

First generation of Central American communicators successfully completes sustainability program promoted by FIFCO and INCAE

San José, Costa Rica. July 23, 2024. FIFCO and INCAE Business School, through their impact centers CELIS and CLACDS, successfully closed the first program on sustainability for Central American communicators.

During 5 sessions in hybrid modality, 30 communication professionals were able to complete this innovative educational program that provided them with tools and knowledge to facilitate their daily work and sustainability coverage.

The program addressed the fundamental principles, strategies for achieving environmental and social sustainability, and the importance of collaborating with various stakeholders, all from the perspective of communicators and their needs.

The academic program, which was taught by Ronald Arce, director of the Latin American Center for Competitiveness and Sustainable Development (CLACDS); and Jaime García, senior researcher and project director of the Social Progress Index, culminated with an on-site class at the INCAE Campus in La Garita, Alajuela, the analysis of a success case and the awarding of certificates of participation.

If you are interested in being considered for future editions of this program (free of charge for communicators), do not hesitate to contact us by replying to this email. We are already preparing lists with applications for the 2025 edition.

About FIFCO

FIFCO is a beverage and food company with 116 years of history, and operations in Costa Rica, Central America, Dominican Republic, Mexico and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include *Florida Bebidas* (food and beverages), *Florida Hospitality* (real estate sector) and *Florida Retail* (retail sales). It exports to 10 countries around the world and has a portfolio of 2,000 products.