



## Project Study: Coding the Climate Strategy

### ABOUT US

Hubert Burda Media is one of the largest media and tech companies in Europe – with a portfolio ranging from iconic magazines to digital platforms. Our brands include, among others:

- FOCUS – quality journalism with a clear perspective on politics, business, and society
- ELLE, Harper’s Bazaar, Bunte, InStyle – strong brands in fashion, lifestyle, and culture
- CHIP – tech magazine and digital platform focused on consumer electronics
- Digital companies such as HolidayCheck, Xing, kununu and Nebenan.de

With over 500 brands worldwide, Burda is far more than a “traditional publisher” – we are a family-owned tech & media company that is continuously transforming and developing digital business models, always with a focus on our end customers.

The **Corporate Sustainability** department reports directly to the management board and drives the strategic development of the company towards decarbonization, ESG integration, and sustainable transformation – data-driven, interdisciplinary, and closely linked to business reality.

### PROJECT DESCRIPTION

We are looking for a dedicated team of students to support us in making our decarbonization efforts measurable and steerable.

At its core, this project aims to derive targeted **climate protection measures** and the development of a tool to quantify and assess their ecological and financial impact. You will work at the intersection of Sustainability Strategy, Data Science, and Risk Management.

### DELIVERABLES

Development of a **practical, modular tool** that enables Burda to plan, manage, and evaluate its decarbonization measures from a ecological, financial and risk management perspective.

- Systematic identification of relevant decarbonization measures for Burda
- Quantification of emission reductions and financial impact
- Derivation of how measures are connected to climate risks, regulatory pressure, and market risks
- Assessment of climate protection measures from all relevant perspectives and prioritization for Burda based on a set of predefined criteria
- Conceptualization of an applicable tool (e.g. as an Excel/BI-based prototype, web application, or data model, depending on team profile)
- Development of a workable prototype including sample data and documentation
- Presentation in a format usable for management decision-making

## **YOUR PROFILE**

- Team of 2-4 motivated students enrolled in Bachelor or Master studies
- Interest in decarbonization, corporate sustainability, ESG
- Basic understanding of climate accounting and strong willingness to learn
- Experience in at least one of the following areas: Data modelling, data analytics (e.g. Python, R, SQL, Power BI), tool/ prototype development (e.g. web app, advanced Excel models, BI dashboards), Risk and financial modelling or strategy/ consulting-type work
- Excellent analytical and problem-solving skills
- Structured and independent working style and ability to work in a team

## **ADMINISTRATION**

- Project Start: by agreement
- Duration: approx. 3-6 months full or part-time, depending on course format
- Mode of work: Combination of remote work and on-site sessions
- Language: German or English (project documentation preferably in English)

## **CONTACT**

If you would like to work on a **real transformation project** with a major media and tech company and develop a tool that is intended to be used in practice, we look forward to hearing from you. Please direct your team's application (including a joint cover letter, CVs, transcripts and relevant references) to [gettingbetter@burda.com](mailto:gettingbetter@burda.com).