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GLOBAL NETWORK WEEK – Fall 2022

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**Sustainable Development Goals, Cities, and Inclusive Prosperity**

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## Course Background and Purpose

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."

At the same time, the ["2030 Agenda for Sustainable Development"](#), adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. 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 climate change and working to preserve our oceans and forests."

The purpose of the 2022 Fall GNW course are to help students across the GNAM:

- Critique the challenges and opportunities of the implementation of the UN SGGs 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 and defend a point of view regarding the value of transdisciplinary and multi-stakeholder for cities to shape resilience and inclusive prosperity

## Course Team

### Faculty

Dr. Murali Chandrashekar, Sauder School of Business, UBC

### Support

Alina Yukhymets, Manager, Global Learning Programs, Sauder School of Business, UBC  
Maria Pollock, Experiential Learning Coordinator, Sauder School of Business, UBC

## Course Schedule and Assignments

### DAY 1 – 17 October 2022

**VENUE**     *Room HA 337, UBC Sauder School of Business, 2053 Main Mall*

#### Prep work

1. READ: *Facilitating Effective Group Discussions*.
2. THINK about the big global issues that you think characterize the world today.
3. PREPARE a list of 6 issues.
4. Building on your courses, experiences and reflections in the MBA program so far, PREPARE a list of actions that you think will be needed to address one of these issues.

#### Structure of the day

08:15-09:00	Coffee & Light Breakfast
09:00-09:15	Welcome to Sauder & UBC
09:15-10:30	SDGs and Cities Murali Chandrashekar, Sauder School of Business
10:30-11:00	Break
11:00-12:30	Biodiversity, Ecosystems & Sustainability @ UBC John Madden, Director of Sustainability Engineering, UBC
12:30-13:30	Lunch (Provided)
13:30-17:30	Vancouver City Tour
17:30-19:30	GNAM Welcome Reception

**VENUE** – *9th Floor Penthouse (The Big 4 Conference Space), Sauder School of Business*

## DAY 2 – 18 October 2022

**VENUE**      *Room HA 133, UBC Sauder School of Business, 2053 Main Mall*

### Prep work

1. READ: Case 1 – Kanaka Bar Indian Band: Towards Self-Sufficiency, Vibrancy, and Sustainability – Attached
2. PREPARE a response to the following question after reading Case 1:
  - What should be done next?
3. READ: Case 2 – Coca-Cola's 'eKOCool' Solar Cooler: Innovation to Empower Women Retailers in Rural India – Attached
4. PREPARE responses to the following questions after reading Case 2:
  - 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.
  - Develop a business case for this innovation by articulating and quantifying the benefits to all stakeholders in the company's value chain.
  - 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.

### Structure of the day

08:30-09:00	Coffee & Light Breakfast
09:00-11:00	Discussion of Case 1 – Kanaka Bar Indian Band: Towards Self-Sufficiency, Vibrancy, and Sustainability
11:00-11:30	Coffee Break
11:30-13:00	Water Les Lavkulich, Faculty of Land & Food Systems, UBC
13:00-14:00	Lunch (On Your Own) <a href="#">Recommended Places to Eat</a> : The Nest, Harvest, The Point, Mercante, Browns

- 14:00-15:30 Discussion of Case 2 – Coca-Cola's 'eKOCool' Solar Cooler: Innovation to Empower Women Retailers in Rural India
- 15:30-15:45 Break
- 15:45-17:00 Energy Access in India  
Hisham Zeriffi, Faculty of Forestry, UBC

### **DAY 3 – 19 October 2022**

**VENUE** *Room HA 337, UBC Sauder School of Business, 2053 Main Mall*

#### **Prep work**

1. READ: Case 3 – Meta Abo Brewery: Creating a Sustainable Value Chain in Ethiopia – attached
2. PREPARE responses to the following questions after reading Case 3:
  - Why is local sourcing so important to Diageo? After all, it is possible to import high-quality malt barley?
  - Imagine you were assigned to lead this project. What are the barriers you will face, and how can you overcome them?
  - What can Diageo/Meta Abo do to ensure that local sourcing is sustainable?

#### **Structure of the day**

- 08:30-09:00 Coffee & Light Breakfast
- 09:00-10:30 Community Benefits Agreement  
Steve Johnston, City of Vancouver
- 10:30-10:45 Break
- 10:45-11:15 Hackathon briefing
- 11:15-12:30 Discussion of Case 3 – Meta Abo Brewery
- 12:30-13:20 Lunch (Provided)

- 13:20-15:00 **Site Visits:** Bioenergy Research & Demonstration Facility (BRDF) & Centre for Interactive Research on Sustainability (CIRS)
- 15:00-15:30 Hackathon briefing
- 15:45-17:00 Building capacity for sustainable development  
Emmanuel Ackon, UNEP

#### **DAY 4 – 20 October 2022**

**VENUE** *Room HA 133, UBC Sauder School of Business, 2053 Main Mall*

#### **Prep work**

Details presented in the course CANVAS site

#### **Structure of the day**

- 08:30-09:00 Coffee & Light Breakfast
- 09:00-10:30 Global disruptions and Resilience  
Yves Tiberghien, Faculty of Arts (Political Science), UBC
- 10:30-10:45 Break
- 10:45-11:45 Locally-led resilience
- 11:45-16:30 Group Work in Teams – Breakout Room 122A-K provided)
- Lunch (On Your Own)  
[Recommended Places to Eat:](#) The Nest, Harvest, The Point, Mercante, Browns
- 16:30-21:00 Group Work in Teams -- Breakout Rooms 122A-K Provided

**DAY 5 – 21 October 2022**

**VENUE**     *Room HA 337, UBC Sauder School of Business, 2053 Main Mall*

08:30-10:30     Group Work in Teams (Breakout Rooms 122A-K Provided)  
Coffee & Light Breakfast (near Breakout Rooms)

10:30-12:00     Final Presentations

12:00-12:15     Break

12:15-13:00     Debrief and Wrap-Up

13:00-14:00     Farewell Lunch

14:00-14:15     Walk to MOA

14:15-15:30     Museum of Anthropology Tour