

Course Syllabus



ITALIAN SUSTAINABILITY INNOVATION FOOD, FASHION AND DESIGN

Academic Global Immersion Milano-Piacenza:
July 12-18, 2020



Course Title: NPA 699: Comparative Sustainability Innovation

USF Instructor: Marco Tavanti, Ph.D.

UCSC Instructor: Emanuele Vendramini, Ph.D.

Graduate Credits: 2 (Tuition varies according to the student's program)

Program Fee: \$1,950

Immersion Dates: Sunday July 12 to Saturday July 18, 2020

Preparation Classes: Friday 06/12 and 06/26 6:00 pm to 9:00 pm at 101 Howard (TBA)

Course Description

This special topic course explores the innovations for integrating sustainability values and ESG performance across diverse industry sectors. It compares food, fashion and car / transportation design industries in Italy / Europe and USA / worldwide to identify trends and effective strategies for shared value creation for people, planet, and profit / prosperity. It reviews major trends in environmental, social, and good governance (ESG) indicators in Italy and Europe and compare them to corresponding industry performances and practices in the United States of American and other economic regions.

Learning Outcomes

Students who successfully complete the experiential learning and assigned components of this course should be able to:

- LO1. Develop capacity to recognize, integrate and advance international and intercultural values across diverse people, organizations, policies and geographical contexts.
- LO2. Understand and navigate company and sector sustainability reporting (including GRI and CSR reporting).
- LO3. Become familiar and recognize the integrated values of a green economy and social economy for shared value creation across sectors.
- LO4. Develop comparative analysis skills across sectors and regions providing valuable suggestions for future sustainability leadership and environmental/social innovative solutions.

Institutional Partnership

The USF-SOM collaboration with Università Cattolica Sacro Cuore and its Piacenza Campus began with the pre-existing cooperation between Dr. Vendramini and Dr. Tavanti. In addition to research projects and mutual teaching and lecturing, the collaboration has established an annual participation of UCSC graduate students in a customised Silicon Valley Immersion Program. USF has been collaborating with UCSC Milan campus for an undergraduate student exchange but it is with the collaboration with UCSC Piacenza that we have established this graduate level collaboration. The Piacenza campus, quite close to Milan, is a context more specialized in sustainability management. Hence it will host their new degree in Sustainability Management.

Instructor(s)

Dr. **Marco Tavanti** is a Professor at University of San Francisco's School of Management and Director of the Master of Nonprofit Administration. A native of Arezzo, Tuscany, he has worked in numerous countries on sustainable development projects with NGOs, the United Nations and other international organizations. As President of the Sustainable Capacity International Institute he performs SDGs and CSR trainings for corporations, social enterprises and third sector organizations.

Dr. **Emanuele Vendramini** is a Professor at Catholic University of Sacro Cuore's Economics and Law and Director of the MSc Global Business Management in Piacenza. He also serves as Associate Dean for his expertise in accreditations with AACSB and NASPAA. A native of Milan, he graduated and taught at Bocconi University and he is a sought expert in health care administration and public policy. In 2014, he published with Dr. Tavanti a study reviewing sustainable development specific degrees as in the Master of Development Practice.

Readings

The readings include company sustainability reporting and other key publications related to the industry. Students are invited to use the electronic versions of these publications available on Canvas along other suggested readings.

Sector specific readings:

1. [The 10 Principles of Food Industry Sustainability](#)
2. [The Future of Fashion: Understanding Sustainability in the Fashion Industry](#)
3. [Cradle to Cradle: Remaking the Way We Make Things](#)

Company specific readings:

4. Barilla sustainability Reporting <https://sustainability18.barillagroup.com>
5. Prada sustainability Reporting <https://www.pradagroup.com/en/group/social-responsibility.html>
6. Ferrari Sustainability Report https://corporate.ferrari.com/sites/ferrari15ipo/files/sustainability_report_2017_0.pdf

Assignments

The assignments and required expectations for this course include:

1. **Active Participation:** Full and active participation in all immersion activities and attendance of 2 preparatory sessions in San Francisco. Students should demonstrate a curious, respectful, engagement with the people, organizations and contexts encountered during the program. This should be demonstrated in the student's mature, professional and collaborative attitude with other students and any other stakeholders of the program. At the end of the program each student will submit a self-evaluation of their active participation in the experiential learning program. This is expected to be **one** page (single spaced) to be submitted on Canvas on its due date. This assignment is mapped to LO1.
2. **Thematic Bibliography:** You will work in pre-arranged random small teams to prepare an annotated bibliography on an industry sector in relation to sustainability, CSR and social, environmental good governance innovation and best practice. Each. Annotated bibliography will include a title and **one**-page introduction. There will be a minimum of **ten** entries (sorted thematically and/or alphabetically) with three sentences for each annotation. The first sentence is to be generally descriptive, the second analytical and the third critical. This assignment is to be submitted on Canvas on its due date before departure. This assignment is to be presented in class during session 2. This assignment is mapped to LO2.
3. **Blog Reflection:** Each student will contribute to a Class Blog with one substantial reflection in relation to sustainability value as observed during the visits and/or stimulated during the presentations. The reflection should highlight how the experiential learning has contributed to your understanding of sustainability values, principles, practices and/or reporting in relation to specific companies or industry sectors. Each blog entry should have a catchy title and a meaningful image (with source), be of 500 words (one page single spaced) minimum length and include at least three hyperlinks in the text. The Blog entry is due on Canvas. We will decide the logistics for the postings. This assignment is mapped to LO3.
4. **Comparative Analysis:** You will work in self-selected teams of 2-3 people to prepare a presentation on comparative analysis of 2-3 companies with the same sector. One should be based in Europe and the other in the USA (a third company could be based elsewhere). You will compare their sustainability practices and highlight in particular

their mission and values, their marketing and reporting, their accomplishments and innovations. Each team is responsible to determine the length and modality of a slideshow for a more effective presentation. Each analysis will be submitted on Canvas and evaluated through its rubric. This final assignment is to be prepared during the immersion week and present it on the last day. This assignment is mapped to LO4.

