

# 2019



University of  
**Salford**  
MANCHESTER



**SALFORD  
BUSINESS  
SCHOOL**

**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**



# PRME

Principles for Responsible  
Management Education

# Message from Vice-Chancellor

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I am delighted to introduce this report and offer my ongoing support to PRME and its six principles. The details provided in this report demonstrate the University of Salford's continuing commitment to the principles of PRME through its curriculum, research and student engagement. Institutionally, I am proud that we have embodied of the principles of PRME into our teaching and working practices.

I am pleased with our continued support of PRME both within the UK and more globally and our increasing involvement in the UK Chapter.

PRME is crucial to the aspirations of our University and assists us on our path to several School and University accreditations.

I welcome the PRME event taking place at our fantastic Media City campus in January 2020 and look forward to welcoming delegates from other PRME Institutions, as we tackle the Sustainable Development Goals together. This critically important event will bring together academics from many Institutions from across the North-West and the rest of the UK.

Sincerely

Professor Helen Marsh:



University of  
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MANCHESTER

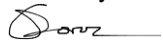
**PRME**  
Principles for Responsible  
Management Education



# Introduction from PRME Coordinator

Welcome to the University of Salford's Sharing Information on Progress (SIPS) report. The report has been designed to present all of the activities that have taken place since our last report and also to identify our future goals. Therefore, for each future activity, we can review our progress and share this new information in the next SIP report in 2021. After this introduction and Salford's Vision and Behaviours, the structure of the report is centered upon the six PRME principles, as outlined opposite. For each action (or activity) presented in this SIP report, we have identified corresponding Sustainable Development Goals and these are indicated at the top right hand corner of each page. In the examples where all of the SDGs are related to the activity this has been signified with the image presented below of the Sustainable Development Goals Wheel. We hope you enjoy reading about our progress over the last two years in relation to PRME and the SDGs.

Sincerely

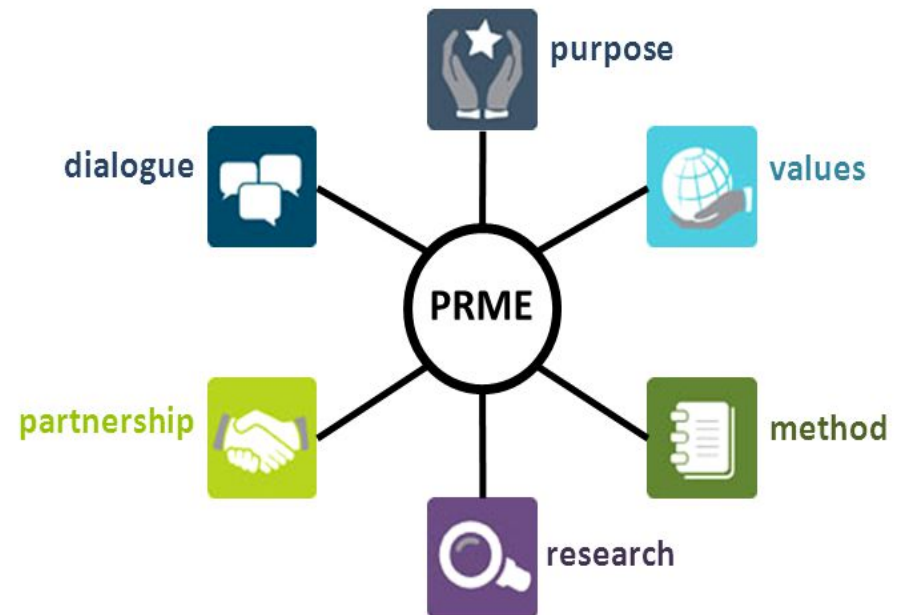


Dr Chris Doran

(PRME Coordinator, Salford Business School)



SDG Wheel



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# University of Salford Vision

The University Strategy 2016 – 2021 addresses the challenges opposite and is underpinned by our Vision **'By pioneering exceptional industry partnerships we will lead the way in real world experiences preparing students for life'**.

This bold and ambitious statement focuses on developing cross-sector 'industry' partnerships that brings together the University's heritage with its future aspirations. In the context of this Development Framework, our definition of industry is **'the development, production and delivery of goods, and/ or services within an economy, geographical location or community'**.

The development of Industry Collaboration Zones (ICZs) is our single strategic priority over the five years of our strategy is to support the achievement of this Vision. The aim of the ICZs is to: **'unite staff, students, industry and communities in a multi-disciplinary, technology enabled environment in the pursuit of the shared goals of knowledge, learning and innovation.'**

We will initially create four ICZs: **Digital and Creative; Engineering and Environments; Health, Wellbeing and Society; Sport.**

Engineering &  
Environments



Digital &  
Creative



Sport



Health,  
Wellbeing  
& Society



## By 2021 our ICZs will ensure:

Every Student has the opportunity  
for an integrated work-based learning  
experience

Every programme is co-created with  
industry, and delivered with the maximum  
flexibility of time, place and method

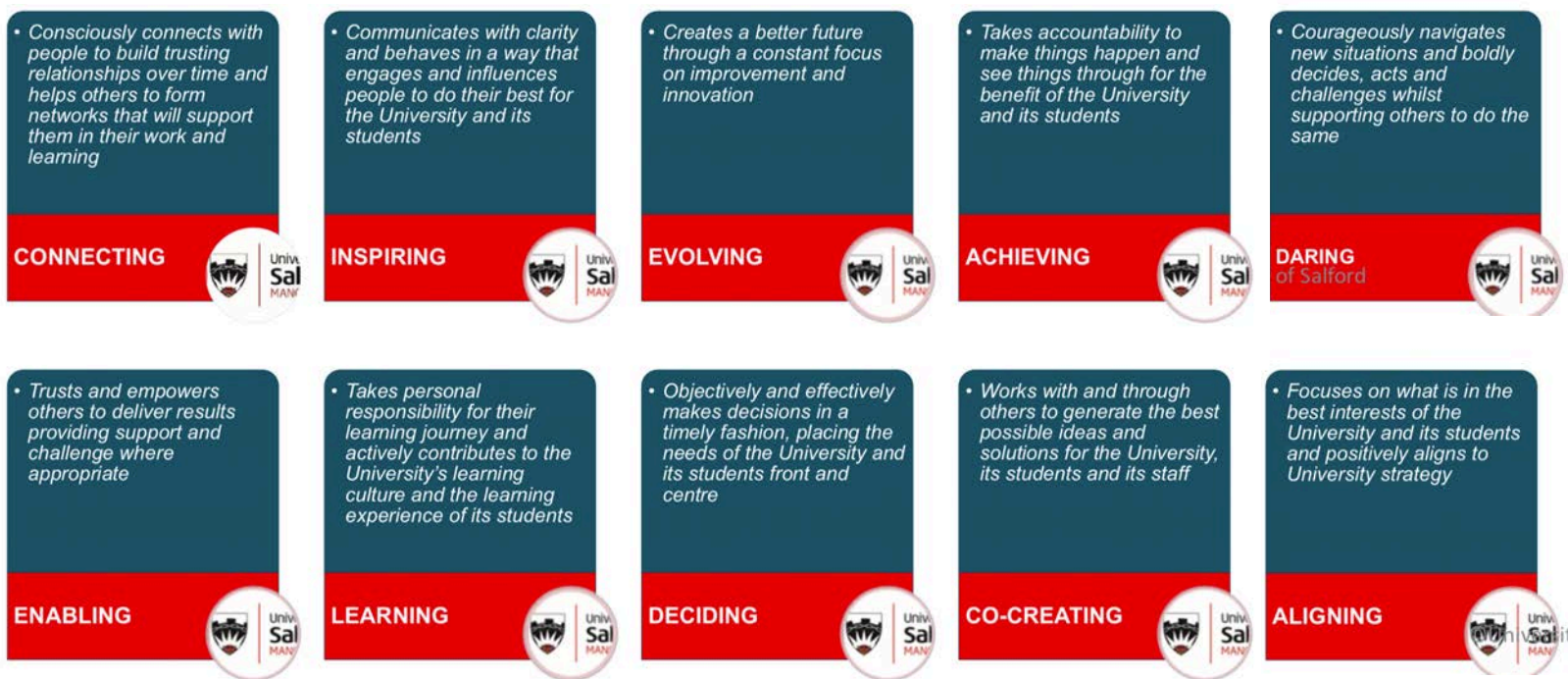
Research and enterprise activities are  
grounded in the needs of industry and  
contribute to meeting a range of global  
challenges

