



Brunel
University
London

MSc Sustainability, Entrepreneurship
& Design

Class of 2015



CHANGE is COMING

"At every level the greatest obstacle to transforming the world is that we lack the clarity and imagination to conceive that it could be different."

- Roberto Unger

17 different people

10 different countries

11 different languages



SAME CONVERSATION

working together towards

1

goal



Elisa ALEXIEVA
Sofia, BULGARIA

Elisa is a 23-year-old graphic designer born in the capital of Bulgaria; 75% Bulgarian, 25% French. Inspired by her family (who work in various creative and technological industries), she started to expand her interests and developed a feeling for art and design, which later resulted in attending applied arts and drawing courses.

She broadened her cultural knowledge and curiosity for the world on the many trips she took with her family. Around her fourteenth birthday Elisa began to question her purpose in life. She eventually managed to discover the meaning for herself - to keep the balance and harmony of the world. While studying French and humanities in high school, she started to participate in many ecological online campaigns which expanded her understanding of the environmental and of social issues. After graduating from high school with outstanding marks, she went on to pursue her studies in the UK (University of Worcester) where she obtained a bachelor's degree in graphic design and multimedia. Beyond for the graphic skills she acquired, she also moved a step forward towards her personal goals by engaging in green design, which resulted in her becoming a vegetarian. Elisa also wrote a dissertation project on the topic of "Graphic design's influence on customers' attitudes towards environmental issues". Through her research she created a concept for a sustainable system that she aspires to develop further. She then left the UK to rejoin her family, and started a job as a graphic designer at ralev.com. Just one year later Elisa decided to pursue her dream of a sustainable future by starting her master's in sustainability at Brunel University.

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Cansu was born and grew up in Istanbul, a historical and dynamic city that allowed her to shape her energetic, enterprising personality. Since she was a child she has been passionate about nature. Her curiosity about the natural sciences, energy and natural processes led her to study chemical engineering. It was during her time as an intern that she first realised that our planet is changing and as individuals we need to think about the environmental impacts of everything we do. Cansu started her professional career as an operations coordinator in a petroleum, fuels, chemicals testing and inspection services company. Three years of work allowed her to observe and enhanced her abilities in a business environment. Her willingness to create awareness for sustainable living all over the world and to make a difference for our future led her to study this issue in every aspect. She intends to spread the sustainability framework by collaborating with others in both her professional and personal life. In her spare time, Cansu likes to dancing, cook and practice yoga.

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CANSU ASLAN
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Pouria BARVAND
Tehran, IRAN

Born and grew up in Iran, where he studied Civil Engineering and was a professional Football player at the time. He always dreams big and aims high. He believes that anything is possible with the right mentality. Iran did not satisfy him due its many restrictions and lack of support, so he decided to move to London in February 2011 where he can begin the next chapter in his life and try a new way of living. Moving alone to the UK was a challenging and completely new experience to him but he was determined more than ever to make things work. He started by studying English and everything after that began to fall into place. In 2012, he joined Brunel and later Graduated from his degree in International Business in summer 2014. During his studies he played for the Brunel Futsal team which grew to become the UK champions in 2014 and are now looking to top the European league too. As well as working part time in retail. Success is what he strives for and does not settle for less. Be it in a small game of FIFA or a huge money investment, succeeding is not an option it's a target that has to be met. Work hard and you will see results. Iran is one of the developing countries in the world with a huge range of natural resources. However, He finds people in Iran are not using these resources in the right way and this is mostly due to lack of knowledge and leadership amongst the people. He believes that with the right planning, vision and technology there is so much to be gained and incorporated into Iran, as well as other countries in the Middle East. Thus taking up a master's in SusED Will be an exciting and beneficial learning experience and allow him to make the difference he believes he can and linking the Middle East to the west.

