



SUSTAINABILITY ACTION VOYAGE EXPERIENCE

2021 VIRTUAL TOUR

A trip to a sustainable future

## UPPER SECONDARY SCHOOL

### ECONOMIC AND SOCIAL INCLUSION

This video course illustrates ways of promoting economic and social inclusion, such as an innovative and entrepreneurial approach that is attentive to people and the environment, more equitable and sustainable finance, and more forward-thinking and aware management of natural resources.

The course begins with the interview ***Saving and enterprise*** with Brunello Cucinelli, a textile entrepreneur who – due to his father’s sad experiences and teachings – has always valued human and environmental resources. So much so that he has received prestigious awards for his business model: profit with ethics and dignity, with this profit distributed not only within his company but also outside it. Mr Cucinelli recounts his business history, strongly characterised by an attention to corporate social responsibility and an approach to corporate management that aims to improve economic performance and the well-being of his employees and workplaces, while establishing a relationship of collaboration with banks, rather than a typical bank-client relationship.

The course continues with the video, ***The positive side of finance***, in which the economist and Nobel Prize winner Robert J. Shiller explains how the financial markets bring benefits to the economy, even though savers affected by the crisis struggle to accept this. The crisis was caused by human error and its effects were mitigated by the markets themselves. Finance, in fact, has to do with risk management, and good risk management reduces arbitrariness and unequal income distribution: in theory, therefore, through well-regulated financial markets it is possible to redistribute earnings fairly and the genius of talented people may be expressed in a productive way.

The next video, ***Circular economy: a new inclusive model***, shows how essential it is to overcome the logic of a linear economy and adopt an innovative paradigm based on the three R’s (reduce, reuse, recycle) that ensures the survival of the planet and humankind and promotes more sustainable development.

The need to promote integration to ensure greater collective welfare is the main theme of the fourth video, ***Inequality reduction, social inclusion and economic citizenship – what you can do***, which offers guidance on how to overcome the barriers that hinder the inclusion of the most vulnerable groups of society.

After viewing the videos, students will be able to test themselves in the Equality Defender app by making decisions to improve society.

At the end of the course, students will compete in teams in the game “Globetrotter – an all-round saving”, where they will be asked to answer a series of questions relating to the areas in which sustainable solutions can be adopted for tourism (food, energy sources, building, water and transport) in order to design the ideal sustainable journey.