCHES



NETWORK GROWTH:

THE GLOBAL BRANCH ACCELERATOR PROGRAM

New Branch Application Process

After many years of branch and Global Leadership Team recruitment, we have seen the instalment of a new recruitment system for our June - December 2022 recruitment period.

The new process guides the teams through an initial application phase, a motivational interview, and the creation of the branch proposal before onboarding the teams which make it through the process.

The biggest change from 180DC's previous recruitment process is in the proposal stage, where we created a platform with all necessary materials for the teams to read and watch.

This platform allowed applicants to build the proposal at their own speed.



NETWORK GROWTH:

THE GLOBAL BRANCH ACCELERATOR PROGRAM

New Branch Application Process

Hear from one of our newly onboarded branches about their experience with our new system:



No one had told me that starting to build a 180DC branch would be this challenging. Yet, no one had ever told me this would be an amazing episode of anyone's life. Since the beginning of our branch, we can see a positive growth of students' self-development and willingness to explore beyond their comfort zone. We are expecting to the next journey along with the cooperation with other branches.



Branch Name

Institut Teknologi Sepuluh Nopember (ITS)

Country

Indonesia



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PARTNERS SPOTLIGHT

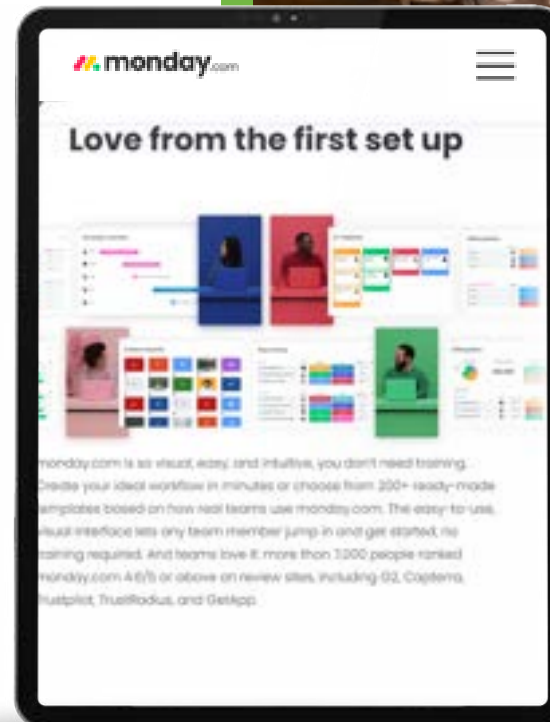
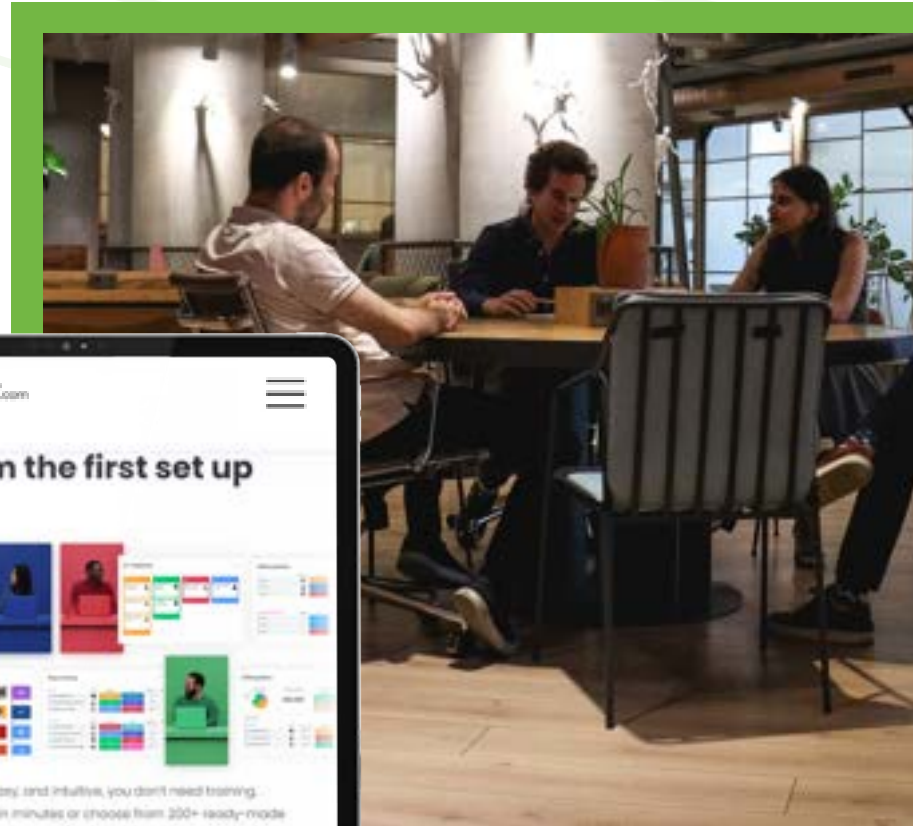
PARTNERS SPOTLIGHT: MONDAY.COM

