



United Nations Global Compact **Third Communication on Engagement Report**



COMMUNICATION ON
PROGRESS

This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

Executive summary

This Sharing Information on Progress report focuses on the great strides we have made to integrate the United Nations Sustainable Development Goals (SDGs) in to GCU strategies, policies and activities. Selected highlights include:

- The role of GCU's Emeritus Chancellor as a UN-appointed advocate of the SDGs
- The integration of the SDGs in to the University research strategy
- The introduction of the 'Common Good Curriculum' to reinforce our commitment to PRME
- Ambitious partnerships for the SDGs: with the African Leadership College and The Fair Fashion Centre New York
- A 'Points of Pride' celebration of our PRME-centric values
- Our thought and action leadership in the PRME Champions Group

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I am delighted to have this opportunity to express continued support for the United Nations Global Compact (UNGC) and renew the commitment of Glasgow Caledonian University (GCU) to the initiative and its principles.

Our third Communication on Engagement (CoE) report to the UN Global Compact comes in the form of our 4th PRME Sharing Information on Progress Report (SIP), which covers the period summer 2016 to 2018. All of our PRME reports demonstrate our commitment not only to the PRME, but also to the ten universal principles of the United Nations Global Compact, which are central to our teaching, research, community and stakeholder engagement.

This our first full CoE report since the United Nations Sustainable Development Goals (SDGs) came in to force on January 1st 2016.



www.gcu.ac.uk/gsbs/aboutus/prme/

Principal's Letter of renewed commitment to the UN Global Compact and its Principles

GCU's Mission resonates closely with this ambitious 2030 Agenda for Sustainable Development.

As with the Millenium Development Goals previously, our Emeritus Chancellor, Nobel Laureate Professor Yunus Muhammad, has inspired us to intensify our efforts to contribute to achievement of the SDGs through his active role as a member of the United Nations SDG Advocacy Group.

Much of our teaching, research and external engagement activity aligns with this ambitious set of Goals. In terms of education, we place particular emphasis on SDG 4, Quality Education, by widening and deepening access to higher education for those from challenging backgrounds, including those with experience of being in care, at home and overseas. Overseas we did this especially through our partnerships in Africa. In total, we graduated nearly 5,000 students globally and at home, and 97% of our graduates were in employment or further study within six months of leaving us.

As the top modern University in Scotland for research power we also adopted the Sustainable Development Goals as the guiding framework for our Research Strategy. We increased research grant funding in our key areas of excellence including our research on social business, health and well-being, climate justice and the environment, and recent mapping of

our knowledge creation activities showed significant alignment with these inter-related Goals.

Last year we became the first international University in the world to receive a charter to award degrees in New York City, taking our experience in education and research in Fair Fashion and Fair Finance into the heart of the commercial capital of the world.

We also said, not goodbye, but au revoir, to our Nobel prize winning Chancellor, Professor Yunus, who completed his five-year term with us, but who wishes to remain a lifelong friend by becoming our Emeritus Chancellor. And we welcomed our new Chancellor Dr Annie Lennox OBE who delivered such a passionate and powerful message at Davos' World Economic Forum in January this year, about the need for women's voices to be heard and acted upon in all our societies. At GCU we feel it is important for our women's voices to be heard, and last year we passed a milestone by achieving 40% of female professors in the University community, one of the highest proportions in the UK, and we embraced transparency in our gender pay gap which, although one of the smallest in the sector, we are determined to reduce further year on year.

For these, and many other reasons, 2017 was a historic year both for both our University and the PRME initiative, which celebrated its first 10 years. In July last year I addressed delegates at the Global Forum for Responsible Management Education

— 7th PRME Assembly in conjunction with the United Nations High-Level Political Forum.

I was delighted to join over 300 pioneers and thought leaders of responsible management education for this celebration, and to commit to the global effort to achieve the SDGs.

As I reflect on the recent anniversary of the day women first received the right to vote in the United Kingdom, I am proud of the many and varied achievements of all of our staff and students and of the ways in which all the women and men of our University community have actively delivered benefit to the many communities we serve at home and overseas.

