

# Sustainable Trade Challenge

Bringing sustainability to life in the classroom

## EDUCATOR BRIEFING & HOW-TO GUIDE

HINRICH FOUNDATION

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# Sustainable Trade Challenge: *Educator Briefing*

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## Rationale for the Sustainable Trade Challenge

- The Sustainability Imperative
- The Importance of Sustainable Trade

# Sustainability Imperative for Universities & Companies Globally

## PROVEN SIMULATION TO HELP EDUCATORS BRING SUSTAINABILITY INTO THE CLASSROOM

### URGENT NEED FOR SUSTAINABILITY EDUCATION

Universities globally are focused on including sustainability into their curricula so graduates have the skills that employers need.

Demand for graduates “with green skills is expected to significantly surpass supply in the next five years, it is estimated that as much as a 66% increase in green roles will be needed to progress the green and energy transitions by 2030.”\*

### SUSTAINABLE TRADE CHALLENGE SOLUTION

The student-led **Sustainable Trade Challenge** brings sustainability into the classroom in a manner that is:

- Relevant
- Flexible
- Engaging
- Innovative
- Open source
- Memorable

Participants must address **tough trade-offs** as they develop **applicable business, analytic and teamwork skills** amid tight deadlines as members of one of the ‘world’s leading **international sustainable trade consultancy firms**’.

### TURN-KEY, FLEXIBLE STUDENT-LED SIMULATION

This Simulation is open-source and freely accessible for both educators and their students at the Sustainable Trade Challenge pages on the Hinrich Foundation website for [EDUCATORS](#) and for [STUDENTS](#).

\*World Economic Forum: Putting Skills First: A Framework for Action, May 2023





# Trade Imperative for Poverty Alleviation & Prosperity

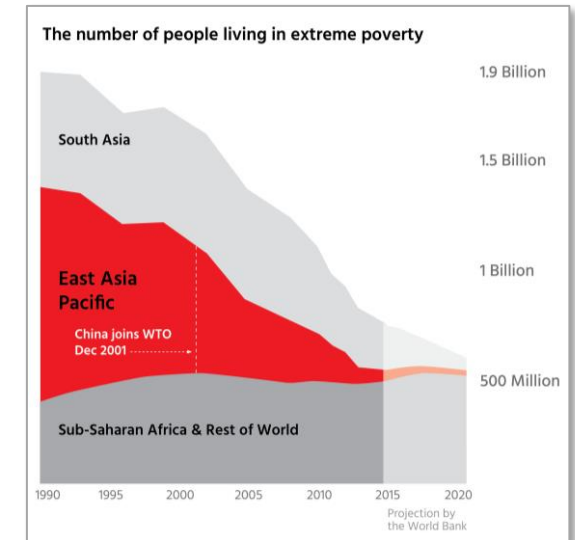
## WHY FOCUS ON GLOBAL TRADE?

“The key desires that students today consider to be extremely or very important as they think about their career include having purpose and meaning in their work (72%)\*...”

The STC is a simulation **rich with purpose and meaning.**

**Students will appreciate that** global trade has been shown to be a driver of **poverty alleviation, education attainment, increased life expectancy and international understanding.**

Trade helps address many of the UN SDGs challenges.



*“Since 1990, more than **one billion people** have lifted themselves **out of poverty** owing to **growth that was underpinned by trade.**”*

Source: World Economic Forum

\* What Gen Z are looking for as they enter the world of work, Ashley Fell, McCrindle Research Pty Ltd



# Sustainable Trade Challenge *Overview*

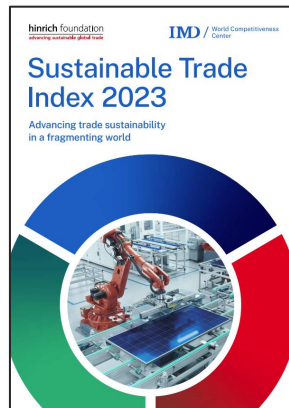
# Sustainable Trade Challenge: *Preamble*

## THE WHY

At the Hinrich Foundation, we believe global trade is an essential ingredient for economic growth.

But for trade to be sustainable, its economic, societal and environmental outcomes must be in balance.

**The Hinrich-IMD Sustainable Trade Index (STI) is a framework for governments, businesses and communities to shape strategies and policies that integrate global trade capabilities in ways that promote the prosperity and sustainability of economies.**



## THE WHAT

The ***Sustainable Trade Challenge*** is an educator-directed, student-led immersive simulation plunging them into the competitive world of ‘international trade policy consultancy’ **as a member of a team from ‘one of the world’s leading international sustainable trade consultancy firms’.**

The ‘government ministers’ of the economies that you have assigned / selected have awarded the students’ firm the Analysis Phase of an economy’s program to improve its trade sustainability and rank among the 30 economies featured in the Hinrich-IMD Sustainable Trade Index (STI).

They invite the students ‘firms’ to **pitch for a contract** by putting forward **practical, specific policy recommendations that will enable the client’s economy to advance in the STI** as defined in the enclosed ***Sustainable Trade Policy Advisory Consulting Services Project Brief***.

In making your recommendations, the students must navigate the delicate balance between **economic growth, societal well-being and environmental stewardship** and confront difficult, real-world trade-offs. Each economy will have different resources, economic structures, social priorities and unique domestic, regional, global and geopolitical considerations which make advancing in sustainable trade the STI an extreme challenge. However: Moving up in the STI is a matter of national urgency.

## THE STAKES

The client economy urgently needs implementable recommendations to improve its rank in the STI and has commissioned several ‘leading international sustainable trade consulting firms’ at the same time to present recommendations.

Each client economy has invited two teams of three to five ‘international sustainable trade consultants’ per team to pitch the ‘government ministers’ of that economy on policy recommendations to achieve the required results.

Competition will be intense for this **multi-year, multi-million-dollar prestigious consultancy**.

Winning this contract will push the students’ ‘firms’ **profit to record highs**. It will result in a **significant bonus and promotions** for all team members, plus, winning will boost recognition within the firm as well as amongst the sustainable trade consultancy sector worldwide.

Tell your students: **The stakes have never been higher**. There is no second place. Failure is not an option.

# Sustainable Trade Challenge: *Outcomes*

## SIMULATION ENABLES STUDENT LEARNING, APPLYING & UNDERSTANDING OF NATION-LEVEL SUSTAINABILITY

The Sustainable Trade Challenge is an educator-directed, student-led open-source **experiential learning** simulation **embedding sustainability education and intensity into your classroom.**

It offers educators a compelling way to engage students in self-directed learning to understand sustainability.

