

SYMPOSIUM: INNOVATION FOR THE COMMON GOOD AND SUSTAINABLE DEVELOPMENT.



CÁTEDRA
**CONSTRUIR PARA EL BIEN COMÚN
Y EL DESARROLLO SOSTENIBLE**
NICOLÁS MARISCAL TORROELLA

• **SIMPOSIO INNOVACIÓN PARA
EL BIEN COMÚN Y EL
DESARROLLO SOSTENIBLE.**



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A couple of years ago, I started dreaming of a project that would promote my biggest passion: Social responsibility. Thus, last year I set forth the idea of creating an academic program: BUILDING FOR THE COMMON GOOD AND SUSTAINABLE DEVELOPMENT, in alliance with the School of Social Entrepreneurship and Innovation of the Ibero-American University, my alma mater. In this framework, on March 10 and 11, the first symposium sponsored by this program was held.

Over 25 speakers and 1,600 registered attendees participated. The program began with a keynote address by Rebeca Grynspan, Secretary of Iberoamerica, who reminded us of the importance of strengthening democracy and achieving collaborative social pacts to transform the crisis in Latin America, and take advantage of the technological evolution derived from the pandemic, to hop on the digitization train.

Following her, we had Vivian Lan, Director of SingularityU Mexico, and her partner Jeffrey Rogers, who reminded us that transformation is a journey, not a destination. Later, Ricardo Hausmann emphasized that



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the secret of the production of value lies in wide access to the diversity of knowledge, skills, and the correlation between them.

We also had a panel about Global Shapers, a community of the World Economic Forum that is characterized by its leadership to spark change. The work of the first day culminated with a second panel moderated by Walter Zehle, Director of ClusteRSC, and featured Miguel Gallardo, President of AliaRSE, Silvia Dávalos, Technical Director of the CCE, and José Alberto Lara Pulido, director of the Transdisciplinary University Center for the Sustainability. The conclusions from this roundtable implied that private companies are crucial to co-create value with and for society. As Tania Rodriguez, Director of CoCapital, pointed out, it is increasingly common to see investment flow to projects with triple impact purposes (social, environmental, and economic).

On the second day, the works focused on sustainable development. Topics such as circularity in business, smart cities, and frugal innovation were addressed.

Finally, we closed the an invitation to participate in the entrepreneurial challenge that will be awarded in September. Each speaker told a story that inspired us and that was precisely the objective. I would like to close with Nathán Shabot's approach: "How much do our dreams resemble our reality? Our will is the bridge of both, and the fuel of the will is the passion in our dreams".



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Primer día: [Conferencias sobre Innovación y bien común](#)

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