

Sustainable Trade Challenge

Student-led international sustainable trade consulting simulation
bringing sustainability to life in the classroom

STUDENT DOSSIER

HINRICH FOUNDATION

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Sustainable Trade Index Primary Resource



Sustainability Imperative for Students & Companies Globally

INDUSTRY NEEDS TALENT WITH SUSTAINABILITY SKILLS

Universities globally are focused on including sustainability into their **curricula so graduates have the skills that employers need.**

Demand for graduates “with green skills is expected to significantly surpass supply in the next five years, it is estimated that as much as a 66% increase in green roles will be needed to progress the green and energy transitions by 2030.”*

The student-led **Sustainable Trade Challenge** brings **sustainability into the classroom** in a manner that is:

- Relevant
- Flexible
- Engaging
- Innovative
- Open source
- Memorable

Participants must address **tough trade-offs** as they develop **applicable business, analytic and teamwork skills** amid tight deadlines as members of one of the ‘**world’s leading international sustainable trade consultancy firms.**



*World Economic Forum: Putting Skills First: A Framework for Action, May 2023

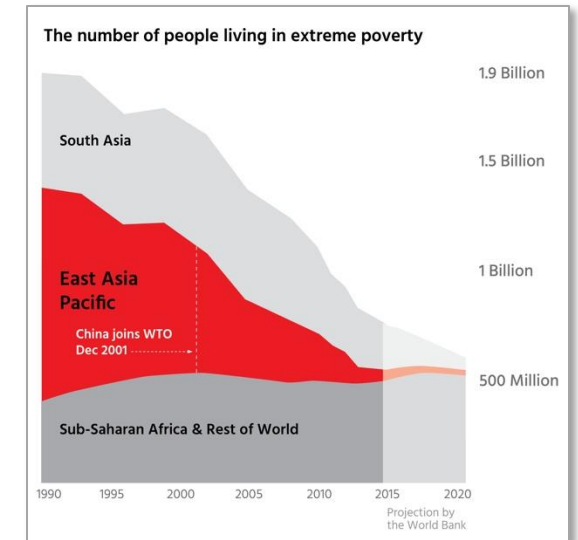
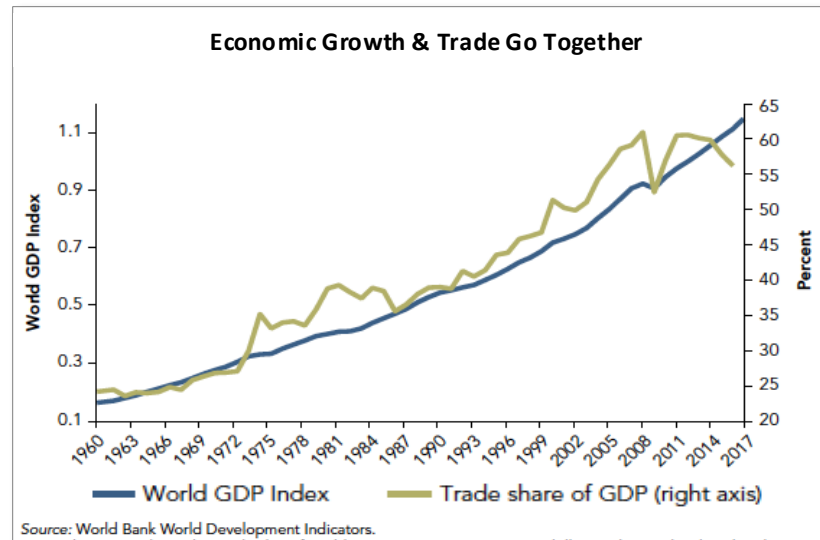
Trade Imperative for Poverty Alleviation & Prosperity

WHY FOCUS ON GLOBAL TRADE?

The STC is a simulation **rich with purpose and meaning**

Global trade has been shown to be a driver of poverty alleviation, education attainment, increased life expectancy and international understanding.

Trade helps address many of the UN SDGs challenges.



*“Since 1990, more than **one billion people** have lifted themselves **out of poverty** owing to **growth that was underpinned by trade.**”*

Source: World Economic Forum



Sustainable Trade Challenge

Sustainable Trade Challenge: *Preamble*

THE WHY

At the Hinrich Foundation, we believe global trade is an essential ingredient for economic growth.

But for trade to be sustainable, its economic, societal and environmental outcomes must be in balance.

The Hinrich-IMD Sustainable Trade Index (STI) is a framework for governments, businesses and communities to shape strategies and policies that integrate global trade capabilities in ways that promote the prosperity and sustainability of economies.



THE WHAT

The **Sustainable Trade Challenge** is a student-led immersive simulation plunging you into the competitive world of international trade policy consultancy **as a member of a team from one of the world's leading international sustainable trade consultancy firms**.

