

RESPONSIBLE PRODUCTION AND CONSUMPTION PATTERNS IN PERU AND COLOMBIA

PARTNERSHIP BOOKLET 2023



INTERNATIONAL STUDENT PROJECT OF THE
UNIVERSITY OF APPLIED SCIENCES AND ARTS
NORTHWESTERN SWITZERLAND



THE TEAM 2023



PROJECT TEAM

Our project team, your direct contact will organize and lead the seminar in Switzerland as well as the seminar abroad. The team consists of Marie-Theres Lutz, Natalija Paunovic, Jeanne Gross and Seline Azizaj.



PR & COMMUNICATION

Our PR and communications team is represented by Tabea Karrer and Doruntina Mrlaku. They take care of a flawless internet presence. Our communications team is also responsible for creating content for all our social media channels.

The project team and the communication team are students of the University of Applied Sciences Northwestern Switzerland, who are in the final year of their studies in Business Management. We are all very excited to be a part of the first project that takes place in Latin America HOLATAM. We look forward to working with you.

WELCOME

Partnering with the FHNW School of Business International Student Projects



Since 2001, the FHNW School of Business has offered International Student Projects and this year, Insight China, Focus India, connectUS and exploreASEAN will again follow a proud tradition and deliver innovative, international, interdisciplinary and experiential learning opportunities for students and staff from across our university. For the first time, a new project on Latin America is complementing the well-established quartet. All five projects will strive to include learnings from recent global health challenges while focusing on sustainable approaches. These projects are prime examples of the interdisciplinary approach to education promoted at FHNW and are supported by the highest levels of the School of Business and the University as a whole.

The two-part projects include seminars in Switzerland and abroad. First, each project delivers a one-week seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences (plus other FHNW Schools on application) as well as international students from our broad network of partner universities worldwide. This seminar offers the participants an insight into the country or region of choice, its business environment and relevant socio-economic and demographic challenges. Speakers from industries, embassies and trade organizations, chambers of commerce as well as FHNW lecturers offer the participants a comprehensive seminar.

In the international phase, each project takes an interdisciplinary, selected delegation of between twenty and thirty students and staff to travel to their chosen destination(s). The two-week programme focuses on investigating a defined theme through visits to industry partners, government departments and embassies, social projects, partner universities and agencies such as chambers of commerce.

The knowledge, networks and experience of the School of Business and the industry partners have various benefits:

- It creates a supportive learning environment within which the students can develop and excel.
- It delivers theoretical, applied and experiential learning opportunities.
- It reduces expenditure and risk.

As a public institution, FHNW fully finances the seminars in Switzerland and all costs for lectures and staff. However, our resources do not allow us to finance the additional travelling costs for the highly-motivated final-year students selected to participate in this once in a lifetime opportunity. This means we rely on the generosity and support of our partners to make these projects a reality.

To our knowledge, Insight China, Focus India, connectUS, exploreASEAN and HOLATAM are unique within Switzerland due to their nature, their organization and in particular the central role played by students in defining, organizing and leading the projects. Their future success is especially due to the close and supporting relationship with the partners.

The School of Business and the projects' supervising lecturers hope you will look favourably on this booklet devised as a joint request for partnerships by the project teams, and that you will join in supporting these projects in 2022/23. The teams look forward to discussing these challenging and educational projects personally with you.

For any general questions, please do not hesitate to contact the responsible Coordinator of our five International Student **Projects**, **Prof. Antje Leukens**: antje.leukens@fhnw.ch.

Your interest in supporting our students is highly valued and appreciated: Welcome to our ISP network!



Delivering on Excellence and the Highest of Standards in Business Education

FHNW School of Business is among the top 5% of global business schools for its extensive and high-quality experience in training international executives.

Tampa, Fla., USA (July 29, 2021) - AACSB International (AACSB) announced today that Beijing Jiaotong University; Brest Business School; James Cook University, Singapore; Lucerne University of Applied Sciences and Arts; Prince Sultan University; School of Business Administration, Hitotsubashi University; School of International Corporate Strategy, Hitotsubashi University; Tasmanian School of Business and Economics; and the University of Applied Sciences and Arts Northwestern Switzerland have earned accreditation in business.

For over 100 years, AACSB accreditation has represented the highest standard of quality in business education in the world. As the longest-serving and largest business education network, AACSB connects lifelong learners, educators, and businesses worldwide. Today, a total of 910 institutions across 58 countries and territories have earned AACSB accreditation in business.

OUR TOPIC



Ensuring Responsible Production and Consumption Patterns in Latin America

This year our new Latin America project is complementing the other four international student projects (ISPs). In its first edition we will strive to analyze and experience the challenges of sustainable production and consumption in Peru and Colombia in comparison with Switzerland with a focus on two industries: tourism and agriculture.



Inspired by the Sustainable Development Goals (SDGs) created by the United Nations to remind all countries to take action for achieving a better and more sustainable future, we decided to take SDG 12 as the main guideline for our investigations. A total of 17 SDGs are present in the 2030 Agenda for Sustainable Development, adopted by all UN member states in 2015. This topic is very timely and urgent in the current context of unsustainable consumption and production patterns that are at the origin of the triple global crisis: climate change, biodiversity loss and pollution. The main challenge with SDG 12 has been about shifting the current ways of worldwide production and consumption to an approach where the global population can 'have more with less'. Moreover, economies are encouraged to shift from high-carbon to sustainable production and consumption models. SDG 12 has among others as target and objective sustainable tourism (12B), reduction of waste generation (12.5) and information and awareness of sustainable development (12.8). These themes have common goals such as the establishment of sustainable infrastructure, green and decent jobs and a better quality of life.