Universities are the engines of our economies, they ignite public imagination stimulate curiosity, produce knowledge to create a better future and, in the case of GCU, also seek to put their best ideas into practice for social benefit. Our continuing contribution to PRME as Champions, and non-business signatories of the UN Global Compact testify to our commitment to responsible management, environmental sustainability and the Common Good.



Professor Pamela Gillies CBE, FRSE

BSc, PGCE, MEd, MMedSci, PhD, FRSA, FFPH, FAcSS, Hon FRCPs(Glas)

Principal and Vice-Chancellor

Our continuing commitment to PRME

GCU's participation in PRME reflects our position as an international university committed to the Common Good. Since joining PRME in January 2012 GCU has become a respected member and **PRME Champion**, contributing to thought and action leadership for the benefit of the global PRME community. We strive continually to find innovative ways to embed the six Principles into the strategies, policies and operations of our campuses in Glasgow, London and New York.

The central inspiration to GCU's commitment to PRME and the United Nations Sustainable Development Goals has been the University's Emeritus Chancellor, Professor Muhammad Yunus. One of the world's most decorated citizens for his pioneering work to alleviate global poverty through microfinance, Professor Yunus has worked with GCU since 2008 when he delivered the inaugural Magnusson Lecture and was awarded an Honorary Doctorate of Letters. He is one of only seven people in the world to have been honoured with the Nobel Peace Prize, the Presidential Medal of Freedom (the US's highest civilian honour) and the Congressional Gold Medal. The Gold Medal represents the US Congress' highest expression of national appreciation for distinguished achievements and contributions.

Professor Yunus championed our dedication to exploring social business and social innovation, promoting responsible

management and environmental sustainability and widening educational opportunities. Below are but just a few recent examples that illustrate how Professor Yunus has inspired our continuing commitment to this agenda.

In early 2016 the UN Secretary General at the time, Ban Ki Moon, appointed Professor Yunus to the **Sustainable Development Goals (SDG) Advocacy Group** for the promotion and implementation of the Sustainable Development Goals.

In August 2016, Professor Yunus promoted three significant social and environmental goals while carrying the Olympic Torch through Rio. During his 200-metre walk, he held up three fingers to symbolise three Global Goals: Zero Poverty, Zero Unemployment, and Zero Net Carbon Emissions.

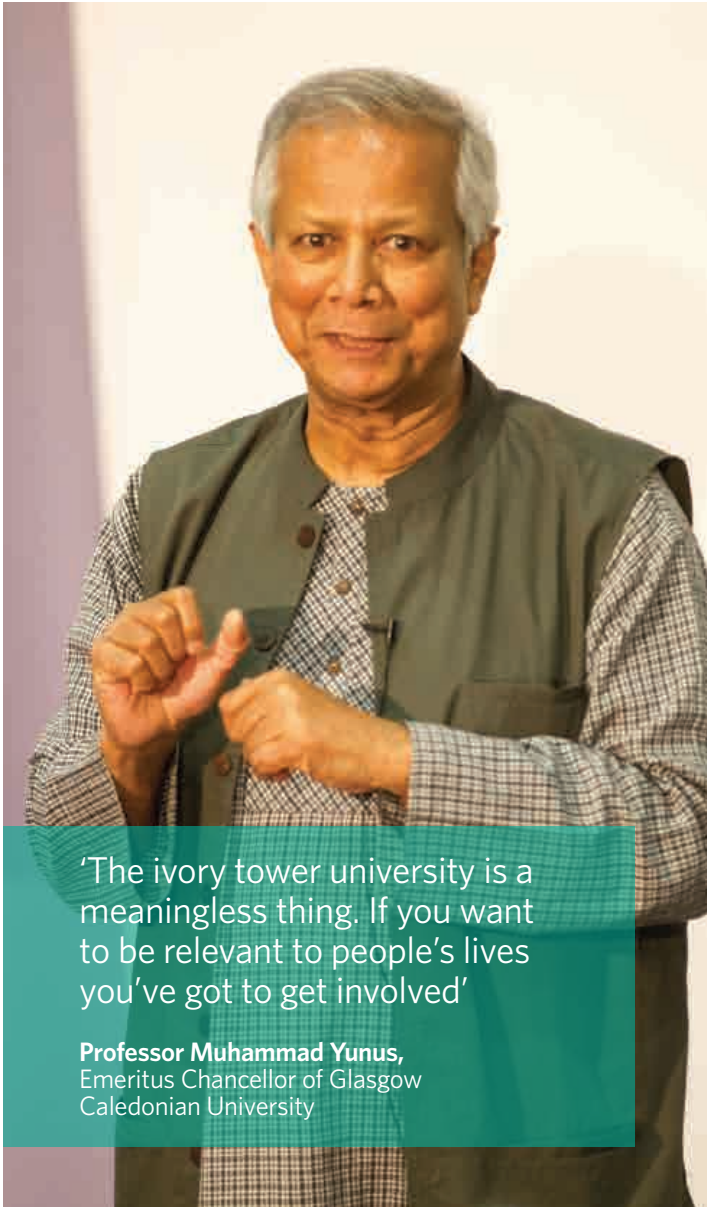
Looking ahead, GCU's continuing commitment to the universal values reflected in the PRME initiative is exemplified by the appointment of Dr Annie Lennox, who succeeded Professor Yunus in 2018 to become the first ever female Chancellor of the University. Dr Lennox is a Royal Academician, singer songwriter, highly-respected social activist and philanthropist. Dr Lennox was inspired to raise funds to prevent the spread of HIV/AIDS after taking part in the inaugural concert of Nelson Mandela's HIV Foundation in 2003.

