

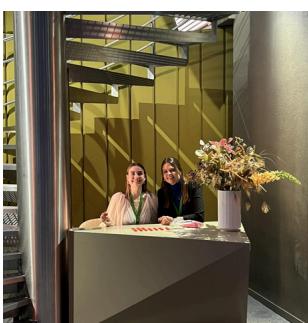


180Degrees  
CONSULTING  
— GHENT —

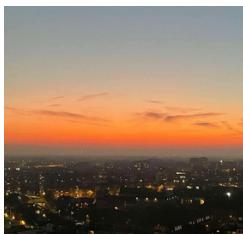


# Impact Report 24-25

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# Introduction

180 Degrees Consulting Ghent offers high-quality, affordable consulting services to non-profits and social enterprises. Since 2014, the branch has completed over one hundred projects, supporting organizations in optimizing their operations and maximizing their social impact.

As part of the world's largest student consultancy for social impact, we are guided by three core values: Impactful Change, Lifelong Skills, and Lasting Friendships. These principles shape both our client work and internal development.

In 2024, the Ghent branch was recognized with the Global Best Branch Award and the Best Community Award, reflecting our commitment to quality, collaboration, and long-term value creation.



# Letter from our Presidents

Dear 180DC Ghent Community,

A year ago, we shared our vision for 180 Degrees Consulting Ghent – one rooted in three pillars: impactful change, lifelong skills and lasting friendships. As we now reflect on the past year, we are proud to say that this vision has taken shape in ways that exceeded our expectations, thanks to the unwavering commitment of our team and the strength of our community.

With one additional project, this year marked the highest number of projects ever completed by our branch. Each project, partnership, and workshop brought us closer to our mission of creating tangible, lasting social impact.

Our shared efforts were recognised on a global scale, as 180DC Ghent was honoured with both the Global Branch Award and the Best Community Award. While these accolades are deeply appreciated, they above all reflect the trust, collaboration, and sense of purpose that define our branch.

One of our proudest achievements has been the stronger connections we built, both within Belgium and beyond. Through frequent exchange with other 180DC branches, we shared best practices, supported one another, and contributed to a growing culture of collaboration across the network. These relationships have become a vital part of who we are.

At the heart of this year were the people: a team of committed, curious, and driven individuals who supported each other, learned together, and created a truly inclusive environment. The friendships and experiences we've built will stay with us far beyond our time at 180DC Ghent.

We are incredibly grateful for everyone who has been part of this journey: consultants, partners, clients, alumni, and fellow branches. As we hand over to a new board, we do so with deep confidence in the future of this organisation. The foundation is strong, and the potential is greater than ever.

While this chapter comes to a close, our commitment to meaningful impact continues.

Imme Desmet, Robin Vandersteene & Lou Coopman  
President, Vice-President External & Vice-President Internal 2024-2025



Imme Desmet

**24-25 President**  
People & Transformation  
Consultant at PwC



Robin Vandersteene

**24-25 VP External**  
Student General Management  
at Vlerick



Lou Coopman

**24-25 VP Internal**  
Project Engineer Infra at DEME

# 24-25 at a Glance

In 2024-2025, 180DC Ghent proudly received the Global Best Branch Award and the Best Community Award, recognizing our commitment to excellence and a strong, supportive culture. This year marked a historic milestone, as we completed the highest number of projects ever and achieved an all-time peak in customer satisfaction. Our network of partners expanded to its largest size, including a key new collaboration with McKinsey, allowing us to broaden our expertise and increase our impact. Thanks to the dedication and talent of our consultants, we delivered meaningful solutions to our clients while fostering growth and connection within our community. These achievements provide a solid foundation for continued success and social impact in the coming years.

