

Understanding Sustainable Development (SD)



By Pam Reynolds
Sustainability Manager

Aims and Objectives

- Understand the three elements of Sustainable Development (SD)
- Understand why SD is important
- Determine what my role is at the College
- Understand how I promote SD
- Issues around sustainability literacy
- Understand how and why other companies promote SD and CSR (case study)
- Understand how promotion and marketing can help SD campaigns

Ice Breaker

What does sustainability mean to you?

What is Sustainable Development

'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' (Brundtland 1987)

Sustainable development is about using resources more efficiently, in order for society to reduce not only its impact on the environment, but on the economy, whilst improving social impacts both locally and globally to ensure a fairer and more sustainable future.

Education and Sustainable Development (ESD)

- Education is essential to SD and in order to improve SD we need to understand it
- The education of today is crucial to enhancing the ability of the leaders and citizens of tomorrow to create solutions and find new paths to a better, more sustainable future
- SD will impact on you in the workplace
- You can make a difference

What do we need?

1. To live?
2. To lead comfortable lives?
3. To have health & well being?
4. To have economic well being?



Human needs in the Developed World



Transport

Heating

Lighting

Cooking

Clothing

Learning

Leisure

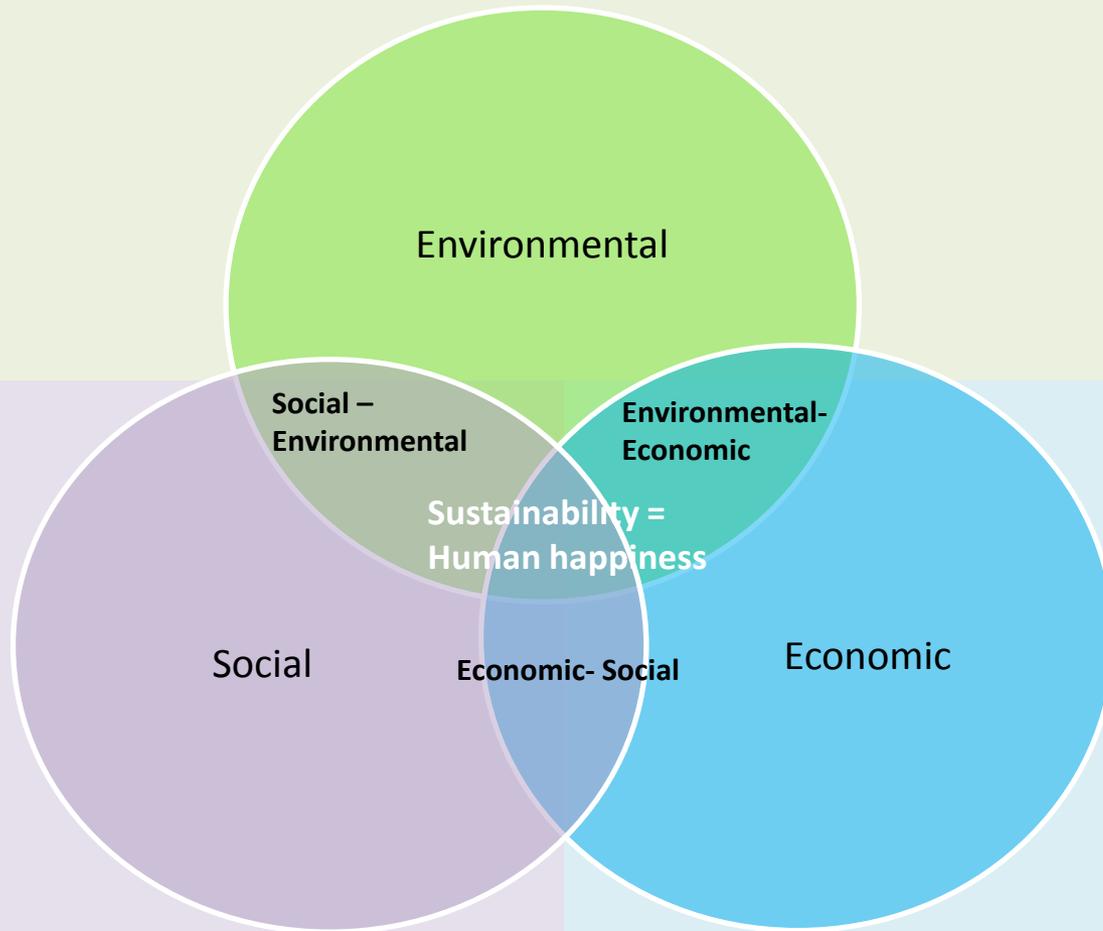
Health care

Communication



The Three Elements of Sustainable Development

The diagram illustrates the three elements of SD and focuses not just on the economic value of a company or project, but also on the environmental and social value



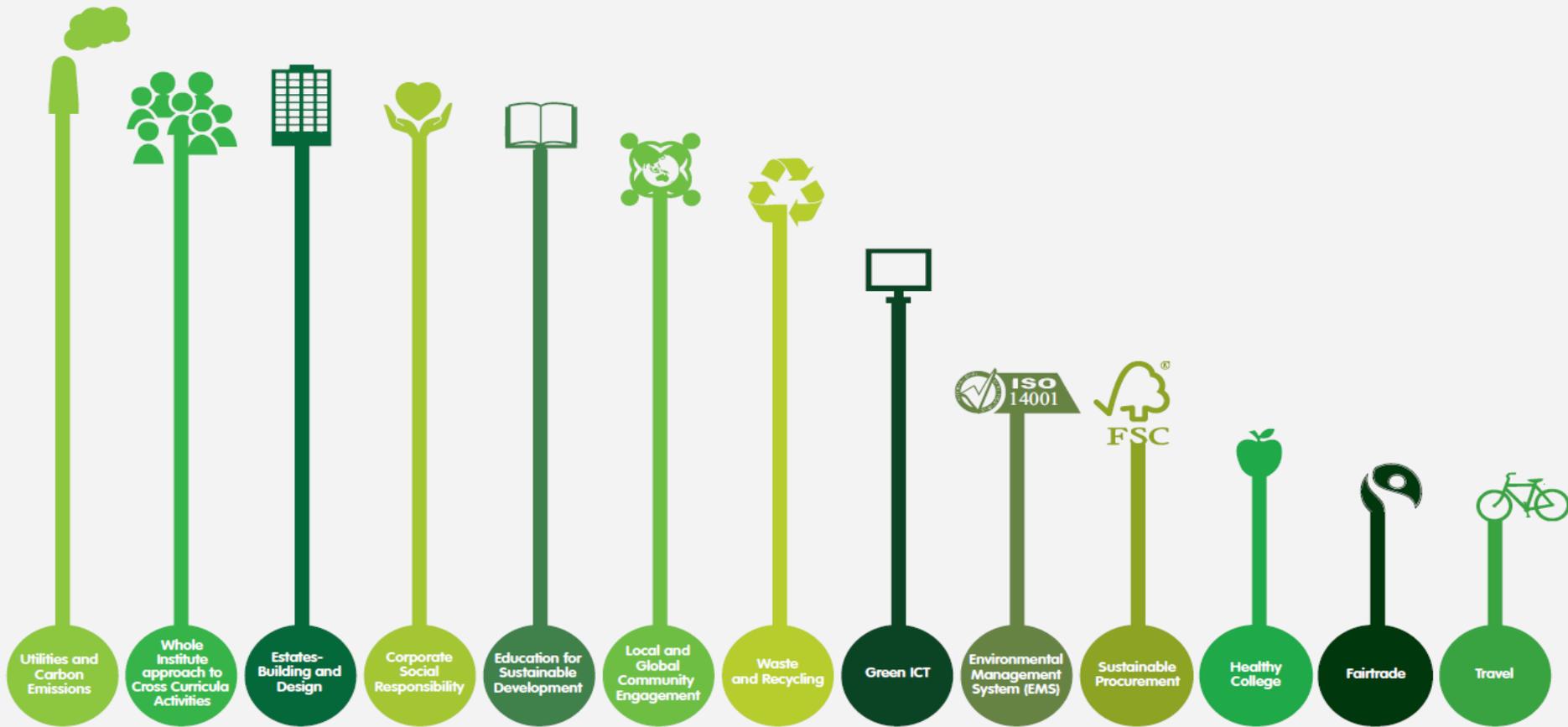
All three elements are required in order to achieve sustainable development and an impact on one element will usually have a knock on effect for the other two elements

