

## THE SECOND SYMPOSIUM OF THE BUILDING FOR THE COMMON GOOD AND SUSTAINABLE DEVELOPMENT



**F**rom March 15 to 18, we celebrated the second symposium of the “Building for the Common Good and Sustainable Development” Chair, which took place within the framework of the chair that I founded together with the Universidad Iberoamericana (my alma mater), as part of my legacy. We had 5 workshops, 12 hours of panels with 43 top-level panelists, more than 600 virtual attendees and 300 face-to-face attendees at the opening. Speakers were connected from more than thirty cities around the world.

On the first day we had the presence and words of the Dean of the Universidad Iberoamericana, Dr. Luis Arriaga Valenzuela, S.J., as well as of Pablo Yanes Rizo, Research Coordinator of the Commission for Latin America and the Caribbean (CEPAL, by its Spanish acronym) in Mexico. Likewise, the renowned diplomat and Eminent Ambassador of our country, Martha Bárcena Coqui, attended virtually, and spoke to us about the global environment and the challenges and opportunities for a sustainable future. Subsequently, we carried out panels that dealt with sustainable macroeconomics, innovation and migration, and gender equality at work.



Ing. Nicolás Mariscal T.

The second day we had among our panelists Laura Tamayo, Director of Corporate Affairs and Sustainability at Bayer Mexico, as well as Estefanía Ustarroz, Director of Business Development at the Embassy of Israel in Mexico. The topics that were addressed are of the greatest importance for the environment: innovation in biodiesel, energy transition, use of water and the encyclical Laudato Si, written by Pope Francis, where he talks about planet Earth and the defense of nature.



Embajadora Martha  
Bárcena Coqui

The third day we focused on economic issues, which are very important in our current situation. From the United States we had Steve Young, Global Executive Director of Caux Round Table, who spoke to us about innovation as a driver of the new capitalism, as well as Dr. Antonio Vives, Director of Cumpetere, who spoke about sustainable development in SMEs. Likewise, we talked about the new business generation in Mexico and the world, as well as of sustainable leadership, where we had a panel of excellence: Mónica Flores Barragán, President of Manpower Group; Javier Prieto de la Fuente, Founding President of Selider; and Francisco Chávez Visoso, Director of Sustainability at Grupo Bimbo.

On the fourth and final day, we addressed the fundamental topic of innovation, where speakers such as Dr. Octavio Aburto-Oropeza, professor at the University of California, as well as Dr. Sofía Castelló y Tickell, from the University of Oxford, spoke to us about underwater life and its conservation, as well as of the need to preserve natural habitats. In parallel, we carried out four Lego Serious Play Workshops, an innovative technique that improves group problem solving and enhances creativity.

These were four intense days in which recognized speakers participated, topics were addressed in a practical way for sustainable development and the common good, and workshops with cutting-edge methodologies were promoted. Fortunately, anyone interested can access these conferences and panels through our official website: [catedrabiencomun.iberomx](http://catedrabiencomun.iberomx). I hope you can see them; learn from these materials and enjoy them as much as I did.



Estefania Ustarroz



Mtro. Steve Young



Dr. Antonio Vives



Dra. Sofia Castelló y Tickell



Lego Serious Play