The University community enacts the ICZ  
principles in all its activities, ensuring the  
maximum cross University contribution is  
made to all four ICZs

The University is the destination of choice  
for high quality students whose fit with  
industry as the future workforce ensures  
high levels of employability

# University of Salford Behaviours

It is important to identify that all of the activities, actions and future plans presented in this SIP report are supported by the University's Behaviours. This provides the framework and context for our approach to responsible management education and are presented below. The Salford Behaviours are a collection of ten Behaviours which have been identified from a cross-section of colleagues across the University as those which are the most effective in helping us all to achieve the University's Industrial Collaboration Zone (ICZ) strategy.



# Programme Approval and Review Panel PPRR



## PRINCIPLE 1 –

**PURPOSE:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## THE SIX PRINCIPLES

The University of Salford is dedicated to the Sustainable Development Goals and Responsible Management and this forms the basis of all activity within the Business School. We have recently reviewed all of our programmes and have ensured that Responsible Management is embedded for all students at all levels of the curriculum, including our Masters and MBA programmes. In the Business School we have attempted to achieve this by implementing Responsible Management and the SDGs in our new level 4 Digital Business module, thereby engaging over 500 students at the outset of their University journey. All students in the Business School are also enrolled on the level 6 Business Ethics and Sustainability Module. We are confident that all students receive critical Responsible Management curriculum as part of their course. It is hoped that in the next two years we will be able to review the other modules/programmes in which we have embedded Responsible Management. Some examples of the curriculum include,

**International Strategic Management module** – This module includes sessions on ‘creating shared value’ within the context of international expansion. The topic is also included as part of the second piece of summative assessment. This year’s assessments for the module are 2 individual assignments, using the same case study for both assessments. This will enable students to have greater continuity across the module, using a single real-time industry-relevant case to develop a richer, more holistic understanding of the module’s intended learning outcomes. An industry-based example from a recent PGT overseas residential has been used for the assessments, namely the SEAT Minimo - a concept car designed to contribute to innovation in sustainable urban micro-mobility via car-sharing.

**International Business in Practice module** – This module includes sessions on ethical challenges in a multicultural environment. The sessions aim to equip students with the aptitude to competently handle ethical dilemmas in different cultural contexts, emphasizing the development of students’ self-awareness and reflection.

Also, for the Graduate Certificate in International Management’s (GCIM) **International Business Management module** – The previous lecture/seminar sessions on ethics/CSR have been replaced by sessions on ‘Glocally Responsible Management’, which is much more closely aligned to both the international / global context of business and to the principles of responsible management.



# Business Ethics and Sustainability Module Spotlight



## PRINCIPLE 1 –

**PURPOSE:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## THE SIX PRINCIPLES

The Business Ethics and Sustainability (BE&S) module within the Salford Business School is led by Dr Romas Malevicius. BE&S is a super module for 3<sup>rd</sup> year students as around 350 students are enrolled every academic year. A key highlight of this module is how active students and staff are in community engagement.

The assessment for the module involves group work which is an action based experience for the students assisting the University in tackling the SDGs. The current module provides opportunities to engage within the local community and explore employability in the third sector. What makes this module distinctive is the careful integration of curriculum, external engagement and assignments alongside the PRME UK Writing Competition. The module itself sends sustainability messages to our students through eliminating printing the module's course book, while providing an online, informative and interactive version, contributing to savings of around £900 per academic year.

The BE&S module showcases an excellent example of collaboration, co-production and co-creation, including various stakeholders inside and outside of the University. For example: the Environmental Sustainability team, the Enterprise team, Inclusion, Diversity and Wellbeing teams, charity representatives and students from Enactus are all part of the module. External organisations such as Masumi Headwear, Stand4Sock, Siemens, Pacari Chocolates all shared their experience in relation to Sustainability as part of the module.

As a result of the success of this module, Dr Romas has won the Vice-Chancellor's Distinguished Teaching Awards 2018 and the module was shortlisted for the Green Gown Awards 2018 in the Next Generation Learning and Skills category.



# Green Power Electric Car Challenge



## PRINCIPLE 1 –

**PURPOSE:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## THE SIX PRINCIPLES

In 2018 The Greenpower Electric Car Challenge Regional Launch took place at the University of Salford. It was a fantastic opportunity to see how the Greenpower Challenge can benefit schools and Universities in the North-West by engaging students in STEM subjects, academics and students from the University. Before the morning session, Sandbach High School & Sixth Form College and Jaguar Land Rover Greenpower Team demonstrated their own electric cars that had taken part and won races across the UK, and discussed with delegates about their involvement in the challenge.

The morning session involved hearing from various speakers about the benefits of Greenpower for learners who are growing up in a world where electric and autonomous vehicles are the future. Industry speakers provided their perspective of Greenpower, including Andrew Cowey, the Head of Digitalisation from Siemens, David Cullimore from Prodrive, and the Jaguar Land Rover Greenpower team.

After the session, tutors were invited to attend a workshop to develop an effective deployment model for the region-wide project and network with colleagues to discuss their own challenges and the solutions to overcome these to ensure that the Greenpower Electric Car Challenge would be a success for their students.