Students are engaged in solving **real-world challenges**, addressing **difficult trade-offs** in advancing national-level sustainability efforts. The Sustainable Trade Challenge develops **practical skills** in

- ✓ Applied research
- ✓ Conflict resolution
- ✓ Critical thinking
- ✓ Business pitching
- ✓ Student collaboration
- ✓ Presentation experience
- ✓ Intense negotiation
- ✓ Professionalism under pressure

The simulation is built around the open-source, rich resources of the [Hinrich-IMD Sustainable Trade Index](#).



The Sustainable Trade Challenge is offered by the [Hinrich Foundation](#), an Asia-based philanthropic organization that works to advance mutually beneficial and sustainable global trade through education and research.



# Sustainable Trade Challenge: *Simulation Overview*

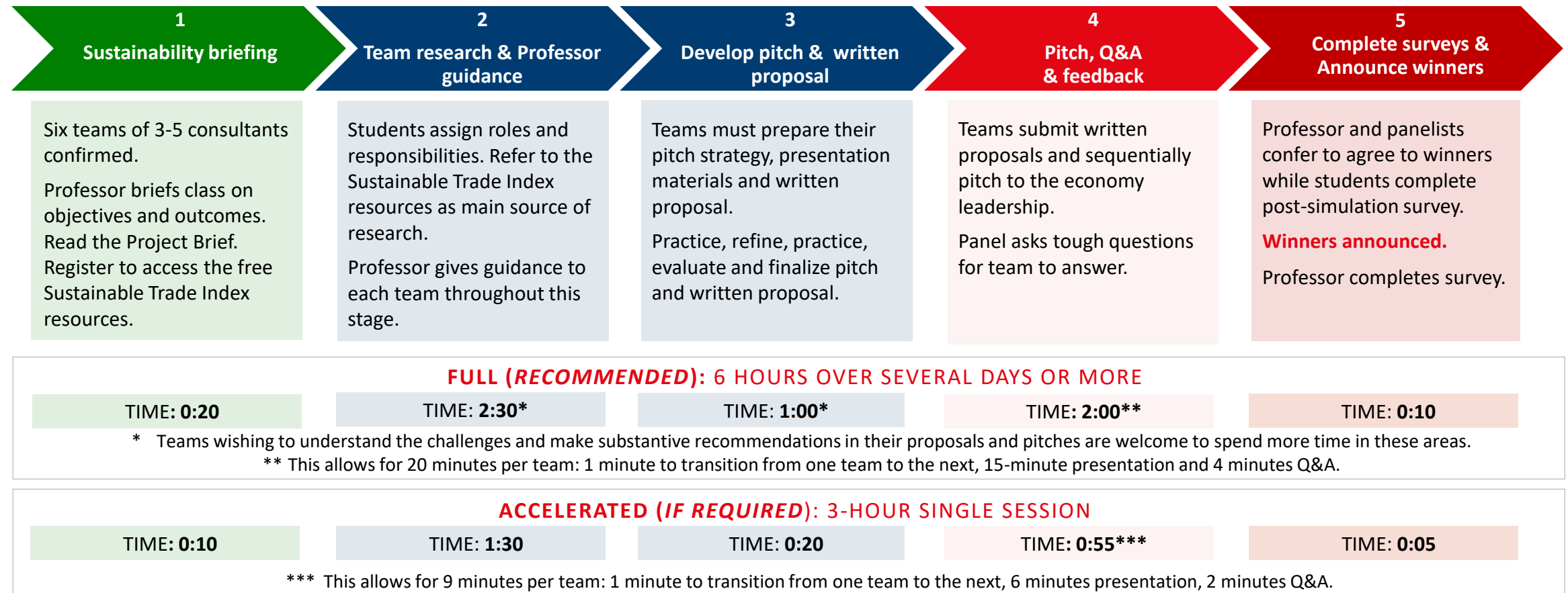
## OVERCOMING REAL-WORLD TRADE-OFFS & TOUGH COMPETITION TO WIN THE CONTRACT

- Six student teams of 3 to 5 are the world's 'leading international sustainable trade consultants'.
- A panel of 'government ministers' from 3 economies in the Sustainable Trade Index invite 2 teams each of international sustainable trade consultants to pitch for a 'multi-year, multi-million-dollar contract'.
- The objective of each team's proposal is to win the contract for their company based on **practical**, **actionable** and **specific** policy recommendations to enable the economy to **move up in the Sustainable Trade Index (STI)**. This is a national imperative.
- **Extensive applied research** must be conducted using the resources of the STI and developed into specific, tight, professional **written recommendations** and an **oral pitch**.
- Each consultant team must pitch its policy recommendations to a panel 'government ministers' of the client economy – roles assumed by educators and invited guests.
- Every student consultant team member must contribute – there are no observers.
- Each team member must dress and present professionally: They will be presenting to a panel of 'government ministers' at the nation's capitol.
- They must use every minute wisely: Time limits must be strictly enforced. You will need to advise teams you will cut them off if they do not conclude their presentations within the allocated time.
- The 'government ministers' will ask **tough probing questions** to ensure teams have explored all alternatives. This is critical so they hire the best consultants, get the best ROI and improve their STI rank!
- The educator and panel will evaluate the pitches, review the written proposals (see Rubric), provide feedback and announce a winners for each country.
- Quick post-simulation educator and student surveys to be completed to help HF to enhance the program and elevate learning outcomes.



# Sustainable Trade Challenge: Stages & Timing

Educators are urged to allow ample time for students to develop actionable sustainability policy recommendations.



To facilitate valuable inter-learning, all teams will observe the pitches except for each competing team during their adversary's pitch.

# Competing Forces of Sustainable Trade

In order to address the competing forces of sustainability as they relate to trade and to the students' assigned target economy – domestically and internationally – students will need **creativity and insight to build synergy where there is inherent tension.**

There are no easy solutions to enhancing sustainable global trade: That's why the economies have engaged the 'leading consulting firms in the world' and are offering an extremely lucrative contract to receive actionable policy recommendations!

The **Sustainable Trade Index** provides a framework for students to shape strategies and policies that integrate global trade capabilities in ways that promote the prosperity and sustainability of economies.

