The Sustainability Seminar began on January 3rd with the participation of first year students from INCAE, 30 students from Minnesota led by Professors Alfred Marcus and Lori Abrams, 18 students from Thunderbird School of Global Management, accompanied by Professor Gregory Unruh and a group of 14 students from Rollins College with their Professor Keith Whittingham.

This two weeks seminar is designed to familiarize students with the global environmental challenges facing businesses, especially in the Latin American context. It also seeks to give them the tools to deal with these challenges. Participants will learn about global environmental problems and policies and the methods that companies use to address and respond to these situations. The program includes visits to the Reserve of Monteverde, Arenal Volcano and other places where students have a firsthand experience of sustainable tourism and rural community development. Some of the topics covered in this course are the threats posed by climate change and other environmental problems, to what extent they can rely on market mechanisms to address these problems and to what extent the environment can be an essential capability in an organization.

In this seminar lessons are taught by professors from INCAE, Thunderbird, Rollins During the course, the students shall examine the latest thinking on how companies create value by seeking to incorporate the environment in its competitive position and the complexities of building a business based on concepts of sustainability. Also, they will explore the challenges and opportunities facing the oldest industries in their quest to adapt to changing market conditions. Each of the professors will help the participants to gain a better understanding of the complex relationships between environment and competitiveness of the companies and expose some of the more interesting efforts have been made in Latin America and elsewhere to make the way towards the "green value."