# The Best Sustainability Project Idea 2018



## PRINCIPLE 2 –

**VALUES:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## THE SIX PRINCIPLES

The Best Sustainability Project Idea 2018, through group assessment, students investigated and critically assessed how the University of Salford (UoS) is addressing one of the 17 United Nations Sustainable Development Goals (SDGs) and identified the main strengths and weaknesses of how the UoS is tackling this SDG. Based on the student's analysis they had to present recommendations and a brief project plan, which could assist the UoS in tackling the selected SDG in the future. Furthermore, students had to investigate and select one charity in Manchester or Salford area that they would like to support and incorporate in their presentation. The best presentations had a chance to win a monetary prize that would be donated to the selected charity. As part of their assessment, students investigated around 100 regional charities, working directly with 23 of them. Since 2017 this initiative has raised funds of £2850 and resulted in an impressive students' satisfaction of 91-95%.



The group work and competition provided an excellent action based experience for the students assisting the University in tackle SDGs. Also, it provided opportunities to engage with the local community and explore employability opportunities in the third sector. The group work is based on self-directed learning as there was no restriction which SDG or charity they could select.

# WARP-it (Waste Action Reuse Portal)



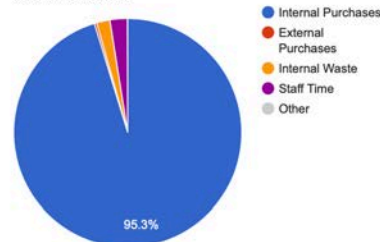
**PRINCIPLE 2 – VALUES:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

THE SIX PRINCIPLES

In 2018 The University of Salford joined WARP-it (Waste Action Reuse Portal), a redistribution network, which works in a similar way to Ebay or Freecycle but for organisations rather than individuals. WARP-it makes it easy for departments to give away, loan or claim items unwanted by others within the organisation and beyond. The scheme encourages reuse, saves money and carbon. Items which can currently be reused include furniture, stationery and unused printer cartridges. Webinars have been made available to all staff so they can receive training in relation to WARP-it highlighting the University's commitment to reduce waste. Below are the outcomes for the first year the University has taken part. Going forward with more staff involvement the University is aiming to increase all of the metrics presented below.

## Total Savings

Internal vs External



Saved on purchases by internal trades	£145847.00
Saved on purchases from external trades	£511.00
Saved on waste by external trades	£70.50
Saved on waste by internal trades	£2878.51
Saved on staff time	£3780.00
<b>Total Savings</b>	<b>£153087.00</b>

## Old KPIs (with methodology as per existing guidance.)

CO2 Saved (KG)	Cars Off The Road	Waste Avoided (KG)	Trees Planted Equiv	Total Savings
81421	35	29490	111	£155021



# NUS Blackout Events



## PRINCIPLE 2 –

**VALUES:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## THE SIX PRINCIPLES

Every year in March, staff and students gather to take part in the National Union of Students' Blackout campaign. After a brief training session, the volunteers split into teams and went to audit non-essential lights and equipment in their allocated areas. The teams noted down the total number of each type of equipment and the number left on unnecessarily, whilst also switching off certain items such as lights and computer monitors.

Volunteers audited Maxwell, Gilbert Rooms, Peel, Newton, Allerton, Crescent House and The Old Fire Station. Notes for staff were left on desks and under doors thanking staff for switching off or reminding them to power down at the end of the day.

Analysis of the data collected identified that 35% of computers, 30% of monitors, 15% of projectors and 37% of manual lights were left on unnecessarily in the areas audited. Assuming that this is the case across the whole University, there are opportunities to save £72,869.60 and 393,931 kilograms of CO<sub>2</sub> a year if these computers and monitors were switched off over weekends. That is the equivalent of emissions from 83 passenger cars driven for one year! Savings would be even greater if lights and other equipment were also taken into account and if items were switched off on weekday evenings too.



**nus**  
**BLACKOUT**





# Green Impact Programme and Awards



**PRINCIPLE 2 – VALUES:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## THE SIX PRINCIPLES

**Green Impact is a United Nations award-winning programme designed to support environmentally and socially sustainable practice within organisations.**

This can mean anything from communicating recycling systems, to committing to go Fairtrade; from supporting team health and well-being campaigns, to working towards carbon-neutrality. The model has been developed over ten years. Based on proven behaviour change models, its flexible approach means it can be tailored to meet each organisation's unique needs. Salford University takes part every year in Green Impact.

Green Impact is an environmental accreditation programme with an awards element, designed to encourage, support and celebrate Departments in making environmental improvements. Interested staff volunteered to participate in the programme and received an online toolkit outlining achievable environmental changes. All the criteria related to practical actions, such as only using recycled copier paper, or putting awareness stickers next to light switches. Depending on the number of environmental actions, Departments can achieve either: a working towards accreditation or a Bronze, Silver, Gold or Platinum award. All Departments participating in Green Impact were audit to verify their level of achievement.

In 2019 Salford University had a total of 16 teams who won Green Impact awards, these teams were made up from all Departments of the University.

Teams have reported a number of positive outcomes, including getting to know colleagues better, greater understanding of environmental sustainability and empowerment to adopt energy-saving behaviours at home and in the workplace. The initiative also offered an opportunity for students to train as part of the support team, audit the achievements and interact with staff in a variety of settings – all of which enhances employability.

**nus**

**green impact**



# Go Green Salford



## PRINCIPLE 2 –

**VALUES:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## THE SIX PRINCIPLES

Go Green Salford was a month long focus on sustainability communications and engagement throughout the University. The University combined 'People and Planet Green Week', 'Fairtrade Fortnight', 'Student Volunteering Week' and Student Money Week', partnering with the Student Union to deliver the Go Green Salford, raising awareness of all these initiatives amongst students and staff.

Overall, Go Green Salford's mission was to raise awareness of initiatives to tackle sustainability issues and identify how staff and students can take action and make a difference.

Go Green Salford is a yearly event and this year the focus included the initiation of staff pledges in relation to sustainability, as identified in the image opposite. The key target for future years is to develop the events further and to encourage more staff and students to get involved.

GO GREEN  
SALFORD '19



# Emmeline's Pantry Book Sale Event



## PRINCIPLE 2 –

**VALUES:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## THE SIX PRINCIPLES

The University of Salford, through the Women's Voice have partnered with the Emmeline's Pantry charity. As part of this partnership the University is currently preparing for a charity book sale. This is to celebrate female literary authors from all genres and the intention is to raise money for Emmeline's Pantry, a women only food bank in Manchester. Provided below is the link to their log/Facebook page. <https://emmelinespantry.com/>

Emmeline's Pantry is a charity run by women for women in need, ensuring they are provided with the best possible support. Emmeline's Pantry helps women and their families access the things they need most, including food, toiletries, baby equipment and clothes. They are located in Manchester. Based on the success of the charity book event, further events will be developed in 2020





# Women's Voice



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## THE SIX PRINCIPLES

The second Women's Voice Awards took place in 2019. This was a special event designed to recognise and celebrate the achievements of women working and studying at the University of Salford. University staff were asked to nominate women in order to highlight the excellent work of female colleagues. Nominations were welcomed from all of the schools and directorates and in total over 130 women were nominated for different awards which included, rising stars, established excellence and staff who have gone above and beyond.

