

2026 Sustainability Week Curricular Activities

Bachelor in Global Governance, Economics & Legal Order

ENVIRONMENTAL ETHICS AND CLIMATE CHANGE

Faculty: Daniel Arenas

April 13

Environmental degradation, including climate change, water scarcity, emerging epidemics, and biodiversity loss, poses some of the most urgent challenges for global governance. These crises raise deep ethical questions about responsibility, fairness, and our obligations to both non human life and future generations. Key debates include: Who bears the greatest responsibility for the climate crisis, past or present carbon emitters? How should the burdens of mitigation and adaptation be distributed? What ethical principles should guide international climate agreements? And do humans have moral duties to nature itself, independent of human interests?

Readings:

- Jamieson, D. (2008), Ethics and the Environment: An Introduction, Chapter 1 (“The environment as an ethical question”). Cambridge University Press.

Supplementary:

- Gardiner, S. (2011). A Perfect Moral Storm: The Ethical Tragedy of Climate Change (Introduction, for the concept of the “moral storm”). Oxford University Press.
- Naomi Klein, This Changes Everything (Intro & Ch. 5 “Beyond Extractivism”). Simon & Schuster, 2014.

MARKETING FOUNDATIONS & ESG

Faculty: Ivana Casaburi

Activity: Work on a marketing challenge. How Can Motorola Effectively Communicate Sustainability Benefits to a Young Generation in a Credible Way and Build Trust? To effectively communicate sustainability benefits to a young generation, Motorola must move beyond traditional corporate messaging and adopt an approach based on authenticity, transparency, and participation.

MACROECONOMICS - CLIMATE CHANGE AND ITS INFLUENCE ON TOURISM FLOWS

Faculty: Juan Pedro Aznar

This subject analyzes climate change’s impact on tourism flows, examining how weather-related changes are affecting demand and the geographic distribution of tourism, as well as the related economic implications.