



06.05.2025 | 6:00 pm – 8:00 pm | Online



Executive Education

Sustainability & International Relations

↓ Program

06.05.2025

Part 1



Jean-Jacques
de Dardel

Former Swiss Ambassador and
Member of the IID Council

The Deconstruction of International Relations

Sustainability seemed to be the new topic we all had to turn our attention to, since the impactful Club of Rome report “The limits to Growth” (1972), to the Paris Climate Accords (2016) and the subsequent COPs (26 to 29). Legislations changed, as did consumer attitudes.

But in today’s world, shaken since early 2022 by unexpected wars, looming crises and possible new wars, as well as a momentous shift in the US position and standing since early 2025, international relations must urgently be approached in novel ways.

The established order is being considerably transformed: Bigger powers seem free to act as bullies, multilateralism is questioned, as is free-trade and good-neighborliness. All seems unpredictable. Meanwhile, AI and cyber threats mount.

Yet climate change and sustainability remain as unavoidable and essential as they came to be in the last decades. If ever, they are an ever more pressing issue, as war zones and a scramble for energy sources and rare earths further disturb the environment.

Given the changes in government priorities due to mounting security concerns, however, the drive towards sustainability will weigh more and more on the private sector.

Dr. Jean-Jacques de Dardel, Ph.D., MEconSc. is a former Swiss diplomat, Founder and Head of the Centre for International security Policy of the Swiss DFA, Director General for Europe and Central Asia, Ambassador to Belgium, NATO, France and China, among other postings. President and member of various boards and advisory boards, he lectures at the University of Zurich and at the International Institute for Diplomacy, Geneva, and has authored more than a dozen books on foreign policy, history and the arts.



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Part 2



Salvatore
Cantale

Professor of Finance, IMD

Regulation, Competition, and Global Cooperation

Can sustainability, beyond its environmental impact, become a force for strengthening international relations? Or will it deepen divisions between nations? To answer these questions, and following the geopolitical insights from Ambassador de Dardel, we now shift our focus to the intersection of sustainability, international competitiveness, and global diplomacy.

This discussion examines how sustainability-driven regulations, from the EU's CSRD and CBAM, to the SEC's ESG disclosure frameworks in the US, to China's state-driven sustainability agenda, shape corporate decision-making and international relations. Finally, we explore whether sustainability can serve as a common ground for cooperation or become yet another arena for geopolitical tension, given the differing economic realities and priorities of nations.

Salvatore Cantale is Professor of Finance. His academic and consulting work is divided into two different but complementary streams. First, he works at the intersection between strategy, business models, and financial results. He also sheds light on the relationship between ESG and finance, with the aim of increasing the understanding of how ESG policies impact both sustainability outcomes and financial results, and of helping companies navigate ESG ambitions and regulatory requirements. Before joining IMD in 2011, he was a faculty director for the Master's in finance at the AB Freeman School of Business at Tulane University in the US, where he won numerous teaching awards. Previously, he worked as an analyst with a large investment bank in London, and as a research fellow at New York University.



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Part 3



Michael
Wilde

Chairman of BADOLLET and
Founder of ISHANGO

Case Study: Evolution from a Top High-End Brand to a Mass-Volume New Lifestyle Brand

The revised law, enacted on January 1, 2017, concerning brand protection and provenance indications, finds its origins in material traceability. It is essential to understand these principles as they guide our daily actions and processes. The ESG standards for the watch industry are deeply rooted in this legislation. While larger companies have successfully integrated these new standards, smaller ones are still in the process of adapting. At this critical moment of implementation, expert guidance is crucial.

Compliance with ESG standards is more than just a label, it creates tangible opportunities. A growing number of consumers today place great importance on these certifications; without them, they often turn away from products. ESG compliance not only benefits the planet but also enhances brand perception and consumer trust, a true win-win scenario built on shared values. When communicated effectively, it has the power to unite people around a common purpose.

ISHANGO & BADOLLET represent two distinct yet equally prestigious watchmaking brands. ISHANGO, a product of today's industrial and trend-driven market, contrasts sharply with BADOLLET, a brand with nearly four centuries of history and expertise, "Excellence since 1635", dedicated to state-of-the-art watchmaking and collector's items.

Michael Wilde is a newly appointed Brand ambassador. Chairman of BADOLLET and Founder of ISHANGO with a financial and commercial education background, IFGP, CFC. Former Private Banker for private individuals worldwide, businesses.

Director of a wealth consulting firm and watch brand consultant responsible for development, project management and new businesses.

Boards member including guidance and strategic development, communication and marketing, product creations and development, finance and operating management.



06.05.2025

Part 4



Hongyu
Overlack

ESG Program Manager

Sustainable Leadership: Balancing Tradeoffs and Driving Action

As the world faces mounting environmental and social challenges, the role of leadership in driving sustainability has never been more crucial. Business leaders, policymakers, and global institutions are confronted with complex tradeoffs: How can we align economic growth with environmental responsibility? How do we align short term profits with long term vision? What is leader's role of playing to foster collaboration between governments, businesses, and civil society to create real impact? Building on the previous chapters, we now turn to leadership - where the true challenges and opportunities of steering a sustainable future ultimately lie.

Mrs Hongyu Overlack is the Founder and CEO of Beijing Sinoglade International Consulting, Co-founder of L&C Consulting GMBH (Switzerland), which are multifunctional platforms dedicated to bridging business and cultural exchange between China and Switzerland. A global entrepreneur of over ten years of experience in international business management with a passion for connecting cultures and businesses between the East and the West. She is an honorary award recipient of 'Outstanding Contribution to Sino-Swiss Relations' from the Swiss Embassy in China. She holds an MBA from IMD, a master's degree of International Relations and Simultaneous Interpretation from Dalian University of Foreign Languages in China. She is also an IMD and IECC certified Executive Coach on Leadership.



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