**11**

Partnerships

**+ 100**

Projects as of  
2025

**3**

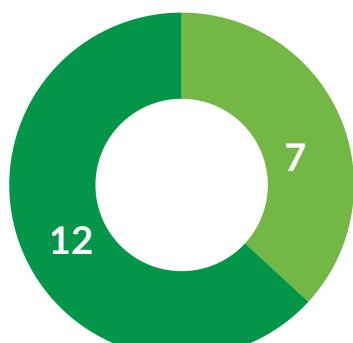
Public events

**20**

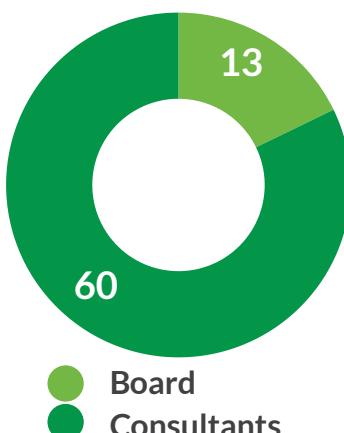
Internal events



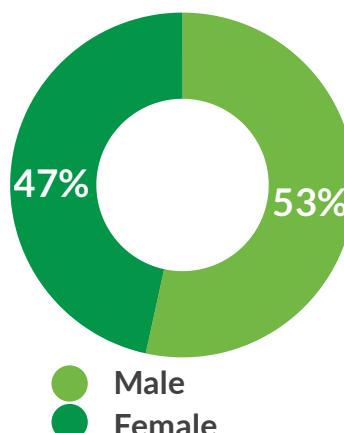
Projects



Members



M/F



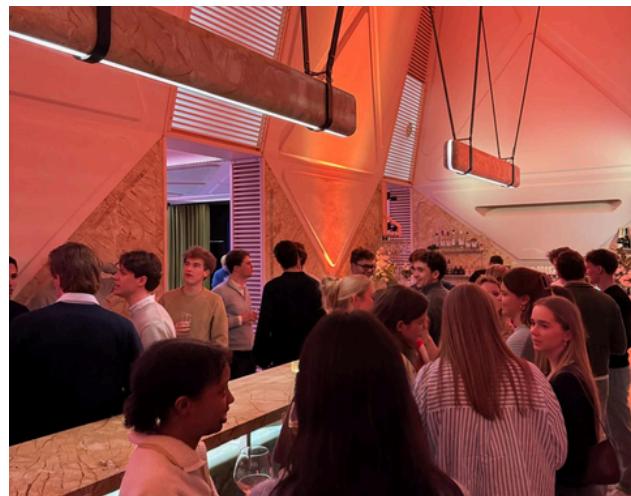
Legal  
Strategy

Board  
Consultants

Male  
Female

# 24-25 at a Glance

After receiving the awards for Best Global Branch and Best Community from the Global Leadership Team of 180DC, the Ghent branch was also honoured with the Best Achievement of the Year award by Ghent University's Student Activities Office, in recognition of these outstanding accomplishments.



# Impact Commitment

Driven by our commitment to social impact, 180 Degrees Consulting Ghent empowers socially conscious organisations to maximise their impact through student-led consulting services.

Through collaborations with 19 mission-driven clients, our student consultants worked on topics ranging from healthcare access and inclusive education to circular economy and social justice. We believe that the combination of ambition, skill, and social awareness among our members enables us to create real, lasting change. Our impact commitment remains simple: help those who help others and do so with purpose, excellence, and empathy.

## High-Impact SDGs

In 2024–2025, our consulting projects touched on more than half of the 17 Sustainable Development Goals (SDGs), with a strong focus on:



### Good health and well-being

This year, 12 out of 19 focused on improving physical and mental health, healthcare access, and overall well-being. By supporting organisations in healthcare and well-being, we helped strengthen initiatives that make a real difference in people's lives.



### Reduced inequalities

6 of our projects this year focused on tackling social and economic inequalities, supporting organisations that promote inclusion, accessibility, and equal opportunities.



### Responsible consumption and production

With 5 projects focused on sustainability and circular practices, we supported organisations working to reduce waste, promote reuse, and build more responsible production systems.



At 180DC Ghent, social impact goes beyond consulting. This year, we hosted a panel on the societal effects of digitalisation, sparking critical dialogue among students and experts. We also welcomed Wondr (Planet B) for a TED-style talk, inspiring over 100 attendees to reflect on sustainable entrepreneurship. By partnering again with Kookploeg Solidair, we helped provide over 1,000 free meals to people in need. Through these actions, we continuously embed impact into every layer of our organisation not just in what we do, but in how we do it.