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Rosi is interested in the power of many people making small changes to collectively create a more sustainable planet. Growing up in the beautiful Welsh countryside, Rosi's free-range upbringing was mirrored by the chickens, ducks and goats that shared the family garden and gave her an early insight into a low-impact way of life. With a sense of adventure, Rosi has spent time sailing in the UK and Portugal where she gained a deeper understanding and appreciation of renewable energy sources, resource management, and the power of teamwork. Following an accident on land which left her hospitalised, Rosi went to university and graduated with a first class joint honours degree in Business Management and Computing from the University of Worcester, completing her independent study on the way charities use Twitter to garner support. A career in IT for a major high street retailer beckoned and she was given responsibility for overseeing the IT Director's sustainability objectives, and was shortlisted for an internal award for the quality of her work. During this time Rosi project managed a volunteering event that generated over £300k in net benefits. Most recently Rosi has been working as a PMO consultant on a £50m omnichannel programme for another large high street retailer. Keen to use her experience in retail, Rosi has several sustainable business ideas she would like to develop.

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Rosanne BIRCHLEY
"RB"
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Carlton CUMMINS

Bridgetown, BARBADOS

Carlton Cummins was born and raised in Barbados with a zeal for design and problem solving and an affinity for creating solutions. He started his academia in the visual arts then complimented these skills with an engineering undergraduate degree. Carlton started his career in a field he believed was of particular importance to small island economies; energy, where he functioned as an Energy efficiency project leader for a renewable energy company in Barbados. His next step is to expand the foundation in renewable energy into the broader discipline of sustainability and sustainable design. The professional dream is to setup the first Caribbean design studio, focused on the development sustainable products and services.

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As an architect who was born and raised in the Arab region, architecture to him was a combination of creativity and engineering principles with the aim to make people's lives better through designing a healthier and more sustainable built environment. Having studied architecture in Jordan, his thesis focused on designing an 'Ecorium' with minimal impact on its surrounding to preserve biodiversity and promote sustainable education for youth. After he was accredited as a LEED Green Associate, it was clear to him that architectural features are only a step towards sustainability and the real change should happen within the system. This got him interested in the SusED programme, as it combined sustainability with a business mindset in order to tackle sustainability challenges from a business perspective while encouraging prosperity in developing countries where economy is one of the main driving forces of human activity, thus benefiting a diverse multitude. He hopes that the programme will provide him with the opportunity to progress and develop in the direction of his ambitions, building his multidisciplinary profile and enrich the way he will face the challenges of the next steps to help people and organizations.

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Fawzi DIBIS

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Faryal GOHAR
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Faryal holds the 'Brunel Ambassador' title as she is one of the 37 Brunel International Scholarship Award Winners for 2014-2015. She has an academic background of Business administration with a specialisation in human resource management. Pursuing her career in teaching and training, Faryal has served the education and training institutes in Pakistan for the past 6 years. At a very early stage of her higher studies she represented her country in Women2Women International Leadership Conference on several occasions in the USA and in the Middle East. Her academics, her participation in conferences, as well as working in a fast paced environment, have broadened her horizons on several issues; women's empowerment, diversity, cultures, community service, volunteer work, resource mobilisation and social mobilisation. She has initiated several community service projects in both urban and rural communities of Pakistan by engaging her fellows, students, colleagues, friends and family members. She introduced the 'Green Campaign' at her workplace and extensively worked on five domains; Reduce, Re-use, Recycle and Respect, and won the CEO Challenge Award for her idea. Faryal practices a mix of continuous learning and change and sets a true example for a sustainability practitioner. According to Faryal, mind is the most powerful tool - she sets targets, works hard and achieve her goals. By joining the development sector, her future goal is to work with women in her community by educating, empowering and engaging them in order to ensure their equal participation in the sustainability agenda: to make this world a better place for themselves and for the future generations.

