UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

EDUCATION FOR A SUSTAINABLE FUTURE

"... all program students should have a good understanding of the importance of sustainability considerations when graduating"

In 2012 the Faculty Management at the School of Business, Economics and Law appointed a working group to explore ways how to integrate sustainable development into courses and programs.

Even though the School has a strong tradition of sustainability related research and already had a number of electives focusing on sustainability, it was still possible for students to go through our programs without being seriously confronted with the current sustainability challenges. This was considered "not good enough" and one of the starting points for the new strategy where sustainability no longer is seen as an "optional side track" for interested students, but as key features in all our educational programs.

KEY FEATURES

- **Sustainability learning outcomes in all programs**
- **Three knowledge areas**
  Challenges
  Responsibility
  Solutions
- **Four stakeholder groups**
  Students
  Teachers (emphasis on course-coordinators)
  Management
  Campus

REALIZATION

- The establishment of the School Council for Sustainable Development (CSD)
- Three annual Sustainability Days
- Learning outcomes related to sustainable development at program level
- Teacher support / "pilot courses" and sustainability seminars
- Inventory of sustainability aspects in all courses in our programs (Survey)
- Campus as a living lab!
- Handels Students for Sustainability

KEY CHALLENGES

1. What is sustainable development?
2. We don't have time!
3. It used to be gender, now it's sustainability!
4. Where are we today? We are already talking about sustainability

SOLUTIONS

1. "This is sustainability to us"
2. CSD provided Sustainability Days, surveys, inventory and coaching
3. Demonstrate the relevance - Sustainability won't go away
4. Sustainability mapping and surveys

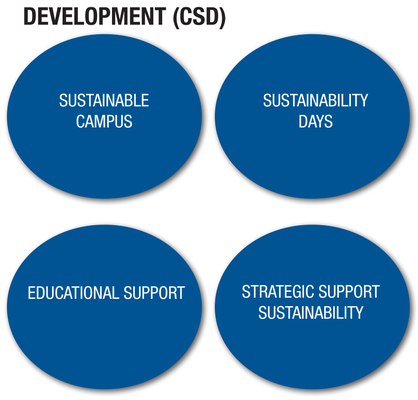
LESSONS LEARNED

- Support vs responsibility for implementation on courses and programs
- The importance of communication
- Support from faculty management (from strategy to resources)
- Participation of senior researchers
- Support student initiatives
- Have fun!

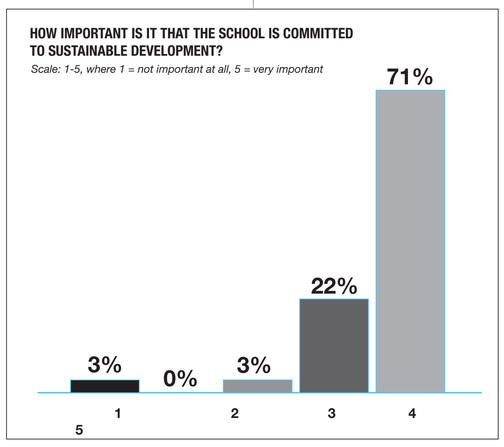
FUTURE CHALLENGES

- Do we reach our program learning outcomes?
- How to best provide coaching?
- Follow up?

THE SCHOOL COUNCIL FOR SUSTAINABLE DEVELOPMENT (CSD)



Sustainability Days



SUSTAINABILITY DIMENSIONS

1. Natural limits
Demographic development and lifestyle issues in relation to the exploitation of natural resources (including energy) or the limited capacity of the ecosystems to meet the human demand.

2. Governance and administration
How politics, regulatory frameworks and voluntary agreements (such as standards) affect the use of natural resources, ecosystems and the environment (including health effects).

3. Human rights and issues of justice
Issues related to resource distribution, discrimination and poverty; the interaction between social injustices, environmental degradation and people's opportunities for self-realisation.

4. Social dilemmas
Conditions for human cooperation in situations where a cooperative approach will benefit all parties in the long term but each actor based on narrow self-interest will benefit from not cooperating.

5. Entrepreneurship and markets
Social or environmental consequences of corporate behaviour and the functioning of markets, and how such market failures can be reduced by changing the way businesses act as well as the policy instruments used to regulate the functioning of markets.

6. Ethics and responsibility
The relevance of ethics and responsibility to individuals, organisations and societies in social, economic or environmental matters.

7. Values, norms and culture
How social norms, culture and values affect ecosystems and people's well-being via for example consumption behaviour, product design and production methods.

8. Consumer and customer power
How consumers and public and private customers can influence business opportunities and the products and services offered by businesses through demands for social responsibility and environmental considerations.

9. Leadership and management principles
Work models conducive to sustainability objectives and the development of democracy, participation, long-term planning and a broader view of corporate value creation (for example social entrepreneurship).

10. Follow-up, communication and transparency
How different actors in society report, follow up on, communicate and evaluate stated objectives and goal achievement in relation to social issues and environmental performance.

11. Planning and design
How community planning and the design of products and services affect people's well-being and the environment.

12. Financial regulation
Regulatory and responsibility issues of relevance to the vulnerability of economic and financial systems; historical perspectives on financial and debt crises.

13. Sustainability science
An emerging scientific discipline that addresses broad social and environmental challenges with a problem-oriented focus and an interdisciplinary approach.

14. Sustainability as a concept
The concept of sustainable development and its political, cultural and idea-historical connections.

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ASSOCIATION OF MBAS ACCREDITED

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