The Women's Voice staff network marked International Women's Day on Friday 8 March with a celebratory Women's Voice Awards event recognising the achievements of women, (professional services, estates and academic) staff and students in the University.

The awards underlined the University's commitment to the Athena SWAN charter and improving outcomes for women in higher education.

It is expected that the Women's Voice Awards will go from strength to strength in 2020 when the event takes place again.



# Environmental Project: RHS Bridgewater Gardens



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## THE SIX PRINCIPLES

The University of Salford are working together with The Royal Horticultural Society (RHS) to create a £30m national garden in Salford, including a leading centre for research, community engagement, education and training. Garden Bridgewater will be the RHS' fifth garden and the first phase of its development – led by world-renowned landscape architect Tom Stuart-Smith - and is due to be completed in 2020.

Programme Director and Honorary Associate Anna da Silva, said: "It's the first time in more than 100 years that the RHS has taken on a garden project of this size. It will be an amazing resource for generations to come."

The plan for RHS Bridgewater will create 140 jobs and add millions to the local economy. It will also provide unique and exciting opportunities for the University to get involved and offer expertise, including:

- The garden will act as a hands-on teaching facility looking at areas such as virtual reality, ecology and wildlife, volunteering and green spaces.
- The reconstruction of a 10-acre historic walled garden will include therapeutic, vegetable and flower gardens.
- A new learning centre.

Dr Nick Davies, a tourism and events management expert, in the School of Built Environment, said: "A RHS garden will be a significant tourist attraction." Environmental impact is key to the project and RHS scientists undertake considerable engagement work on how the properties of plants and gardens can counteract climate change, and flooding, and increase biodiversity. This process also fosters environmental awareness within the public.



Sharing the best in Gardening





# Athena Swan



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## THE SIX PRINCIPLES

**The University of Salford was awarded an institutional Bronze award in 2015 for its commitment to gender equality throughout the University.**

Since the last SIP report the following Schools have also obtained a Bronze award in 2018-19; Computer, Science and Engineering(CSE), Environmental Life and Science (ELS), Health Sciences and the Salford Business School (SBS). The School of Arts and Media has also applied for a Bronze award in April 2019 and awaiting the outcome. Also the School of Health and Society is applying for Silver in November 2019.

- ✓ The University will be applying for an institutional silver award, as soon as one of the Schools attains a silver award



## Athena SWAN Principles

- By being part of Athena SWAN, the University of Salford is committed to adopting ten key principles within our policies, practices, action plans, and culture:
- We acknowledge that academia cannot reach its full potential unless it can benefit from the talents of all.
- We commit to advancing gender equality in academia, in particular, addressing the loss of women across the career pipeline and the absence of women from senior academic, professional and support roles.
- We commit to addressing unequal gender representation across academic disciplines and professional and support functions. In this we recognise disciplinary differences including:
  - the relative underrepresentation of women in senior roles in arts, humanities, social sciences, business and law (AHSSBL)
  - the particularly high loss rate of women in science, technology, engineering, mathematics and medicine (STEMM)
- We commit to tackling the gender pay gap.
- We commit to removing the obstacles faced by women, in particular, at major points of career development and progression including the transition from PhD into a sustainable academic career.
- We commit to addressing the negative consequences of using short-term contracts for the retention and progression of staff in academia, particularly women.
- We commit to tackling the discriminatory treatment often experienced by trans people.
- We acknowledge that advancing gender equality demands commitment and action from all levels of the organisation and in particular active leadership from those in senior roles.
- We commit to making and mainstreaming sustainable structural and cultural changes to advance gender equality, recognising that initiatives and actions that support individuals alone will not sufficiently advance equality.
- All individuals have identities shaped by several different factors. We commit to considering the intersection of gender and other factors wherever possible.

# EcoCampus Platinum and ISO14001 Certification



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## THE SIX PRINCIPLES

**In October 2019 the University of Salford's commitment to reducing its impact on the environment was recognised with a dual award.**

The Estates & Facilities Team received the 'EcoCampus Platinum and ISO14001 certification', the highest accolade achievable, demonstrating excellence in Sustainability. Salford is one of only 19 Universities with this dual certification, recognising the University's commitment to integrating Sustainability into our daily services and activities.

Jason Challender, Director of Estates & Facilities at University of Salford said: "We are delighted to have achieved the environmental standards of EcoCampus Platinum and ISO 14001. This is a significant achievement for the Estates & Facilities team and demonstrates our commitment to both managing our environmental impacts and providing a sustainable learning and working environment for our students and staff here at the University."

Bec Bennett, University of Salford's Environmental Sustainability Manager said: "This is a great achievement for the University and testament to all the hard work by many over the past few years. The auditors were particularly impressed with the communication and engagement programmes we have and the positive attitude of staff. Of course, we still have lots of opportunity for improvement, we have to build on this achievement and continue to embed sustainability across the University.

"Our staff and students are vital to our sustainability journey. We all have a responsibility to make the University – and our local community – more sustainable. This could mean putting the right things in the recycling bins, making sure we turn our computers off at the end of the day or teaching our students how they can contribute to a fairer society."

- ✓ Future objectives set the University will focus on energy, water, waste, transport, procurement and biodiversity



# Green Flag Awards



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## THE SIX PRINCIPLES

The University of Salford has been recognised by the Green Flag Award Scheme as one of the very best green spaces in the World.

In July 2019, The University campus achieved a Green Flag Award. The University is among a record-breaking 1,970 UK parks and green spaces and 131 in thirteen other countries around the world, that have received a prestigious Green Flag Award - the mark of a quality park or green space. This international award, now into its third decade, is a sign to the public that the space boasts the highest possible environmental standards, is beautifully maintained and has excellent visitor facilities.

The Green Flag judges described the University's Peel Park and Frederick Road campuses as an impressive, diverse collection of sites with excellent facilities and features that complement each other well, including David Lewis Playing Fields and a selection of high-quality public art.

Jason Challender, Director of Estates said: "We are absolutely delighted to receive a Green Flag Award for the first time. We know how much quality green spaces matter to students, staff, the local community and visitors and this award celebrates the dedication that goes into maintaining our campus to such a high standard. The award recognises the hard work and passion of many people on campus, particularly the Grounds Maintenance and Environmental Sustainability Teams. We are pleased with the feedback from the judges and will be taking their recommendations on board in the future management of the site."

Environmental Management Coordinator, Neva Mowl added "We are keen to engage more people with the outside spaces on campus, so if you are a student, member of staff or from the local community we invite you to get involved with our Green Campus Group."

- ✓ Going forward the University is aiming to enhance our green spaces further
- ✓ The University has developed a new landscape master plan which will be implemented in the near future



# PRME UK Writing Competition



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## THE SIX PRINCIPLES

For the last three years the University of Salford has submitted approximately 5-10 essays into the PRME writing competition. The judging panels are set up to assess the entries in the PRME Chapter UK and Ireland's Responsible Business and Management Writing.

