

Sustainability applied; the perspective of giving students a voice in Sheffield Business School

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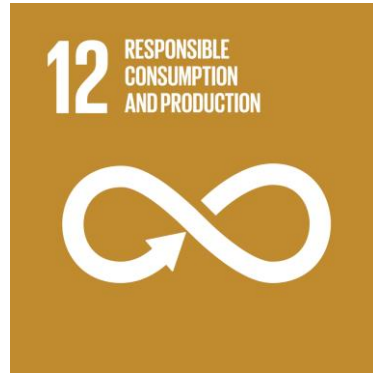
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Sustainability Applied; the perspective of giving students a voice in Sheffield Business School

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About Us

Senior Lecturers – Sheffield Business School
Leaders of PRME modules

Overview of Presentation

- **Teaching**
- **Outreach**
- **Stewardship**
- **Impact**



Teaching - The Context

- A growing population consumes an average of '*1.7 earths*' each year (CRM 2010) and is expected to reach nine-billion by 2050 (Young and Ernst 2012)
- Universities have an increasing responsibility to teach sustainability and responsibility (herein S&R) (Handy 2012). Higher Education should '*serve as a model of sustainability by integrating all aspects of campus life*' (Cortese 2003)
- Our challenge - embedding S&R/PRME into curricula



Outreach -the approach

Through regular debate of contemporary issues, and exploring societal trends, students:

- build practical knowledge, selecting an applied case study for their written assignments.

This case study can be at local, regional or national levels and should be influenced by their intended career paths.



The Task

Task Details: 2,500 (max. 2,750) word essay (+/- 10%).

For this assignment you will develop an individual **case study** that draws upon the various elements of theory from the module. The case study context should be an organisation of your choice; this might be **an organisation/Industry you have previously worked in, the case organisation from the guest lecture or an organisation/Industry you are interested in**. Your organisation should be approved by your tutor and we recommend that you work on your assignment throughout the module. You will have the opportunity to receive formative feedback throughout the module. Your tutor will discuss your progress in the seminars that take place and encourage peer feedback and formative assessment every week.



Our Padlet


Marc Duffy + 52 • 3mo

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Sustainable and Responsible Business

Please Insert any items of Interest here....


<https://www.shropshirestar.com/news/world-news/2022/02/11/un-labour-agency-cites-concerns-about-chinas-xinjiang-region/>



shropshirestar.com

UN labour agency cites concerns about China's Xinjiang region

<https://www.theguardian.com/money/2021/nov/01/uk-companies-must-offer-more-to-workers-or-face-exodus>




theguardian.com

UK companies 'must offer more to workers or face exodus'

<https://www.theguardian.com/money/2021/nov/01/uk-companies-must-offer-more-to-workers-or-face-exodus>

<https://www.reuters.com/article/us-coca-cola-sustainability/coca-cola-criticized-for-plastic-pollution-pledges-25-reusable-packaging-idUSKBN2KF2KY>




reuters.com

Coca-Cola, criticized for plastic pollution, pledges 25% reusable packaging

Coca Cola

Human rights




bbc.co.uk

Israeli policies against Palestinians amount to apartheid - Amnesty

<https://www.bbc.co.uk/news/world-middle-east-60197918>

Child Labour at Starbucks




theguardian.com The Observer

Children as young as eight picked coffee beans on farms supplying Starbucks

<https://www.theguardian.com/business/2020/mar/01/children-work-for-pittance-to-pick-coffee-beans-used-by-starbucks-and-nespresso>

U.S. Says FIFA Officials Were Bribed to Award World Cup to Russia and Qatar

Bloomberg



Businessweek Feature


Luckin Scandal Is Bad Timing for U.S.-Listed Chinese Companies

China's answer to Starbucks was all cup, no coffee.

By Yifan Wang and Henders Campbell

July 29, 2022, 8:01 PM GMT

Costa Coffee



bbc.co.uk

Costa Coffee franchise workers 'not treated like humans'

Made with padlet

Examples of Students work

- The Boohoo Group's call to action – A Global Compact Perspective
- The adoption of the global compact by BP plc Level 6
- Issues surrounding female inequalities within the United Kingdom. Human Rights and the Environment, The Global Compact Perspective
- The Case of Marks and Spencer, the need for responsible and ethical business
- The Case of NASA and The Space Industry, the need for responsible and ethical business
- The Case of the Wholesale Foods Industry, the need for responsible and ethical business – Won the PRME Writing Competition Award (2nd Place)



Stewardship - the goal



Scholars emphasise the value of addressing problems through knowledge systems (Bennett and Kane 2014; Ferri-Reed 2014).



