

# COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



 Engagement, co-creation & collaboration towards sustainability in practice: University, students, and community

**Romas Malevicius & Bec Bennett**

Headline Sponsor



**CarbonCredentials**



University of  
**Salford**  
MANCHESTER

# BEST

# Business Ethics & Sustainability Team



SALFORD  
BUSINESS  
SCHOOL

# Introduction

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



**Romas Malevicius**

Lecturer in Sustainability and Ethics,  
Salford Business School, University of Salford

[r.malevicius@salford.ac.uk](mailto:r.malevicius@salford.ac.uk)

Twitter: @MaleviciusRomas



**Bec Bennett**

Environmental Sustainability Manager,

University of Salford

[R.A.Bennett@salford.ac.uk](mailto:R.A.Bennett@salford.ac.uk)

Twitter: @becbenno



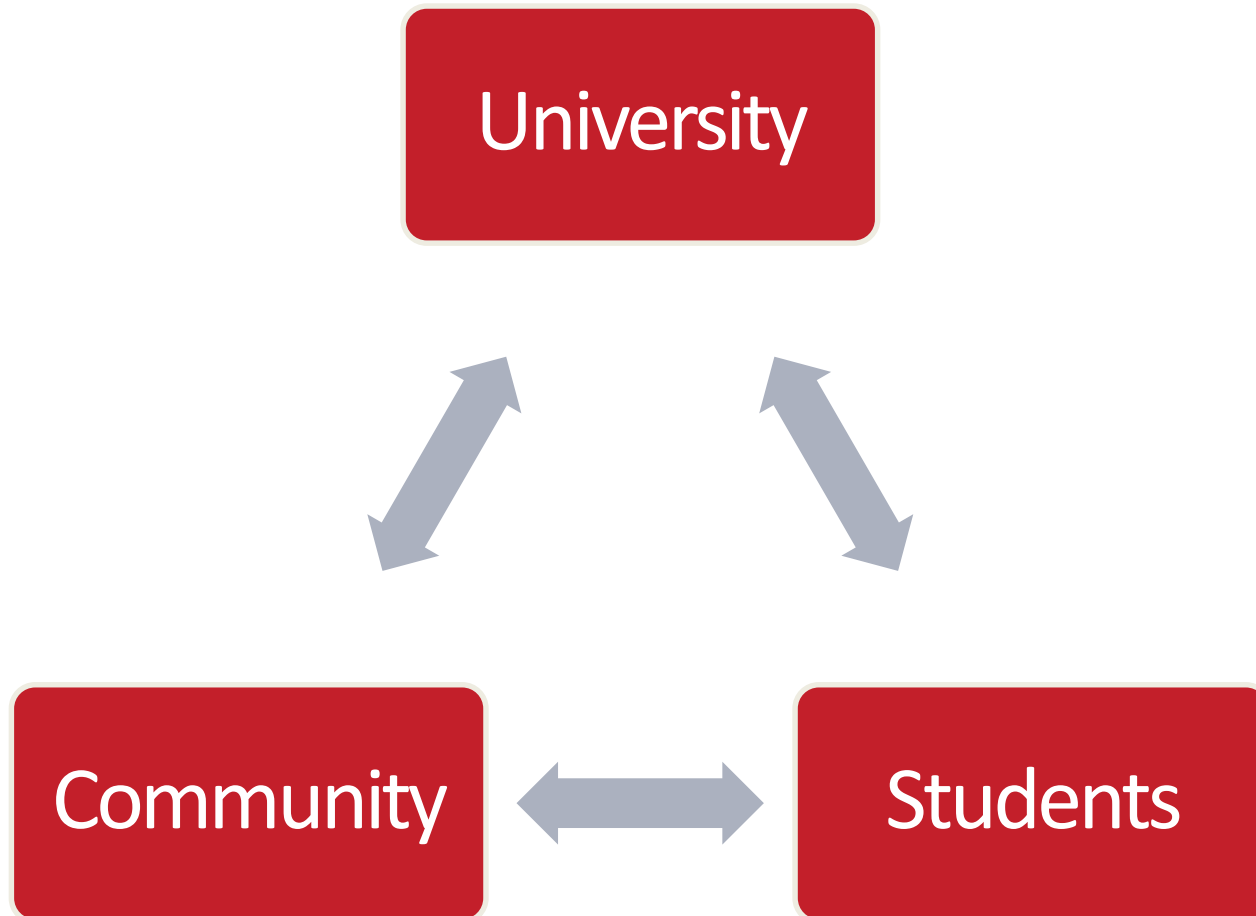
University of  
**Salford**  
MANCHESTER



