We live in a transformative time in which development practitioners need private sector participation to make interventions sustainable, and in which the private sector must engage in development to thrive. For this reason, McGill University’s Institute for the Study of International Development (ISID), the Inter-American Development Bank (IDB), and Google have teamed up to offer an executive education certificate program which strives to give leaders from the private, public and non-profit sectors the collaborative, 360° approach they need to bring these worlds together. Reaping the benefits of a team-taught curriculum that taps into the expertise of private sector leaders, McGill’s faculty, and IDB specialists, this program will empower participants to approach their work in a more innovative, more effective, and more collaborative way.

### Monday, July 25

**9:00 AM – 11:30 AM  **  **Session IA) Introduction**

Why are we here? Why does the merging of business and development matter? This opening session will bring together a dynamic panel to discuss the motivation behind this program and what it seeks to achieve. It will also cover basic concepts, such as those related to economics and management, which will be integral to future sessions.

- Prof. Phillip Oxhorn, Professor of Political Science and Founding Director of the Institute for the Study of International Development, McGill University
- Prof. Sonia Laszlo, Director of the Institute for the Study of International Development and Associate Professor of Economics, McGill University
- Prof. Paola Perez-Aleman, Associate Professor of Strategy and Organization, McGill University
- The Inter-American Development Bank

**11:30 AM – 12:00 PM**  
Discuss the activity, which will be worked on by small teams of course participants for roughly an hour per day so that each group can present during the program’s closing event.

**12:00 PM—2:00 PM**  
Break for lunch

**2:00 PM—4:30 PM  **  **Session IB) Turning Things Upside Down**

This course is about doing things differently, about transforming our approach to business and development alike so that we may reap better results for both our organizations and our communities. This module will reflect upon our changing world and how companies, states, and other actors are redefining how they work. Specifically, this module will explore relevant development trends and the driving forces behind them.

- Verena Gruber, Assistant Professor of Marketing, HEC Montréal
- Andrew Dunckelman, Portfolio Manager for Google.org

**4:30 PM—5:00 PM**  
Breakout sessions – time for participants to work on the activity
9:00 AM – 11:30 AM  **Session IIA) Contrasting Traditional and New Ways of Thinking**
“Business as usual” is changing faster than ever before. In this module, speakers will contrast traditional approaches with some of the innovative models used by companies and development actors today. Going beyond traditional approaches to Corporate Social Responsibility, this session will focus on sustainable business and development strategies. This module will use case study examples to explore practices that advance development of local communities and enhance competitiveness and innovation of firms that can help guide us forward.

- Prof. Paola Perez-Aleman, Associate Professor of Strategy and Organization, McGill University
- Olga Reyes, Public Affairs and Communications Vice-President of the Latin Center Business Unit, The Coca-Cola Company

11:30 AM – 12:00 PM  Breakout sessions – time for participants to work on the activity

12:00 PM—1:00 PM  Dialogue led by Justin Perrettsion, Senior Advisor, Sustainability & Public Affairs, Novozymes A/S

1:00 PM —2:00 PM  Lunch break continues

2:00 PM—4:30 PM  **Session IIB) The Drivers of Sustainable Development—Multi-stakeholder Dialogue**
*Collaboration* is a key element of these “new ways of thinking,” but collaborating effectively is no easy feat. This module will therefore explore the ingredients of a model approach to multi-stakeholder dialogue, covering typically encountered challenges, highlighting best practices, and more.

- Prof. Phillip Oxhorn, Professor of Political Science and Founding Director of the Institute for the Study of International Development, McGill University
- Tara Shea, Director, Towards Sustainable Mining, the Mining Association of Canada

4:30 PM—5:00 PM  Breakout sessions – time for participants to work on the activity

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**Tuesday, July 26**

9:00 AM – 11:30 AM  **Session IIIA) The Drivers of Sustainable Development—Social Innovation**
What is Social Innovation, and why does it matter? Building off previous modules, this session will provide a more in-depth look at social innovation, covering the why, the how, and exploring how organizations can capitalize on this trend to advance business and development objectives alike.

- Joelle Berdugo Adler Founder, ONEXONE & CEO, Diesel Canada
- Heiko Hosomi Spitzbeck, Professor and Director of the Centre of Sustainability, Fundação Dom Cabral, Brazil
- Diego Durazo Cerecer, Danone Ecosystem Fund

11:30 AM – 12:00 PM  Breakout sessions – time for participants to work on the activity

12:00 PM—2:00 PM  Break for lunch

2:00 PM—4:30 PM  **Session IIIB) The Drivers of Sustainable Development—Impact Investment**
Innovative finance is here to stay. That’s why this team-taught module will provide diverse perspectives on such financing models as impact investment, exploring the role of this instrument in development and how organizations can work to embrace innovative finance.

- Derek Strocher, Chief Financial Officer, Calvert Foundation
- Heiko Hosomi Spitzeck, Professor and Director of the Centre of Sustainability, Fundação Dom Cabral, Brazil

4:30 PM—5:30 PM Breakout sessions – time for participants to work on the activity

Thursday, July 28

9:00 AM – 11:30 AM **Session IVA) Today’s Challenges and Opportunities**
Beginning with a macro overview, this session will discuss today’s development landscape and how companies and development actors can best address challenges and opportunities.

- Ta-Ming Shih, Associate, Access Strategy, Google
- Michael Angus, Group Head, Payments Strategy, MasterCard Advisors

11:30 AM – 12:00 PM Breakout sessions – time for participants to work on the activity

12:00 PM—2:00 PM Break for lunch

2:00 PM—4:30 PM **Session IVB) How Do We Know It Works?**
Measurement matters, and as such organizations and their stakeholders are ever-more focused on results-oriented approaches to both business and development. This session will explore how companies and development actors can think about impact within the context of these activities, and will delve into a discussion of impact evaluation best practices.

- Prof. Francesco Amodio Assistant Professor, McGill University
- The Inter-American Development Bank

4:30 PM—5:30 PM Breakout sessions – time for participants to work on the activity

Friday, July 29

9:00 AM – 11:30 AM **Session VAI) Communications and Public Opinion**
Sustainability is good PR. That’s why this session will discuss how to harness your organization’s development interventions as a means of boosting your brand. Specifically, it will bring together such elements as marketing and social impact to discuss how organizations can convey results in a way that resonates with their respective audiences.

- The Inter-American Development Bank
- Diego Ruiz, Vice President, Global Public Policy and Government Affairs, PepsiCo

11:30 AM – 12:00 PM Breakout sessions – time for participants to finalize the activity

12:00 PM—2:00 PM Break for lunch

2:00 PM—4:30 PM **Closing Event**
The closing event will begin with each group presenting their work. It will end with the certificate ceremony, in which participants receive certificates from McGill University.