UNESCO Framework

The UNESCO Framework 2003 identifies 10 key themes for SD:

- Overcoming poverty
- Gender equality
- Health promotion
- Environmental protection and conservation
- Rural transformation
- Human rights
- Intercultural understanding & peace
- Sustainable production & consumption
- Cultural diversity
- Information & communication technologies

My role at the College



Initiatives at the College

- Green Impact scheme
- Mend Not Spend Fair
- Charity Collections
- Car Share scheme
- Food and general waste recycling
- Local Beach Clean events
- Green Week
- Fairtrade Fortnight
- Fun runs

LOVE my BEACH

Together, we can make it happen.



Beach Clean Event

Help clean the College's own stretch of adopted beach! LOVEmyBEACH is a campaign with a huge challenge, to work together to keep our local beaches and bathing waters clean.

Come and show your LOVE for the beach this Valentines Day

14th February 1.45pm – 3pm

Venue: Bispham beach (Outside the Royal Bank of Scotland (RBS) on the Queens Promenade in Bispham, at the top of Red Bank Road, opposite Bispham Kitchen.)

To book your place

Contact Stephen Stroud at stephen.stroud@blackpool.ac.uk or Tel 01253 504374

All equipment is provided we just ask you wear stout footwear (i.e. not sandals or pumps)

For further information contact Stephen Stroud at stephen.stroud@blackpool.ac.uk



BLACKPOOL FOOD BANK

VOLUNTEER EVENT 26 APRIL



**GET INVOLVED
THE BLACKPOOL
FOOD BANK**

SATURDAY 26 APRIL

ASDA

Cherry Tree Road, Blackpool

IF YOU WOULD LIKE TO **VOLUNTEER** FOR A **2 HOUR SHIFT**, BETWEEN **10AM - 4PM**,
PLEASE EMAIL STEVE STROUD: E STEPHEN.STROUD@BLACKPOOL.AC.UK



Christmas Fair

with an eco twist

Thursday 12th December
The Gallery
University Centre Campus
10am - 2pm

B&FC
BLACKPOOL AND THE FYLDE COLLEGE



Fabulous Cakes & Refreshments on Sale

Body art

Nail painting

Money raised will be donated to Trinity Hospice

Wide range of gifts

Fantastic handmade t-shirts

Local craft stalls



TRINITY
Hospice & Palliative Care Services

**MAKE A DIFFERENCE DURING
FAIRTRADE FORTNIGHT
24 FEBRUARY - 9 MARCH 2014**

**CHEAP
BANANAS
THREATEN
FARMERS'
FUTURES**

TOGETHER WE CAN MAKE BANANAS FAIR

This year, Fairtrade Fortnight is all about bananas.

We love bananas; they're the most popular fruit in the world.

More than 1.2 billion Fairtrade bananas are now sold in the UK each year. That's one in every three bananas we buy.

Despite this, there's still a serious problem at the heart of the banana business with the price we pay for bananas. We must act now to deliver a fair deal to all banana farmers and workers.

