**Assignment 1: Individual Report – Developing an evidence base for your recommendations.**

**Weight: 30%**

**Length: Maximum of 2500 words (+/- 10%)**

***Executive Summary (200-250 words)***

You need to provide a summary of the following information in PARAGRAPH format:

* Purpose of the report (e.g., market analysis for a particular energy product being developed at the REIDS – SPORE demonstration site)
* Identify 3-4 theoretical frameworks you will use to undertake this market analysis. Provide a brief justification/rationale of what advantages these frameworks offer.
* Touch on product uptake implications for one or two of the following for client organisations: ethics, CSR, HRM matters, Leadership.
* Say -- in your own words – the benefits / risks of this product for Singapore and the wider ASEAN region.

***Introduction (200-250 words)***

An introduction is the overall ‘roadmap’ for the report document. In this section, you are meant to provide the context for the report’s topic. You are also meant to outline the topics that will be covered in each subsequent section of the report. Finally, you will articulate the main AIM of the report (what are you trying to accomplish here). In other words, restate the problem as a research question which this report will answer

***Part 1 Literature review of management journal articles on energy / sustainability challenges within the business sector you chose - (800-900 words)***

Topics to cover here include but are not limited to:

* Overview of the energy needs of the sector (e.g., as described in white papers issued by energy institutions, by industry peak bodies, etc.)
* Overview of the sustainability challenge in the Singapore and ASEAN region in meeting those energy needs with a reducing carbon footprint (e.g., to meet the Paris COP 2015 targets)
* Examples of what has been tried (whether successful or not), what is being planned for – this may come from industry journals (e.g.,
* Remember to ground your analysis of the literature in this section with management theory – feel free to use anything from the reading list or the library holdings.

***Part 2 - Identify and select models and theory that will help you understand the implications of the REIDS-SPORE product adoption on businesses within the sector (800-900 words)***

Topics to cover here include but are not limited to:

* Touch on product uptake implications for client organisations by discussing two of the following: ethics, CSR, HRM matters, Leadership. Indicative questions you may consider answering are:
  + What kind of **leadership** and subsequent cultures need to be formed when making the change to use this product? Why and How?
  + Are there environmental, social, political, or financial **ethical** aspects to consider regarding internal and external stakeholders?  Why and How?
  + How are **CSR** (and especially Social License) aspects going to be addressed
  + How could HRM be used, internally, to manage employee uptake and support for this product?
  + What *overall alignment* is required between HRM, leadership/culture, CSR, and ethics to make sure they all say the same thing when communicating with and motivating employees to support the use of this product?

***RRecommendation – (500 – 700 words)***

This section is for you to bring together your complex and nuanced analysis of the advantages and risks of adopting the products created by the REIDS-SPORE project for your chosen sector. Imagine that you are writing an argumentative position essay here to convince a corporate board of directors of the course of action they should take and in what time frame.

It would also be good for you to mention how it would be helpful to have the FFCRC partner with Engie Energy Resources to make your recommendation actionable.

You will need to cite academic references in this section.

***Conclusion (200-250 words)***

The conclusion is not simply a recapitulation of your report, it is a statement of what you learned that you didn’t know before. Think of the following sequence: in your own words, what was the research questions 🡪 what information did you need to research further or retrieve from your prior studies 🡪 how did theory help you undertake this market analysis 🡪 comment on your key take away points about the products REIDS-SPORE is developing as useful (or not) towards making a contribution to the energy transition.

**Note:**

**If you add up the upper limit of the word count for each section – and write to that upper limit - you will exceed the word count for this essay. The range of words for each section is indicative. You need to make a decision how to distribute the percentage / weight of each section based on which theoretical frameworks you use to conduct the analysis.**