Throughout the year, we extended the rollout of Monday.com, a powerful project management and customer relationship management tool, and Google Admin to our global network of 180DC branches.

This implementation enabled better branch operations, enhanced measurement of social impact, and provided access to a wide array of knowledge.

With over 150 branches now onboarded onto our new systems infrastructure, we are eager to leverage the value of our enhanced technological landscape in 2023, with the aim of scaling the impact and effectiveness of our work.

We express our deep appreciation to Monday.com for their continued partnership, support, and commitment to growing the mission of 180 Degrees Consulting, and we look forward to furthering our collaboration in 2023.



PARTNERS SPOTLIGHT: COMPASS LEXECON

Compass Lexecon provided a cash sponsorship and assisted with the grading of the 180DC 2022 Annual Global Awards.

Members of the Senior Leadership Team from Compass Lexecon joined the adjudication panel for the Global Awards and provided their expert insight to help choose the winners across the various categories.

One of the world's leading economic consulting firms, established in 1977, Compass Lexecon provides law firms, corporations, and government clients with clear analysis of complex issues.

We are grateful for the ongoing partnership with Compass Lexecon providing in-kind support to 180 Degrees Consulting, including mentoring for projects and professional training in the EMEA region.



Image via Compass Lexecon

PARTNERS SPOTLIGHT: DATA CAMP

DataCamp offers online interactive training for all data skill levels from non coding essentials for business to data science and machine learning, all taught by leading experts in the field.

180DC partnered with DataCamp to have access to their interactive courses for one year for free through their DataCamp Donates program.



Data Scientist

Use data to understand and solve complex problems.



Data Engineer

Build systems to manage and convert raw data.



Machine Learning Scientist

Design and build AI systems to automate predictive models.



Data Analyst

Collect, organize, and interpret data for your organization.



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CLIENTS SPOTLIGHT



CLIENT SPOTLIGHT:

CLIENT: AMNESTY
INTERNATIONAL GLOBAL
BRANCH: ESCP

The Challenge

Amnesty International is a non-governmental organisation focused on Human Rights and has more than 10 Million members across the world. For a few months Amnesty had been investigating the rising interest of young generations in Educating while Entertaining “Edu-tainment”. Amnesty wanted to understand how to best leverage Edu-tainment in order to convey its Human Rights related messages more effectively to a Generation Z audience.

The Solution

The ECSP branch conducted a Rights Identification Study to understand which topics related to personal rights are relevant for the young generation and what are emerging trends. Based on this insight, they reviewed the competitive landscape and analysed all possible channels, with an impact assessment to identify which channel would reach, educate and inform most young people. This was supported by a clear implementation plan.

AMNESTY
INTERNATIONAL



Client Testimonial

“Great analysis, they reached the content in a short amount of time, very impressed. We got a fresh perspective from their extensive knowledge and diverse background which gave a comprehensive view”



CLIENT SPOTLIGHT:

The Challenge

UNGCN wanted to teach Lebanese youth about the Ten Principles and Sustainable Development Goals to bring the nation out of the current challenges and advance sustainable growth in the region.

The Solution

The branch formulated 6 training modules & delivered the knowledge sessions over a span of 4 months. They led event management on behalf of UNGCN and facilitated interactive knowledge-sharing sessions to the participants under Data Hub, to guide them on how to identify & assess thematic sustainable issues.