This Fairtrade Fortnight, we're calling on students and staff to help make bananas fair by:

- 1. SIGNING THE PETITION**
- 2. BUYING FAIRTRADE**

Together, we can make a difference. To support Foncho in his campaign to make bananas fair visit:

[W. FONCHO.FAIRTRADE.ORG.UK/](http://W.FONCHO.FAIRTRADE.ORG.UK/)



How does the College engage with staff and students?

- Desktop wallpapers
- Eco Echo newsletter
- Youth Bites
- Moodle
- TV screens
- Emails
- Student Forums
- Tutorial Bulletin
- Staff E-Bulletin
- Word of mouth
- Facebook
- Twitter
- Flyers
- Speaking to individual people – Freshers Fayre, staff meetings etc

Sustainability Literacy

Sustainability literacy is all the rage. We needed the knowledge, skills and understanding required to fashion a more sustainable future.

- Articles are published, workshops convened, websites designed and curriculum guidance issued or at least suggested.
- Media literacy, computer literacy, visual literacy, intercultural literacy and a whole host of other literacies seem to be attracting increasing interest.
- As with all marketing terms, the aim was to grab attention (which it has done) rather than open up a concept to critique.

But now we are left using this handy shorthand term that is not best suited to the nature of learning for sustainability

Sustainability Literacy

Sustainability/ sustainable development is often incessantly debated, sometimes dismissed and frequently misunderstood and misused.

The problem here is again not a definitional one as there are plenty of woolly concepts that are also subject to numerous definitional realities. Just think of 'democracy' or 'community'.

The problem with sustainability is that it requires meaning schemes and perspectives that are at once holistic, multi-vocal and pragmatic changes.

What's your view?

Is literacy the key to making people understand sustainability?

CSR

A concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis.

*Source: European Commission (2010) –
Corporate Social Responsibility*

CSR quotes

- Sustainability is about profit...it is the opportunity of the century - *Ben Clarke, Kraft Foods (2008)*
- It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently - *Warren Buffet, US business magnate, investor, and philanthropist*
- It's not enough simply to wear the badge of corporate responsibility. Business must accept that real change is the only response to climate change and other environmental crises - *Jonathon Porritt, chairman of the UK Sustainable Development Commission (2007)*
- Companies not interested in sustainable development issues will not survive long - *Malcolm Brinded, Chairman of Shell UK (1999)*
- Business as usual is dead. Green growth is the answer to both our climate and economic problems - *Danish Prime Minister Anders Fogh Rasmussen (2009)*

Companies in the local area engaging Sustainable Development

- M&S
- Starbucks
- Costa Coffee
- H&M
- Monsoon
- Body Shop



Sustainability



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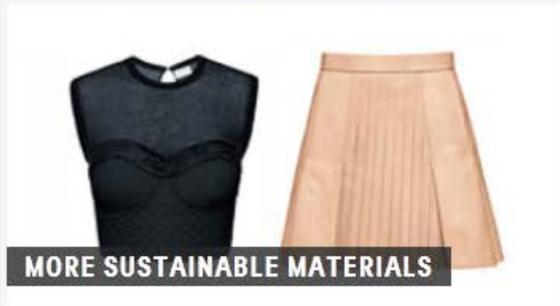
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ABOUT H&M CONSCIOUS



WANT TO KNOW MORE?
READ OUR SUSTAINABILITY REPORT.



MORE SUSTAINABLE MATERIALS



COTTON



WATER





OUR SEVEN COMMITMENTS

1. Provide fashion for conscious customers
2. Choose and reward responsible partners
3. Be ethical
4. Be climate smart
5. Reduce, reuse, recycle
6. Use natural resources responsibly
7. Strengthen communities

Thank you for not letting fashion go to waste.
15% off one item of your choice.

H&M CONSCIOUS
For a more sustainable fashion future

Recycle your old clothes at



2. HOW IT WORKS:

Don't let fashion go to waste



REWEAR
CLOTHING THAT CAN BE WORN AGAIN IS MARKETED WORLDWIDE AS SECOND-HAND GOODS.