Over the years the judges told us how impressed they were with our contribution and how much they enjoyed reading the essays. Overall, the PRME UK judging panel have been encouraged by the quality of work shown by our entrants.

Salford's Business Ethics and Sustainability module enables our students to showcase their writing quality in researching on responsible business and management practice and have been recognised nationally. For the past three years, 600 BE&S students had a chance to participate in the writing competition.

Every semester the best 5-7 students' assignments are sent to the writing competition. In 2018 two BE&S students (Gethin Roberts and Cerys Hough) entered top 10 finalists, and Monica Oregna won a joint second place in the UG category. Monica was offered a free place at its annual conference PRME UK and Ireland at Queen Mary, the University of London. She also received a further sum of £100 towards her travel and accommodation expenses. Her work was also published online. This is the second time when BE&S students have been shortlisted. In 2016/17 Emma Gaskill secured second place winning a prize of £150, and other UG finalists included Otilia Marinescu and Zeyad Golita.

## THE PRME UK AND IRELAND CHAPTER

The Second Annual Responsible Business and Management Writing Competition 2017/18

The UKI PRME Regional Chapter and Oxford Brookes University seek through this competition to promote understanding of the United Nations Principles for Responsible Management Education (PRME) and the Sustainable Development Goals (SDGs).

### The Concept

Every year students of business and management conduct research and write up essays, reports and projects that shed light on responsible business and management practice, sustainability issues and business ethics dilemmas. Much insightful, innovative and challenging work is produced, but this is rarely read by more than a handful of people.

Our first Responsible Business and Management Writing Competition started to change that by offering students - either directly or via their tutors - the opportunity of recognition by experts, and a wider readership, with little or no work beyond the original piece of writing. Following the success of the first competition, our second one seeks even wider participation as we aim to increase momentum behind the SDGs.

Simply submit the original writing, along with the given brief or topic, while making sure it meets the format requirements. Students or their tutors can make submissions.

### Competition Categories

Work can be entered in one of three categories:

1. 'A' level, Scottish Highers, Irish Leaving Certificate or equivalent students
2. Undergraduate Students
3. Postgraduate, Master's level students

Students should be studying or have recently completed their studies at an educational institution based in the UK or Ireland. There is no limit on the number of entries that may be made by any one institution.

Students can be from any educational institution in the UK or Ireland and do not need to be from a PRME signatory.

**PRME** Principles for Responsible Management Education  
CHAPTER  
UK AND IRELAND





# Albert Carbon Calculator – BA TV and Radio



## PRINCIPLE 3 –

**METHOD:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

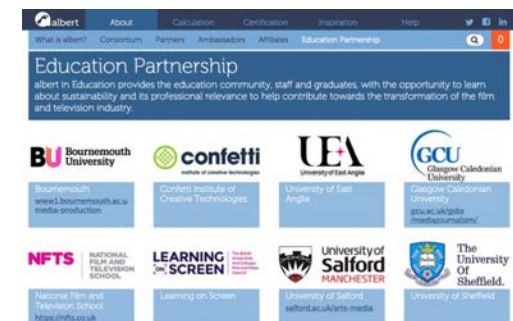
## THE SIX PRINCIPLES

**BAFTA and Albert have partnered with UK Universities to tackle environmental impact of screen industries.**

The initiative provides students, staff and graduates with the opportunity to learn about environmentally responsible working practices and their professional relevance, contributing to the transformation of the film and television industry. The British Academy of Film and Television Arts (BAFTA) have announced a new partnership between UK universities and albert, a collaborative tackling the environmental impact of the screen industries. The BAFTA albert education partnership is specifically designed for students enrolled on production courses at Universities across the UK and Internationally.

A specialist course is being adopted by 10 Universities, all of whom have entered into a partnership with albert to collaborate on the creation of the content. One of the founding members is Salford University. The course materials, which fulfil the criteria of the Carbon Literacy Trust, will teach the science of climate change, the environmental impact of the film and TV industries, and sustainable production practices that mitigate against this impact. The course will also provide access to the albert calculator – a bespoke carbon calculator designed for the film and TV industries that helps a production to measure its carbon footprint and take steps towards reducing it.

It is expected that over 500 students will complete the course in its first year. The BAFTA albert education partnership represents a further step that albert and its consortium of 14 broadcasters and indies is taking towards its objective of empowering everyone working in film and TV production to understand the environmental challenges we face and towards understanding what everyone in the industry, no matter their role, can do to make a difference and reduce their carbon impact.





# Low Carbon Energy Research



## PRINCIPLE 4 –

**RESEARCH:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value

## THE SIX PRINCIPLES

The University of Salford has delivered a Low Carbon Energy Transition event in Jordan. In June 2019, Professor Zeeshan Aziz coordinated a four-day workshop at Philadelphia University, Jordan as part of a Newton grant.

The workshop brought together participants from 20 different UK and Jordanian academic and industrial research institutions. The key focus was to enhance UK-Jordanian research collaboration in the area of Energy Efficient Buildings and Low Carbon Transition.

The workshop participants engaged in a multi-disciplinary dialogue focused on addressing energy consumption and low carbon transition challenges. This included Jordan's transition to low carbon energy supplies, mobility options, home and commercial spaces, sustainable production and waste management, resilience and adaptation change and preservation of the natural environment. By leading the way in workshops like this, the University has clearly demonstrated its global reach and have made a valuable network of contacts for future collaborative research and funding bids.

Professor Zeeshan Aziz, who led the workshop said: "The four day intensive workshop addressed low carbon energy transition challenges facing Jordan, using cross-disciplinary approaches. Together with our recent projects in the Philippines, Vietnam and Pakistan, our school continues to provide global leadership in research in smart infrastructure."

The workshop was funded through a Researcher Link grant provided by the UK Department for Business, Energy and Industrial Strategy and delivered by the British Council.



# Research and Journal Papers



## PRINCIPLE 4 –

**RESEARCH:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value

## THE SIX PRINCIPLES

Below is a sample of the research papers published in 2018 by University of Salford academics. This research highlights our commitment to research in sustainable development and ensures our teaching is research informed.

- Ekundayo, DO Udeaja, CE. Gyau, KAB and Higham, AP. 2018, *Towards the development of a framework for incorporating sustainability education in the built environment curriculum*, in: 4th Sustainable Ecological Engineering Design for Society (SEEDS) Conference, 6-7 September 2018, Dublin Institute of Technology.
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- Dogruyol, K 2018, *Eye of sustainable planning : a conceptual heritage-led urban regeneration planning framework* , PhD thesis, University of Salford.
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# Research, PhDs and Journal Papers



## PRINCIPLE 4 –

**RESEARCH:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value

## THE SIX PRINCIPLES

Below is a sample of the research papers published in 2019 by University of Salford academics. This research highlights our commitment to research in sustainable development and ensures our teaching is research informed.