United Nations
Global Compact

CLIENT: UNITED NATIONS GLOBAL
COMPACT NETWORK

BRANCH: HINDU COLLEGE AND
AMERICAN UNIVERSITY OF BEIRUT

The Impact

520 Lebanese participants from 8 universities were trained, and remained engaged throughout the sessions. The client successfully executed 'SDG Brain Labs' with the assistance of Hindu and AUB together.

Client Testimonial

"We had a great experience and 180DC made it much easier to achieve our aims. We would not have been able to go forward with the project had we not gotten the support of 180DC."



CLIENT SPOTLIGHT:

CLIENT: GOVERNMENT OF PUNJAB
BRANCH: SRI VENKATESWARA
COLLEGE

The Challenge

The District Efficiency Lab within the Government of Punjab approached 180DC to support their efforts to generate employment within their rural communities and uplift the state of education. The group supported a local women's Self-Help Group and enterprise collective.

The Solution

The team went on a three-day field visit to the village Boor Majra in Rupnagar to understand the problems at the ground level. Based on their insights, they recommended e-commerce platforms and marketing approaches based on extensive competitor analysis.



The Impact

Their sales and operations planning for the products sold by our focus Self-Help Group (SHG) helped in diversifying the income streams for the women residing in Bur Majra village and increased their sales remarkably over a period of 4 months.

180DC SVC also facilitated our partnership with the Federation of Indian Chambers of Commerce & Industry (FICCI) and Punjab State Industries and Exports Corporation (PSIEC).

Client Testimonial

“All the deliverables by the 180DC team helped us to reconceptualize our on-ground projects, find critical gaps in our existing strategy to maximize beneficiary satisfaction and ensure that the dreams of the communities residing in our villages turn into reality. The quality of deliverables provided by the team and their passion for social work are very rare to find ”



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2022 GLT INITIATIVES

GLT INITIATIVES:

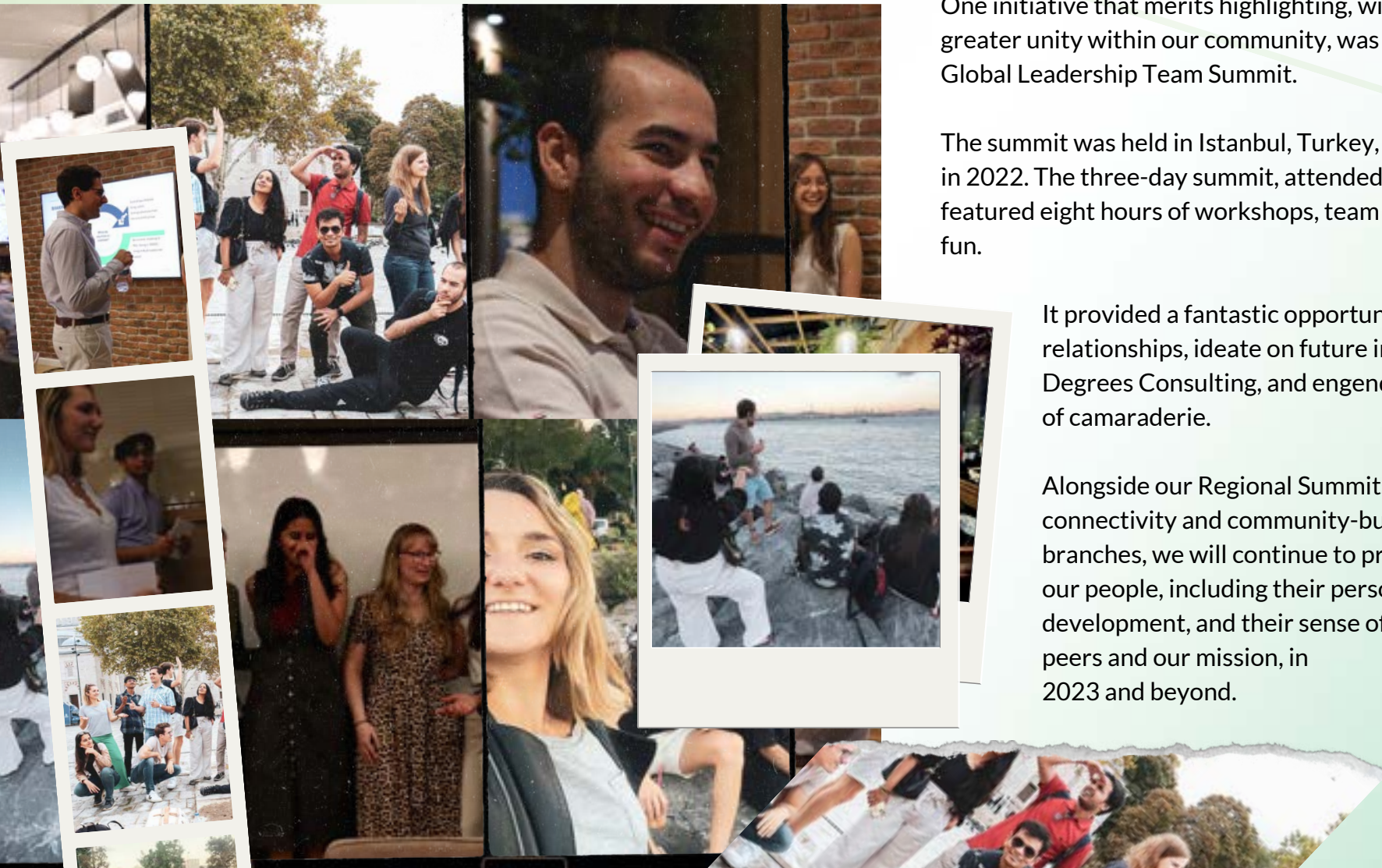
2022 GLT SUMMIT

One initiative that merits highlighting, with the goal of fostering greater unity within our community, was the inaugural Global Leadership Team Summit.

The summit was held in Istanbul, Turkey, at the end of September in 2022. The three-day summit, attended by 17 members, featured eight hours of workshops, team building activities, and fun.

It provided a fantastic opportunity to build stronger relationships, ideate on future initiatives for 180 Degrees Consulting, and engender a sense of camaraderie.

Alongside our Regional Summits, which aim to cultivate connectivity and community-building between our branches, we will continue to prioritize investments in our people, including their personal and professional development, and their sense of connection to their peers and our mission, in 2023 and beyond.





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FINANCIAL REVIEW

FINANCIAL REVIEW

OVERALL FINANCIAL PERFORMANCE

Revenue **\$161,705**
totally contributed from clients
(branches and GLT-sourced)