Competing forces for students' consideration

	Environmental Stewardship	Societal Wellbeing	Economic Growth
<b>Benefits</b>	Responsible trade practices can protect biodiversity, conserve natural resources ensuring long-term resource availability and mitigate climate change.	Mutually beneficial trade promotes equitable trade relationships, empowers communities and reduces poverty.	Trade fuels economic development creates jobs, supports livelihoods, increases living standards and economic prosperity.
<b>Challenges</b>	Balancing resource utilization with conservation efforts, implementing sustainable practices and overcoming the costs of environmental protection.	Unfair labor practices and unequal distribution of benefits from trade can exacerbate social inequalities.	Using resources for economic growth can lead to environmental degradation. It can exacerbate vulnerability to external economic shocks. Sustainable practices can incur higher costs, potentially placing countries at a disadvantage in the competitive global market.

# Sustainable Trade Index: *Primary Resource*

## WHITE PAPER, INFOGRAPHICS, ECONOMY REPORTS, VIDEOS & MORE...

The Sustainable Trade Index provides a robust framework and resources.

It analyzes **30 global economies** across **71 indicators** to evaluate their trade sustainability efforts in terms of:

- **Economic** growth
- **Societal** well-being
- **Environmental** stewardship

All materials are available to download free after registration.

The collage features the following elements:

- Main Report Cover:** "Sustainable Trade Index 2023" by Hinrich Foundation and IMD/World Competitiveness Center. The cover includes the text "Advancing trade sustainability in a fragmenting world" and a circular graphic with three colored segments (blue, green, red) surrounding an image of a robotic arm.
- Three Pillars of Sustainability:** Three video thumbnails: "Introducing the Economic Pillar" (factory setting), "Introducing the Societal Pillar" (cityscape), and "Introducing the Environmental Pillar" (forest).
- Country Ranking List:**

1 <sup>st</sup>	New Zealand	16 <sup>th</sup>	China
2 <sup>nd</sup>	United Kingdom	17 <sup>th</sup>	Thailand
3 <sup>rd</sup>	Singapore	18 <sup>th</sup>	Cambodia
4 <sup>th</sup>	Hong Kong, SAR	19 <sup>th</sup>	Indonesia
5 <sup>th</sup>	Australia	20 <sup>th</sup>	Ecuador
6 <sup>th</sup>	South Korea	21 <sup>st</sup>	Peru
7 <sup>th</sup>	Canada	22 <sup>nd</sup>	Laos
8 <sup>th</sup>	Japan	23 <sup>rd</sup>	Bangladesh
9 <sup>th</sup>	United States	24 <sup>th</sup>	India
10 <sup>th</sup>	Taiwan	25 <sup>th</sup>	Sri Lanka
11 <sup>th</sup>	Chile	26 <sup>th</sup>	Brunei
12 <sup>th</sup>	Philippines	27 <sup>th</sup>	Pakistan
13 <sup>th</sup>	Vietnam	28 <sup>th</sup>	Papua New Guinea
14 <sup>th</sup>	Malaysia	29 <sup>th</sup>	Myanmar
15 <sup>th</sup>	Mexico	30 <sup>th</sup>	Russia
- Infographics:** A bar chart for Laos showing growth rates (22, 29, 19, 46) and a circular infographic titled "Resource Dependency in Economy".
- Table of Contents:** A page titled "Economic pillar" showing a list of countries and their corresponding page numbers.

Details about the full *Sustainable Trade Index resources* and a step-by-step guide on *How to Access* them is available in the Sustainable Trade Index Explainer section.







# Sustainable Trade Challenge

## *Educator Briefing & Rubric*

# Educator Briefing: *Overall Structure*

This student-led simulation is based on the following approach. This has been successfully used in EMBA classes.

**Professors are welcome to amend as best suits their needs.**

## 1. 25-30 student participants

They may be from one class or drawn from several classes.

## 2. 6 teams of 3 to 5 students each

Having teams with a minimum of 3 to maximum of 5 students ensures the workload can be shared and all must participate actively.

In the interest of time, educator may wish to pre-assign teams, curating them based on strengths and dynamics, or, if time permits, the students can form teams, provided they each have a minimum 3 to maximum of 5.

## 3. 3 economies seeking consultancy services

Educator selects 3 economies. You may select any 3 represented from the 30 featured in the STI based on your / the classes' interest and focus.

You may wish to consider Singapore, India and Vietnam, for example.

Examining these 3 will offer a varied insight into sustainability due to their very different Rank in the Index, economy sizes, political structures, histories and levels of development.

This variety provides great inter-learning opportunity for all students as they can learn challenges and trade-offs from other economies as each team pitches for the business!

## 4. Educator coaching

During Research and Rehearsal stage, educator circulates, listens for progress, advises on where to focus and what to avoid. Typically, educator need to guide students away from several avenues of investigation, namely:

**A. Developing overly generic recommendations**, e.g. “stop polluting rivers” or “enforce labor standards laws” or “increase FDI”

**B. Straying too far away from the main resources, the STI**, and developing arguments on an economy's historic precedent or obscure interest group postings online

**C. Exploring policy options that are not directly tied** to moving up in the STI – that is what they are pitching and will be paid for!

## 5. Appoint timekeeper: Keep every team strictly within allocated time.

## 6. 2 teams pitching for the contract from one economy. That is:

- Teams A & B pitch to Singapore (for example)
- Teams C & D pitch to India
- Teams E & F pitch to Vietnam
- All other teams are observers during the other team's pitches.

## 7. Panel of 'government ministers' takes notes for Q&A and to select winners.

## 8. After final pitch

**A. Students complete survey.**

**B. Panel confers** and members agree on winners.

**C. Panel of 'government ministers' announces winners!**

**D. Educator completes survey. Simulation concluded.**

# Educator Briefing: *Pre-Simulation Preparation*

1. **Familiarize yourself with the Consultant dossier & the STI resources.**
2. **Decide which 3 economies from the 30 in the STI to include & become familiar with these economies' standing in the STI.**
3. **Confirm panel of 'government ministers'**

Educator needs to arrange for 'government ministers' panel members to participate. They need to be briefed in advance and asked to arrive at the appointed time for the pitches. These may be people from industry, embassies, consulting firms or other educators.

An *example* of potential panelists to form for India (but economy selection and composition is up to the professor):

**Shri Narendra Modi** Prime Minister

**Shri Piyush Goyal** Ministry of Commerce and Industry; Ministry of Consumer Affairs; Food and Public Distribution; Ministry of Textiles

**Shri Bhupender Yadav** Ministry of Environment, Forest and Climate Change;  
Ministry of Labour and Employment

**The panel will need to 'switch hats' as they assume parallel roles for each of the 3 economies represented.**

In total, panelists will need to listen to, ask probing questions and evaluate 6 team pitches and award 1 winning team for each economy, 3 winning teams in total.

