

Program: Bachelor of International Management

Specialization: International Relations

## Case Study

As a part of your Geneva Business School application, we require you to submit a case study response of approximately 500 words. You will be provided with one article as source material. Once you read the article and the case below, you will be required to answer a few questions to show your understanding of the topic. Please know you will be asked to discuss your responses during the interview session.

To complete this case, please read this [short article](#)

### Amazon Rainforest Fires, International Relations, and Business Impact

The 2019 Amazon rainforest fires in Brazil presented an environmental catastrophe with significant repercussions for global concerns, particularly in the realms of international relations and various business sectors. These fires resulted in vast devastation, threatening biodiversity and contributing to the acceleration of climate change by releasing substantial amounts of carbon dioxide into the atmosphere.

The destruction of the Amazon rainforest raised alarm bells worldwide due to its role in maintaining climate stability, influencing weather patterns, and serving as a crucial ecosystem for the planet. This catastrophe posed direct threats to industries reliant on the Amazon, including agriculture, forestry, pharmaceuticals, cosmetics, and ecotourism. The economic implications were substantial, as disruptions in these sectors led to supply chain challenges, impacting sourcing, manufacturing, and distribution.

The fires triggered intense global discussions regarding the balance between a nation's sovereignty and the collective global responsibility for environmental preservation. Diplomatic channels and international bodies urged Brazil to address the fires and adopt stringent environmental policies, shaping diplomatic relations and potentially influencing global trade 1

agreements. This situation led to a scrutiny of businesses with connections to the region, emphasizing their environmental commitments and sustainable practices.

Businesses across various sectors experienced disruptions in sourcing materials and managing supply chains linked to the Amazon region. The fires prompted companies to reevaluate their supply chain strategies and assess the impact of the environmental crisis on their operations. Moreover, the event underscored the importance of corporate social responsibility (CSR) and the necessity for businesses to integrate sustainable practices into their operational frameworks. Companies worldwide faced a call to embrace sustainable business practices, enhancing their brand image and responding to consumer expectations for environmentally responsible corporate conduct.

## Questions

After reading the provided material, please answer the questions below:

1. How did the Amazon fires affect businesses and international relationships?
2. What was the reaction of the international community, and what messages did they wish to send to the head of state of Brazil?
3. Environment is one global issue that concerns all. How can the international community (IC) ensure or guarantee that the sovereign territory of Brazil is perceived as the lungs of the world and as thus, the IC have a role in the decision-making process of the future and protection of the Amazon?
4. How did the fires impact how companies are seen by consumers and their environmental responsibilities?
5. Why were discussions about the fires linked to a nation's control and global environmental duties?
6. What lessons can businesses learn from the Amazon fires about being resilient and environmentally responsible during global crises?