

## FIFCO and INCAE consolidate their second generation of Central American communicators through a virtual course on sustainability

- 30 journalists from Costa Rica and Guatemala strengthened their skills to report and influence with a sustainable focus.
- The initiative positioned participants as key players in building a regional agenda geared toward responsible development.

**July 2025.** For the second consecutive year, Florida Ice and Farm Company (FIFCO) and INCAE Business School, through their impact centers CELIS and CLACDS, promoted the specialized course “Fundamentals of Sustainability: Tools for Better Understanding and Communicating the Concept,” aimed at communicators in Central America.

In this second edition, 30 journalists from Costa Rica and Guatemala participated in a five-week virtual training program, with sessions held every Thursday in June and concluding on July 3. The objective was to strengthen their capacities to report, analyze, and influence from a comprehensive sustainability perspective.

The program combined master classes, case studies, collaborative discussions, and a practical virtual simulation designed to explore real-life situations and encourage critical thinking about sustainability challenges. Among the topics highlighted were regenerative economy, multidimensional poverty, corporate sustainability, and the integration of the Sustainable Development Goals (SDGs) into business strategy.

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

*"At FIFCO, we understand that working on sustainability means building organizational resilience from a strategic and collaborative perspective. We are committed to expansive sustainability, which not only incorporates ESG criteria but also promotes the development of capacities to understand, communicate, and act in the face of environmental challenges. That is why we promote spaces such as this course, where communicators are strengthened as key agents of transformation,"* said Maria Pía Robles, FIFCO's Director of Corporate Relations.

At the end of the course, participants who met the established requirements received a certificate of participation. This initiative reaffirms FIFCO and INCAE's commitment to continue promoting spaces that contribute to more responsible and effective communication on key issues for the region's sustainable development.

### **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.*