**NOTE:** All participants may refer to the sample considerations and recommendations for Singapore and India for insight into what to look for when evaluating proposals and pitches.

4. **Advise students in advance they must dress professionally**  
They are not students anymore – but members of a 'leading sustainable trade consultancy', pitching to 'government ministers'.

5. **Confirm prizes / acknowledgement (if desired) for 3 of the 6 teams**
  - 1 winning team per pair of teams pitching to each economy.
  - Nature of prizes is at the discretion of the educator / institution.

6. **Arrange facilities**

**A. Ensure stable internet connection at venue**

To participate, each student will need to register at the Hinrich Foundation website to get unlimited free access to the STI resources at the QR code provided.

**B. Secure working areas**

Ensure an area for each team that is far enough away from one another so competitors cannot conduct corporate espionage.

**C. Arrange pitch 'arena'**

The 'government ministers' panelists at boardroom style table facing the pitching team sitting across the table. Or, panelists sitting behind a long desk with team sitting across at some distance in chairs facing panel.

Need to set seating surrounding and at some distance from the pitch table so other teams can observe.

Must include a room to isolate the one half of the team pair that is not pitching (so they are not advantaged by giving a better pitch based on hearing their competitor's pitch).

# Educator Briefing: *Simulation Show Time!*

1. **Begin:** Distribute STC Dossier and QR code to access STI resources at the Hinrich Foundation website.
2. **Educator circulates during team research.**
3. **Teams practice pitches & finalize written reports.**
4. **'Government ministers' for economy 1 enter,** take their seats, state name and ministries represented (in role, not actual names and titles).
5. **ALL 6 teams submit** (email or printed – educator to specify) FINAL written proposals to educator. No late submission will be accepted.
6. **Pitching cycle**
  - A. Team A is seated Team B excused.
  - B. Team A pitches, followed by Q&A (common all).
  - C. Team B returns & pitches. (Professor can decide whether or not the team that has already pitched (A in this case) must be excused or may observe).
  - D. Panel states name of economy 2, names and ministries represented
  - E. Team D excused, Team C pitches.
  - F. Team D returns & pitches.
  - G. Panel states economy 3, names and ministries represented
  - H. Team F excused, Team E pitches.
  - I. Team F returns & pitches.
7. **Two concurrent activities**
  - A. **Educator & Panel confer**  
Review pitch notes, Rubric scores, written proposals to agree on 3 winners – one for each economy.
  - B. **Survey: Students**  
Students scan QR code and complete the **anonymous survey** for Hinrich Foundation feedback and program enhancement.
8. **Winners announced**  
Once survey is completed, participants assemble. 'Government ministers' – with great solemnity – announce the winners. Prizes conferred. Each panelists given token of appreciation by educator or class representative as per custom.
9. **Survey: Educator**  
Once educator completes their survey, HF will email the **anonymous students survey** results to the educator.

**We appreciate that some educators may adapt this simulation to suit your specific needs and / or interests. We are eager to learn from your leadership and experience.**

**Thank you in advance** for your interest and **feedback**.



## Rubric: As it Relates to Improving Economy's Rank in the Sustainable Trade Index

Criteria	Excellent (5 points)	Good (4 points)	Satisfactory (3 points)	Fair (2 points)	Poor (1 point)
<b>Economic Growth</b>	Quantifies significant economic benefits (& environmental / societal impacts) from sustainable trade practices.	Proposes solutions with clear economic benefits and considers environmental / societal impacts.	Solutions offer potential economic benefits but lack quantification or consider impacts minimally.	Economic benefits unclear or limited, with minimal consideration of environmental / societal impacts.	Solutions lack economic rationale or disregard environmental / societal impacts.
<b>Societal Well-being</b>	Identifies specific vulnerable groups and industries, proposing targeted strategies to address trade-related challenges, and leverage trade for job growth, skills development and open trade practices.	Addresses potential negative impacts on specific groups/industries, outlining strategies to mitigate them and promote trade-driven social benefits.	Considers potential negative impacts and proposes general strategies for social well-being but lacks specificity or effectiveness.	Limited consideration of social impacts, with generic or ineffective strategies.	Ignores or dismisses potential negative social impacts of trade.
<b>Environmental Sustainability</b>	Proposes concrete actions to implement sustainable trade practices beyond quick wins, addressing specific environmental challenges like pollution, resource depletion and biodiversity loss.	Demonstrates awareness of environmental challenges and proposes solutions with potential for long-term sustainability.	Acknowledges environmental challenges but lacks concrete actions or proposes solutions with limited effectiveness.	Minimally addresses environmental concerns or proposes solutions with detrimental impacts.	Ignores or downplays environmental challenges and their connection to trade.
<b>Quality of Analysis &amp; Expected Outcomes</b>	Emphasizes critical thinking, justifies recommendations with sound evidence, and demonstrates direct benefit to all three pillars (economic, social, environmental) of the STI framework and improve ranking. Recommendations are SMART.	Analyzes data effectively, provides justification for recommendations, and considers all three pillars of the STI. Recommendations are mostly SMART.	Analysis is adequate, but justification for recommendations is limited or lacks evidence. Some SMART criteria may be missing or poorly defined.	Analysis is weak or lacking, justification for recommendations is unclear or unconvincing. Few or no SMART criteria are met.	Analysis is absent or flawed, recommendations are unsupported, and SMART criteria are disregarded.
<b>Communication Excellence</b>	Presents recommendations with clear, concise, and persuasive written and oral communication tailored to high-level government leaders.	Delivers recommendations effectively, using clear and engaging language.	Communication is adequate, but may lack clarity or persuasion.	Communication is unclear, confusing, or unengaging.	Recommendations are poorly presented and difficult to understand.



# Project Brief

## *Sustainable Trade Policy Advisory Consulting Services*

### Note to educators

This Project Brief is included here for your easy reference. The student version is in PDF format on the Hinrich Foundation website.

# Project Brief: Sustainable Trade Policy Advisory Consulting Services

## HIGHLY CONFIDENTIAL

**From** [Prime Minister's / President's] Office  
[Economy name]

**Sector** National Trade Sustainability

**Status** **URGENT**

**Note** **Due to the urgent nature of this request, you will be presenting direct to a panel of government ministers who will evaluate your policy recommendations on the spot**

**Date**

**Time**

**Reference** Hinrich-IMD Sustainable Trade Index

**Contents** Section 1: Introduction  
Section 2: Critical reference material  
Section 3: Objective  
Section 4: Scope of Work  
Section 5: Project stages  
Section 6: Deliverables  
Section 7: Evaluation criteria  
Section 8: Deadlines

## Section 1: Introduction

The [Client Economy Name] is inviting proposals from leading international sustainable trade consulting firms to develop and implement a comprehensive strategy to significantly improve the [economy's] standing in the Hinrich-IMD Sustainable Trade Index (STI).