# Engagement, co-creation & collaboration towards sustainability in practice

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today  
19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



- **University** : Salford Business School, University of Salford
- **Students** : Business Ethics and Sustainability students
- **Community**: Third Sector Organisations



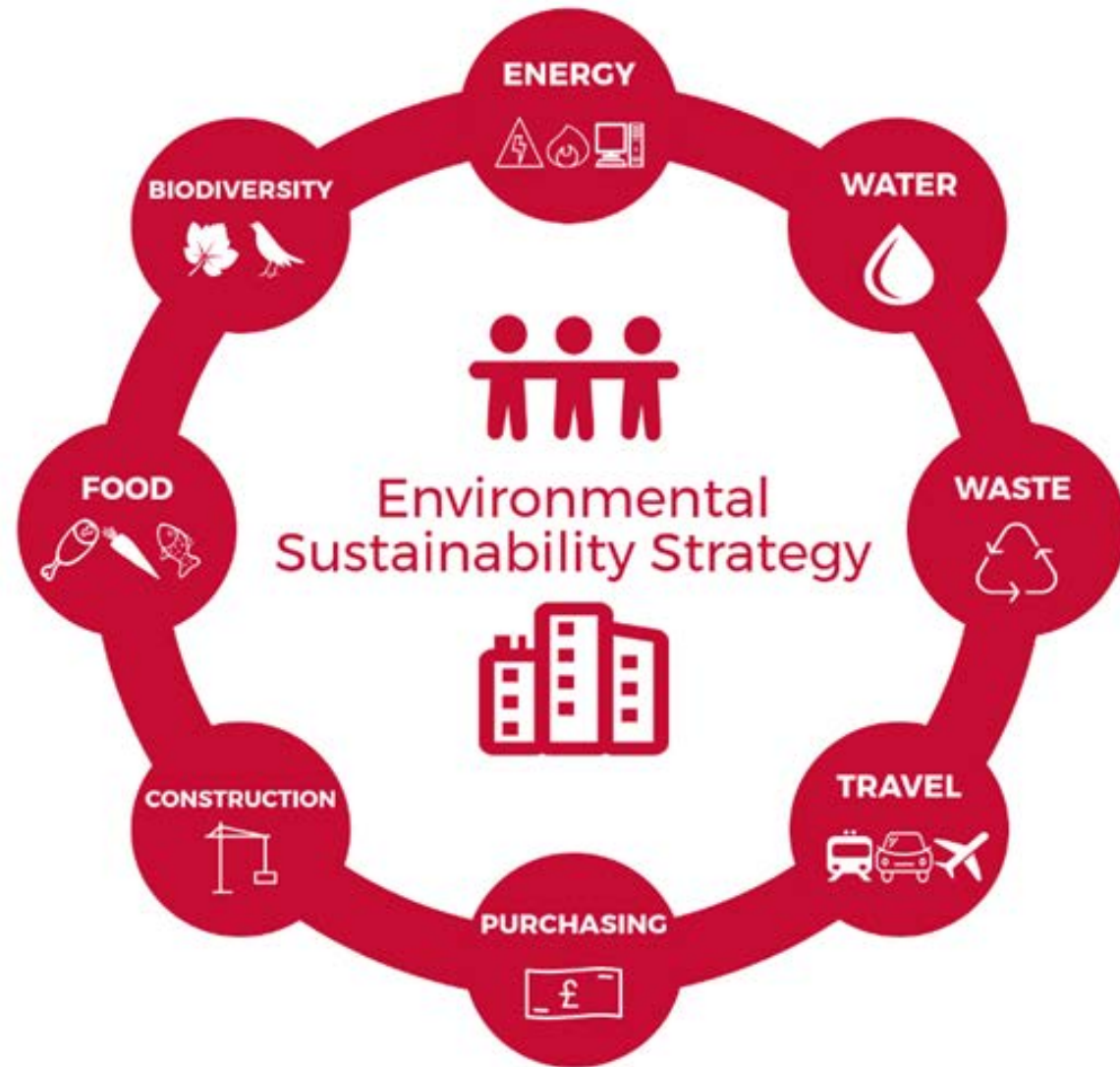
# University of Salford Strategy and Sustainability

---



“By embedding sustainability in all aspects of University life, we will enable our University community to have maximum beneficial impacts for society and environment.”

