Complexity, Challenge and Creativity

Teaching Sustainability Concepts in a Virtual International Exchange Project

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Operation Brent

- International Virtual Exchange (IVE)
- Collaborative Online International Learning Project (COIL)
- Curriculum Opportunity to explore sustainability concepts
- Cocreate solutions to a real-world business challenge
- Build awareness of UN Sustainable Development Goals (SDGs)
Complexity

- Immersive Process
- Challenge & Energies Students’ Thinking
- Messy, real-world problem
- Industry Partner – Global Food Manufacturer
Challenge

- Team Role Play Scenario- create a consultancy company
- The Client: Garavogue Broghies Ltd
  - Research and select **one** of the 17 UN Sustainable Development Goals (SDGs) that will form the focus of Garavogue Broghies Limited CSR Strategy.
  - Develop a proposal for an event or campaign to publicise Garavogue Broghies Limited engagement with the SDG of your choice.
  - Pitch your proposal, using audio-visual/digital tools in a 15-minute presentation to the company.
  - Respond to questions in a ten-minute Q&A session.
- Complete an individual post project exercise.
CREATIVITY...

EXPERT VOICES:
SUSTAINABILITY OFFICER
FIONA BRITTON &
COMPANY OWNER KEN
TRACEY

UN SDG RESOURCES

BRAINSTORMING &
RESEARCH EFFORT

Company Needs &
Vision

Student
Awareness

UN SDGs

Selected SDG
Student Selections

2. Zero Hunger
   - Most popular choice 3 Groups
   - Student Perspective
   - Food Lockers

3. Good Health and Well-Being
   - Culture Building
   - Creating Awareness

7. Affordable and Clean Energy
   - Renewable Energy Sources
   - Consumer Behaviour

12. Responsible Consumption and Production
    - Carbon Footprint
    - Compostable packaging
Challenge

• What thinking is relevant?
• How do you measure sustainability?
• Big thinking versus small thinking - what’s the right answer?
• Scope and scale of a problem - how does this get applied?
Ultimate Outputs

citizenship awareness perspective
Innovative Thinking

WHO ARE WE?
We are Gilgo Consultants, an women, cross-cultural team dedicated to combating world hunger.

OUR EXPERIENCE
1. Cross-cultural approach to problem solving
2. Remote team development and building
Bring your willingness to learn, an open mind and, seek inclusivity.

THE SITUATION
Gilgo Consultants aim:
1. Help Broghies initiate
2. Help Broghies connect with consumers

OUR SOLUTION
Creating a QR code for:
• Link to a web-page showing exciting new Broghies recipes
• Show multiple languages
• Display information on world hunger

Donating 10 cents of every Broghies purchase to help stop world hunger.

IMPLEMENTATION
To implement these ideas, we plan to:
• Design new packaging
• Create new advertisements on the Broghies website
• Design a new web-page to connect to the QR code

CONCLUSION
World hunger is a serious problem that we aim to get rid of. We believe that through the use of our QR code promotion program, Broghies can help with this initiative while also gaining valuable statistics, customer engagement.

References:
Pre-Pilot Project:

**IT Sligo BBS L8 Year 1 Class of 2021 Take Action for the UN Sustainable Development Goals**

- **Prize sponsorship** from IT Sligo International Office & CELT
  - 1st €500, 2nd €350, 3rd €200, runners up €15:00 each
- **Poster Publication** at Climbing the UDL Ladder: Building a Culture of Inclusion in Higher Education’ Conference 2021
- 42 students participated in group virtual presentations to faculty team from IT Sligo and Georgian College. Themes:
  - Women for Change
  - Education 4 All
  - Men in Management
  - Promoting Third Level Education (PLTE)
  - Poverty Solutions
  - Fair Trade Awareness
Carbon Offset Wins

- 60 Students in a virtual exchange
- CO2e savings of 90 – 100 tonnes
- Tree Planting