An Ambassador for UNAIDS, Oxfam, Amnesty International and the British Red Cross, Dr Lennox received the Nobel Woman of Peace Award at the 10th Summit of Nobel Peace Laureates in 2011 for her work on HIV/AIDS prevention and control, especially for women and children. In 2011 she received an OBE in the Queen's New Year Honours for her humanitarian work. In 2017, Dr Lennox's most recent social philanthropic work was honoured when she received the George Harrison Global Citizen Award.

Chancellor Lennox was formally installed during a ceremony at Glasgow Caledonian University in July 2018. On her appointment Dr Lennox said "Following in the footsteps of such an exemplary individual as Muhammad Yunus is somewhat daunting, but I'm very much looking forward to working with everyone in a collaborative way, so I can be of good value to the students and the establishment of University."

Professor Pamela Gillies CBE, Vice-Chancellor of GCU said "The vision and inspirational leadership of Chancellor Lennox will continue to set the moral compass, strategic direction and social actions of our University for the Common Good. The students, staff, and lay governors of the University feel privileged indeed that she has accepted the role of Chancellor and are excited by the prospect of what we might now achieve together over the coming years."





'The ivory tower university is a meaningless thing. If you want to be relevant to people's lives you've got to get involved'

Professor Muhammad Yunus,
Emeritus Chancellor of Glasgow
Caledonian University



'It is truly a remarkable honour to be invited to become Chancellor of Glasgow Caledonian University. I am humbled by it, and intend to serve this outstanding institution in the very best way I can.'

Dr Annie Lennox,
Chancellor of Glasgow Caledonian
University



Actions and outcomes 2016-18

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.

“Each year millions of graduates come out of business degree programs eager to enter, rejoin, or continue in the workforce, or to start their own business” (UN PRME annual report 2017).

As part of the implementation of GCU Strategy 2020 and the Strategy for Learning, the University recently introduced a model to support, recognise and embed the Common Good within the curriculum and wider student experience as part of its core mission.

The Common Good Curriculum speaks clearly to PRME Principle 1. The term ‘curriculum’ in this sense refers to the totality of the GCU student learning experience, both formally within the taught curriculum and informally through co- and extra-curricular activities. It represents a distinctive approach to learning and teaching, which develops graduates capable of tackling real-world issues and translating problem-solving ideas into action. The goal is to ensure that our students develop the attributes needed to make a positive difference to the

communities they serve, in addition to acquiring the knowledge, skills and values associated with their particular professional or disciplinary areas.

This learning experience at GCU aims to prepare students to develop and implement new strategies and ideas that address societal challenges and needs, whether on a local, national or global scale.

