

2022 Sustainability Week Curricular Activities

Bachelor of Business Administration

1st Year

ADVANCED FINANCIAL ACCOUNTING

Faculty: Moya Gutierrez, Soledad

This activity is based on a lecture related to sustainability reporting, its trends and its challenges. Sustainability reporting is evolving constantly trying to meet the demands of stakeholders regarding social and environmental information. In this lecture we will deal with the new trends and challenges regarding sustainability reporting regulation for the particular case of Europe where new standards are expected to be issued and where mandatory sustainability reporting is going to be the new reality for most European companies in a very short period of time

SDG related: 4-Gender equality, 8-Decent work and economic growth, 10-Reduced inequalities and 13-Climate action.

2nd Year

MARKETING FOUNDATIONS

Faculty: Casabayo Bonas, Monica

The vegetarian butcher

Throughout this course, students will work on the case of [The vegetarian butcher](#) and will have the opportunity to learn first-hand from the company about the impact of meat on the planet and how eating "vegan meat" can help.

3rd Year

MARKETING FOUNDATIONS

Faculty: Ansotegui Olcoz, Carmen

Institutional investors

The institutional investors. This class will feature Cristina Álvarez, director of socially responsible investment (SRI) of CaixaBank, and we will discuss how the incorporation of sustainability policies in investments is being considered.

CORPORATE STRATEGY

Faculty: Vernis Domenech, Alfred and Planellas Aran, Marcel

Familia Torres, from sustainability to regenerative agriculture

A conversation with the President of [Familia Torres](#), Miguel A. Torres, about the efforts of the company to become one of the worldwide sustainable wineries. The dream of Torres fifth generation is to maintain ownership of Familia Torres and to pass it on to the next generation. In the last 15 years they have become one the leading sustainable wineries worldwide. They are motto: "The more we care for the earth, the better our wine." Now they have reinforce their strategy and they want to go "beyond sustainability". We would talk with him about their long sustainability journey and past achievements, and their future plans.