UoS Sustainability Strategy



Teaching & Learning



Research

# University of Salford Strategy: The Industry Collaboration Zone (ICZ) Programme

- Introduced in 2016
- Focus for collaboration within and across the University and with industry partners.
- University Strategic Priority for the next five years
- Three ICZ Programme Objectives: promote sustainability and social responsibility

ICZ Programme Objectives:	Primary Principle(s):	Alignment to University Strategy:
1 Enable our people to support the achievement of our Single Strategic Priority - the ICZ Programme	Establish a culture of co-production, trust and co-creation Promote sustainability and social responsibility	University Strategic Priority Key Enabler 'Engendering a culture and model of co-creation with students, colleagues and industry'
2 Create cultural, physical and virtual environments within which colleagues, students and industry partners can collaborate, innovate and learn	Provide unique environments (physical, virtual and remote) to promote creativity and enable collaboration	Key Enabler - 'Providing inspiring infrastructure that enables colleagues, students and partners to learn and practice in environments that reflect industry standards'
3 Formalise frameworks for Integrated Work-Based Learning and Industry Engagement to be delivered within all University Programmes	Provide integrated work-based learning and industry engagement for all students Promote sustainability and social responsibility	Education and Student Experience, Academic Growth and Diversification, International
4 Develop a framework for identifying, developing and sustaining exceptional industry partnerships	Provide a gateway into the University for industry facilitating and supporting the development of exceptional industry partnerships Promote sustainability and social responsibility	Research and Enterprise, International and Key Enabler 'Placing mutually beneficial partnerships at the heart of everything we do'
5 Promote and facilitate the development of colleagues and students in becoming entrepreneurs and intrapreneurs	Establish a culture of co-production, trust and co-creation Promote and facilitate experimentation, exploration and incubation	Education and Student Experience, Academic Growth and Diversification, International and Key Enabler 'Engendering a culture and model of co-creation with students, colleagues and industry'
6 Change University systems to ensure fitness for purpose for the delivery and operation of ICZs	Embed impact measurement and evaluation outcomes for all activity	Education and Student Experience, Academic Growth and Diversification, International and Key Enabler 'Engendering a culture and model of co-creation with students, staff and industry'



# ICZ Ready Curriculum

*“Provide new ways for our students, colleagues and industry partners to co-create, experiment and learn together.”*

- Inclusivity
- Co-created curricular and delivery
- Active and collaborative learning
- Real-world and experiential learning
- Digital fluency
- Learner autonomy
- Authentic assessment
- Education for ethical behavior
- Research informed curriculum
- Path to professional

**10 ICZ  
READY  
principles**

# Business Ethics & Sustainability module

“Education for Sustainable Development allows every human being to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future.”

UNESCO, 2014

**INCLUDING KEY  
SUSTAINABLE ISSUES  
INTO TEACHING AND  
LEARNING**

**HANDS-ON TEACHING AND  
LEARNING METHODS THAT  
MOTIVATE AND EMPOWER  
LEARNERS TO CHANGE  
THEIR BEHAVIOUR AND TAKE  
ACTION.**

**THINK GLOBAL, ACT LOCAL!**

# Business Ethics & Sustainability module



University of  
**Salford**  
MANCHESTER

- 350 students (level 6)
- Students satisfaction 91-95% (2017)
- Experiential learning
- Interdisciplinary teaching & learning
- Co-created Curricula & Delivery (students as partners)(HEA, 2014)
- Student-centred learning
- Group presentation and individual assignment.





# GROUP PRESENTATION



University of  
**Salford**  
MANCHESTER

- (A1) Investigate and critically assess how the University of Salford is addressing your selected United Nations Sustainable Development Goal (SDG). Identify the main strengths and weaknesses of how the University is tackling this SDG.
- (A2) Based on your analysis provide recommendations and a brief project plan, which could assist Salford Business School to tackle this United Nations Sustainable Development Goal (SDG) in the future.