ENERGY
WHEN REWEAR, REUSE AND RECYCLE ARE NOT OPTIONS, TEXTILES ARE USED TO PRODUCE ENERGY.

REUSE
TEXTILES THAT ARE NO LONGER SUITABLE TO WEAR ARE CONVERTED INTO OTHER PRODUCTS, SUCH AS CLEANING CLOTHS.

RECYCLE
TEXTILES THAT CAN'T BE REUSED GET A NEW CHANCE AS TEXTILE FIBRES, OR ARE USED TO MANUFACTURE PRODUCTS SUCH AS DAMPING AND INSULATING MATERIALS FOR THE AUTO INDUSTRY.



MORE SUSTAINABLE MATERIALS

[SUSTAINABILITY](#) / [COMMITMENTS](#) / [CONSCIOUS FASHION](#) / [MORE SUSTAINABLE MATERIALS](#)

Conscious materials for a more sustainable fashion future

We want to make conscious choices in fashion desirable and easily accessible for as many people as possible. The right choice should be an easy and attractive one. Piece by piece this will reduce the impacts that fashion has on the planet.

A better fashion future is closer than you think. One reason for that is our ongoing support of new materials and clothes-making techniques.

We have made it easy for you to find the conscious fashion in our stores – all our Conscious garments have the green hang tag.

By working together with you – our customers – and the rest of our industry, we can get to a better fashion future even faster.

Cotton is the raw material we use the most. Our aim is for all cotton in our range to come from more sustainable sources by 2020.



Cotton



Recycled wool



Organic leather

ANIMAL WELFARE

We care about [animal welfare](#) and the [protection of endangered species](#).



GARMENT COLLECTING

Don't let fashion go to waste – [give your old clothes a new life](#).



CONSCIOUS FASHION

Because [looking good](#) should do good too.



OUR COMMITMENTS

Our [route to a better fashion future](#).



The background of the advertisement is a dense, close-up photograph of green foliage, likely a tree or large shrub. Sunlight filters through the leaves, creating a pattern of bright highlights and deep shadows. The overall color palette is dominated by various shades of green, from vibrant lime to deep forest green, with some white highlights from the sun.

H&M CONSCIOUS
COLLECTION
More sustainable fashion



GO
GREEN
WEAR
BLUE

CONSCIOUS DENIM
BY H&M

H&M

The Sustainable Future of H&M

Sustainable growth

- Years of success and solid growth have resulted in a strong financial position. This allows us to make the most of each business opportunity and create potential for continued expansion with focus on quality, sustainability and continued high profitability.
- Before we move into a new country or city an assessment is made of the market's potential. Factors such as demographic structure, purchasing power, economic growth, infrastructure, political risk, human rights and environmental sustainability are analysed.



Our sustainability vision

We believe in a better fashion future – one that makes fair and sustainable fashion affordable and desirable for all.

Our vision is that all our operations are run in a way that is economically, socially and environmentally sustainable. Which will mean our business is helping to meet the needs of both present and future generations.

We believe that quality, affordable fashion can be made and sold in a way that's also good for people and the environment. With this in mind, our business concept is simply to offer quality fashion at the best price.

"We can offer our customers a more sustainable choice. We can make a difference to hundreds of thousands of people working in our supply chain and to the environment and communities around us. We work hard to make this difference bigger every day", says Helena Helmersson, Head of Sustainability.

Our vision is that all our operations are run in a way that is economically, socially and environmentally sustainable.

RE 100

By 2020, 100 of the world's largest companies will have committed to 100% renewable power and H&M are just one of the companies signed up to this commitment.

H&M



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**EXTRACT 7,250,000,000KG
OF PLASTIC FROM THE OCEANS
IN JUST 5 YEARS
PER GYRE**

CONTRIBUTE NOW!