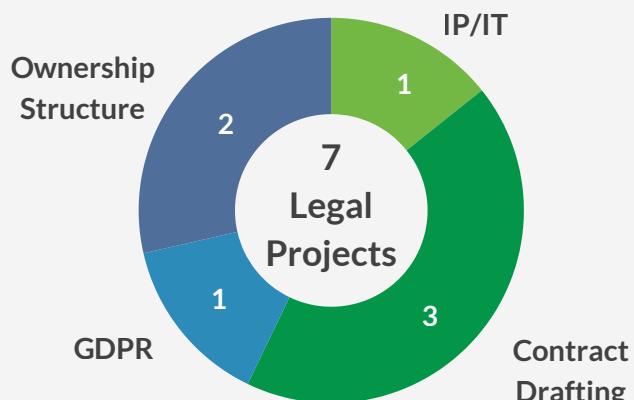
# Project Highlights

In the 2024-2025 year, 180DC Ghent completed nineteen projects for seventeen diverse clients. The portfolio included five start-ups, such as Planet B, which recently raised €3.7 million in a funding round. Additionally, twelve non-profits were supported, ranging from well-known organizations like Make-A-Wish to smaller, emerging associations. This diversity enabled the team to address a wide range of social challenges with tailored approaches.

Among these projects were twelve strategy engagements and a record-breaking seven legal projects, the highest number ever completed by the organization. Teams of five to six motivated student consultants carried out each project under the guidance of the Consulting and Legal Directors.

Every project benefited from coaching sessions led by expert partners whose insights played a crucial role in refining solutions and ensuring high-quality outcomes. This combination of mentorship and collaboration contributed to exceptional client satisfaction and meaningful impact.

Through bridging practical experience with real-world challenges, both clients and student consultants are empowered to drive positive social change.



# Strategy Project Highlight

## Client Story

Founded in 2018 in Ghent, Planet B is an impact-driven startup reshaping the fast-moving consumer goods industry. As the holding company behind innovative, low-waste brands like Wondr, Klaaar, Bambooze, and Brauzz, Planet B creates eco-friendly products that are as healthy as possible for people, animals, and the planet.

Backed by a recent €3.7 million funding round and led by Forbes 30 Under 30-recognized founders, Planet B is proving that sustainability and scale can go hand in hand. Their mission? To build the future of consumer goods. Better for people, and better for the planet. Because there is no Planet B.

## Client Challenge

After years of steady growth, Planet B set out to explore new opportunities across the non-food FMCG market in Belgium, and potentially in the Netherlands and Luxembourg. The goal was to identify where and how their sustainable brands, could expand further.

Over several months, our team worked closely with Planet B to quantify market growth and define the size of key product categories. The resulting market analysis is now supporting Planet B in shaping its strategic roadmap for brand expansion, both within existing lines and into entirely new categories.

## Our Deliverables

### Market Analysis BeNeLux

The market analysis for the Benelux region covered market size and CAGR per product category, key non-food FMCG trends, and an evaluation of brand expansion potential.

### Competitive Analysis

Key market players, their strengths and weaknesses, and differentiation opportunities for Planet B were outlined in the competitive analysis.



# Legal Project Highlight

## Client Story

Founded in 1987 in Antwerp, Payoke is a government recognized NGO dedicated to fighting human trafficking in all its forms. As one of three specialized centers in Belgium, Payoke offers safe shelter, legal support and long-term care to victims of modern slavery.

With decades of experience on the front lines, Payoke works to break the cycle of exploitation, whether through forced labor, sexual exploitation or criminal coercion. Their mission is to protect human dignity, pursue justice and make modern slavery visible. Because slavery didn't end, it just changed shape.

## Client Challenge

Payoke aimed to update its employment and volunteer contracts to better align with current legal requirements and organizational needs. At the same time, they wanted to explore the legal conditions for opening a shelter for underage victims of human trafficking.

Our team worked closely with Payoke to revise contracts, optimize their statutes, and clarify the legal framework for caring for minors. These insights now help Payoke expand its support services with a solid legal foundation.

## Our Deliverables

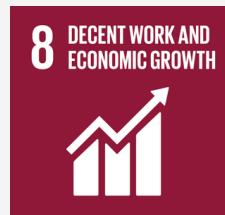
### Contract drafting

Revised employment and volunteer contracts, along with updated statutes and a legal note tailored to Payoke's operational needs.

### Advice regarding the founding of a facility

A legal advisory outlining the requirements and implications of opening a shelter for minor victims of human trafficking.

## Payoke



# Strategic Partnerships

Our strategic partnerships remain a cornerstone of our operations. Through workshops, one-on-one coaching, and constructive feedback, our partners play a vital role in bridging the gap between academic theory and real-world consulting practice. This guidance not only enriches the learning experience of our members but also strengthens our ability to deliver impactful solutions to non-profits and startups striving for social impact.

This year, we established a new partnership with McKinsey & Company, a valuable opportunity that enriched both our work and our learning journey. We look forward to building on this strong foundation in the years to come.

