

Fall 2018 Course:
BSPA-UB-45: Sustainability Impact Consulting in Costa Rica
Tues. & Thurs. 9:30-10:45am, 10/25 – 12/13
Travel in Costa Rica
January 5-12, 2019



Sustainability=

People

Planet

Profits (for all)



Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Course Goals

- Some of the **most forward-thinking businesses** interested in taking care of the environment and society can be found in the beautiful country of Costa Rica.
- Stern students will have the opportunity to work with small businesses in Costa Rica to help **further develop their innovative sustainability programs**.
- Since agriculture and tourism are Costa Rica's top sources of domestic revenue, students will work with tropical fruit, chocolate and hotel companies, as well as other entities, to **generate future sustainable growth and community development**.
- Potential student projects include business and marketing plans for **agricultural production, eco-tourism and environmental education** for youth.
- **This 3 credit course counts towards Stern's Co-Concentration in Sustainable Business, as a Global Business Elective or as a General Stern Elective.**
- The course includes a **8 day trip to Costa Rica in January 2019** during which students will test their hypothesis on the ground with local partners and become immersed in Costa Rican culture.



COURSE AT-A-GLANCE

10/25-12/13, Tue/Thur, 9:30-10:45am

CONTENT

- Introduction to Costa Rica & Sustainability Themes**
- Sustainable Agriculture**
Tropics & Costa Rica
- Sustainable Tourism**
Globally & in Costa Rica
- Sustainable Strategy & Decision-Making Tools**
- Group Project Prep**
Pre-Departure Presentations

DELIVERABLES

- Homework 15%**
Short responses to study questions
- Participation 25%**
In class & during trip
- SIC Project 40% - group**
- Reflection Essay 20%**
5 page individual essay reflecting on your experiences & future aspirations

COSTA RICA



POPULATION

4.6 million people



LANGUAGE

Spanish (native)
English (widely spoken)



SURFACE

51.100 km² land.
589.000 km² water.



EXPORTS

More than 4,500 products to 146 countries. No.1 in technology exports in Latin America and No.5 worldwide.



GOVERNMENT

Oldest democracy in Latin America.
Army abolished in 1948.



COASTS

212 km Caribbean Coast.
1.016 km Pacific Coast.



Tijuana
Nogales
Ciudad Juárez
Chihuahua
Torreón
Culiacán
La Paz

U S A

Gulf of Mexico

ATLANTIC OCEAN

Tropic of Cancer

Islas Revillagigedo

MEXICO

MEXICO CITY

Ciudad Madero
Tampico

Mérida

Canón

HAVANA

Cienfuegos

NASSAU
THE BAHAMAS

Turks and Caicos Islands (UK)

DOMINICAN REPUBLIC

HAITI

JAMAICA
KINGSTON

Caribbean Sea

Virgin Is. (UK)

SAN JUAN (UK)

Puerto Rico (US)

ST KITT'S & NEVIS

Virgin Is. (US)

Martinique (FR)

ST VINCENT & THE GRENADINES

Aruba (NL)

Netherland Antilles

ST. LUCIA

BARBADOS

GRENADA

PORT OF SPAIN

TRINIDAD AND TOBAGO

GUYANA

GUATEMALA
GUATEMALA CITY

BELIZE
BELMOPAN

HONDURAS
TEGUCIGALPA

NICARAGUA
MANAGUA

EL SALVADOR
SAN SALVADOR

PANAMA
PANAMA CITY

SAN JOSE

San Carlos

Puerto Cabezas

COLUMBIA

VENEZUELA

LEGEND

- - - Country-Boundary
- Major Road
- Other Road
- Rail
- Country Capital
- Major City
- ⊕ Airport



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COSTA RICA



COSTA RICA
NORTHERN
PLAINS





NORTHERN PLAINS

- Located north of our Central Range of Mountains.
- One of the most visited regions by international tourists for nature, adventure and ecotourism
- Protected forests, lakes, lagoons, volcanoes, rivers and waterfalls abound here.
- The Arenal volcano is the 3rd most perfect conical shaped volcano in the world
- Over the past 10 years there has been a boom in tourism service development and adventure sites.
- Protected areas and National Parks: Volcano and Lake Arenal, Chato Volcano, Caño Negro Wildlife Refuge, the Sarapiquí area, Tenorio Volcano National Park and the Braulio Carrillo National Park.
- **Pital** has a population of 17,318 inhabitants. Located at 100 meters above sea level. The economy is based on the extensive cultivation of pineapple for export purposes. Livestock meat and milk are also very relevant.
- The town of **La Fortuna** actually got its name before the latest eruption cycle and was named for the fertile lands ("The Fortune") where it is located. The population is 15,385 inhabitants and it is located 225 meters above sea level. Economy is based on tourism.

