

SBMT6020D Climate Action Solutions for a Changing Planet

Instructor:

- Faculty Name: Pascal Vuichard
- Title: Dr.
- Department: Marketing

Course Objectives / Learning Goals:

Climate change has been called a “trillion dollar risk and opportunity” (Alison Martin, Zurich Insurance) - the biggest risks but also the biggest opportunities lie in Asia Pacific. Climate Change is THE defining societal challenge of our times. As leaders in business and society, students of the GNAM Programme can either be part of the problem, or part of the solution. The course *Climate Solutions – A Multidisciplinary Perspective* is a starting point for the latter. Participants will be exposed to a range of interdisciplinary insights about the magnitude of the climate challenge, and reflect upon determinants for implementing effective climate solutions. It is a highly interactive course, engaging students in an interactive way to enable deep reflections.

After completing the course, students will:

- have gained a thorough understanding of the climate challenge and its determinants
- be able to assess a range of possible solutions to climate change
- know how to integrate interdisciplinary perspectives towards climate solutions
- have reflected on what it takes to implement strategies for low-carbon behavior, and how this can be linked to viable business models
- be energized to shape a climate-positive future

Teaching / Learning Methodology:

An 8 week online course offered for MBA and MSc students. Class time will be divided between lectures, discussions and sharing. Exercises will lead you to experience the key concepts we will discuss during the lectures. The discussion and sharing sessions enable you to exchange your ideas relating to the topic based on your experiences.

Dr. Pascal Vuichard will be the instructor for this course. He received his Ph.D. in Renewable Energy Management from the University of St. Gallen. His research is focused on the topic of social acceptance of renewable energies and electric mobility. He researched different drivers and barriers of social acceptance and how specific policy options could help to reduce them. Pascal also holds a Master’s Degrees in International Management (CEMS) and Accounting and Finance from the University of St. Gallen and the London School of Economics. Previously, he has also served on his home state’s parliament and on the executive council of a mid-sized Swiss city.

Readings List:

Students are encouraged to familiarize themselves with the topic of climate change and its impact on business. Some pre-readings are provided below:

- UNDP Asia Pacific - Climate change in Asia and the Pacific. What's at stake? [Link](#)
- The role of business in climate change: [Link](#)
- Climate Change – WEF Forum: [Link](#)
- Stern Report on the Economics of Climate Change: Executive summary: [Link](#)

Assessment Methods:

1. Class participation:
 - Attendance, discussion in class, and course forum posts – 20%
2. Online quizzes
 - To assess ongoing learning and understanding of content – 40%
3. Learning reflection paper
 - The course will provide you with an opportunity to actively reflect on how you changed your thinking on the topic throughout the seminar. This exercise is designed to promote and reinforce your learning. You might want to write about what your initial expectations were, how they were met, what you have learned, and what you still would like to learn after this seminar – 40%

Course Outline / Content:

Course Outline / Content and Tentative Schedule:

#	Date	Topics
1	Mar 30	Class 1: Introduction & Science of Climate Change <ul style="list-style-type: none">▪ Welcome and Course Introduction▪ The Science of Climate Change▪ Why is it so difficult to solve the Climate Problem? An Introduction to Climate Economics
2	Apr 6	Class 2: The Role of Policy to solve the Problem <ul style="list-style-type: none">▪ Can Climate Policy save the World?▪ Types, Objectives & Mechanisms of Climate Policies▪ Effectiveness of Climate Policies so far
3	Apr 13	Class 3: The Road towards 100% Renewable Energy <ul style="list-style-type: none">▪ Long-term Vision or near-term Option?▪ What does it take to get there?▪ What are remaining Challenges?
4	Apr 20	Class 4: The Role of the Consumer: Behaviour & Nudging <ul style="list-style-type: none">▪ Can Consumer Behaviour save the Planet?▪ Low-carbon Consumer Behaviour▪ Green Nudges & Social Norms
5	Apr 27	Class 5: Saving the Climate one Plant-Based Meal at a Time – the Role of our Food System <ul style="list-style-type: none">▪ Globalised Food System▪ Visions for Sustainable Food Futures▪ The Power and the Limits of different Initiatives
6	May 4	Class 6: Carbon Accounting and Corporate Net Zero Strategies <ul style="list-style-type: none">▪ What drives Companies to take Action on Climate Change?▪ Carbon Accounting, Reporting and Disclosure: a brief Introduction
7	May 11	Class 7: Climate Change Adaptation and Nature Capital <ul style="list-style-type: none">▪ The Business Case for Climate Change Adaptation▪ Adapting to Specific Climate Hazards▪ Nature as the Key to solving Climate Change: Nature Capital
8	May 18	Class 8: Wrap-Up, Reflections and the Next Frontiers <ul style="list-style-type: none">▪ Reflection-Round▪ Next Frontiers▪ Course-Wrap-Up