We are deeply grateful for the ongoing support and trust of all our partners. Their engagement enhances our projects' quality and empowers the next generation of changemakers to thrive, learn, and lead with purpose.

## Workshop topics

- Client pitching
- Crack the case
- Customer journeys
- M&A negotiations
- Negotiation techniques
- Post M&A negotiations
- Presentation skills
- Sales and operations planning
- Storytelling
- The art of giving feedback
- The value of impact



# Strategic Partnerships

What sets 180DC Ghent apart is the diversity and dedication of our members and partners. We are sincerely thankful for their continued trust and collaboration. Together, we remain committed to creating meaningful impact and addressing today's pressing societal challenges.

Argo Law

**ARGO**

Argo Law is a renowned niche law firm specialising in delivering insightful and tailored legal advice in a sensibly different way.

Arthur D. Little

**ARTHUR D. LITTLE**

ADL is the world's first management consulting firm, linking people, technology and strategy for over 135 years.

Bain & Company

**BAIN & COMPANY**

Bain is a global consultancy that helps the world's most ambitious change makers define the future, across 65 cities in 40 countries.

BrightWolves

**BRIGHTWOLVES**

BrightWolves is a consulting firm that drives sustainable business transformation, from strategy to implementation.

CVA

**CVA**

Corporate Value Associates

CVA is a boutique strategy consulting firm with global reach, operating out of 17 offices in Europe, US & Asia-Pacific.

Deloitte

**Deloitte.**

Deloitte offers audit, tax, consulting, and advisory services to major corporations and government agencies.

Eubelius

**eubelius**

advocaten avocats attorneys

Eubelius is Belgium's largest independent law firm, and provides counsel and representation in Belgian and European law.

Kearney

**KEARNEY**

Kearney is a leading global management consulting firm with more than 5,300 people working in more than 40 countries.

Launch

**LAUNCH**

LAUNCH is a matchmaking app that connects great talents with great companies quickly, directly and privately

LinkLaters

**Linklaters**

Linklaters is a global law firm specializing in multi-jurisdictional projects and transactions across the globe.

McKinsey

**McKinsey & Company**

McKinsey & Company is a global consulting firm focused on lasting impact and transformative change.

Möbius

**möbius**

Möbius supports organisations by designing and implementing the best business solutions at their strategic moments.

# Network Growth

In the academic year 24–25, 180DC Ghent consisted of 60 consultants and 13 board members. After receiving the Best Community award in 23–24, maintaining that strong sense of connection remained a top priority. Rather than increasing the number of members, a conscious decision was made to keep the group size stable. This allowed for a close-knit dynamic where everyone could get to know one another, and where collaboration, trust and team spirit remained central.

To preserve this atmosphere, extra attention was given to informal bonding moments. Teambuilding activities were organized at the start of the semester and after workshops, creating space for members to connect beyond project work. While the majority of students came from economics or legal fields, the continued presence of members from disciplines such as medicine, physiotherapy and various engineering backgrounds added valuable perspectives to the community and contributed to its growing interdisciplinarity.



**42**

Strategy consultants

**13**

Board Members

**18**

Legal Consultants



# Alumni Network

## 180DC Ghent around the world

With over 440 alumni as of 2025, 180DC Ghent has cultivated a strong and growing global network of former members who continue to drive impact far beyond their time as student consultants. Active across five continents, our alumni bring the 180DC mindset into diverse sectors and industries, from top-tier consulting and law firms to international organizations, startups, and mission-driven enterprises.

## Coaching partners

The strength of this network is reflected in its deep integration into our current operations. Many of our students take on internships or start their careers at these coaching partners, further reinforcing these ties and encouraging the exchange of knowledge and skills. Today, alumni have working experience in 90% of our coaching partners, often serving as bridges between 180DC Ghent and the professional world.

Many alumni return as coaches, offering hands-on guidance to project teams through our partner organizations. This unique model, where former members become active contributors to the next generation, has become a defining aspect of how 180DC Ghent operates. Their presence enhances project quality, mentorship, and continuity.

## Lifelong 180DC network

Our alumni network plays a vital role in extending the reach and impact of 180DC Ghent. Former members contribute in many ways: by introducing new project opportunities, facilitating external workshops, and mentoring board members. They also offer valuable feedback on interim presentations and provide input on ongoing projects. Their continued involvement proves that the influence of our community doesn't end at graduation, it evolves and grows with it.