TRIP ITINERARY



TRAVEL PROGRAM AT-A-GLANCE*

JANUARY 5-12, 2019

(students will make their own flight arrangements)

Date	Activity
Sat. Jan 5	Arrival to Costa Rica and individual transfers to Hotel Park Inn . <i>Mandatory check-in with Trip Leaders at 4:00pm in hotel</i> Welcome orientation dinner
Sun. Jan 6	Transfer to San Carlos Visit to Braulio Carrillo National Park Hotel Tilajari check-in and Class session
Mon. Jan 7-10	Work at the different companies On January 9, evening visit to a hot springs
Fri. Jan 11	8am-11am: Teams work on presentations at hotel; 11:00am-1:00pm: Final Presentations at hotel - followed by lunch 2:00pm: Check out and travel back to San José. Evening: Check into hotel in San Jose & Farewell dinner
Sat. Jan 12	Individual transfers to the airport for departures <i>(students must stay to the official end of the program at 8:00am)</i>
*Partner on the ground: Horizontes (https://www.horizontes.com/)	



ARRIVAL DAY - Saturday, January 5th

Home / San José---Hotel Park Inn

https://www.parkinn.com/sanjose?s_cid=os.amer-cr-prk-CRIJOSE-gmb

Students arrive on individually booked flights – arrival into Juan Santamaria International Airport.

Greeting and assistance inside the airport premises and individual private transfers to Hotel Park Inn.

Mandatory check-in with Trip Leaders at 4:00pm

In the evening enjoy a group welcome orientation dinner at hotel.

Overnight at hotel.



Sunday, January 6th

San José / San Carlos---Hotel Tilajari

<https://tilajari.com/>

Breakfast at hotel.

Travel to San Carlos with a stop to visit Braulio Carrillo National Park.

Lunch at a local restaurant.

Arrival to Hotel Tilajari and check-in.

Afternoon orientation.

Dinner and overnight at hotel.



Monday, January 7th – Thursday January 10th

Work At Assigned Companies in Pital & La Fortuna

Breakfast at hotel.

Shuttle transportation provided to all students.

All day program at the different companies.

Lunch at the company cafeteria or at a local restaurant.

Dinner at Hotel Tilajari



Friday, Jan 11th - San Carlos / San José Hotel Park Inn

Breakfast at hotel.

Teams work on presentations & present Final Projects at hotel

Lunch at hotel and check out

Afternoon travel back to San José.

Farewell dinner and overnight at Hotel Park Inn.



DEPARTURE DAY - Saturday, January 12th

San José/Home

Breakfast at hotel

Students must stay through the official end of the program at 8:00am

Transfers to the International Airport Juan Santamaria

Students depart on individually booked flights



Braulio Carrillo National Park

- Located in the Central Volcanic Range, among the massifs of Póas and Irazú Volcanoes. This wonderful natural treasure includes Barva and Cacho Negro volcanoes.
- It has a maximum elevation of 9534 feet above sea level on top of Barva Volcano.
- Is one of the largest protected areas in Costa Rica with 50.000 hectares and is in one of the areas with the steepest topography of the country.
- The landscape consists of high mountains densely covered with forests and lots of canyons where run several rivers and streams essential in the production of hydroelectricity.

Arenal Volcano

- Sitting just north of the Tilarán Mountains, the Arenal is a spectacularly beautiful, cone-shaped volcano rising out of the flat San Carlos Plains.
- It was one of the most active volcano in the country and it is currently in a resting phase.
- This is a very important area for the conservation of the local hydric source which guarantees the constant water flow to the Arenal Dam and the close human settlements.
- The scenic beauty is an important attraction for the tourism development of the region, the economic activity and the contribution to the national electrification system.



Tabacón Hot Springs

- The resort's unique thermal springs emerge from volcanic grounds, cascading to form waterfalls, streams, pools and ponds surrounded by tropical gardens.
- The Grand Spa offers tempting treatments in 11 open-air bungalows with a private Jacuzzi.

