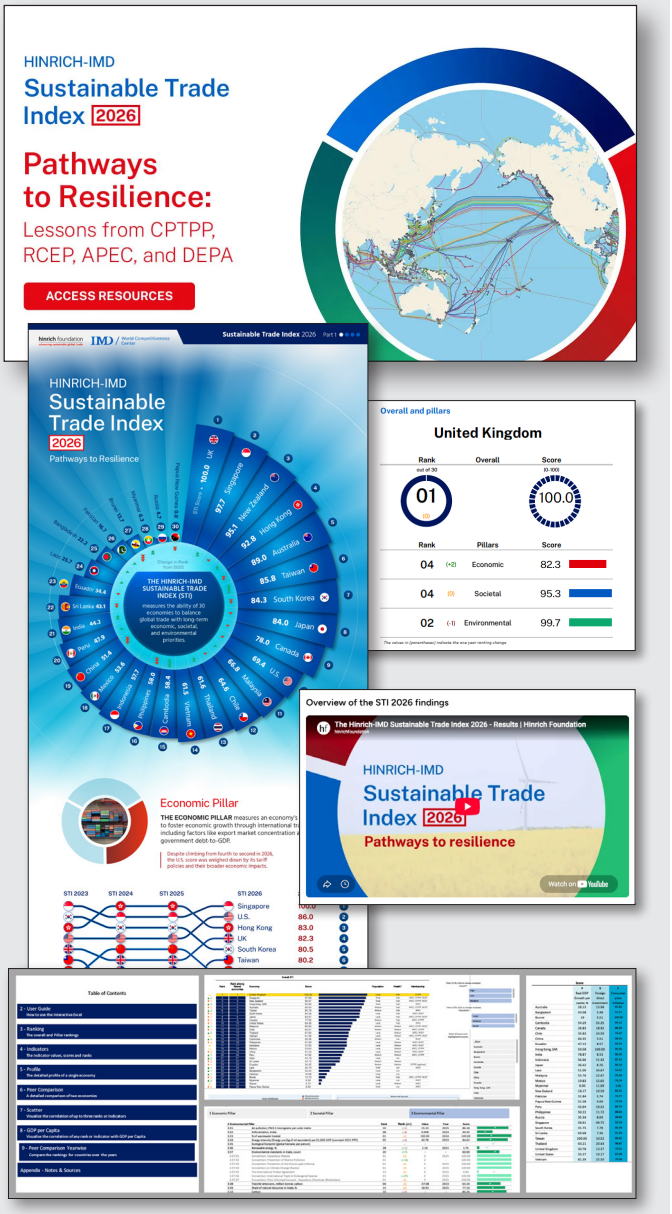
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advancing sustainable global trade

Sustainable Trade Challenge

Consulting simulation competition driving students to address sustainability head-on





The Sustainable Trade Challenge is a student-led consulting simulation designed to give participants hands-on insight into developing policy recommendations to advance sustainable global trade at the national level.

By joining this competition, you will develop applied research skills, competences and the mindset to tackle the complexities of sustainability. You will be evaluating **real-world trade-offs, making difficult decisions** and **developing professional presentation skills**.

How it works

Pairs of 3 to 5 'international sustainability consultants' compete to win a national-level 'multi-year, multi-million-dollar contract' to enhance a nation's sustainable trade practices.

The teams that present the most compelling, specific, substantive and actionable trade sustainability recommendations **that balance economic growth, societal well-being and environmental stewardship** are the winners.

The objective of these recommendations – and rigorous question and answer session – is to enable 'sponsoring economies' to improve their 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 measure how economies can achieve more balanced outcomes regarding people, planet and profit. It measures the capacity of 30 global economies to participate effectively and sustainably in trade, on the basis of 79 indicators.

This annual Index is coupled with extremely rich data sets, videos, infographics, country snapshots, expert analysis and more – all free to access and use.

See next page for Sustainable Trade Challenge overview.

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Step-by-step consulting competition overview



Benefits of the Sustainable Trade Challenge consulting simulation

- Understand the challenging complexities of sustainability
- Address difficult, real-world sustainability trade-offs
- Develop & apply analytical & critical thinking
- Hone applied research & professional presentation skills
- Experience life-like business challenges in this intense competition
- Enjoy a memorable, engaging learning experience

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.

Get ready for an intense, fun and memorable session!

1. Sustainability briefing & preparation

Introduction to the simulation agenda, objectives and download the Sustainable Trade Challenge (STC) resources here. Teachers confirm 'sustainability consultant' teams and assign pairs to an STI economy.

Ensure you arrive on time and dress in business attire (you are members of 'the world's leading international sustainable trade consultancy firms' pitching to a panel of 'government ministers'). Bring your laptop to access free STI resources, and to prepare your presentation and written recommendations.

2. Team research & guidance

Teams define roles, responsibilities and conduct applied research using the rich datasets and content of the STI. Teamwork, prioritization, negotiation, critical thinking and conflict resolution all come into play as teams formulate sustainable trade policy recommendations. Educators will give guidance and input during this stage.

3. Develop pitch & written proposal

Teams finalize recommendations. Develop professional presentation and written proposal with formal 'government minister-level' language. Practice roles and prepare for Q&A.

4. Present, Q&A & feedback

Teams present policy recommendations to panel of 'government ministers' and answer tough, probing questions.

5. Complete survey & winners announced

'Government ministers' consult to evaluate proposals while participants complete a program survey. The panel announces the winning teams.

For full details, visit Sustainable Trade Challenge Student page.

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

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