- Mohamad, M. 2019, 'Exploring the challenge for sustainable development in the energy sector : sociomaterial view of two British and Nigerian cases' , Journal of Cleaner Production. (In Press)
- Dean, K and Trillo, C 2019. 'Assessing sustainability in housing LED urban regeneration : insights from a housing association in Northern England' , Architecture\_MPS, **15** (2) , pp. 1-18.
- Munonye, CC and Ji, Y. 2019, 'Rating the components of indoor environmental quality in students classrooms in warm humid climate of Uli, Nigeria' , African Journal of Environmental Research, **1** (2) , pp. 118-129.
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- Sherriff, GA, Moore, T, Berry, S, Ambrose, A, Goodchild, B and Maye-Banbury, A 2019, 'Coping with extremes, creating comfort: user experiences of 'low-energy' homes in Australia' , Energy Research & Social Science, **51** (May 19) , pp. 44-54.
- Liu, JL, Zhang, D, Cai, J and Davenport, J 2019, 'Legal systems, national governance and renewable energy investment: evidence from around the world' , British Journal Of Management . (In Press)
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- Dean, KAM 2019, *Towards a tool to gauge the success levels of housing-led urban regeneration schemes*, PhD thesis, University of Salford.

# PRME UK Conference/ Host BID



## PRINCIPLE 4 –

**RESEARCH:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value

## THE SIX PRINCIPLES

In 2018 the University of Salford bid to host the 2020 annual PRME UK and Ireland conference. This application was submitted in line with our dedication to PRME and the SDGs. PRME UK and Ireland has not had the opportunity to previously hold the conference in the North-West Further, hosting the conference in 2020 will be the 10<sup>th</sup> anniversary of the University of Salford joining PRME as a signatory.

We bid to host the event at our Media City Campus, one mile from Salford University's main campus. Media City is a new, modern, high tech facility, in the heart of the new Salford area, surrounded by other institutions such as ITV, BBC and Manchester United. Please see below the link and images of the Salford University Campus at Media City. <http://www.salford.ac.uk/mediacityuk>

The theme of the conference would have focused on **"Partnerships for Responsible Management Education and the SDGs"** which is centred on SDG 17, bringing all the SDGs together through partnerships. The aim was for all participants to showcase their approaches to responsible education through partnerships with their stakeholders. Ultimately, we were not successful in the bid but were asked to host other PRME community events, the first of which is our 'No Poverty' Event in January 2020.





# SALFOOD



## PRINCIPLE 5 –

**PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

**Salfood provide a range of outlets, eateries, student stores and hospitality services for the University of Salford.**

The approach adopted by Salfood is in line with the SDGs and their strategic focus is,

**Reduce, Reuse, Recycle, Review, Educate**

Salfood has initiated various Sustainability schemes including,

- Reusable cups are on sale in all our cafes, with a customer discount for using them
- Introducing a zero waste food section in our student store
- Support the Green Impact initiatives of the University, Salfood currently has a silver award for its Green Impact team.
- Attained a bronze Soil Association certificate
- Monitor food waste and plate waste
- Surplus food from our major suppliers is donated to Fareshare
- Support 'Eat Green Week' in the University
- Currently working on a cup recycling scheme to introduce on campus
- Deliveries are arranged to include multiple packages to reduce food miles
- Removal of crockery charge in hospitality to encourage use of reusable plates and cups
- Tap water offered in hospitality as an alternative for bottled water





# SALFOOD



**PRINCIPLE 5 – PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

Salfood are committed to be more sustainable, opposite is the 2019 plan and below is the target to remove all plastic packaging by 2020

Ten to go by  
end of 2020



## SALFOOD

### OUR COMMITMENT TO BE MORE SUSTAINABLE

From 1<sup>st</sup> March 2019, we will have the following policies in place:

- We will replace all plastic cutlery items with wooden alternatives.
- All disposable polystyrene takeaway boxes will be replaced with recyclable cardboard versions.
- All plastic straws will soon be replaced with paper ones (unless drink comes with a straw – i.e. slush. Salfood outlets only, excludes Subway).
- We will have re-usable mugs available to buy from Salfood Costa & Starbucks outlets. Prices: £3.99 for a Costa mug, £1.20 for a Starbucks cup.
- We will continue to offer customers 20p off their hot or cold beverage if they bring their own mug or cup.
- Free waste coffee grounds are going to be available for customers to take away for their own use from Crescent Café.
- The tea and coffee used for the majority of Hospitality events is either Fairtrade or Rainforest Alliance (excludes Nescafe sachets).
- Our Costa coffee outlets only uses beans sourced from Rainforest Alliance Certified farms. Starbucks coffee is 100% Fairtrade Certified.
- All of our bananas are 100% fairtrade.

# Social Enterprise Visit Programme



**PRINCIPLE 5 – PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

In 2017, at a strategic meeting within Salford Business School, it was identified that there was a lack of understanding within the student community about the role and activities of social enterprise organizations. Graduate leaver statistics confirmed that there is low representation in this sector and students do not realise that working for a social enterprise is a valid career post graduation. Therefore, we developed a voluntary scheme which was open to all students including industry visits to local social enterprises. This programme was a great success and has been repeated and expanded upon in 2018-19. Student survey feedback has confirmed a greater in-depth knowledge about social enterprises and the wider range of activities that these enterprises partake in.

It total, 417 Students attended the visits and events. 46 Social Enterprise Entrepreneurs attended our sponsored events and 42 University of Salford Staff have attended the Social Enterprise visits.

- ✓ The next step in the development of this programme is to include more University Schools and Departments in the project
- ✓ The plan is also to embed Social Enterprise visits as part of our core Business modules.





# Social Enterprise Visit Programme



**PRINCIPLE 5 – PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

THE SIX PRINCIPLES

Below shows the Social Enterprise visits that took place in 2018-19 together with the number of visits and student participation.



2 Visits - 29 students



1 Visit - 18 students



Everyone's home of cancer care

1 Visit - 24 students



1 Visit - 18 students



3 Visits - 58 students



1 Visit - 11 students



3 Visits - 38 students



2 Visits - 20 students



4 Visits - 80 students



1 Visit - 25 students



2 Visits - 22 students



1 Visits - 19 students

# Green Campus Group



## PRINCIPLE 5 –

**PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

The purpose of the Green Campus Group is to share information and engage with the University community about the current and future/potential use of outside spaces at the University of Salford. The first meeting was held in November 2019 where presentations were provided about the Green Flag Award and Masterplan developments. The group then shared information about how outside spaces on campus are already used and suggestions for improvements were put forward. The next meeting will discuss the suggested improvements and how they can be taken forward and implemented.

The aims of the Green Campus Group is to gain an understanding of how outside spaces on campus are used by staff, students, visitors and the local community, including how they are used for learning/educational purposes, to feed into the Landscape Management Plan.