# BUSINESS ETHICS & SUSTAINABILITY MODULE: COLLABORATORS



**Viv Bell**

Academic Skills Consultant,  
University of Salford



**Sandrine Beaunol**

Inspired to Aspire Coordinator,  
Salford Foundation



**Justyna Turner**

Enterprise Champion,  
Careers and Enterprise,  
University of Salford



**Bec Bennett**

Environmental & Sustainability  
Officer,  
University of Salford



**Juan Teran Jurado**

Trade Officer at  
Pro Ecuador



# SEM 1 2017/18 COLLABORATORS



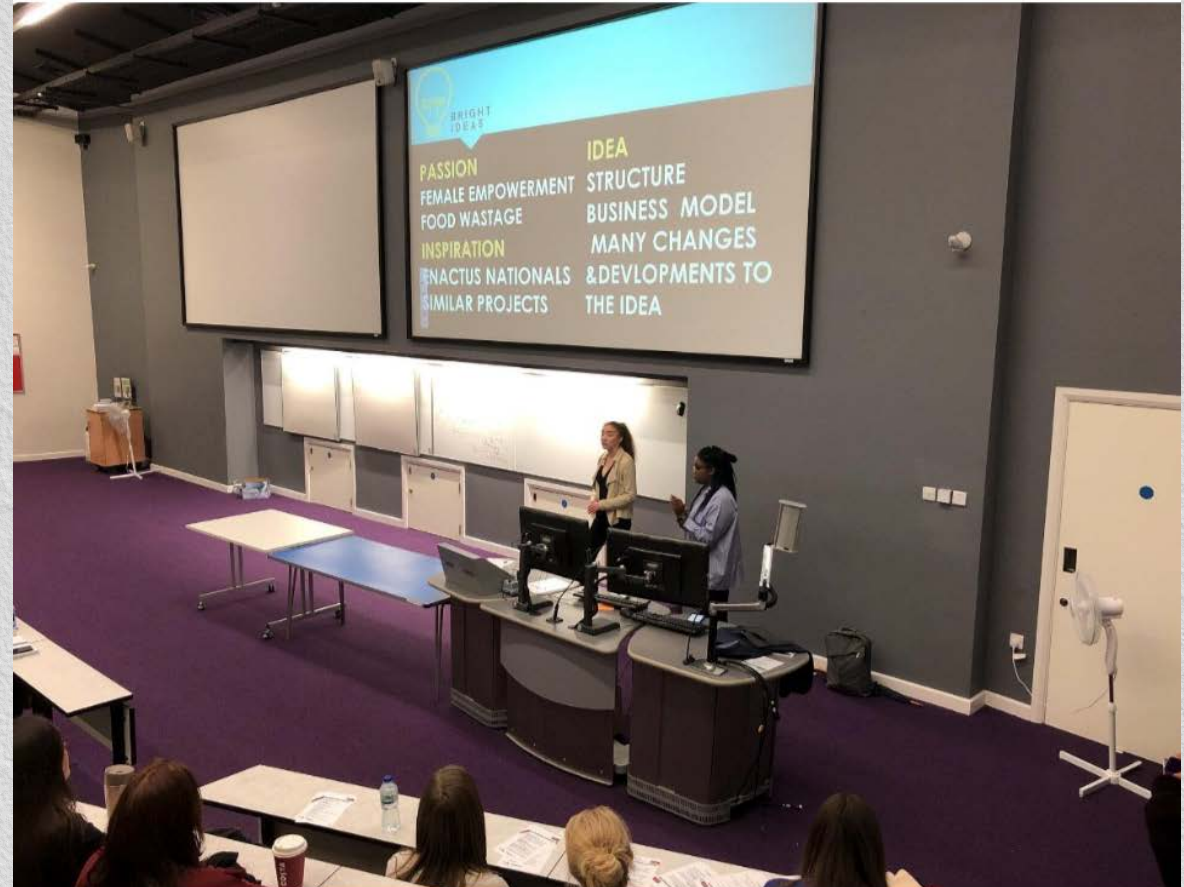
**Sandrine Beaunol**  
Inspired to Aspire Coordinator,  
Salford Foundation



**Temi Adebayo**

Project Lead at Enactus Salford | BSc (Hons) Accounting and Finance  
7mo · Edited

Today **Lucy Rebecca Brown** and I were given the opportunity to present our Project to Level 6 (Third Year) Business Ethics and Sustainability students at the University of Salford, and give them a small insight into Social Enterprise. Thank you **Romas Malevicius** for this amazing opportunity! **#Enactus #EnactusSalford #EnactusUK #SalfordBusinessSchool**  
**Adrian Ashton , Justyna Turner**



55 Likes · 10 Comments





# MOST IMPROVED TEAM



# WINNERS



Enactus UK @EnactusUK · Apr 9  
Congratulations to @EnactusPlymouth, @EnactusRHUL, @EnactusSalford and  
@EnactusUEA who have all been crowned Most Improved Teams!

#EnactusUKNationals

#NextGenLeaders







Academic  
Society of the  
year at the SU  
Annual Awards!



# SOCIAL ENTERPRISE VISITS



150 students  
21 staff







theangel  
centre



CO-OPERATIVE  
HERITAGE TRUST

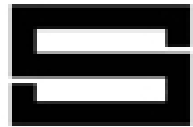


START  
inspiring minds

TotalReuse  
CO-OPERATIVES UK  
COOP



broughton  
trust



Salford  
Social Enterprise City



Salford CVS  
Making a difference in Salford



love community. love heritage. love withington baths.