POTENTIAL COMPANIES



FERTINYC

Project: Social media strategy and brand differentiation

PITAL DE SAN CARLOS

<http://fertinyc.com>



- 10 years of experience
- Dedicated to Production and marketing of fresh pineapple
- Specialty is the Crownless fruit.
- They manage the fruit from production to packaging.

The company has developed adhering to environmental, ethical and social responsibility standards.

VISA AGRICULTURAL PRODUCTS

Projects: Business strategy, Marketing, Review of statistics and recommendations

PITAL DE SAN CARLOS

www.visasa.com



- Producer of pineapple, cassava, ñame, eddoes, rambutan, papaya, roots and tubers.

VISA is certified by Ethical Trading Initiative, ETI and M&S FIELD TO FORK which ensures that the production process has been carried out following the code of good agricultural practices and respecting the environment.

PECOS FRESH FRUIT

Project: Pending

PITAL DE SAN CARLOS

<https://www.facebook.com/PecosFreshFruit>



- This farm is dedicated to planting, packaging and export quality pineapple.
- Located in El Encanto De Pital, this company is certified for organic and conventional pineapple packaging.

Their commitment to quality and excellence is always present in all processes from planting to the final product. Delivering a natural product of the highest quality and the vision of achieving a healthy natural product while preserving the environment.

PIÑA ALBO

Project: Pending

PITAL DE SAN CARLOS
<http://pinaalbo.com>



- Family company of national capital dedicated to produce and export yellow pineapple of excellent quality, respecting the environment. Located in Pital, San Carlos. Their ideology helped developed the company while protecting the surrounding forests and rivers, and provides work and an adequate level of life to their collaborators and community.

Built with Costa Rican capital this family company is environmentally and socially responsible, dedicated to produce and export yellow pineapple of excellent quality, while protecting forests and rivers, and providing jobs and an adequate level of life to the community.

EDUCATIONAL FARM DON JUAN

Projects: Social media strategy, brand differentiation and analysis of the relationship between employees and the company and improvement strategies

LA FORTUNA

https://www.facebook.com/finca_educativadonjuancr/



- An educational center and a model for sustainable agriculture that motivates farmers and gardeners from around the world.

Finca Educativa Don Juan participates in the formation of men and women committed to live in harmony with nature.

AVENTURAS ARENAL

Project: Brand differentiation

LA FORTUNA

<https://www.aventurasarenal.com>



- This Tour Operator is a family business
- Commitment with the development of the business and the community
- They manage a high-quality service operation promoting values and benefiting the community.

Their positive impact on social issues in La Fortuna has been an important achievement.

RAINFOREST CHOCOLATE TOUR

LA FORTUNA

<https://www.rainforestchocolate.com>

Projects: Strategy for Social Media, and analysis of the relationship between employees and the company and improvement strategies



- The Rainforest Chocolate Tour Company offers an opportunity for guests to learn about cocoa and chocolate, its origins and history, and the production process from the harvesting of the fruit, drying and grinding of the seed to the developing of the rich, high quality organic chocolate drink.

RFCT invites guests to enjoy a journey through history, culture and traditions of chocolate, promoting the sustainability of their organic, social conscious product.

ECO CENTRO DANAUS

Projects: Marketing, Brand differentiation and Finances

LA FORTUNA

<https://www.ecocentrodanaus.com>



- Private ecological reserve offering programs for tourism, conservation, environmental education and sustainable production.
- The trails offer natural habitats of plants and wildlife, there's a natural water spring of importance for nesting and observation of aquatic birds and a butterfly farm.
- Reproduction of native tree species is one of their main objectives as well as conservation and rescue of indigenous Maleku culture.

Danaus carries out environmental education activities in schools, colleges, businesses and the wider community which lead them to obtain the Ecological Blue Flag.

HOTEL CASA LUNA

Project: Marketing

LA FORTUNA

<https://www.casalunahotel.com>



- Casa Luna Hotel & Spa concept derives from a 100% nature loving consciousness, and the vision of being an ecotourism model.
- Located in friendly La Fortuna offers amazing and close views of the Arenal Volcano, it has a rustic-colonial style with peaceful gardens.

At Casa Luna they are truly convinced that the planet's future depends on today's actions, thus, they offer eco-friendly tourism practices with an honest concern to protect nature.