- ✓ To actively involve users in identifying opportunities for improvements and to collaborate to implement where possible.
- ✓ To share information with Green Campus Group members about how developments of the campus will impact on the outside spaces.
- ✓ To gain ideas and information for the University's Landscape Management Plan and associated action plan, which are led by the Estates & Facilities Division.
- ✓ To support the next Green Flag Award application.





# Car Share/Faxi



## PRINCIPLE 5 –

**PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

## Car share with US

University of Salford in partnership with **FAXI**

The University of Salford has developed a partnership with 'Faxi' which offers a smarter way to commute whilst saving the planet.

The new Faxi carpooling scheme helps staff find other members of the University community that are traveling to campus when they are. This process can save time, money, reduce congestion and CO2 emissions. Faxi engages University employees to do their bit for the environment, one carpool at a time.

Using smart technology, the Faxi app verifies carpool journeys and logs all of the many benefits of carpooling, such as the total CO2 emissions saved and the number of cars taken off the road.

Faxi is creating a nationwide network of Commuter Carpool Drivers incentivised to transport co-workers to and from work. Based on an average commute drivers can save up to £1,500 p.a. just by transporting colleagues.

Carpooling has many rewards:

- Reduce CO2
- Reduce congestion
- Improve air quality
- Be more social
- Reduce travel and parking stress



# Go Electric Partnership



## PRINCIPLE 5 –

**PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

**Electric and autonomous vehicles were showcased at the University of Salford on the 23<sup>rd</sup> of January in an exciting partnership with industry to promote new technologies.**

Teslas, electric and autonomous BMWs, Renaults, Nissans, Jaguars and Salford University's Navya autonomous shuttle were on display at the MediaCityUK campus with up to 100 Business guests attending.

The University collaborated with the 'Transport for Greater Manchester' and included both electric and autonomous technologies, hosting the event with Go Electric and the GM Chamber of Commerce to inform businesses hoping to switch from diesel and petrol.

Visitors had the opportunity to test drive the latest electric cars on the market and step aboard the Salford 'driverless' shuttle, which is the focus of research concerning road safety, user experience and smart city technology.

Stephen Rhodes of TfGM, announced that the region would hugely increase the superfast charging network in 2019. He said: "working in partnership with the University and other key organisations is vital if we are to make the most of the technology for the benefit of society and business growth." He stated that companies could save thousands by switching to electric vehicles because of grants, free fleet reviews and other incentives now becoming available.

University of Salford automotive expert Dr Meisam Babaie said: "Clean air, climate change and traffic management are all driving these changes and it is only a matter of time before many of us make the switch. While the commercial opportunities are huge, it is vital that we prepare the workforce of tomorrow for this new world, and we are proud to be offering the UK's only degree courses combining automotive engineering with autonomous technologies."



# The Salford Big Sleepout



## PRINCIPLE 5 –

**PARTNERSHIP:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges

## THE SIX PRINCIPLES

In 2018, 5 students and 5 staff from the University of Salford took part in a sleepout in Manchester City Centre for the Booth Centre Charity. In total, £2800 was raised. The focus of the Booth Centre is to bring about positive change in the lives of people who are experiencing homelessness or at risk of homelessness, to help them plan for and realise a better future.

It has been agreed to repeat the event in Salford for a Salford charity. The Narrowgate Project charity has been selected due to close links with the University, which has been established through the social enterprise programme, presented in this report.

The Big Salford Sleepout is part of the World Big Sleep Out programme. This event is being organised by students and will consist of two teams from the Salford Business School, studying Event Management and Digital Business.

On the 7<sup>th</sup> December, approximately 400 people from Salford University including staff, students, alumni and partner organisations will take part. The aim is to raise £50,000, which will go to the local homeless shelter charity.





# PRME UK Conference Attendance and PRME Coordinator Role



## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### THE SIX PRINCIPLES

The University of Salford continues to support PRME UK and Ireland. Dr Chris Doran was appointed the PRME Coordinator in 2017 and the Institution has sent delegates to all previous PRME UK and Ireland annual conferences, in 2017 in Northumbria, 2018 in London and 2019 in Leeds. The institution has put itself forward to host future conferences and is looking forward to attending Lincoln in 2020.

As PRME Coordinator, one of the main objectives is to deliver Responsible Management principles and practices throughout the University. This position was created two years ago within the School to recognize the important role of PRME and the SDGs in relation to the delivery of our Business Management Education. We are currently exploring the formation of a UK and Ireland PRME North-West Network with the view to holding our first event in January of 2020 at Media City.



**PRME** Principles for Responsible Management Education  
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# PRME UK North-West Network 'No Poverty' Event



## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

## THE SIX PRINCIPLES

The PRME UK North-West Network has scheduled its first major event in January 2020. Dr. Chris Doran and Ann Hindley are leading the event which will be based at Media City in Salford and will be a 3 hour mini conference based on Sustainable Development Goal 1 – 'No Poverty.' The event will take place on the 29<sup>th</sup> of January and will be advertised shortly on the PRME UK website. In total 45-50 attendees are expected and it will be a blend of workshop based activity mixed with speakers from the North-West region concerning their activities related to the SDG1. Professor Carol Parkes will introduce the session as she leads the PRME working group for 'No Poverty'. Another confirmed speaker is Miranda Kaunang from FareShare. FareShare Greater Manchester's aim is to help tackle the food poverty issue in Greater Manchester by redistributing unwanted food across the region.

The format of the afternoon event will include 4 or 5 presentations of 15-minutes duration (including questions), interspersed with workshop activities. The event is expected to result in further activities led by the North-West Network and will act as a blueprint for further events across the other PRME UK networks.



# Development on UK PRME North West Network



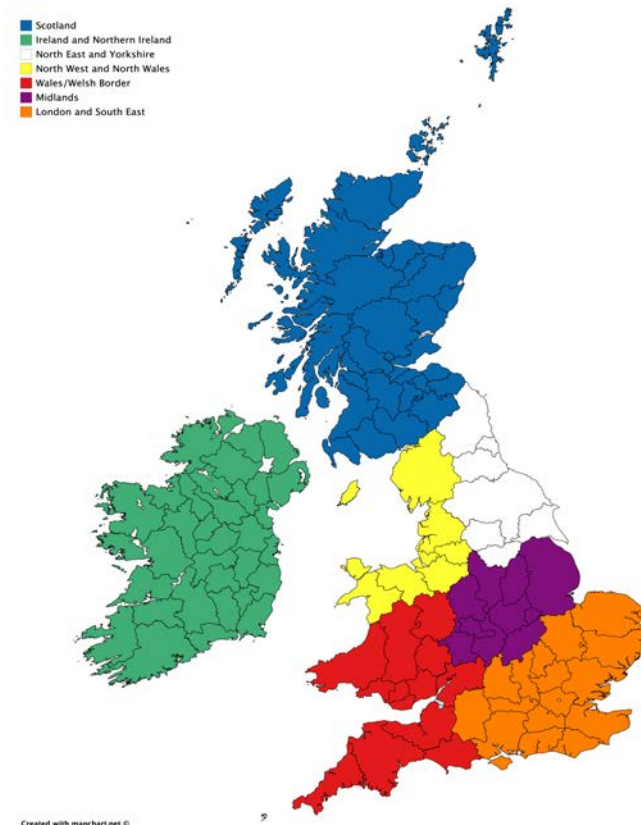
## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### THE SIX PRINCIPLES