SMaRT  
garage services

Langworthy  
Cornerstone  
Association



£1290







University of  
**Salford**  
MANCHESTER

1967 - 2017 50 YEARS



# BEST SUSTAINABILITY PROJECT 2017



- **2 X £125 FOR THE FIRST PLACE**
- **2 X £75 FOR THE SECOND PLACE**
- **2 X £50 FOR THE THIRD PLACE.**



SALFORD  
BUSINESS  
SCHOOL



PRO ECUADOR  
INSTITUTE FOR EXPORT  
AND INVESTMENT PROMOTION



# BEST SUSTAINABILITY PROJECT 2017

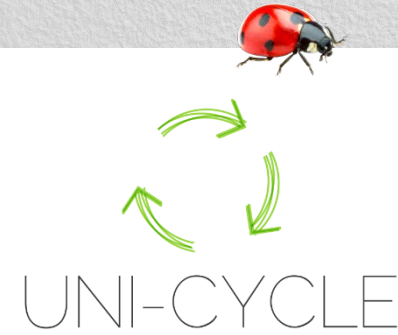


- In 2017 students have donated overall £1100 to the local charities.

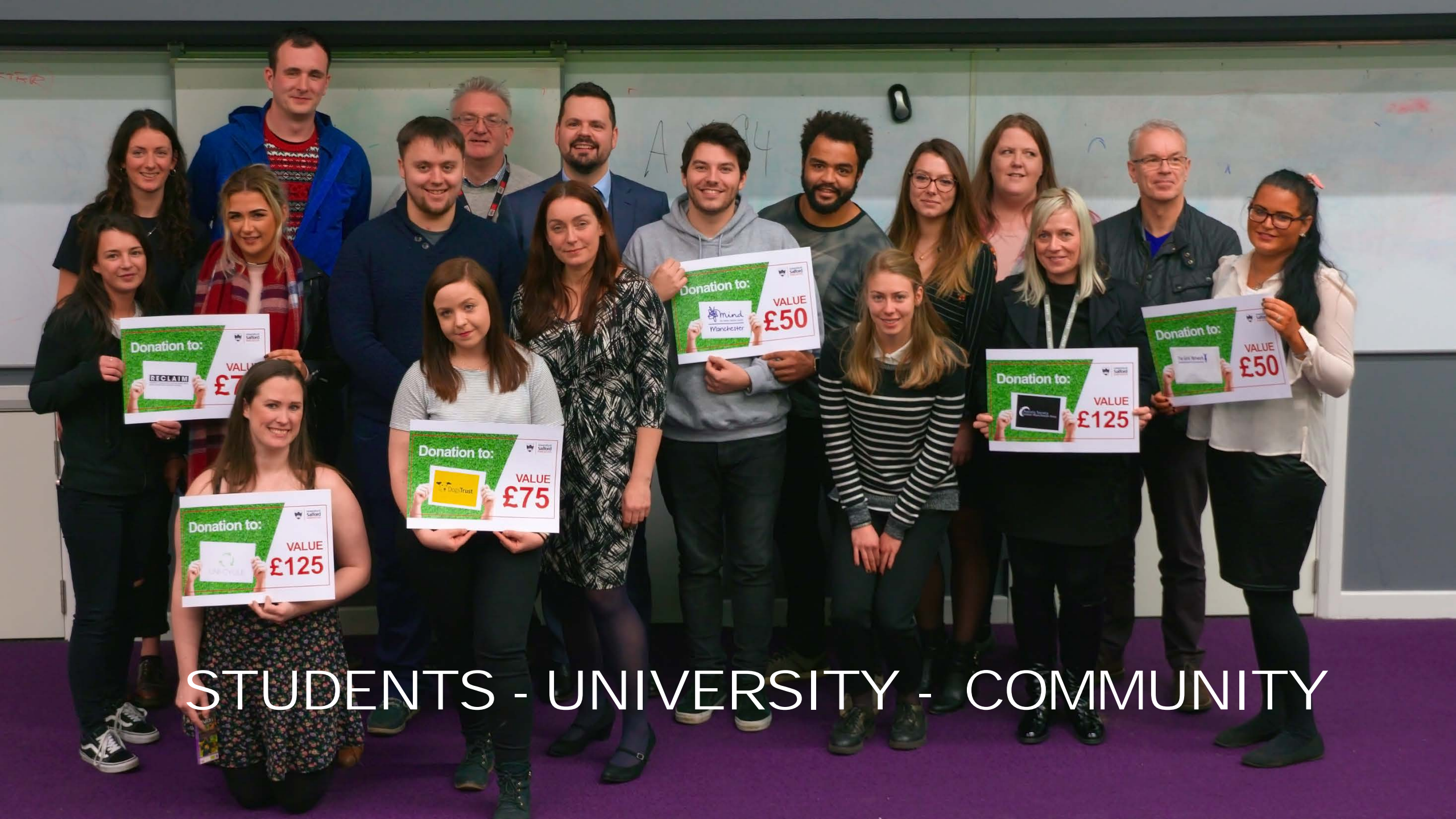
2017  
13 CHARITIES  
£1100  
DONATIONS



# Since 2017

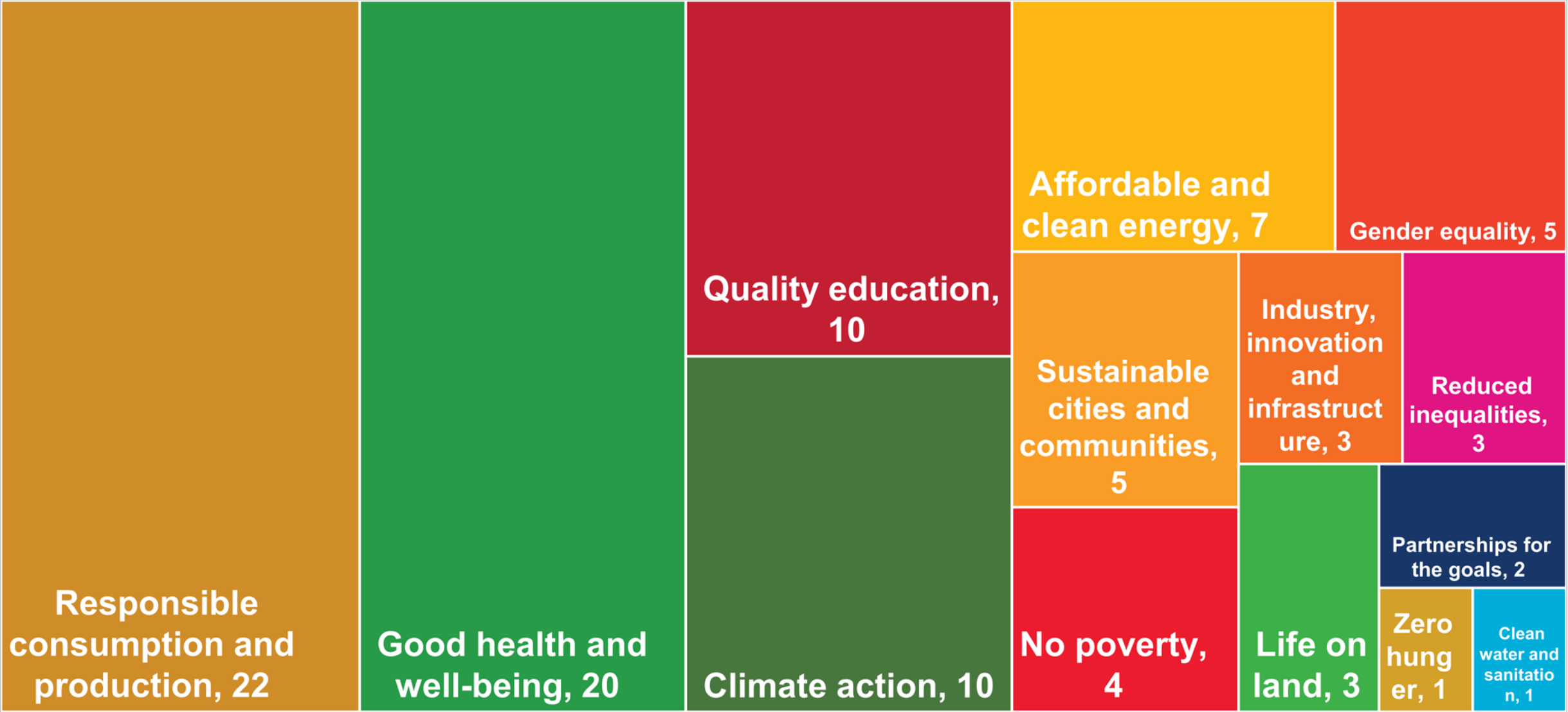






STUDENTS - UNIVERSITY - COMMUNITY

**BE&S OUTCOMES 2017, SEM1 (98 projects)**





## Project Plan – Carbon Lion



My Carbon Paw  
Print has been  
reduced. YAY!!

## The voice of lone parents

I'm tired

I can't do  
this

Should I  
be here?

I feel  
demeaned

Unsupported

Give  
up

Judged

Stressed

Frustrated

It's too  
much

Scared

Am I good  
enough?