# 24-25 Alumni

The career paths of the 24–25 alumni cohort reflect the diversity, ambition, and international mindset of the 180DC Ghent community. This year's graduates are heading into a wide range of fields, from corporate consulting and law to human rights, construction and advanced medicine.

Several alumni are starting careers at top firms, including Deloitte, EY, PwC and Proximus. The legal department continues to thrive, with three alumni joining Eubelius and another pursuing a specialized LL.M. in human rights. Others are continuing their academic journeys at institutions across the globe: from business schools in Paris, Madrid, and Bordeaux to studies in the UK and the USA. Six alumni are set to begin a master's program at Vlerick Business School, while another is specializing further in medicine.

Beyond full-time roles, many current members and recent graduates secured internships at leading companies, ranging from Brussels to New York, demonstrating the reach and reputation of the 180DC Ghent network.

This variety of destinations highlights how members of 180DC Ghent continue to explore ambitious paths that reflect both their individual interests and the experience they built within the organization.



# Alumni Testimonials

The stories of our alumni highlight how our community shaped their journeys, empowered their development, and connected them with a network of purpose-driven individuals. Their experiences continue to inspire meaningful change.

## Stéphanie Jolie

**MSc Social Data Science at the University of Oxford**



Over my three years at 180DC Ghent, I saw firsthand how true impact can be made when a group of talented students and committed partners join forces to create change. 180DC Ghent is where I acquired new skills across various disciplines, even picking up some law lingo along the way, where I learned what genuine teamwork looks like, and where I gained confidence in myself, having amazing people to learn from and rely on. I was able to apply theory from my coursebooks to real-world situations, challenging assumptions and the status quo, thinking more critically than I ever did in any university class. I'll always look back fondly on my time at 180DC Ghent and I will forever cherish the people I met and the memories we made. As I'm looking forward to beginning my professional career, I carry with me everything I've learned and how much I've grown, hoping to have an impact well beyond university!

## Stepan Sofoyan

**Junior Associate at McKinsey & Company**



Being part of 180DC Ghent has definitely been one of the biggest highlights of my academic career! From being part of a project team and collaborating with amazingly talented students, to being a consulting director and guiding different teams in delivering holistic impact for non-profit organizations and startups, the experiences I've had at 180DC Ghent have been extremely fulfilling. Even after starting my professional career as a consultant, I've been fortunate enough to be a part of the McKinsey team that got the opportunity to coach 180DC Ghent teams and see how 180DC Ghent continues to empower students to create meaningful and positive change.

## Roxane Dubrulle

**Lawyer at Eubelius**



Being part of 180 Degrees Consulting Ghent has been a truly rewarding experience. It gave me the chance to apply my legal knowledge in a practical setting while also developing key soft skills such as communication, teamwork, and problem-solving. I'm especially grateful for the inspiring people I met along the way and the opportunity to work on meaningful projects with real impact. I'll carry this experience with me as I continue my legal career at Eubelius, with even more confidence and perspective.

# Alumni Testimonials

The stories of our alumni highlight how our community shaped their journeys, empowered their development, and connected them with a network of purpose-driven individuals. Their experiences continue to inspire meaningful change.

## Maxime Eykerman

LL. M. candidate at  
Penn Carey Law



Joining 180 Degrees Consulting Ghent has been an extremely rewarding endeavor, both professionally as well as personally. Being able to work closely with young entrepreneurs at an early stage of their commercialization process is something that has clarified a lot for my future path as a lawyer. To anyone interested in joining this amazing group, feel free to reach out to me.

## Floor Heytens

Business Analyst, Supply Chain  
Strategy at Deloitte



Being part of 180DC Ghent was an incredibly enriching experience. Working on diverse projects taught me how to think creatively, approach problems from different angles, and make a real impact. I learned how to work and collaborate in a professional environment, skills that will undoubtedly benefit me in my future career. What made the experience truly special was the opportunity to grow alongside motivated, like-minded students and engage with inspiring companies that provided valuable guidance and feedback throughout the process. This journey also opened a door to Deloitte, where I'll be starting a new chapter as a Business Analyst in September.

## Noah Borges

Research Assistant – Plastic  
Surgery, UZ Gent



Joining 180DC Ghent was one of the best decisions I made during my student life. Coming from a non-economic background (medicine), I initially found it daunting, but I quickly discovered how enriching it is to step into unfamiliar territory. Over two years, I developed skills in public speaking, networking and strategic thinking. I also witnessed how deeply rewarding it is to see the real impact our advice can have on non-profits and start-ups. Being part of 180DC Ghent has shaped me in countless ways and I would wholeheartedly recommend it to anyone, regardless of their academic background.