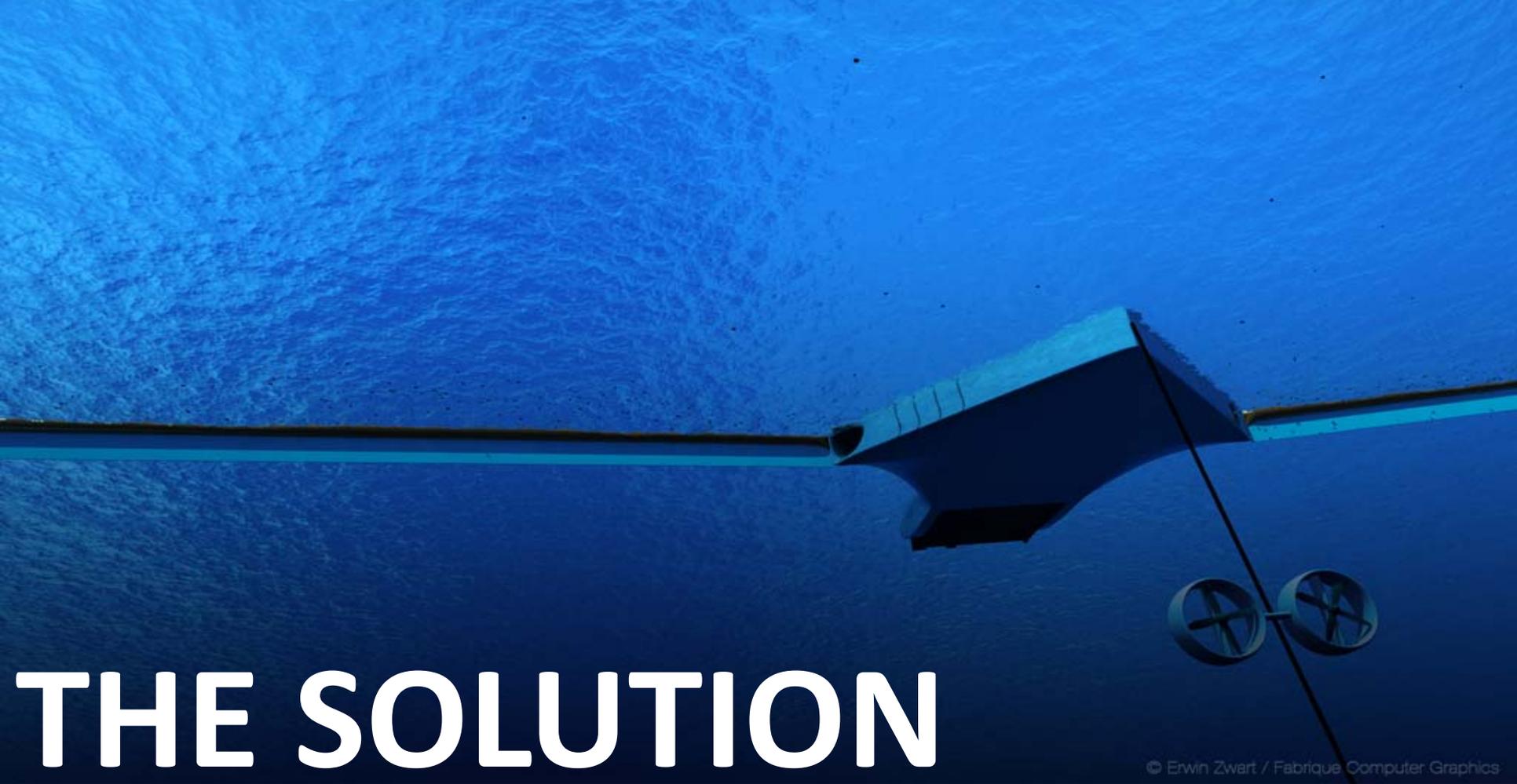


THE PROBLEM

Millions of tons of plastic debris are polluting world's oceans.