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Chloe's underlying goal has predominately been to have a positive effect on the environment we live in. Initially approaching this aim through the medium of architecture, Chloe graduated from the Leicester School of Architecture in 2013 with an understanding that the negative impacts of the built environment were drastically outweighing the positives. Chloe was inspired by being asked to design and manage the build of a training centre for her sailing club, where she took the opportunity to design an off-grid centre. Alongside this, Chloe's chosen BA (Hons) dissertation topic, "The application of sustainability in architecture", meant that she quickly became fascinated with ecological, sustainable building and practise. Since graduating, Chloe has been working independently and has been able to apply her views on efficient, sustainable design directly in her work. As a result she has designed and achieved planning permission for two projects with strong "sustainability" credentials and has worked as the Sustainable Design Co-ordinator for a primary school project in Islington. In addition she volunteers at London Sustainability Exchange where she writes a bimonthly sustainability and architecture article and is the Junior Vice Chair at Women in Sustainable Construction and Property (WSCP), a group who aims to disseminate knowledge on sustainability issues in construction.

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Chloe HAMPTON
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Merel Elisabeth
HENDRIKS

Amsterdam, HOLLAND

Graduated in 2013 from Amsterdam University College where she studied Liberal Arts and Science with a focus on Environmental Science, Environmental Policy and Economics. Merel is what you would call an environmental passionista, passionate about all matters related to environmental sustainability. After graduating Merel went to work for THNK, the School of Creative Leadership and discovered the exciting world of design thinking. This experience changed her perspective on leadership, innovation and how to go about tackling environmental challenges. Having experience with setting up several student initiatives that foster environmental sustainability in local communities and coaching several field hockey teams, Merel loves working in a team and learning as much as possible from as many people as possible.

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Saranya grew up as the daughter of a wildlife photographer. She spent most of her childhood in the suburbs, which happened to be near a lovely forest in Thailand. There, she had access to the wonders of nature, where she developed her love for wildlife and the environment. Growing up in the suburbs made her a simple and practical person. Later on, she graduated from Thammasat University with an undergraduate degree in Business Economics. During her studies, she did internships with prominent companies including Mercedes-Benz, Toyota Motor Corporation, and Unilever. During college, she had an opportunity to travel around Asia, giving her a unique experience in various cultures and environments. She also enjoys volunteering, specifically working with the blind, as well as the environment. Her hobbies are bird watching and hiking. Her dream is to bring changes to her country by helping Thai companies achieve a sustained business growth and competitiveness.

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Saranya **NOIJAIBOON**
"Fah"

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David **ROGGATZ**
"Dave"

Sölden, GERMANY

David Roggatz was born in the year 1989 in Switzerland and grew up in Hamburg for the first 10 years of his life. During his school time he moved to Freiburg, where he did his A-levels in 2009. Even before he started his studies, he gained valuable working experiences within different companies with a determined view of sustainability. These internships had a long lasting influence on the key aspects of his studies. With the beginning of his studies in 2010, he became the co-founder of a German start-up which imports and distributes handmade, organic and fair-trade chocolates, and in this way raises money for social and educational projects in Peru. In 2010 he started his undergraduate double degree programme in international management both at ESB Business School in Germany and the Università Cattolica del Sacro Cuore di Piacenza in Italy. The integrated two internships were completed in the marketing and sales department at the Wala Italia and in the procurement department of the Daimler AG in Germany. During his time in Germany, he decided to reinforce these ideas by focusing on e-mobility and sustainable consumption in his thesis. He graduated in 2014 with a Bachelor of Science and in the same year started his master's in London.

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A native of Germany, Katrin is a 23-year old whose passion for surfing and longboarding has taken her around the world in the past five years. So far she has lived, studied, and/or worked in five countries including Germany, Australia, the Canary Islands, France, and the UK. While pursuing her bachelors at Brunel University London in sport sciences and business studies, she fell in love with the subject of entrepreneurship. In its holistic nature it combines both hard factors like finance, and softer elements such as marketing and organisational behaviour. Furthermore, it enables an individual to strive for self-actualisation, but only if the person's tenacity and skills are sufficient to turn an idea into reality. For this reason Katrin chose to begin a master's course on sustainability, entrepreneurship and design at Brunel which adds two additional and exciting perspectives: an awareness of both a product's aesthetics and sustainability in a multitude of ways (social and ecological). For her this is the enhanced challenge for future businesses. With this new knowledge and skill set, Katrin would love to start her own social enterprise in the future, or alternatively, become a lecturer in sustainable entrepreneurship. Ideally, she hopes to pursue both at different stages in her life so that one can inform the other and vice versa.