Calendar

Preparation Classes: Friday 06/12 and 06/26 6:00 pm to 9:00 pm at 101 Howard (TBA)

Session 1: Friday 06/12

Subjects:

Overview of program and site visits;
transportations, lodging, meals and logistics;
Course expectations and assignments.
Lecture on emerging sustainability and innovation concepts and paradigms

Readings: Complete the sector specific readings and be ready to discuss them in class.

Assignments: Complete the profiles on Canvas and respond to the questions under discussions.

Session 2: Friday 06/26

Subjects:

Thematic sector bibliography reviews. Guest speaker.
Lecture on company and sector specific sustainability practices and social policies in Europe.

Readings: Complete the company specific readings and be ready to discuss them in class.

Assignments: Complete the thematic bibliography assignment and be ready to report it in class.

Immersion Dates: Sunday July 12 to Saturday July 18, 2020

Day 1: Sunday

Activities: Arrival at Milan Malpensa MXP; Transfer to Piacenza and check in at Grande Albergo Roma; Welcome and introductions on the hotel roof terrace; Welcome dinner

Suggested readings and resources: See Canvas for posted articles from The Economist; Bloomberg; and Social economy policy in Europe.

Day 2: Monday

Activities: Transfer to Università Cattolica Sacro Cuore Campus in Piacenza; Introductory lectures; campus tour, cafeteria lunch, panel of fashion industry representatives. Cooking lesson.

Resources: See Canvas

Day 3: Tuesday

Activities: Transfer by private coach for company visit; industry lectures and presentations; company tour.

Resources: See Canvas

Assignment: Work on your group for the final project

Day 4: Wednesday

Activities: Transfer by private coach for company visit; industry lectures and presentations; company tour.

Resources: See Canvas

Assignment: Complete the blog entry by the end of the day.

Day 5: Thursday

Activities: Transfer by private coach for company visit; industry lectures and presentations; company tour.

Resources: See Canvas

Assignment: Work on your group for the final project

Day 6: Friday

Activities: Group projects preparations and presentations. Lunch at University cafeteria and debriefing dinner.

Resources: See Canvas

Assignments: Complete the preparation of the comparative analysis and present it in the afternoon.

Day 7: Saturday

Check out and departures



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IMMERSION PROGRAM ACTIVITIES OVERVIEW

Summer 2020

ITALIAN SUSTAINABILITY INNOVATION

Food, Fashion and Design



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This is a preliminary program activity calendar. Some changes may occur to accommodate speakers, company visits and other logistics deemed necessary by our partnering institution.

Dates

Arrival in Milan and transfer to Piacenza: Sunday July 12, 2020
Departure from Piacenza: Saturday July 18, 2020

Schedule

Sunday, July 12

19:00	<ul style="list-style-type: none"> Welcome dinner in Piacenza (TBD)
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Monday, July 13

Morning	<ul style="list-style-type: none"> 09:45 Meeting at Hotel and transfer to University. Official Welcome and presentation of University and Intro to Sustainability principles and practices in Italy (Professors Tavanti and Vendramini) Campus Tour Lunch at University cafeteria
Afternoon	<ul style="list-style-type: none"> 2.00pm meeting with Guest Speakers of companies in the Fashion area (e.g. Brunello Cucinelli, Salvatore Ferragamo, Max Mara.). Professor Diego Campagnoli (Mediobanca) will coordinate the meeting. 6pm Cooking Lesson & Dinner at Eatly

Tuesday, July 14

Morning	<ul style="list-style-type: none"> Business site visit to Barilla in Parma. Professor Edoardo Fornari will introduce the field of food and sustainability during the trip.
Afternoon	<ul style="list-style-type: none"> Lunch in the area and return to the hotel. Group activities over dinner.

Wednesday, July 15

Morning	<ul style="list-style-type: none"> Business site visit to Absolute Yacht in Podenzano (PC). Professor Emanuele Vendramini will introduce the field of luxury design and sustainability during the trip.
Afternoon	<ul style="list-style-type: none"> Lunch in the area and return to the hotel. Group activities over dinner.

Thursday, July 16

Morning	<ul style="list-style-type: none"> Business site visit to Dallara in Verano Melegari (PR). Professor Davide Galli will introduce the field of sustainability management during the trip.
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Afternoon	<ul style="list-style-type: none">• Lunch in the area and return to the hotel. Group activities over dinner.
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Friday, July 17

Morning	<ul style="list-style-type: none">• On campus preparation for comparative analysis and student groups presentations• Lunch at University cafeteria
Evening	<ul style="list-style-type: none">• Farewell dinner at La Stoppa

Saturday, July 18

Morning	<ul style="list-style-type: none">• Check-out and departures
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