Expenses **\$71,502**
minimal spend on overhead
operations

Gross Profit **\$90,204**
to invest in the sustainability
of the organization

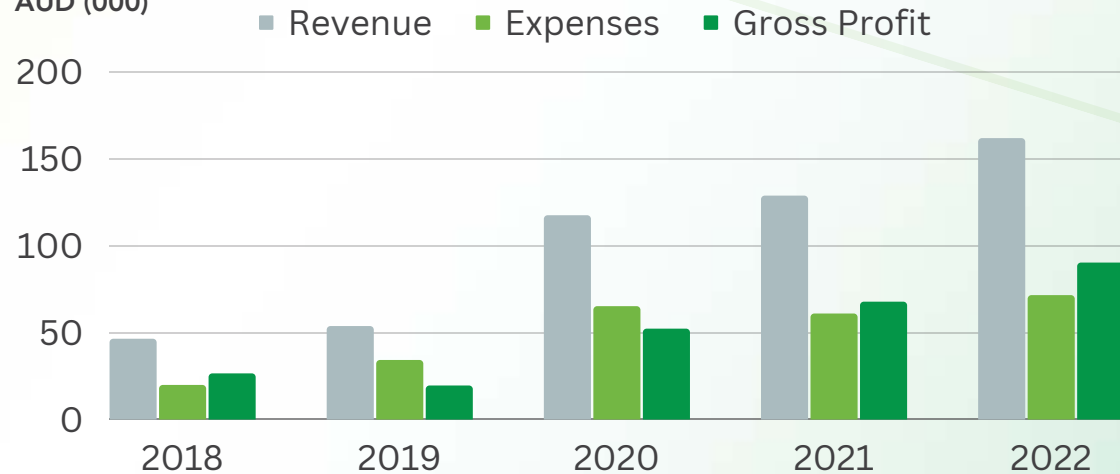
OVERALL FINANCIAL POSITION

Assets **\$208,404**
accumulated from previous
years

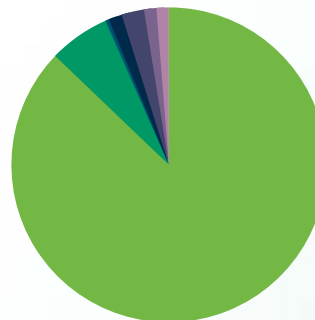
Liabilities **\$0**
180DC is a liabilities free
organisation

REVENUE, EXPENSES AND GROSS PROFIT TREND

AUD (000)



EXPENSE BREAKDOWN



Disbursements to branches	\$71,606
Other Expenses	\$5,085
Stripe Fees	\$1,042
EMEA Summit	\$1,045
Software subscriptions	\$1,118
FX losses	\$1,899

FY2022: 1st July 2021 - 30th June 2022
AUD currency used



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OUR PEOPLE



BOARD MEMBERS



NAT WARE
FOUNDER/BOARD CHAIR



EDWARD MILLER
BOARD DIRECTOR



MISHKA NIKOLAS
BOARD DIRECTOR

EXECUTIVE TEAM



NICHOLAS CHARINOS
CHIEF EXECUTIVE OFFICER



CHRIS GARNER
CHIEF EXTERNAL RELATIONS
OFFICER



SHIVAM JHA
CHIEF OPERATIONS OFFICER



BETTINA SPIEGEL
DEPUTY CHIEF
OPERATIONS OFFICER



MARK PAPINCZAK
CHIEF DIGITAL OFFICER



SAKANSH MITTAL
CHIEF FINANCIAL OFFICER

TEAM LEADS



ABIHSHEK JAIN

GLOBAL PEOPLE &
CULTURE



ADITYA KULKARNI

GLOBAL FINANCE



ALEJANDRO NOVOA

GLOBAL OPERATIONS
(AMER)



JAN MUYSOMS

GLOBAL OPERATIONS
(EMEA)



JI DAVIS

GLOBAL OPERATIONS
(APAC)



LAURA SCHNEIDER

GLOBAL BUSINESS
DEVELOPMENT



MOMCHIL GEORGIEV

GLOBAL STRATEGIC
PARTNERSHIPS



NIELS VEHRING

GLOBAL BRANCH GROWTH



NORA PANHOLZER

GLOBAL LEGAL
COORDINATION



PRIYA BAJU

GLOBAL DATA INSIGHTS &
ANALYTICS



SAM BI

GLOBAL STRATEGY &
TRANSFORMATION



SHIVARANJANI SANKAR

GLOBAL MARKETING &
COMMUNICATIONS



VALENTINE MALIVEL

GLOBAL PROGRAMS



VERONIKA XAVERIA

GLOBAL LEARNING &
DEVELOPMENT



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OUR BRANCHES



ARGENTINA

Universidad Catolica Argentina

AUSTRALIA

Australian National University
Bond University
Macquarie University
Monash University
Queensland University of Technology
Royal Melbourne Institute of Technology
University of Adelaide
University of Melbourne
University of New South Wales
University of Queensland
University of Sydney
Western Australia
Western Sydney University
University of Wollongong

AUSTRIA

Management Center Innsbruck
Vienna University of Economics and Business

BANGLADESH

North South University

BELGIUM

University of Antwerp
Brussels
Ghent University
KU Leuven

BRAZIL

Universidade Tecnologica Federal do Parana

BULGARIA

Sofia

CANADA

Université de Montréal
University of Western Ontario
University of Alberta
University of British Columbia
University of Toronto
University of Waterloo
Schulich School of Business
York University

CZECH REPUBLIC

Prague

DENMARK

Copenhagen

EGYPT

American University in Cairo

FINLAND

Helsinki

FRANCE

ESCP Europe Paris
ESSEC Business School
HEC Paris
Universite de Strasbourg

GERMANY

Berlin
Goethe University Frankfurt
Hamburg
Munich
Rosenheim University of Applied Sciences
University of Mannheim