As part of Salford University's commitment to PRME and with the Institution's PRME coordinator being elected to become a member of the PRME Steering Committee in 2019, we are heavily involved in the development of the newly formed UK PRME local networks. Salford has instigated and hosted the first PRME UK North-West Network meeting and the first large scale event will take place at our Media City campus in 2020 where speakers are invited to discuss SDG 1 'No Poverty'. Members of the North-West Network include, Salford University, Manchester Metropolitan University, University of Chester, Liverpool University and the University of Central Lancashire. We are hoping to expand this network further to include other local universities. In total, as depicted on the map opposite it is expected that there will be 7 fully formed local UK PRME networks which will all develop over the next two years.

**PRME** Principles for Responsible  
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# SDG Teach-In / Awareness Week



## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

## THE SIX PRINCIPLES

In February 2018, the NUS held their first ever 'SDG Teach-In' to raise awareness of why the Global Goals for Sustainable Development should be at the heart of further and higher education and help catalyse the change needed to make this happen.

The 2019 SDG Teach-In took place from 18th - 22nd February 2019 and included more academics and participants across the University compared to 2018.

The Teach-In calls upon educators across all stages of education to pledge to include the Sustainable Development Goals (SDGs) within their teaching, learning, and assessment on their course(s) during the week of the 18-22 February 2019. Some examples of tutor led SDG specific awareness for the SDG teach In 2019 is presented opposite.

- ✓ The goal from 2020 is that many more tutors take part across all Schools within the University
- ✓ We hope to capture how the SDGs are being taught within modules in 2020 and assess student feedback.

**Dr Alex Fenton:** Focused on SDG 3 (Good Health and Wellbeing) when presenting his research with the company Fan Fit.

**Dr Suzanne Kane:** Focused on SDG 16 (Peace, Justice and Strong Institutions) throughout her Principles of Systems Development lecture.

**Dr David Beech:** On his MBA Module asked all students to identify their personal leadership goals by addressing SDG 8 (Decent Work and Economic Growth).

**Dr Chris Doran:** Did a guest Lecture to 500 Level 4 Undergraduate students as part of the Digital and Business Skills Module, where a summary of the SDGs was provided. This was the first time these students engaged with the SDGs.

**Martyn Wilcock:** As part of his Operational Sustainability Module designed an exercise around how the SDGs can assist avoiding environmental disasters.

## SUSTAINABLE DEVELOPMENT GOALS



# Salford Social Value



## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### THE SIX PRINCIPLES

**Salford Social Value is an organisation which facilitates organisations to assist in working towards a cultural shift in Salford.** Their goal is to create a social movement that encourages Salford citizens and organisations to make a positive difference through their activities and businesses. In order to do this local organisations sign to make pledges which will have a 10% positive impact on the City of Salford. These pledges are based around the following topics,

- Happiness
- Well-being
- Health
- Inclusion
- Empowerment
- Growth

**The University of Salford signed up to Salford Social Value in 2018 and opposite is the pledges made which will be released by 2021.**



## By 2021, the University of Salford pledges to:

- Offer at least 10% more degree apprenticeships and have at least 10% more local people from Salford enrolled on these courses
- Undertake at least 10% more outreach events with local schools and colleges to raise aspirations in relation to Higher Education and continue with Salford targeted outreach activities with mature learners, including working with Inspiring Communities Together and the Broughton Trust
- Increase the research output of our work as part of the Anti-Poverty Taskforce by at least 10% and seek to develop further research projects, helping provide the City Council with the evidence base to support its strategic priorities and make a real difference to people's lives.
- Increase energy efficiency across the University as a whole by at least 10%
- Increase the amount of waste recycled across the University by at least 10%
- Reduce the number of staff and students travelling to campus in single-occupancy vehicles by at least 10%
- Ensure that social value is embedded in the joint campus / Chapel Street masterplan through the new School of Built Environment / University Estates Department PhD student project.



# Enactus



## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### THE SIX PRINCIPLES

Enactus is a network that runs globally across 36 countries and around 65 universities in the UK. It is concerned with taking entrepreneurial action to make an impact around UN Sustainable Development Goals. Enactus creates a community of students, academics and Business Leaders uniting to transform lives and shape a better, more sustainable World. The University of Salford has an active Enactus programme. We currently run projects that aim to tackle various issues. This year, Salford Enactus has two new projects, which focus on social action. The projects are run by students, but the beneficiaries are groups of different ages and demographics. One of them is looking at empowerment of women and is called 'Limitless Ladies', the project involves working with women's centres in Salford. The second project, The Butterfly Effect, is around academic resilience and mental health in young adults who may be transitioning from College to University.

Salford's Enactus has a high number of Business students who have joined Enactus because they want to get experience running a project. All the projects they manage have the structure of a social enterprise. Students learn about resilience and build a really strong network, not only by running a project, but by being a part of Enactus as a whole. Enactus has a wide range of sponsors both in the UK and internationally. It also has Business and University advisers who act as mentors; who can also provide placements, internships and graduate jobs through their organisations.

Enactus UK run an annual competition which motivates teams to make more a positive impact, celebrate their achievements and gives them a chance to exchange practices. The competition is an event where all UK teams come together to talk about their projects, achievements and learn from each other.

This year the regionals were held at [Ernst & Young](#) in Manchester. Salford Enactus competed in the Health & Wellbeing Individual Topic Competition and qualified for the final stage. They were named the national champions in the Health and Wellbeing category at the National Expo 2019.



# Two Year Action Plan and Future Recommendations



## PRINCIPLE 6 – DIALOGUE:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### THE SIX PRINCIPLES

Progress on the projects below will be reported in the next SIP Report.

1. EEMS Documentation Control (Environmental and Emissions Monitoring System)
2. Energy Reduction Project Management and Funding
3. Waste Management Objective amendment and Action Plan resources
4. Sustainable Procurement target review and action plan
5. Travel and EV Transport Plan management resourcing
6. Fluorinated (F) gas compliance
7. Green roof management
8. Declare a Climate Emergency?

# A Thanks to Contributors

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**A special thanks goes to the following, for contributing information to this PRME report,**

Janice Allan  
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Kirk Chang  
Mike Hardman  
Romas Malevicius  
Mike Molan  
Adrian Monaghan  
Francine Morris  
Neva Mowl  
Linda Sidebotham  
Nadine Watson  
Martyn Wilcock



# PRME

Principles for Responsible  
Management Education



## PRME SIP 2019

Salford Business School  
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