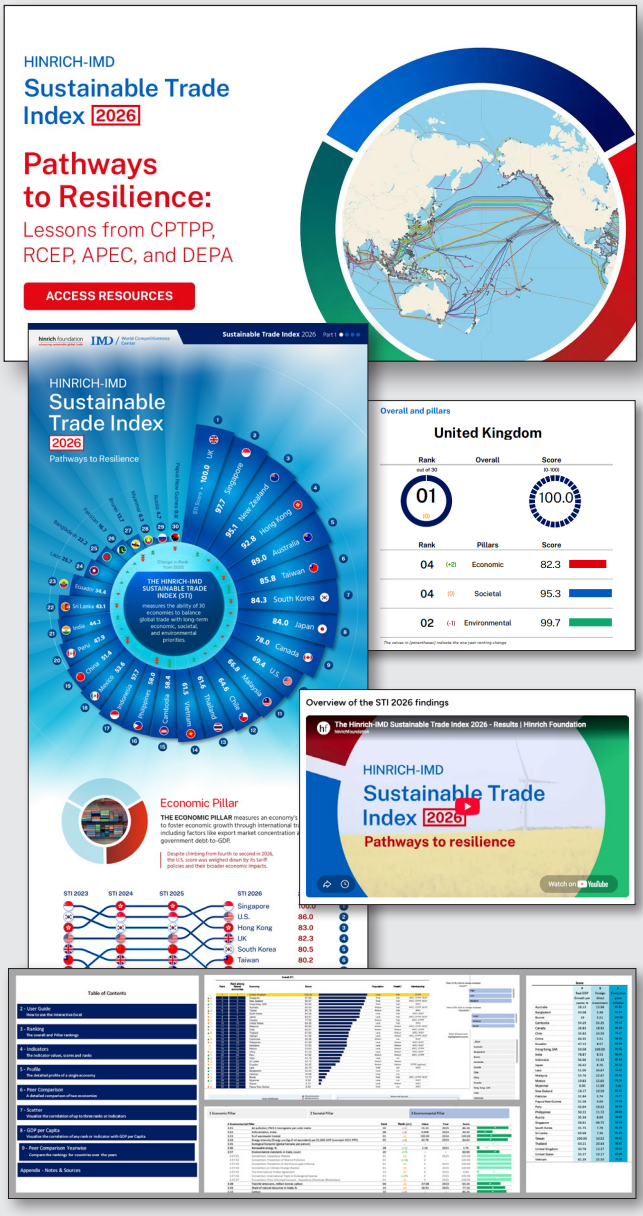
hinrich foundation

advancing sustainable global trade

Sustainable Trade Challenge

Experiential learning simulation to embed sustainability into your classroom





The Sustainable Trade Challenge is an open-source experiential learning simulation that challenges students to address sustainability head-on.

Students develop applied research skills, competencies and the mindset to tackle the complexities of sustainability by evaluating **real-world trade-offs**, **making difficult decisions** and developing **professional presentation skills**.

How it works

Pairs of student teams of 3 to 5 'international sustainability ministers compete to win a contract from a 'panel of government ministers' to pitch for a 'multi-year, multi-million dollar contract' to enhance a nation's sustainable trade practices.

The winning team will present the most compelling, specific, substantive and actionable sustainability recommendations **that balance economic growth, societal well-being and environmental stewardship**.

The objective of these recommendations – and a rigorous question and answer session – is to enable the 'client economy' to improve its standing in the **Hinrich-IMD Sustainable Trade Index**. The best pitch wins the contract!