The 'government ministers' of your assigned economy have awarded your firm the Analysis Phase of an economy's program to improve its trade sustainability and rank among the 30 economies featured in the Hinrich-IMD Sustainable Trade Index (STI).

They invite your firm to **pitch for a contract** by putting forward **practical, specific policy recommendations that will enable your client's economy to advance in the STI** as defined in the enclosed **Sustainable Trade Policy Advisory Consulting Services Project Brief**.

In making your recommendations, you must navigate the delicate balance between **economic growth, societal well-being** and **environmental stewardship** and confront difficult, real-world trade-offs. Each economy will have different resources, economic structures, social priorities and unique domestic, regional, global and geopolitical considerations which make advancing in sustainable trade the STI an extreme challenge. However: Moving up in the STI is a matter of national urgency.

THE STAKES

The client economy urgently needs implementable recommendations to improve its rank in the STI and has commissioned several of the top international sustainable trade consulting firms at the same time to present recommendations.

Each client economy has invited two teams of three to five international sustainable trade consultants per team to pitch the 'government ministers' of that economy on policy recommendations to achieve the required results.

Competition will be intense for this **'multi-year, multi-million-dollar prestigious consultancy'**.

Winning this contract will push your firm's **profit to record highs**. It will result in a **significant bonus and promotions** for all team members, plus, winning will boost recognition within your international firm as well as amongst the sustainable trade consultancy sector worldwide.

The stakes have never been higher. There is no second place. Failure is not an option.

All the best to you and your team.

Sustainable Trade Challenge: *Outcomes*

LEARN, APPLY & UNDERSTAND

The Sustainable Trade Challenge is an educator-directed, student-led open-source **experiential learning** simulation **embedding sustainability education and intensity into your classroom.**

Participants are engaged in solving **real-world challenges**, addressing **difficult trade-offs** in advancing national-level sustainability efforts. The Sustainable Trade Challenge develops **practical skills** in

- ✓ Applied research
- ✓ Critical thinking
- ✓ Student collaboration
- ✓ Intense negotiation
- ✓ Conflict resolution
- ✓ Business pitching
- ✓ Presentation experience
- ✓ Professionalism under pressure

The simulation is built around the open-source, rich resources of the [Hinrich-IMD Sustainable Trade Index](#).



The Sustainable Trade Challenge is offered by the [Hinrich Foundation](#), an Asia-based philanthropic organization that works to advance mutually beneficial and sustainable global trade through education and research.

