

GLOBAL NETWORK WEEK – March 14-18, 2022

“Sustainable Development: moving from concept to strategy”

Course Overview and Schedule (all times are GMT-6)

Course Description:

The countries of Latin America have formally established “Sustainable Development” as their stated goal and framework for advancing national development. However, stark competitiveness and sustainability divides between and within countries remain.

For nearly 3 decades, Costa Rica has pursued and applied the principles of sustainable development more consistently and explicitly than most countries, and in parallel with aggressive trade and economic integration with the rest of the world. This makes the country, and some of its key industries, an interesting place to explore how economics, social well-being and the environment relate to each other.

The diverse faculty (from multiple countries and academic disciplines) will use lectures, case-studies, guest speakers and simulations to address the opportunities and challenges for business and countries incorporating sustainability into their strategies. Sessions will address: the political economy of national development in a globalized economy, integration of environmental and social priorities into economic development strategies, sustainability in business strategy in global value chains (agriculture, tourism and manufacturing will be examined), strategic CSR management. Base of the Pyramid (BoP) and impact investment strategies for creating social value.

Sunday March 13, 2022

Study and Preparation:

 Costa Rica Wikipedia page: https://en.wikipedia.org/wiki/Costa_Rica

 Social Progress Index:

Intro: initial pages to understand the goals and functions of the index, <https://www.socialprogress.org/about-us> (see also FAQ)

Review the Methodology:

<https://www.socialprogress.org/index/methodology>

See Costa Rica Results

<https://www.socialprogress.org/?tab=2&code=CRI>

 Tourist overview from Lonely Planet:

<https://www.lonelyplanet.com/costa-rica>

 Reference Data:

-  World Bank overview:
<http://www.worldbank.org/en/country/costarica/overview>
-  World Bank data page <https://data.worldbank.org/country/costa-rica>
- CIA Factbook on Costa Rica:
<https://www.cia.gov/library/publications/the-world-factbook/geos/cs.html>

Monday March 14, 2022

- 07:30 - 08:00 a.m. **INTRODUCTION**
- Introduction to INCAE
 - General guidelines
- Alexandra Esquivel
- 08:00 - 09:30 a.m. **Session 1**
- Costa Rican Economy: Striving for Sustainable Development**
- Prof. Lawrence Pratt
- 09:30 – 09:50 a.m. **Break**
- 9:50 – 11:30 a.m. **Session 2**
- The Role of Business in National Development Goals: The Case of Tourism in Costa Rica**
- Prof. Lawrence Pratt

<p>Study and Preparation for Day 2:</p>
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| <ul style="list-style-type: none"> Session 3: Rice in Costa Rica: Policies, Interests, Commitments, and Coherence with Sustainable Development Session 4: “McDonald’s: Managing a Sustainable Supply Chain |
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Tuesday March 15, 2022

- 08:00 – 9:30 a.m. **Session 3: Public Policy Coherence: The Case of Rice in Costa Rica**
- Prof. Ronald Arce
-  Reading : Rice in Costa Rica: Policies, Interests, Commitments, and Coherence with Sustainable Development

09:30 – 09:50 a.m. **Break**

09:50 – 11:30 a.m. **Session 4: Sustainable Supply Chains**

Prof. Bernard Kilian

 Reading: McDonald's

Study and Preparation for Day 3:

 Ecofiltro A & B: The Company that Sought to Supply Drinking Water in Guatemala
Energy and Environmental Challenges (Marcus)

Wednesday March 16, 2022

08:00 – 11:00 a.m. **Session 5: Doing Business at the Bottom of the Pyramid: Ecofiltro**

Prof. Andrea Prado

09:30-09:50 a.m. **Break**

9:50 – 11:30 **Session 6: Doing Business at the Bottom of the Pyramid: Ecofiltro**

Prof. Andrea Prado

Study and Preparation for Day 4:

 Reading: BIOTD

 Cocreating with the Base of the Pyramid

Thursday March 17, 2022

08:00 – 9:30 a.m. **Session 7 Scaling Up Start-Ups in Costa Rica (BIOTD S.A. Live Case with guest speaker)**
Prof. Andrea Prado

 Reading: BioTD

09:30 - 09:50 a.m. **Break**

09:50 – 11:30 a.m. **Session 8: Business and Sustainability: Perspectives on Wealthy versus Developing Countries**
Prof. Urs Jäger

 Cocreating with the Base of the Pyramid

Study and Preparation for Day 5:

 <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/fdi-and-inclusive-growth.html>

 <https://www.socialprogress.org/assets/downloads/resources/2018/2018-Social-Progress-Index-Exec-Summary.pdf>

Friday March 18, 2022

08:00 – 11:00 **Session 9: The Social Progress Index: From metrics to action Simulation**
Prof. Jaime García

11:00 – 11:30 **Final Remarks**
Prof. Lawrence Pratt