ADIFORT

Projects: Marketing, Brand differentiation, Strategies of Social Networks and Best Sustainability Practices

LA FORTUNA

<https://www.arenaladifort.com>



- An association that promotes integral community development through projects that improve the conditions and quality of life of the people of La Fortuna.

The association promotes integral development through projects that improve the conditions and quality of life of the community with the vision of being a model association that generates resources that promote social, economic and environmental development for the benefit of the community.

INFORMATION & LOGISTICS



IMPORTANT DATES AT-A-GLANCE

Date	Activity/Deadline
Week of April 16	Students must register themselves for class via Albert.* *open enrollment as long as space remains available for the course.
Fri. April 27	Scholarship requests DUE by 12:30PM
Fri. May 4	Deadline to submit contract, passport copy, and non-refundable Trip Program fee at 4:30PM, Tisch 6 th Floor.
Oct. 25 – Dec. 13	This is a half-semester Fall class in NYC that meets Tues. & Thurs. 9:30am – 10:45am
Jan. 5 – Jan. 12	Costa Rica Trip

ENROLLMENT REQUIREMENTS

Enrollment in course *BSPA-UB 45 Sustainability Impact Consulting in Costa Rica*

Must plan to be in New York for the Fall 2018 semester (Seniors who plan to graduate in January are not eligible)

Strong interest in sustainable business - Commitment to interact with fellow students, faculty, staff and community members

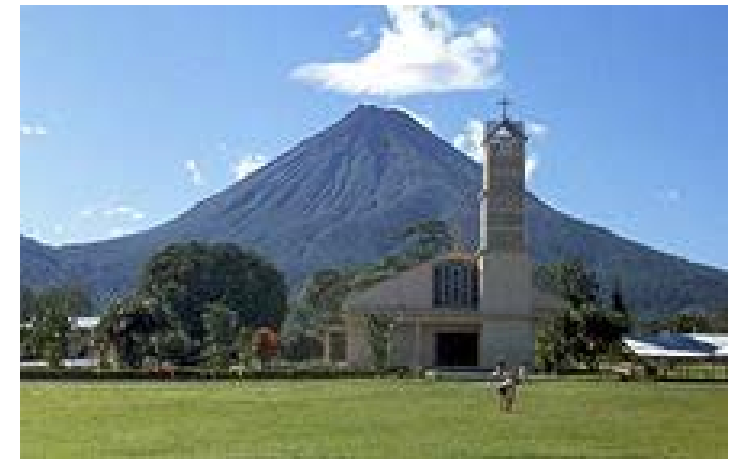
Enthusiastic participation in all activities both here & in Costa Rica - Active engagement in program work & reflective discussions

Ample time to fulfill course requirement & trip responsibilities

Adherence to NYU Stern Travel Code of Conduct, NYU Stern Honor Code and partner policies

Students must check in with Trip Leaders for the official start of the program in Costa Rica at 4:00pm on Saturday, January 5 and remain until the official end of the program at 8:00am on Saturday, January 12, 2019.





Expenses

This 3-credit course will be part of your Fall 2018 schedule, but tuition fees do not cover the additional cost for the trip to Costa Rica

Mandatory Program Fee: \$1,500 DUE: Fri. May 4 at 4:30PM

Includes: Hotel for 7 nights | Local transportation | Group excursions
| All meals from Dinner on Day 1 thru Breakfast on Day 8



Additional Expenses:

Airfare to/from Costa Rica - (~\$1,200 RT from NYC)

Passport fee (~ \$75 - \$100) only if you need new or to renew passport

Vaccinations & Travel Medicines (if needed)

Course materials

Personal expenses & entertainment



Scholarships are Available!

A limited number of Stern travel scholarships will be available for students who qualify (*based on financial need*)

Must have a FAFSA or CSS profile on file – more information will be provided to students who register for the course

Scholarship requests DUE: Friday, April 27, 2018, 12:30PM



Travel Documents

Passports: You must have a passport that is valid for a minimum of six months after the trip (July 2019)

US Passport Info: <http://travel.state.gov/passport>

Visas: Students with US passports valid for six months beyond the dates of travel do not need a visa to enter Costa Rica for this trip.

Immunizations

The Center for Disease Control (CDC) Recommendations:

- Malaria
- Hepatitis A
- Typhoid

Refer to the [CDC](http://www.cdc.gov) website for more information.

Q & A



Additional Questions?

Visit our website: stern.nyu.edu/costarica

Email Us: costarica@stern.nyu.edu