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Katrin **SCHLIMM**
"Katie"

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Alice TORPIYATHAM
"Ann"

Bangkok, THAILAND

Alice was born on the 1st of July 1990 in Thailand. She did her bachelors degree in Environmental Engineering at Chulalongkorn University, Thailand. After that, she started her career as an assistant project manager in a sustainable energy consultancy company in her hometown, working on a clean development mechanism project (CDM) and gained experience over the course of 2 years before decided to continue her education with a master's degree in sustainability at Brunel University. Her short term goal is to become aware of sustainability issues in every activity that she is involved in. Alice's long-term goal is to become a well-rounded entrepreneur who plays an essential role in green business in her country. She believes in the quote "if you want a thing done well, do it yourself" and always keeps it in her mind. She is interested in all kinds of sports, especially martial arts such as Thai boxing and Tae Kwon Do. Furthermore, she is also interested in stock investments and volunteering.

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Irem was born and grew up in a small city in Turkey until she moved to Istanbul ten years ago. She grew up to be an engineer in spite of objections from her art teachers. She is an industrial engineer and has a master's degree in industrial design. She travelled to France with the Erasmus programme to study in an art school for one term. She has also become skilled in graphic and 3D design software and occasionally takes freelance jobs in this area. She has a never ending passion for learning new things and improving herself. Her master's thesis was on sustainable design implementations in a still developing country, Turkey. Coming from a developing country, she had the opportunity to observe how little actions can have a big impact on nature. She believes that there is substantial room for improvement toward creating a sustainable environment. Irem's dream for the future is to use her education, analytic way of thinking and creative skills to do something good for the environment that will significantly help to create a better world.

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Irem UNAY
Istanbul, TURKEY



Jacqueline **VATER**
"Jacks"

Tübingen, GERMANY

Jacqueline was born and raised in the small university town of Tübingen, located in the south of Germany. Surrounded by forest area and plentiful opportunities to experience and explore nature, she grew up with her three brothers in an environmentally and socially conscious region. Ever since her childhood she was fascinated by the variety of facets in fashion and its unique way of expressing yourself to the world. Driven by this interest, Jacqueline graduated this year from Reutlingen University with a BSc. in International Fashion Retail. During the whole of her studies, she volunteered in the non-profit organisation Enactus, where she had a chance to work on local social projects and hence understand more clearly the importance and necessity of a sustainable way of living as well as leading an organisation. In the fashion industry, she is concerned with the negative side effects and obstacles caused by worldwide production and strongly competitive prices in saturated markets. Interested in creating awareness of social responsibility and sustainable actions in the global fashion industry, her aim is to become a change-maker in this industry moving towards a sustainable approach. Besides travelling, Jacqueline enjoys good conversations, long walks, live music and drawing.

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Elisabeth was born in Chile, but spent much of her childhood in Washington and Oregon on the west coast of the United States. She attended the University of Pennsylvania where she studied international relations and Mandarin, and later completed a master's in marketing - with a focus on corporate social responsibility - at Manchester Business School. Throughout her studies and work experience she has become increasingly aware of the unsustainability of society and current consumer trends, and believes business has the power to change these preferences and bring awareness to the consumer. She hopes to someday own her own lifestyle brand which enables people to gain awareness of their consumption and become active partners in change. Soon after completing her undergraduate studies she moved to Geneva, Switzerland where she worked at various international organisations and learned French. She has also lived in Paris, Manchester and currently resides in London. Elisabeth loves running, dressage, hiking, sailing and cooking any and everything.

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Elisabeth **VILLASECA**
"Lisa"

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