With our aim to investigate areas of eco-friendly and sustainable tourism and agriculture we have chosen two Latin American destinations, Colombia and Peru. The decision to visit these two Latin American countries for the first edition of HOLA, Latinoamérica! was taken to get to know different country contexts and to expand the existing great connections of FHNW with these two countries. Both countries fit our focus and will provide us with valuable insights. They are both emerging economies and among Switzerland's most important partners in Latin America. The objectives of this project are to achieve a deeper understanding of the economic relationships between Switzerland and Peru and Colombia. Colombia is Switzerland's fourth largest trading partner in Latin America. Peru placed a focus on sustainable farming and CO₂ emission agreements with Switzerland. We will focus on the relationships and exchanges between three countries that have differences but also agreements and common goals. We hope this topic, the chosen countries, and their challenges have awakened your curiosity.

ADVANTAGES OF BEING A PARTNER

1

History

Be the first to join our mission of this new project on Latin America and be recognized for contributing to making this project a reality.

2

Access to talent

Get connected to potential talent simply and on multiple occurrences. 1. Direct access to the CVs of all delegation members (an exclusive selection of talents in their final year of study). 2. At our Career Fair in February, where you and other project partners will have the opportunity to present your company and recruit candidates.

3

Publicity

Your brand will increase in awareness and attractiveness in cost-effective ways. During the project, your company logo will be professionally featured on all our social media pages, project newsletters, videos, presentations, and website.

4

Preparatory Seminar & Final Event

You will be invited to our one-week preparatory seminar in February, where you will have the opportunity to engage in discussions with experts. At the final event in May, you, the delegation and other project partners will be able to share your successes, experiences and acquired knowledge about the culture, environment and economy of the regions.

5

Contribute to the ecosystem

You will be recognized for your initiative to develop more environment-friendly consumption and production habits. Agriculture is one of the oldest and most fundamental sectors of the world economy, while tourism is one of the youngest and fastest growing. An opportunity for you to make your initiative count big.

6

Enrich know-how

Together we will enhance our understanding of environmental issues, strengthen the appreciation of other cultures and bring people closer together. Moreover, we will acquire a deeper understanding of the economic relationship between these countries. Know-how subsequently applied to business and society.

YOUR CONTRIBUTION

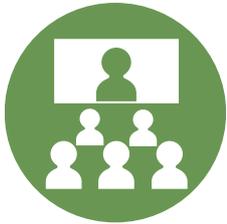


Which commitment suits your company best?

	Platinum	Gold	Silver	Supporter
Access to CV's Access to the CV pool of:	All Delegations	All Delegations	HOLATAM Delegation	Upon Agreement
Job Advertisement Job advertisement on website and social media channels during the project period	3	2	1	Upon Agreement
Publicity Presence on newsletter, presentation and videos	Priority spots	Secondary spots	Tertiary spots	Upon Agreement
Webspace <ul style="list-style-type: none"> Your logo will be displayed on our website Your company will be described on our homepage 	✓	✓	✓	✓
	Detailed	Medium	Medium	Upon Agreement
Preparatory Seminar & Closing Event <ul style="list-style-type: none"> Stand at the career fair at Preparatory Seminar Speed interview option at the career fair Possibility to distribute promotional material at the Preparatory Seminar Timeslot granted if you wish to present your company during Preparatory Seminar Company logo will be shown at the Project Events Seats provided for networking purposes at the Project Events 	✓	✓	✗	Upon Agreement
	All Delegations	All Delegations	Upon Agreement	Upon Agreement
	✓	✓	✗	Upon Agreement
	✓	✗	✗	✗
	Large	Medium	Medium	Upon Agreement
	Unlimited	5	3	Upon Agreement
Your contribution	CHF 7'000.-	CHF 5'000.-	CHF 3'000.-	Upon Agreement

We would be glad to present our projects to you in person and to discuss other options tailored to your company needs!

KEY DATES



1

Seminar in Switzerland: 13 - 17 February

The first of in total four milestones of this project is the one-week Seminar in Switzerland which takes place at the FHNW campus in Olten. During this week the delegation, the project team and our partners have the possibility to share and broaden their knowledge about the culture, environment and economy of Peru and Colombia while listening to interesting guest speakers.

2

Career Fair: 17 February

On the last day of our one-week Seminar in Switzerland the Career Fair partners of all five projects have the unique opportunity to present their companies and talk to highly motivated students and potential future employees.



3

Seminar Abroad: March/April

The third milestone of this project is the seminar abroad where the delegation will go to Peru and Colombia for the very first time. During this two-week long trip, the delegation will visit several companies, public institutions, non-profit organisations and universities. This permits a deep dive into the work environment of Peru and Colombia with a strong focus on this year's topic and enables the students to broaden their personal networks.



4

Closing Event: 8 May

The project will end with final presentations where each project team presents their findings and shares their experiences of the seminar abroad with you and students of the FHNW. It will be an exciting look back on what we have achieved together in this first edition of HOLATAM.



OUR TEAM



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