Not only does it directly kill hundred-thousands or even millions of aquatic animals annually, its fouling may spread harmful algae and other invasive species, and furthermore serves as a transport medium for pollutants (including PCB and DDT), accumulating in the food chain.

Plastic pollution costs governments, companies and individuals millions of dollars in damages per year, due to loss in tourism, vessel damages and (inefficient) beach clean-ups.



THE SOLUTION

© Erwin Zwart / Fabrique Computer Graphics

Problem: Conventional clean-up ideas have never been financially realistic, let alone remediation of millions of square kilometres.

Solution: This concept is so efficient, that we estimate that by selling the plastic retrieved from the 5 gyres, we would make in fact more money than the plan would cost to execute. In other words; **it may potentially be profitable**



A watch made with asteroid dust? A pre-screening of the Roger Ebert documentary? Check out some of the hottest perks of the week!

[VIEW PERKS](#)


The Ocean Cleanup: FEASIBILITY STUDY

World's first realistic Ocean Cleanup Concept? Help us determine its feasibility.

Technology – Delft, Netherlands

[Campaign Home](#)
[Updates / 2](#)
[Comments / 230](#)
[Fundors / 1997](#)

How the oceans can clean themselves: Boyan Slat...



\$89,518 USD

Raised of \$80,000 Goal



0 time left

Flexible Funding

This campaign has ended and will receive all funds raised. Funding duration: April 05, 2013 - May 05, 2013 (11:59pm PT).

Select a Perk *for your contribution*

\$1 USD

THANK YOU!

A well-deserved thank-you from The Ocean Cleanup team, and we will send all contributors a digital copy of the feasibility study summary once the research has been completed.

Estimated delivery: October 2013

562 claimed



Share This Campaign:

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EMBED

EMAIL

Citizenship and Sustainable Development

The GIRL EFFECT has been called a “ Revolutionary Movement”

The aim of the project is to:

- Prevent child/young marriages
- Educate girls
- Educate girls about HIV
- Offer girls job opportunities
- Offers girls life opportunities

The project help to improve and develop:

- Citizenship
- Human Rights
- Standards of living
- The rate of HIV sufferers
- Education
- Poverty
- Communities
- Economies



<http://www.youtube.com/watch?v=-Vq2mfF8puE>

YOU HAVE THE POWER TO BLOW PEOPLE'S MINDS

Start by asking, "Hey, did you know that we could solve huge world problems like hunger, HIV/AIDS, poverty, illiteracy and war just by supporting adolescent girls?"

You'll get their attention. And once you do, do something with it.

Show them a video. Make them a t-shirt. Better yet: sell them a t-shirt and give the proceeds to the girl effect. Put some posters and buttons in their hands so they can spread the word.

Everything you need to get started is right here. Click below.



**TALK
IT UP**



**MAKE
STUFF**



**PUT
ON AN
EVENT**

TALK IT UP



Powerpoint ▶



Videos ▶

MAKE STUFF



the girl effect

Logos ▶



Wallpapers ▶



Buttons ▶



Stickers ▶

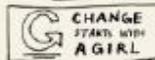


Posters ▶



T-shirts ▶

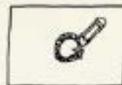
PUT ON AN EVENT



Fundraiser ▶



Party ▶



Girl Effect Club ▶



POWERPOINT



Download for PC ▶

Download for Mac ▶

http://girleffect.org/uploads/documents/5/Girl_Effect_Tool_Kit.pdf



VIDEOS



THE CLOCK IS TICKING

See how a 12-year-old girl could be the solution the world needs right now.

Download
PC ▶ Mac ▶



THE GIRL EFFECT

Take a girl in poverty and give her the resources she needs - everyone benefits.

Download
PC ▶ Mac ▶



GIRL EFFECT RISING

Folks are starting to get behind the Girl Effect - from global leaders to local champions.

Download
PC ▶ Mac ▶



I DARE YOU

Look at a girl as the most powerful force of change on the planet.

Download
PC ▶ Mac ▶