# 25-26 Outlook

Dear 180DC Ghent Community,

Building on over a decade of impact, growth, and connection, we enter the 2025–2026 academic year with a continued and strengthened dedication to making a difference. The past years have shown us the strength of our community and the value of staying true to our mission. As we look ahead, we remain committed to our three core pillars: creating impactful change, fostering lifelong skills, and nurturing lasting friendships. Together, we are ready to take on new challenges, embrace diverse perspectives, and continue shaping a future where our work leaves a lasting mark.

Our goals and approach for the upcoming academic year are best understood through the lens of our three core pillars.

## Impactful Change

We aim to continuously improve the quality of the projects we deliver, ensuring that the non-profits and socially driven enterprises we work with can strengthen and maximize their impact. This means refining our project structures, deepening the expertise within our teams, and building on our high standards of dedication and professionalism in every project. To support this ambition, we will introduce an advisory board composed of past leadership to guide the current and future leaderships, safeguard long-term goals, and ensure smooth knowledge transfer. At the same time, we want to make our identity and the value of our work more visible to the outside world, clearly communicating what 180DC Ghent stands for and the impact we create.

## Lifelong Skills

Our consultants' growth is central to our mission. Together with our partners, who provide top-quality coaching and deliver inspiring workshops, we create an environment where our consultants can reach their full potential. These opportunities span a wide range of skills, from strategic thinking and legal expertise to leadership and communication. This approach not only elevates our project outcomes but also equips our members with tools they will carry for life.

## Lasting Friendships

Beyond professional development and impactful work, we want every member to feel at home within 180DC Ghent. We value the moments where we connect on a personal level – sharing a drink, enjoying social activities, or simply spending time together outside of projects. These friendships strengthen our organization and make working together even more rewarding.

As we step into the 2025–2026 academic year, we are fueled by fresh energy and a shared commitment to making a difference. Together with our exceptional team, we will push boundaries, embrace new opportunities, and create a year defined by impact, growth, and genuine connection.



Pieter-Jan Brys

**25-26 President**  
MA1 Business Engineering  
Data Analytics



Marie-Julie Van Slycke

**25-26 VP External**  
MA2 Business Engineering  
Finance



Emile Vandermeersch

**25-26 VP Internal**  
MA2 Business Engineering  
Operations Management

# 25-26 Board

The newly elected board for 2025–2026 brings together a driven group of students, each with hands-on experience at 180DC Ghent. United by a shared passion for social impact and a strong connection to our organisation, they are ready to build on past achievements and lead us into a new chapter of growth and purpose. With their energy, vision, and dedication, our values and mission are in excellent hands for the year ahead.

## Overall Branch Strategy & External Relations



### President

**Pieter-Jan Brys**  
MA1 Business Engineering  
Data Analytics



### Vice-President External

**Marie-Julie Van Slycke**  
MA2 Business Engineering  
Finance



### Vice-President Internal

**Emile Vandermeersch**  
MA2 Business Engineering  
Operations Management

## Support Functions



### People Director

**Silke De Maeseneir**  
MA1 Law



### Finance Director

**Noa Dieleman**  
MA2 Business Engineering  
Operations Management



### Marketing Director

**Marie Heyse**  
BA3 Business Engineering



### Event Director

**Lauren Verbeke**  
MA2 Business Engineering  
Operations Management

## Project Management



### Consulting Directors

**Simon Van Ossel**  
BA2 Business Engineering

**Laura van Loo**  
MA1 Business Economics Corporate Finance

**Cédric Desrumaux**  
MA2 Business Engineering Operations Management



### Legal Directors

**Mara Theuwis**  
MA2 Law

**Camille Van Overmeeren**  
MA2 Law

**Lieze Devriendt**  
MA2 Law



## WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR EFFORTS

### Interested in joining?

Keep an eye on our socials for upcoming application announcements, and don't hesitate to reach out to any of our members for further information!

### Looking to form a partnership?

Contact our 25-26 Vice-President External, Marie-Julie Van Slycke (mvanslycke@180dc.org), to explore possibilities of collaborating with us.

### Seeking our consulting services?

Get in touch with our 25-26 Consulting and Legal Directors to discover how we can create impactful solutions for your organisation.

### Got any other questions?

 [www.180dcghent.com](http://www.180dcghent.com)

 [ghent@180dc.org](mailto:ghent@180dc.org)