The Hinrich-IMD Sustainable Trade Index

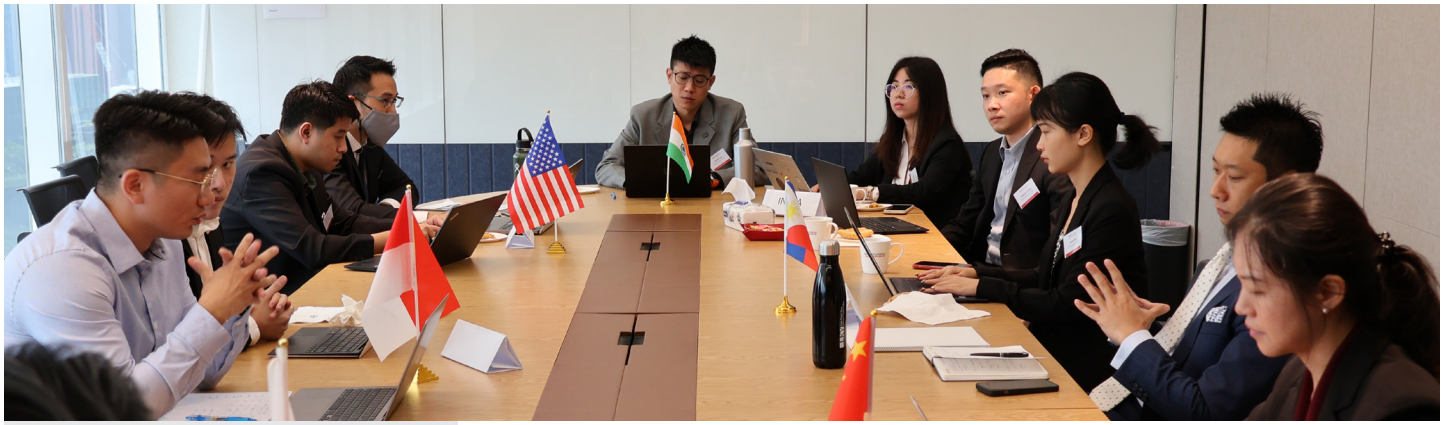
The Sustainable Trade Index is a fact-based approach to measuring how economies can achieve more balanced trade outcomes for people, planet and profit. It measures the capacity of 30 global economies to participate effectively and sustainably in trade on the basis of 79 economic, social and environmental indicators.

This annual Index is coupled with extremely rich data sets, videos, infographics, country snapshots, expert analysis and more – all open-source.

See next page for Sustainable Trade Challenge overview.

Sustainable Trade Challenge

Step-by-step Competition Overview



Benefits of the Sustainable Trade Challenge consulting simulation

- Integrate sustainability into university curricula
- Address difficult, real-world sustainability trade-offs
- Understand challenging complexities of sustainability
- Develop critical thinking
- Hone applied research and professional presentation skills
- Rich content with the Sustainable Trade Index
- Highly memorable, engaging experience
- Life-like business competition
- Flexible delivery

About the Hinrich Foundation

The Hinrich Foundation is an Asia-based philanthropic organization dedicated to advancing mutually beneficial and sustainable global trade.

About International Institute for Management Development (IMD)

IMD is an independent academic institution with Swiss roots and global reach, founded 75 years ago by business leaders for business leaders. It publishers the IMD World Competitiveness Yearbook and the Hinrich-IMD Sustainable Trade Index.

The Sustainable Trade Challenge has been run successfully many times with the following flow. It may held across a few days or in an accelerated version in a three-hour class.

1. Sustainability briefing

Professor introduce the structure, agenda and objectives of the Sustainable Trade Challenge, and Sustainable Trade Index resources. Professor assigns a pair of teams to an economy. Each team will play the role of the best sustainability consultants in the world, competing to win a contract to develop substantive, actionable real-world policies to improve their assigned economy's rank in the Sustainable Trade Index.

2. Team research & Professors guidance

Teams define roles and responsibilities. Conduct applied research using the rich datasets and content available underlying the Index. Teamwork, prioritization, negotiation, critical thinking, conflict resolution all come into play as teams formulate sustainable trade policy recommendations. Professors meet with individual teams to discuss progress, key focus areas, offer guidance and challenge assumptions. They coach them to prepare recommendations worthy of presenting to a panel of 'government ministers'.

3. Develop pitch & written proposal

Teams finalize findings and sustainability recommendations. Develop professional presentation and written proposal (formal 'president-level' language of 'very expensive global sustainability consultancy team'), practice roles and prepare for Q&A.

4. Present, Q&A & feedback

Presentations: Teams present policy recommendations to the panel, who assume the roles of presidents, ministers etc…

(People from the university or professor's network to sit on the evaluation panel. Expertise not required.)

Q&A: 'Government ministers' conduct rigorous Q&A to push the 'International Sustainability Consultants' to think on their feet, professionally, as a team.

5. Complete survey & announce winners

Winning teams announced by the panel of 'government ministers'. Surveys completed. Simulation concluded!

You may have a variation on this approach that we would love to learn about! **Contact Hinrich Foundation for more details, email alex.boome@hinrichfoundation.com**

Visit hinrichfoundation.com to learn more about us, or view the Sustainable Trade Index now.

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