The government is committed to moving up in the STI and believes that a well-developed and implemented sustainable trade policy strategy will be essential to achieving this goal.

The policy recommendations must be specific and based on a thorough analysis of the country's current standing in the STI.

The Agency responsible for vetting Project Briefs and arranging in-person and written proposals has allocated the time noted in section 6 for this process for all invited international trade policy consultancy firms to research and present their findings.

## Section 2: Critical reference material

The primary source of information for your proposal is to be drawn from the STI, the globally recognized sustainable trade benchmark. The STI evaluates 30 economies across three pillars (economic, societal and environmental) and 71 indicators on their commitment to, and performance in, advancing sustainable trade.

The STI and its related resources are available for consultants [here](#). [Economy] will be looking for direct reference to the STI, paying particular attention to specific recommendations that will result in measurable advancement of [economy's] standing in the STI.

Achieving a higher placement in the STI is of vital national pride and international importance to [economy].

# Project Brief: Sustainable Trade Policy Advisory Consulting Services

## Section 3: Objective

We seek a firm to

- Analyze [Economy Name]'s current STI position and identify key challenges and opportunities.
- Develop specific, bold, actionable and achievable policy recommendations to substantially improve our STI standing, considering difficult trade-offs needed to achieving our goal of a higher Rank in the STI.
- Present a compelling pitch and written proposal to the office of the [President / Prime minister] outlining the recommendations and specific outcomes expected.

## Section 4: Scope of Work

- Rapidly assess [Country Name's] standing in the STI across three pillars and 71 indicators as appropriate.
- Analyze existing data and conduct applied research to understand current strengths, vulnerabilities and identify opportunities.
- Prepare a concise – yet specific – stand-alone written proposal supporting your in-person presentation specifying your clear, achievable and impactful policy recommendations that show specific outcomes as to how [economy's] performance in relevant indicators will translate to stronger representation across the three pillars, and ultimately will deliver a higher standing in the STI.
- Present strictly within the allocated time to the panel of government ministers, emphasizing trade-related economic growth, societal well-being and environmental sustainability advances policy recommendations that will lead to advancement in the STI.

## Section 5: Project stages

- 1) Sustainability dossier (this Project Brief and STI resources)
- 2) Team research & In-process Review
- 3) Develop & practice pitch
- 4) Present, Q&A, feedback, Panel consultation & Consultant survey completion
- 5) Winning proposals announced

## Section 6: Deliverables

- Concise written report summarizing key findings and policy recommendations not longer than 500 words
- High-quality oral presentation (Maximum time as per briefing)
- Expert Q&A session (Maximum time as per briefing)
- Consultant program feedback survey

## Section 7: Evaluation criteria (See next page)



# Project Brief, Cont'd ...

## Section 7: Evaluation criteria

- 1) Economic Growth:** Propose solutions that leverage sustainable trade practices and long-term economic growth. Quantify the expected economic benefits together with environmental and societal impacts.
- 2) Societal Well-being:** Address the potential negative impacts of trade-led economic growth on specific industries or communities. Outline strategies to leverage trade policies to grow jobs, support vulnerable groups, and ensure open trade practices for skills development and transfer.
- 3) Environmental Sustainability:** Go beyond quick wins and demonstrate policy to support long-term environmental sustainability. Address specific environmental challenges like pollution, resource depletion and biodiversity loss, and propose concrete actions to implement sustainable trade practices.
- 4) Quality of Analysis & Expected Outcomes:** Emphasize critical thinking and sound justification for policy recommendations. Demonstrate direct benefit to the three-pillar framework (economic, social and environmental) and present well-researched data and evidence to support recommendations as they relate to the STI indicators.

Your policy recommendations must be SMART:

- Specific** What exactly will your proposal achieve? Be clear and concise. Avoid vague, ambiguous or general statements or policy recommendations.
- Measurable** How will we know if we have achieved our STI objective? Quantify goals, costs and trade-offs. Define metrics for success.

## Section 7, continued ...

- Attainable** Are your policy recommendations achievable within economy's resources and capabilities? Set realistic goals that are challenging but achievable – and are defensible (The client will be asking tough questions).
- Relevant** Will your recommendation result in the client's advancement in the STI? Is your recommendation aligned with the country's overall goals and priorities?
- Time-bound** When will your recommendations achieve the stated objective? Set a specific timeframe.

- 5) Communication Excellence:** Ensure clear, concise and persuasive written and oral communication for these highest-level government leaders.

## Section 8: Deadlines

Due to the time-sensitive nature of this project, proposals received after the deadline will not be considered. Presentations will be terminated at the time limit set forth in Section 5, Stage 1.

We look forward to receiving your proposals.

Sincerely,

[Name]

[Title]

[Economy]

NOTHING FOLLOWS



# Sustainable Trade Index

## *Explainer*

### Note to educators

This explainer is to help educators and students to be familiar with the STI resources. Educators and students should access this individually for free on the Hinrich Foundation website at the QR code provided.

# Sustainable Trade Index: *Resources Explainer*

OPEN-SOURCE, UNLIMITED ACCESS TO TOP-QUALITY INSIGHT, ANALYSIS & TOOLS

- A. Overview
- B. White paper
- C. Videos & PDF
- D. Economy Profiles
- E. Infographics
- F. Workbook
- G. How to access the free STI resources

**HINRICH-IMD Sustainable Trade Index 2023**  
DOWNLOAD RESOURCES

**hinrich foundation**  
advancing sustainable global trade

The Hinrich-IMD Sustainable Trade Index (STI) 2023  
[STI 2023 white paper](#)  
[Interactive Index](#)

Deep dive reports and graphics  
[Index Summary Infographic](#)  
[How creditworthy is your economy?](#)

Additional resources  
[Press release](#)  
[Presentation slides from launch event](#)

**Economy Profiles**

Australia	Indonesia	Philippines
Bangladesh	Japan	Russia
Brunei	Laos	Singapore
Cambodia	Malaysia	South Korea
Canada	Mexico	Sri Lanka
Chile	Myanmar	Taiwan
China	New Zealand	Thailand
Ecuador	Pakistan	United Kingdom
Hong Kong, SAR	Papua New Guinea	United States
India	Peru	Vietnam

**Societal Pillar**

THE SOCIETAL PILLAR measures the development of human capital within an economy, including factors like education and labor standards.

