

IAED, UPF and YSP Argentina's Discussion Series: Organizational Sustainability

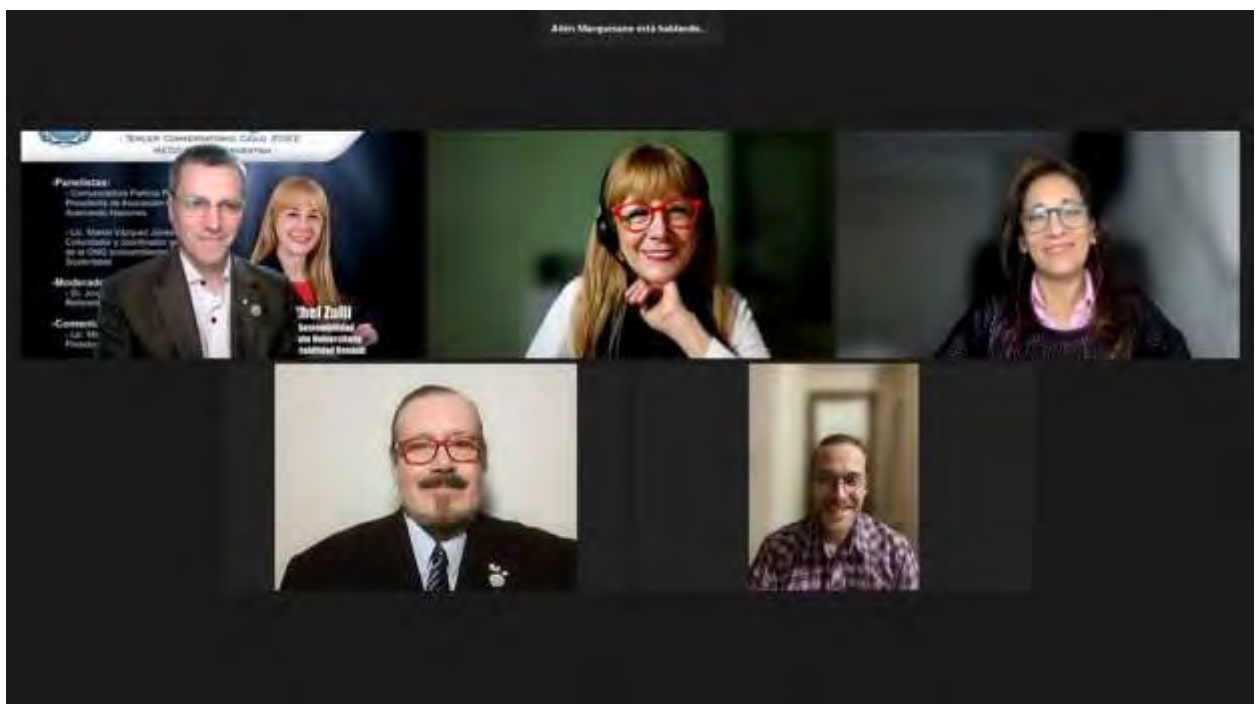
Miguel Werner

Monday, October 31, 2022



Argentina -- "Organizational Sustainability" was the theme presented by sustainable strategy specialist **Ethel Zulli** during the third 2022 Discussion Series by IAED/UPF/YSP-Argentina. The event took place on October 31, 2022 via Zoom and was broadcasted on UPF-Argentina's YouTube channel.

In his opening remarks, **Dr. Jorge Tuero**, IAED-Argentina representative, provided context for the Series: "Truth, not Stories," which highlights and appreciates the knowledge and experience of the invited speakers, specialists in different subjects related to economics. This is in contrast to, he said, a certain culture of people who tend to speak on various topics with no understanding or substance, almost like a national sport, thinking they are solving the world's issues with a simple conversation.



Ms. Zulli, manager of Sustainable Strategy, was grateful for the invitation. She talked about her passion developing her project for more than 10 years and provided historical context on the subject, telling about her experiences and offering quotes from various authors from a sustainable paradigm.

She told about her job at the company in connection with the Sustainable Development Goals and in relation to the pandemic: "Nobody can do anything alone," she said, and used as a metaphor the "goose game" in the incorporation of the sustainability concept: "Going forward and back and going forward again, as many times as is necessary."

"An organization's sustainability, or sustainable development, has to be at the heart of the business strategy," she claimed during her informative and passionate exposition. The highest aspiration, which has various challenges in companies and in society, is for sustainability to become part of the organizational culture, she added.

Her recommendation: Very high self-esteem to overcome all "no's," because there is not an easy yes in sustainability, argued **Ms. Zulli**, university academician, corporate entrepreneur, proponent of inclusion, exhibitor and a voice of sustainability both nationally and internationally. She is innovative, passionate and a dreamer, according to her own resume, to which she also adds musical comedy and being the mother of two daughters.



At the end, interesting comments and questions were raised by two panelists, **Patricia Pitaluga**, president of the Civil Association "Acercando Naciones," and **Martín Vázquez Jones**, co-founder and general coordinator of the socio-environmental NGO "Río Sustentable." Concluding remarks were given by **Miguel Werner**, president of UPF-Argentina.

IAED (2) is a Universal Peace Federation (UPF) project, which seeks to contribute to Peace in cooperation with other leadership areas and organizations, addressing critical challenges and promoting long-term world peace, prosperity and sustainable development.

IAED/UPF/YSP-Argentina developed three discussions during the 2022 Series, featuring professionals in various economic fields, through a virtual platform (3).

Links:

1) Recording of the IAED/UPF/YSP-Argentina Discussion 31-10-2002: youtu.be/2tnkXiVKnkI

2) International Association for Peace and Economic Development (IAED): www.upf.org/associations/iaed

3) 2022 IAED/UPF/YSP-Argentina Discussion Series

First 2022 IAED/UPF/YSP-Argentina Discussion Series 29-8-2022

"BSR: Social Observer?": **Vicente Spagnulo**

Specialist in business, community and social innovation projects

Recording: youtu.be/vaiPg9PNRhk

Second 2022 IAED/UPF/YSP-Argentina Discussion Series 28-9-2022

"Challenges in the Current Labor World": Dr. **Roberto Reksas**

Business consultant for HR and labor relations

Recording: youtu.be/2mM0FGcC1_c