Isolated

LET'S MAKE SALFORD  
THE BEE'S KNEES





**City of Trees** @CityofTreesMcr · May 4

Thanks to students from the Sustainable Salford Team @SalfordUni who raised money for us - helping plant more trees across Greater Manchester #trees #charity #salford 🌱❤️



3 4 14

## STUDENTS - COMMUNITY

## STUDENTS - UNIVERSITY



**Romas Malevicius** @MaleviciusRomas · Apr 26

Great #partnerships for #sustainability! BizEthics&Sustain. students @salforduni sharing their findings & recommendations on #responsible #water #consumption & eco-bottles to @pjcairns. @salfordbizsch #SalfordBSchool @ICZUoS #SDGs #businessschools



6 11

*"I was able to take a different route to getting water bottles. These will not only be a good gift to receive, but will also have a story to tell around sustainability, its importance to the UoS and how students' projects can benefit the University's professional teams."*





# INDIVIDUAL ASSIGNMENT





# ANNUAL RESPONSIBLE BUSINESS AND MANAGEMENT WRITING COMPETITION



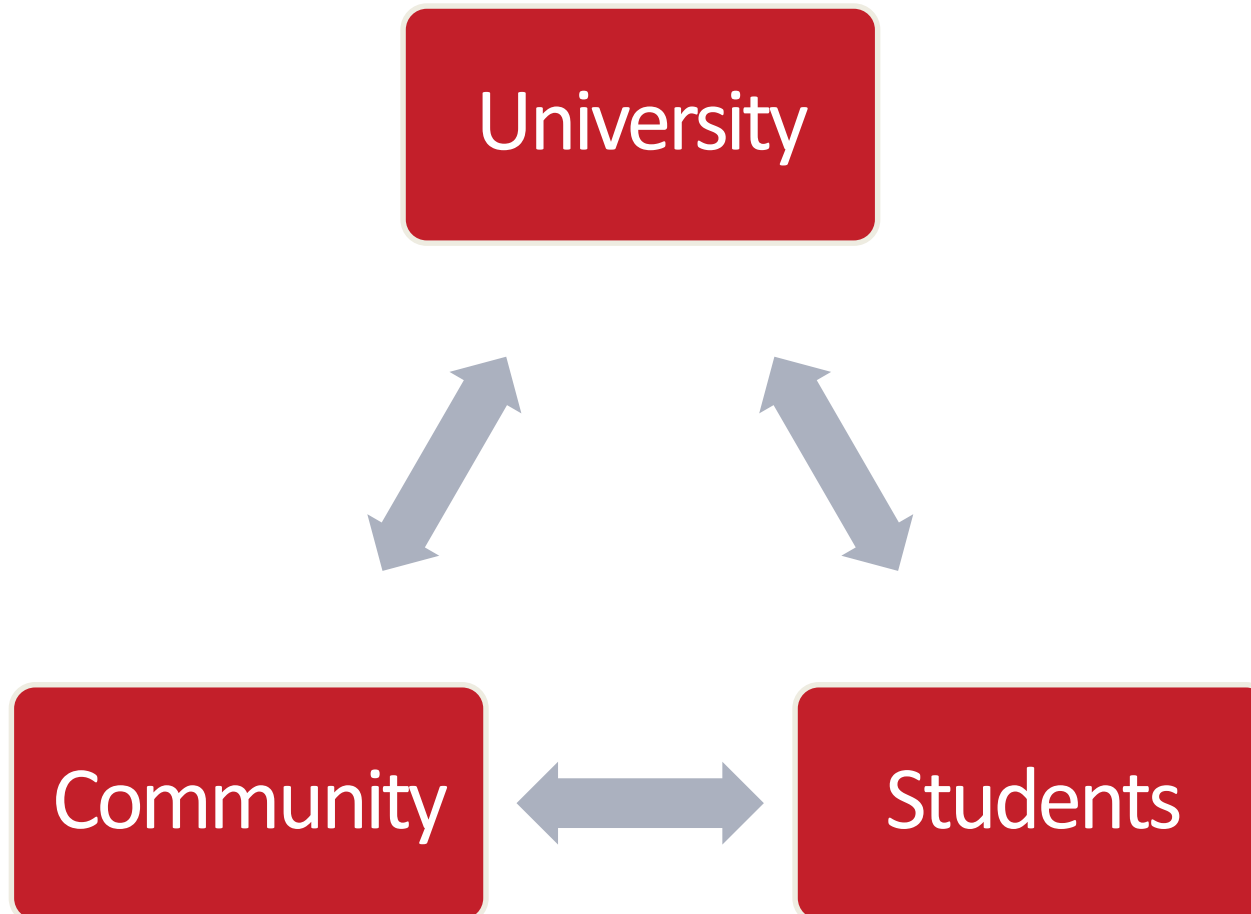


# ANNUAL RESPONSIBLE BUSINESS AND MANAGEMENT WRITING COMPETITION & BE&S

- For the past two years, 600 BE&S students have a chance to participate in annual responsible business and management writing competition
- **This year two BE&S students entered top 10 finalists, and one won a joint second place in the UG category.**
- **In 2016/17 one student secured second place and other two UG students were finalists.**