# Sustainable Trade Index: *Overview*

## WHAT DOES THE STI COVER?



The **Sustainable Trade Index 2023** assesses 30 member-economies and applicants of the Asia-Pacific Economic Cooperation (APEC), the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Regional Comprehensive Economic Partnership (RCEP), plus Bangladesh, India, Pakistan and Sri Lanka.

The index uses 71 indicators grouped into economic, societal and environmental pillars.



The **economic pillar** measures the capacity of an economy to foster economic growth through international trade.

It includes measures that capture the quality of trade infrastructure, investment conditions, the ease of conducting business, trade barriers, trade diversification in bilateral trade partnerships and export goods concentration.



The **societal pillar** captures social factors that contribute to an economy's development of human capital that supports international trade, such as education levels and labor standards.

This pillar also captures factors that support a population's tolerance for trade expansion given the costs and benefits of economic growth. These include inequality, political stability, and exploitative practices such as child labor, forced labor and human trafficking used in an economy's imports and exports.



The **environmental pillar** measures the extent to which an economy uses natural resources and manages the externalities that arise from its economic growth and participation in the global trading system.

The STI measures the presence of "prudent stewardship" over natural resources and efforts to limit externalities in its overall environmental capital. The indicators to measure environmental capital include measures for air and water pollution, national environmental standards, carbon emissions and the share of natural resources in exports.



# Sustainable Trade Index: White Paper

## KEY RESOURCE FOR UNDERSTANDING TRADE SUSTAINABILITY

This 45-page White Paper is the main Sustainable Trade Index 2023 resource. It includes ranking of all economies, methodology and analysis measuring economies' readiness and capacity to participate in the global trading system.

Sections are:

- 1. Introduction
- 2. STI results 2023
- 3. Pillar-by-pillar analysis
- 4. Conclusion
- 5. Methodology



# Sustainable Trade Index: Videos & Launch Presentation

## OVERVIEW & PILLAR-SPECIFIC EXPLAINERS

### Introduction Video & PDF

The video and launch presentation PDF introduce this fact-based approach to measure how economies can achieve more balanced trade outcomes regarding people, planet and profit.

Three pillar-specific videos provide more insight into these dimensions of sustainable trade.



### Economic pillar

Measures an economy's ability to ensure and promote economic growth through international trade.



### Societal pillar

Measures the human capital within an economy, including factors like education and labor standards.



### Environmental pillar

Measures the extent to which an economy's trade supports sustainable resources.



# Sustainable Trade Index: *Economy Profiles*

## COUNTRY SPECIFIC DATA & ANALYSIS

The economy specific reports include detailed results for the **30 economies** covered in the STI.

Each Economy Profile includes:

- Overall ranking and scores per pillar
- Background information about each economy
- Evaluations of indicators across the economic, societal and environmental pillars
- Economy specific infographics

The Interactive Index and economy-specific reports

The detailed results for the 30 economies reviewed in the STI are presented in the main report. An interactive Excel workbook with the overall rankings and rankings, and economy profiles are also available for [download](#).

Rank	Economy	Rank	Economy
1 <sup>st</sup>	New Zealand	16 <sup>th</sup>	China
2 <sup>nd</sup>	United Kingdom	17 <sup>th</sup>	Thailand
3 <sup>rd</sup>	Singapore	18 <sup>th</sup>	Cambodia
4 <sup>th</sup>	Hong Kong, SAR	19 <sup>th</sup>	Indonesia
5 <sup>th</sup>	Australia	20 <sup>th</sup>	Ecuador
6 <sup>th</sup>	South Korea	21 <sup>st</sup>	Peru
7 <sup>th</sup>	Canada	22 <sup>nd</sup>	Laos
8 <sup>th</sup>	Japan	23 <sup>rd</sup>	Bangladesh
9 <sup>th</sup>	United States	24 <sup>th</sup>	India
10 <sup>th</sup>	Taiwan	25 <sup>th</sup>	Sri Lanka
11 <sup>th</sup>	Chile	26 <sup>th</sup>	Brunei
12 <sup>th</sup>	Philippines	27 <sup>th</sup>	Pakistan
13 <sup>th</sup>	Vietnam	28 <sup>th</sup>	Papua New Guinea
14 <sup>th</sup>	Malaysia	29 <sup>th</sup>	Myanmar
15 <sup>th</sup>	Mexico	30 <sup>th</sup>	Russia

**Sustainable Trade Index 2023 Vietnam**

**Economic pillar**

The Economic pillar measures an economy's ability to sustain and promote economic growth through international trade. In this category, economies receive scores for indicators that demonstrate a link between the trading system and economic growth.

Some indicators capture the quality of trade infrastructure, while others measure the ease of conducting international trade. The measure reports information by evaluating an economy's societal trade distribution and how heavily its exports are concentrated by sector. Furthermore, we consider the technological infrastructure and innovation capabilities of an economy by assessing its emphasis on research and development investments and digital technologies.

**Indicators**

Indicator	Score	Max	Min	Score
Trade infrastructure	62.0	100	0	62.0
Trade openness	49.7	100	0	49.7
Trade distribution	75.9	100	0	75.9

**Sustainable Trade Index**

The Hinrich IMI Sustainable Trade Index measures 30 economic indicators and assigns a score to the long-term and short-term economic growth, environmental protection, and societal development.

Overall and pillar	Overall	Social	Score
Overall	13	58.8	
Social	15	62.0	
Environmental	15	49.7	
Background information	08	75.9	

