

FIFCO and INCAE promote the second edition of a specialized course on sustainability

- Thirty communicators from Costa Rica and Guatemala are being trained on key issues such as regenerative economics, multidimensional poverty, and the Sustainable Development Goals
- The course reinforces their role as strategic allies in promoting a sustainable and collaborative agenda

June 2025. With the aim of strengthening the capacities of communication professionals on sustainability issues, Florida Ice and Farm Company (FIFCO) and INCAE, through their two Impact Centers: Center for Inclusive and Sustainable Leadership (CELIS) and the Latin American Center for Competitiveness and Sustainable Development (CLACDS); launched the second edition of the specialized course “Fundamentals of Sustainability: Tools for Better Understanding and Communicating the Concept.” The initiative brings together 30 journalists from Costa Rica and Guatemala in a five-week virtual training space.

The program offers a combination of master classes, case studies, collaborative discussions, and a practical simulation to understand the impact of corporate sustainability on society and communicate it more effectively. The sessions take place every Thursday in June and end on Thursday, July 3. Topics covered include corporate sustainability, integrating the Sustainable Development Goals into business strategy, regenerative economy, and social sustainability.

The course is led by two renowned INCAE experts: Ronald Arce, director of CLACDS, and Jaime García, senior manager of Sustainability and Impact and director of the Social Progress Index for Latin America.

“This course stems from the conviction that communicators are key allies in promoting a sustainable agenda. At FIFCO, we believe in expansive sustainability that puts collaboration at the center, which is why we are committed to strengthening the capacities of those who report, investigate, and influence public conversation on the great challenges of our time,” said Maria Pía Robles, FIFCO’s Director of Corporate Relations.

For his part, Ronald Arce commented: *“For INCAE and our center, it is essential to open up training spaces like this one. Journalists and opinion makers are strategic allies in building a more sustainable society. By providing them with tools to understand and communicate the complexity and opportunities of corporate sustainability, we contribute to spreading this knowledge to society as a whole. Informed and rigorous journalism can foster the region’s transition to a development model that is both competitive and sustainable”.*

At the end of the five sessions, participants who meet the program requirements will receive a certificate of participation.

About FIFCO

FIFCO is a beverage and food company with 117 years of history, with 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), FIFCO Hospitality (real estate sector) and FIFCO Retail (retail sales). It exports to over 10 countries around the world and has a portfolio of more than 2,000 products.