Our students' attention is focused on applied case examples to co-create insight that deliberately deepens understanding by applying knowledge to practical outcomes (Wyborn et al. 2019; Trencher et al. 2014).



Retention is enhanced by emphasising the importance of S&R by involving students at all levels as well as alumni in conversations about the practical nature of agency in placement and employment.

The emerging impact

Its impact on
students

influencing
their choice of
career and

Place within
society.

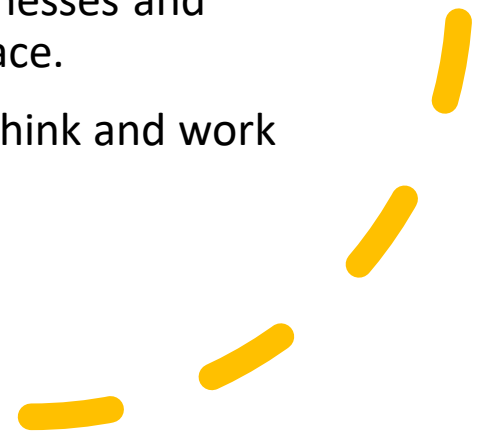


The Student Context...



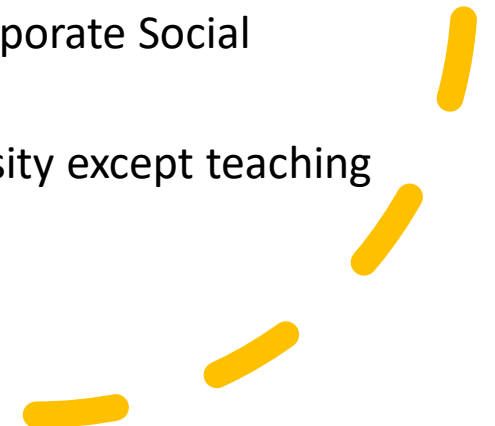
The student and alumni voice

- Since starting my role a month ago I've been in charge of a waste tender, where a lot of the work that's been done in the module really applies. Lots of time has been spent making sure the business is responsible for the waste we are creating. Mentioning this to my colleagues and boss made me thankful for doing this module! It has been very rewarding for me going from handing in work about the Compact to actually working with it in mind.
- Being able to choose your own topic works great. I really like the module is so practical, allowing us to work in group-based activities. The seminars are creative assessments are also personalised to us allowing us to choose our own topic/theme of interest.
- This module is really good, it allows you to understand the importance of responsible business and what businesses and stakeholders can do to make the world a better place.
- What I learned seven years ago, shapes the way I think and work today.



The student and alumni voice

- I've noticed a much bigger change this year in terms of modules being more focused on CSR.
- The University is doing a great job in pushing the message that CSR is integral to the business world, and I think this will set us up very well for our future careers. I believe that we are on the right road now. I believe they are doing more than I expected I did not expect to see such an in-depth report.
- I feel as though SHU is doing what every university should be doing in terms of their CSR. I think it's the right amount although there can never be too much.
- The University is doing considerably more than I previously thought.
- Sheffield Hallam are complying with eco-regulations, and they are going beyond these regulations to make the university are more environment tally safe place to study/work.
- The University is doing fair enough in terms of Corporate Social Responsibility.
- [doing] more, have not expected CSR from University except teaching and researching.



The student and alumni voice

Responsible Business is an Important Business Issue	100% Agree
Sustainable Business is an Important Business Issue	97% Agree
Sustainable & Responsible Business is an Important part of my degree	86% Agree
S&R Business has an important role to play in Business Education	80% Agree





What Next?

- Continue to develop communities of practice involving
 - future
 - current
 - past students
- Develop new approaches to assessment that strengthen the student voice
- Engage with local SMES
- Extending research networks with students / colleagues and SMES



Thank You

Marc Duffy and Jo Watts 

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