Sustainable Trade Challenge: *Simulation Overview*

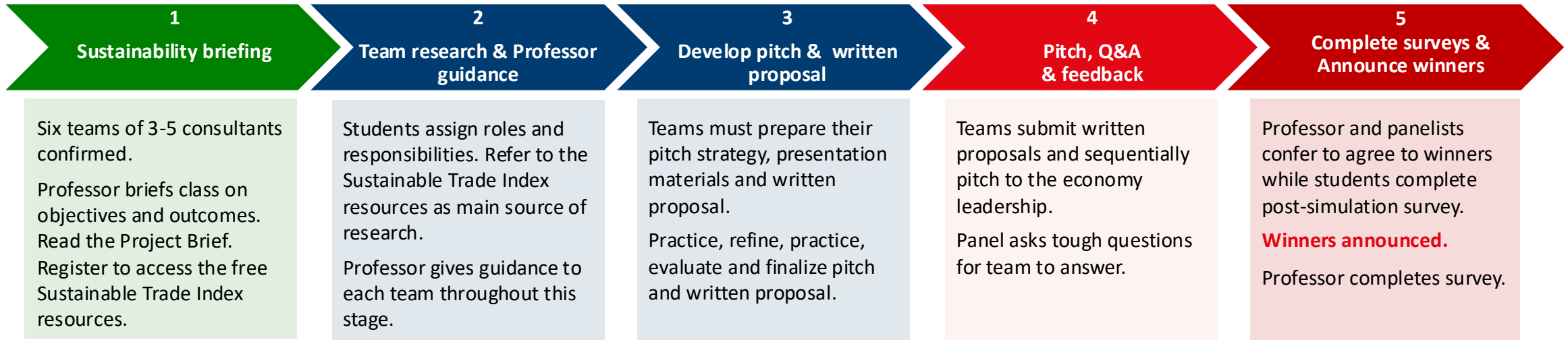
OVERCOMING REAL-WORLD TRADE-OFFS & TOUGH COMPETITION TO WIN THE CONTRACT

- Six student teams of 3 to 5 are the world's 'leading international sustainable trade consultants'.
- A panel of 'government ministers' from 3 economies in the Sustainable Trade Index invite 2 teams each of international sustainable trade consultants to pitch for a 'multi-year, multi-million-dollar contract'.
- The objective of each team's proposal is to win the contract for their company based on **practical**, **actionable** and **specific** policy recommendations to enable the economy to **move up in the Sustainable Trade Index (STI)**. This is a national imperative.
- **Extensive applied research** must be conducted using the resources of the STI and developed into specific, tight, professional **written recommendations** and an **oral pitch**.
- Each consultant team must pitch its policy recommendations to a panel 'government ministers' of the client economy – roles assumed by educators and invited guests.
- Every student consultant team member must contribute – there are no observers.
- Each team member must dress and present professionally: They will be presenting to a panel of 'government ministers' at the nation's capitol.
- They must use every minute wisely: Time limits must be strictly enforced. You will need to advise teams you will cut them off if they do not conclude their presentations within the allocated time.
- The 'government ministers' will ask **tough probing questions** to ensure teams have explored all alternatives. This is critical so they hire the best consultants, get the best ROI and improve their STI rank!
- The educator and panel will evaluate the pitches, review the written proposals (see Rubric), provide feedback and announce a winners for each country.
- Quick post-simulation educator and student surveys to be completed to help HF to enhance the program and elevate learning outcomes.



Sustainable Trade Challenge: Stages & Timing

Timing is for reference only: Your teacher will specify actual times and stages.



FULL (RECOMMENDED): 6 HOURS OVER SEVERAL DAYS OR MORE

TIME: 0:20

TIME: 2:30*

TIME: 1:00*

TIME: 2:00**

TIME: 0:10

* Teams wishing to understand the challenges and make substantive recommendations in their proposals and pitches are welcome to spend more time in these areas.

** This allows for 20 minutes per team: 1 minute to transition from one team to the next, 15-minute presentation and 4 minutes Q&A.

ACCELERATED (IF REQUIRED): 3-HOUR SINGLE SESSION

TIME: 0:10

TIME: 1:30

TIME: 0:20

TIME: 0:55***

TIME: 0:05

*** This allows for 9 minutes per team: 1 minute to transition from one team to the next, 6 minutes presentation, 2 minutes Q&A.

To facilitate valuable inter-learning, all teams will observe the pitches except for each competing team during their adversary's pitch.

Competing Forces of Sustainable Trade

To address the competing forces of sustainability as they relate to trade and to your target economy – domestically and internationally – you need **creativity and insight to build synergy where there is inherent tension.**

There are no easy solutions to enhancing sustainable global trade: That’s why your firm will be paid big bucks to develop actionable policy recommendations!

The **Sustainable Trade Index** provides a framework for you to shape strategies and policies that integrate global trade capabilities in ways that promote the prosperity and sustainability of economies.

	Environmental Stewardship	Societal Wellbeing	Economic Growth
Benefits	Responsible trade practices can protect biodiversity, conserve natural resources ensuring long-term resource availability and mitigate climate change.	Mutually beneficial trade promotes equitable trade relationships, empowers communities and reduces poverty.	Trade fuels economic development creates jobs, supports livelihoods, increases living standards and economic prosperity.
Challenges	Balancing resource utilization with conservation efforts, implementing sustainable practices and overcoming the costs of environmental protection.	Unfair labor practices and unequal distribution of benefits from trade can exacerbate social inequalities.	Using resources for economic growth can lead to environmental degradation. It can exacerbate vulnerability to external economic shocks. Sustainable practices can incur higher costs, potentially placing countries at a disadvantage in the competitive global market.

Sustainable Trade Index: *Primary Resource*

WHITE PAPER, INFOGRAPHICS, ECONOMY REPORTS, VIDEOS & MORE...

The Sustainable Trade Index provides a robust framework and resources.

It analyzes **30 global economies** across **72 indicators** to evaluate their trade sustainability efforts in terms of:

- **Economic** growth
- **Societal** well-being
- **Environmental** stewardship

All materials are available to download free after registration.

hinrich foundation **IMD / World Competitiveness Center**
Sustainable Trade Index 2024
The race for resilience

Learn about the STI economic, societal and environmental pillars

Top 10 STI economies and score

Economy	Overall	Economic	Societal	Environmental
1 New Zealand	100.0	86.0	100.0	100.0
2 United Kingdom	97.7	87.8	93.7	99.4
3 Australia	87.4	75.4	99.6	83.2
4 Singapore	85.7	92.4	87.0	75.2
5 Japan	81.5	72.2	81.9	91.2
6 South Korea	81.4	92.2	85.4	67.4
7 Hong Kong	81.4	100.0	65.8	79.2
8 Canada	80.0	81.1	99.8	61.0
9 Taiwan	72.3	76.7	87.1	61.2
10 United States of America	72.2	90.0	69.4	65.3

Overview of the STI 2024 findings

Results: The race for resilience

Sustainable Trade Index

Economic pillar

Details about the full *Sustainable Trade Index resources* and a step-by-step guide on *How to Access* them is available in the Sustainable Trade Index Explainer materials.



Sustainable Trade Challenge

Thank you for helping to make the world a better place
through sustainable global trade!