HONG KONG

Chinese University of Hong Kong
City University of Hong Kong
University of Hong Kong
Hong Kong University of Science and Technology

INDIA

Ashoka University
BIT Mesra - Birla Institute of Technology Mesra
BITS Pilani
BITS Pilani Goa
BITS Pilani Hyderabad
CHRIST University
Daulat Ram College
Deen Dayal Upadhyaya College
Delhi Technological University
Gargi College
H.R. College of Commerce and Economics
Hansraj College
Hindu College
IIM Kozhikode
IIT BHU
IIT Kharagpur
IIT Madras

Indian Institute of Management Indore

Jamia Millia Islamia

Jesus and Mary College

Kamala Nehru College

Kamala Nehru College

Kirori Mal College

Lady Shri Ram College for Women (LSR)
(University of Delhi)

LSR Lady Shri Ram College For Women

Management Development Institute

Manipal Academy of Higher Education

Manipal University Jaipur

Motilal Nehru College

Narsee Monjee College of Commerce
and Economics

National Law School of India University

Netaji Subhas Institute of Technology

NIT Delhi

NIT Karnataka

NIT Tiruchirappalli

SDA Bocconi Asia Center

SGTB Khalsa College

Shaheed Bhagat Singh College

Shaheed Sukhdev College of Business Studies

Shri Ram College of Commerce

Sri Guru Gobind Singh College of Commerce

Sri Venkateswara College

SRM IST KTR

SVKM's Narsee Monjee Institute
of Management Studies

Vishwakarma Institute of Technology Pune

INDONESIA

Institute Teknologi Sepuluh Nopember

Universitas Gadjah Mada

UNDIP Diponegoro University

Universitas Brawijaya

IPB University (Institut Pertanian Bogor)

University of Indonesia

ITALY

Milano

Turin

JAPAN

University of Tokyo

LATVIA

Stockholm School of Economics Riga

LEBANON

NDU Notre Dame University - Louaize

American University of Beirut

ESA Business School

MALAYSIA

Monash University Malaysia

MEXICO

Mexico City

Queretaro

NEPAL

Kathmandu University

NETHERLANDS

Maastricht University

Tilburg University

TU Delft and Erasmus University Rotterdam

University of Amsterdam

NEW ZEALAND

University of Auckland

University of Canterbury

PERU

Universidad de Lima

Universidad del Pacifico Lima

Pontificia Universidad Catolica del Peru

POLAND

Warsaw

PORTUGAL

Catolica Lisbon School of Business & Economics

ROMANIA

Cluj-Napoca

SINGAPORE

Nanyang Technological University

Singapore (Kent Ridge)

SLOVENIA

Ljubljana

SOUTH KOREA

Yonsei University
Ithaca College

SPAIN

Barcelona
IE University Madrid

SWEDEN

Lulea University of Technology
Lund University
Stockholm School of Economics

TAIWAN

National Taiwan University

TURKEY

Bilkent University
Bogazici University
Koc University

UNITED KINGDOM

Durham University
Imperial College London
King's College London
London School of Economics
Queen Mary University of London
University College London
University of Bath
University of Birmingham

University of Bristol
University of Cambridge
University of Edinburgh
University of Exeter
University of Manchester
University of Nottingham
University of Oxford
University of Warwick
University of York

UNITED STATES

Amherst College
Babson College
Binghamton University
Boston University
Brown University
Bryn Mawr and Haverford Colleges
California State University Northridge
Carnegie Mellon University
Columbia University
Cornell University
Emory University
George Washington University
Georgia Institute of Technology
Hofstra University
Indiana University
Ithaca College
Michigan State University
Mount Holyoke College
New York University
North Carolina State University
Northeastern University
Pennsylvania State University
Princeton University
Rice University
Swarthmore College
Texas A&M University
Tufts University
University of California Berkeley
University of California Irvine
University of California Los Angeles
University of California Santa Barbara
University of California Santa Cruz
University of Maryland British Columbia
University of Massachusetts Amherst
University of Michigan
University of Minnesota
University of North Carolina at Chapel Hill
University of Pennsylvania
University of Southern California
University of Texas at Austin
University of Texas at Dallas
University of Virginia
Utah University
Wesleyan College
Wellesley College



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