**Background information**

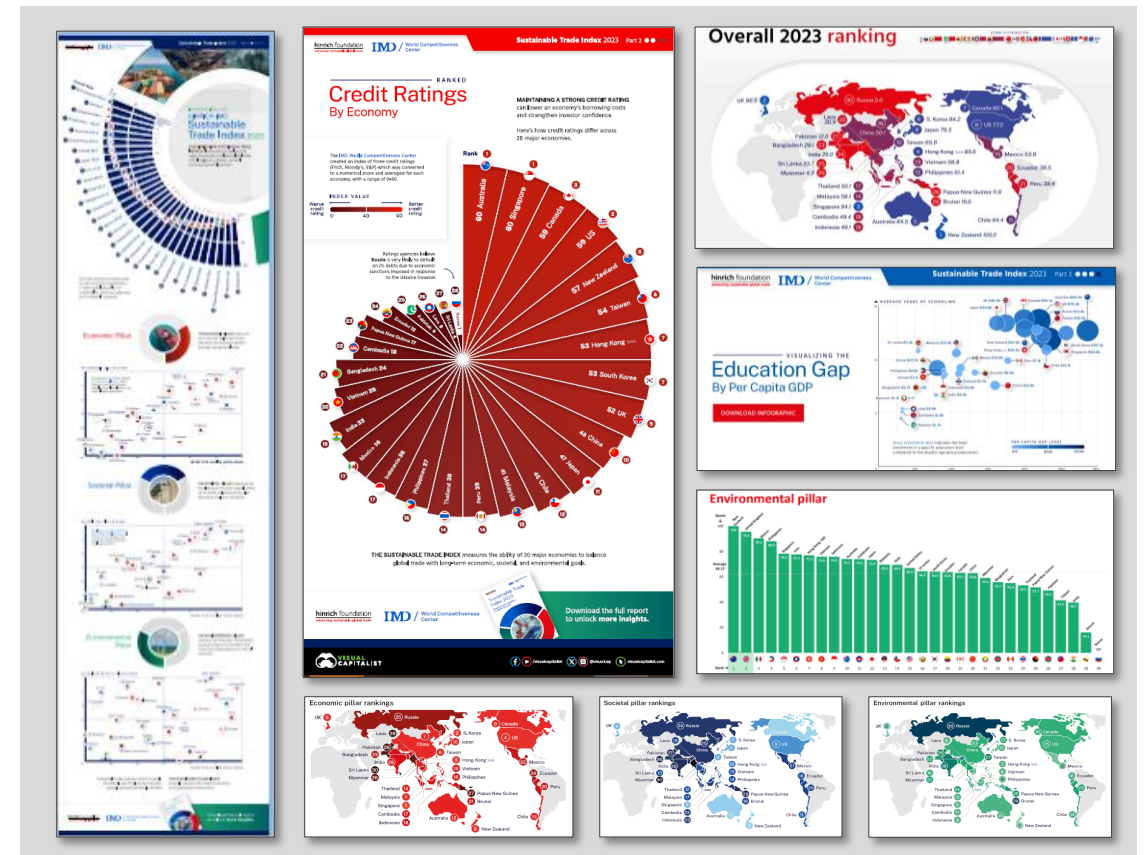
Population	GNP	Large
Population	65.0M	Large
GNP per capita (PPP)	4,400	Medium
Membership	ASEAN, G77+5, ACP	

# Sustainable Trade Index: *Infographics*

## VISUALLY ENGAGING & INFORMATIVE DATA PRESENTATION

The infographics by **Visual Capitalist** are data-driven visuals that provide an overview of some of the key themes and findings of STI 2023, including:

- Overall ranking of 30 economies
- Pillar rankings of all countries
- Relationship between STI ranks & GDP per capita
- Relationship between each core pillar rankings & GDP per capita
- Education gap by per capita GDP
- Credit Ratings by Economy
- Resource dependency by economy





# Sustainable Trade Index: *Workbook*

## POWERFUL TOOL FOR RICH DATA ANALYTICS

This Excel workbook is a powerful analysis tool, complete with a detailed **user guide**. It enables users to delve deeply in an interactive manner into how an economy's rank was derived across all indicators.

It enables comparisons with other economies of similar income, region and other measures. The following tabs enable quick analysis of each economy and across economies:

- Ranking
- Indicators
- Profile
- Peer Comparison
- Scatter – rank
- Scatter – score
- Scatter – value
- GDP per capital
- Peer Comparison Yearwise
- Methodology
- Notes & Sources

The screenshot displays the 'Overall STI' workbook interface. It features a main table with columns for Rank, Economy, Score, Population, Wealth\*, and Membership. A horizontal bar chart visualizes the scores for each economy. To the right, there are filter controls for Wealth\* (High, Low, Medium) and Population (Large, Medium, Small). Below the main table, there are three pillars: 1 Economic Pillar, 2 Societal Pillar, and 3 Environmental Pillar, each with its own set of indicators and a bar chart. On the far right, a 'Score' table provides a detailed breakdown of scores for various indicators (x, y, z) for each economy. At the bottom, a navigation bar includes tabs for Cover, 1 Homepage, 2 - User Guide, 3 - Ranking, 4 - Indicators, 5 - Profile, 6 - Peer Comparison, 7a - Scatter - Rank, 7b - Scatter - Score, 7c - Scatter - Value, 8 - GDP per Capita, 9 - Peer Comparison Yearwise, and Appendix - Notes & Sources.



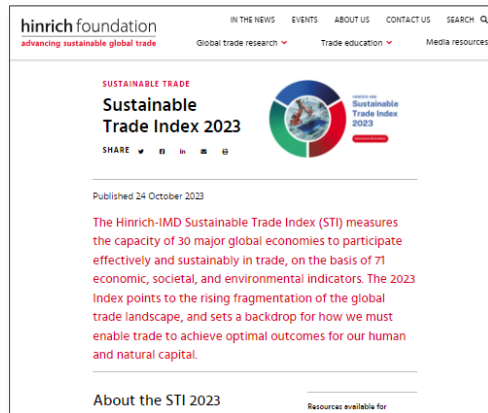
# Sustainable Trade Index: *How to Access All Resources – Free*

## STEP 1

Scan this QR code



or visit the STI homepage [here](#) then click **DOWNLOAD RESOURCES**



## STEP 2

Fill in the simple form then click the **DOWNLOAD REPORT** button for free access to all STI resources

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advancing sustainable global trade

Get free access to all The Hinrich-IMD Sustainable Trade Index (STI) 2023 materials by completing the below form.

FIRST NAME \*      LAST NAME \*

EMAIL \*

ORGANIZATION \*      JOB TITLE \*

COUNTRY / TERRITORY OF RESIDENCE \*

SECTOR \*

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By checking the subscription box above, you consent to receive the Hinrich Foundation email newsletter and the usage of personal data for marketing purposes. You may unsubscribe at any time by clicking the unsubscribe link located at the bottom of any email newsletter. For information on our privacy practices and commitment to protecting your privacy, please review our [Privacy Policy](#).