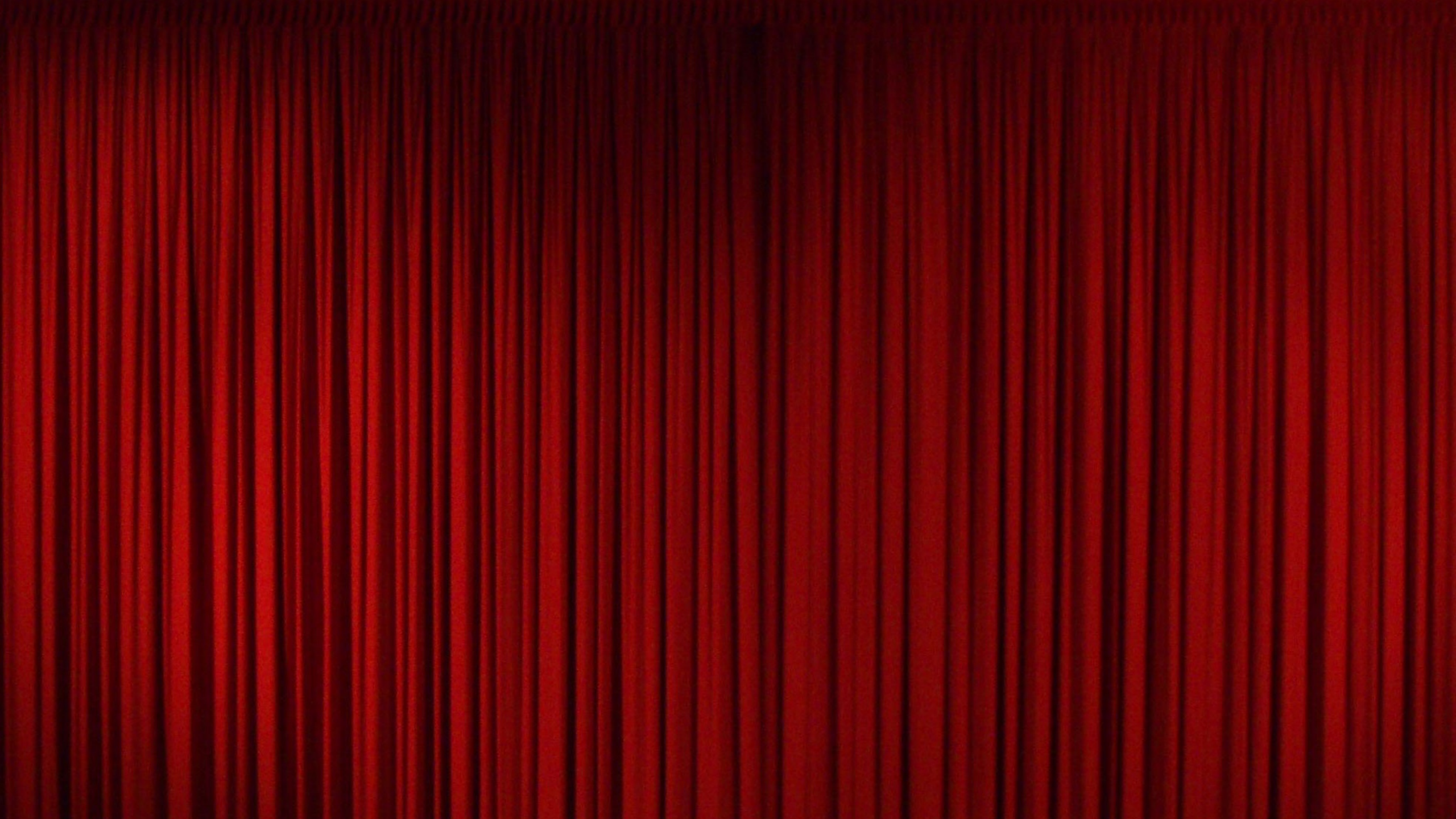


# Group work



- University : ?
- Students : ?
- Community: ?







# Vice-Chancellor's Distinguished Teaching Group Awards 2017/18





# THANK YOU!



COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today  
19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



## The SDG Accord

*The University and College Sector's Collective Response to the Global Goals*



*End extreme poverty, inequality and climate change*

[www.sdgaccord.org](http://www.sdgaccord.org)

Headline Sponsor

