
GLOBAL NETWORK WEEK – fall 2021

Sustainable Development Goals, Cities, and Inclusive Prosperity

Murali Chandrashekar
Fred H. Siller Professor of Marketing and Behavioural Science, Sauder School of Business
Vice Provost, International
University of British Columbia

DRAFT COURSE OUTLINE Jul 5, 2021

Course background and purpose

The UN Sustainable Development Goals (SDGs), were adopted by world leaders in 2015 at a historic UN summit and came into force on 1 January 2016. A set of 17 ambitious goals, the SDGs call for action by all countries – poor, rich and middle-income – to enhance planetary health, prosperity and vibrancy. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling the causes and consequences of anthropomorphic (human-driven) climate change, such as rapid urbanization, excessive resource extraction, pollution emission, and inadequate conservation. But it's not just countries that need to address the goals – it's all of us, including universities.

At the same time, the world continues to urbanize. In the 100 years starting 1913, the proportion of the world's population that lives in cities grew 5-fold from 10% to 50%, and estimates suggest that 75% of the world's population will live in cities in 2050. Though history reveals that urbanization has always been an accelerator of growth and development, it also poses profound challenges for corporates, communities, cities, and countries. A recent McKinsey report succinctly notes: “Cities are essential to global economic growth and productivity. They are where most of the world's population live, work, and play, and they are important to everyone else, too. They are the world's economic engine, consuming the majority of global power and resources, while generating 80 percent of GDP and 70 percent of greenhouse-gas emissions. Making cities great is the critical infrastructure challenge of this century.” Indeed, UN Sustainable Development Goal 11 focuses on “Making cities and human settlements inclusive, safe, resilient and sustainable.” Because cities are often at the front line of many shocks and stresses, and contribute significantly to economic growth, addressing SDG 11 is likely to offer significant co-benefits in addressing many of the other UN SDGs.

The purposes of the 2021 Fall GNW course are to help students across the Global Network:

- Critique the challenges and opportunities of the implementation of the UN SDGs in securing inclusive prosperity
- Evaluate how local and regional context shapes the challenges and opportunities facing global cities, and how cities can be a leverage point for other SDGs
- Develop, within a global virtual team, recommendations to address a Resilience Hackathon posed by an NGO

Course team

Professor Murali Chandrashekar, Sauder School of Business, UBC

Alina Yukhymets, Manager, Global Learning Programs, Sauder School of Business, UBC

Course structure

This course will be organized so that students around the world can access live facilitated discussions, pre-recorded content, and participate in a global virtual team ‘hackathon.’ Each day of the course will be composed of four key components: Live discussions, Pre-recorded content, background readings, and final team presentations.

- **Live Discussions:** Hosted from 7:00AM-9:00AM PDT (check a [Time Zone converter](#) to see what that means for you). Students chose **one time-slot** that works for them for the week. We will be securing information from you shortly on which slot you chose, and then will be forming teams for the Resilience Hackathon.
- **Pre-recorded Content:** Pre-recorded content by the lead instructor, along with video interviews with practitioners and scholars on the day’s key themes.
- **Background Material:** Students will be provided background readings that offer context and additional depth as they work towards their Resilience Hackathon.
- **Final Presentations:** On the final day of the course, student teams will make their final presentations on the Resilience Hackathon.

Topics

Date	Topic
18 October 2021	<ul style="list-style-type: none"> • SDG11 (Cities) and SDG17 (Partnerships) • Resilience Hackathon briefing (more information provided on 15 March 2021)
19 October 2021	<ul style="list-style-type: none"> • SDG1 (Poverty) and SDG2 (Zero Hunger)
20 October 2021	<ul style="list-style-type: none"> • SDG8 (Decent work and economic growth) and SDG3 (Health and wellbeing) • Discussion* of Coca-Cola's 'eKOCool' Solar Cooler: Innovation to Empower Women Retailers in Rural India, Harvard Business Case – Jan 12, 2016, Product #: SMU236-PDF-ENG
21 October 2021	<ul style="list-style-type: none"> • SDG7 (Energy)
22 October 2021	<ul style="list-style-type: none"> • Student team presentations on Hackathon

* [Assignment questions for Coca-Cola case](#)

1. Was Coca-Cola India’s decision to target rural markets a prudent decision? Discuss the strategy followed by the company during the launch of eKOCool Solar Cooler to address its key concerns in serving the market effectively in a socially responsible manner.
2. Develop a business case for this innovation by articulating and quantifying the benefits to all stakeholders in the company’s value chain.
3. What are the key challenges Coca-Cola India is facing at the end of the case? Discuss the various options available to the company to ensure long-term impact and the sustainability of this innovation.