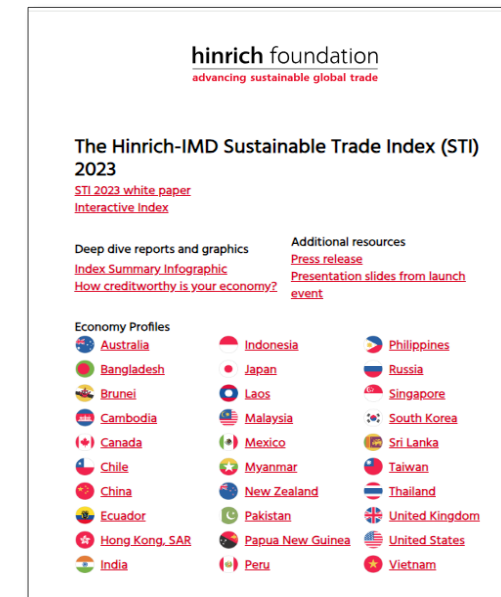
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**DOWNLOAD REPORT**

To receive our weekly *Hinrich Thought Leadership* newsletter, simply check the **Subscribe box**

## STEP 3

To read and download the complete set of STI resources, click on any red hyperlink





## Additional Resources & About The Hinrich Foundation

### Note to educators

These resources are intended to help you bring contemporary trade into your classroom. They are free to use for educators and students alike.

# Free Study Materials from the Hinrich Foundation



## CONTEMPORARY INSIGHT INTO TODAY'S PRESSING TRADE TOPICS

Students, like you, are actively using Hinrich Foundation's contemporary international business and trade content including white papers, articles, infographics, videos and curated reading lists.

Written by global experts, this material is free to use, and covers:

- [Sustainable trade](#)
- [Trade and geopolitics](#)
- [Digital trade](#)
- [Foreign direct investment](#)
- [Trade distortion and protectionism](#)
- [US-China trade](#)
- [Trade policy](#)
- [WTO](#)
- [Trade and technology](#)
- [Free trade agreements](#)

Stay up-to-date and ahead in your class! Subscribing to our free weekly newsletter at [bit.ly/HFnewsletters](https://bit.ly/HFnewsletters)



<b>Discussion guides</b>	These help you lead student debates, case studies & simulations
<b>Trade white papers</b>	Current papers that complement the discussion guides
<b>Sustainable Trade Index</b>	2023 edition covering 30 trading economics across 71 indicators
<b>Curated reading lists</b>	A compendium of suggested reading for students
<b>How to Use It</b>	Analyses and summaries of trade-related research reports
<b>What we are reading</b>	Further reading & analysis on current trade news
<b>International Trade Rankings</b>	An annual ranking of the world's top trade-related graduate programs

# Hinrich Foundation International Trade Rankings & Scholarships

## HELPING BUILD TALENT TO ADVANCE SUSTAINABLE GLOBAL TRADE

### International Trade Rankings

The Hinrich Foundation believes that the most effective way to advance sustainable trade is to invest in people. Through the [International Trade Rankings](#), we assist students to identify the best programs to accelerate their trade careers.

### Global Trade Leader Scholarships

We identify and support talented individuals who demonstrate genuine ability, passion and ambition to improve global trade policies and business practices to advance sustainable global trade.

In addition to tuition support for master's level study, graduates are invited to join the [Hinrich Foundation Alumni Association](#).

Learn more about Hinrich Foundation [Global Trade Leader Scholarships](#).

The screenshot displays the Hinrich Foundation website. The top section features the navigation menu and the title "Global Rankings of International Trade Master's Programs". Below this, a table lists the top 10 ranked programs. The bottom section, titled "Hinrich Global Trade Leader Scholarships", lists various scholarship opportunities from different universities, including Georgetown University, Nanyang Technological University, and the University of Cambridge.

Rank	University	School	Program	Country
1	Arizona State University	Thunderbird School of Global Management	Master of Global Management	United States
2	Victoria University of Wellington	-	Master of International Trade	New Zealand
3	Nanyang Technological University, Singapore (NTU)	Nanyang Business School	Professional MBA (International Trading)	Singapore
4	University of Minnesota Twin Cities	Carlson School of Management	Full-Time MBA	United States
5	University of Cambridge	Judge Business School	Global Executive MBA	United Kingdom
6	University of California, Los Angeles (UCLA)	Anderson School of Management	MBA	United States
7+	Carnegie Mellon University	Tepper School of Business	Part-Time Online MBA	United States
7+	City, University of London	Bayes Business School	International Business MSc	United Kingdom
7+	Stanford University	Graduate School of Business	Stanford MBA	United States
10	KEDGE Business School	-	MSc International Business	France

**Hinrich Global Trade Leader Scholarships**

- Georgetown University:** Master of Science in Foreign Service. One scholarship. USD30,000. Apply by 15 Jan 2024. [bit.ly/MSFS\\_GU](#)
- Nanyang Technological University Singapore:** Master of Media and Communication. Two scholarships. SGD30,000 (full-tuition). Apply by 15 Feb 2024. [bit.ly/MMC\\_WKW](#)
- Professional Master of Business Administration (International Trading):** One scholarship. SGD30,000. Apply by 30 Mar 2024. [bit.ly/PMBA\\_NBS](#)
- LSE (The London School of Economics and Political Science):** Executive Global Master's in Management. Two scholarships. GBP21,000. Apply by 15 May 2024. [bit.ly/EGMIM\\_LSE](#)
- 香港浸會大學 (Hong Kong Baptist University):** Master of Arts in International Journalism Studies. Two scholarships. HKD155,000 (full-tuition). Apply by 5 Jun 2024. [bit.ly/MAIS\\_HKBU](#)
- INSEAD (The Business School for the World):** Master in Business Administration. Two scholarships. EUR30,000. Apply by 7 Nov 2024. [bit.ly/MBA\\_INSEAD](#)
- Lee Kuan Yew School of Public Policy, National University of Singapore:** Master in International Affairs. Two scholarships. SGD95,000 (full-tuition). Apply by 15 Dec 2024. [bit.ly/MIA\\_LKYSPP](#)

# About the Hinrich Foundation

## BUILDING GLOBAL TRADE LEADERSHIP THROUGH RESEARCH AND EDUCATION

The [Hinrich Foundation](#) is an Asia-based philanthropic organization that works to advance mutually beneficial and sustainable global trade.

We believe sustainable global trade strengthens relationships between nations and improves people's lives.

We support original research and education programs that build understanding and leadership in global trade.

Our approach is independent, fact-based, and objective. We are an authoritative source of knowledge, sharp analysis, and fresh thinking for policymakers, business, media and scholars engaged in global trade.

**hinrich** foundation  
advancing sustainable global trade

Trade Research      Trade Education



Building an  
ecosystem of global trade leaders



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## Sustainable Trade Challenge

Thank you for helping to make the world a better place  
through sustainable global trade!