The Common Good Curriculum supports the development of four ‘Common Good attributes’:

- Active and Global Citizenship
- Entrepreneurial Mind-set
- Responsible Leadership
- Confidence

These attributes are underpinned by the GCU core values of:

- Integrity:
- Creativity
- Responsibility
- Confidence

The Common Good Curriculum is linked to GCU’s accreditation by Ashoka U as a ‘Changemaker’ Campus for our commitment to social innovation and change through teaching, research and external engagement. Ashoka U is an initiative of Ashoka, the world’s largest network of social entrepreneurs. Ashoka U takes an institutional change approach to impact the education of millions of students and fosters a culture of social innovation in higher education.

Purpose: Doing Well by Doing Good

GCU graduate (2017) and entrepreneur Isatou Njai was awarded a prestigious Royal Society of Edinburgh Enterprise Fellowship in February 2018. The fellowship recognises promising science and technology researchers, and supports their development into successful entrepreneurs by awarding them a year’s salary, training and access to mentorship from RSE Fellows and other successful entrepreneurs, allowing recipients to focus solely on refining their own business ideas. The fellowship will support Isatou’s personal development to grow as a female entrepreneurial leader and will make a huge difference as her company looks to launch and scale its product, Baotic, across the UK.

Baotic is a dairy-free, high-fibre breakfast drink made from the super fruit, baobab. The fruit is sourced from the baobab tree and its extract forms a traditional Gambian drink used in celebrations and medicinally. Isatou, originally from Gambia, graduated from GCU’s International Business (Risk Management) programme and formed the company with her partner, Paul Blackler, whom she met while he was working with Voluntary Services Overseas in the country.

About the business idea, Isatou recalled: “We joked about making our own drink from the fruit, and setting up a business, but it seemed like a very distant dream. When we saw the boom of breakfast



drinks in the UK, we were inspired to do something about it. We have since developed a low-sugar, healthy alternative to other products on the market. With 55% of the UK actively buying 'free-from' products, and 15% of the UK lactose intolerant, our products are dairy free and vegan, gluten free, high fibre, soy free, low sugar, low calorie and zero fat, meeting many dietary and lifestyle needs."

Addressing the SDGs: Hippo & Hedgehog commits a minimum of 10% profit to support community development across Africa and sources baobab through a charity supply chain that benefits local community harvesters throughout different countries and regions of Africa. For Isatou and co-founder Paul : "Helping support a sustainable community and education is very important to us."

The company has been supported by UHatch, GCU's incubator space designed to assist entrepreneurial students, graduates and staff members. The company completed a four-month soft launch of its Baotic drink via farmers' markets and festivals in 2017, secured its first distributor for local stores in Glasgow, and undertook a full launch in Glasgow on April 30th 2018.

Isatou's success embodies the essence of Principle 1 of PRME, which talks of developing the capabilities of students to be future generators of sustainable value for business and society at large.



"Helping support a sustainable community and education is very important to us."

Isatou Njai,
Hippo & Hedgehog



Actions and outcomes 2016-18

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.

"HEIs contribute to and otherwise impact the communities in which they are a part. They often are among a city's largest employers and, at the same time, are anchor institutions acting as catalysts for innovation and new job creation. They connect talented people to community challenges. The impact of HEIs across the learning, creating, and contributing dimensions is indeed substantial" (UN PRME's annual report 2017).

In 2016, after intensive consultation with staff and students, GCU adopted four core values that reflect the behaviours we aspire to both as an organisation, and as individuals within it. These values resonate closely with PRME Principle 2. **The values of integrity, creativity, responsibility and confidence** were selected by the staff and students of the University as those we felt represented GCU at its best as the University for the Common Good. A Value on its own is just a word. We want our Values to be lived, to drive and define us.

Since 2016, the University has held 'Points of Pride' exhibitions, which provide an annual opportunity to share and celebrate the great things that staff do. The stories showcase the many ways in which we live our **values** and deliver on our mission for Common Good.

While the 'Points of Pride Exhibition' was introduced for University staff, a **Common Good Award** was introduced for students in 2017, to encourage students to adopt and live our Values, and develop the skills and attributes needed to make a positive difference in their communities, be that inside or outside the University. The Award gives students a formal record of their Common Good activities, which provides employers with evidence of the skills and attributes they have developed, and how these fit with what employers are looking for in a graduate.

In November 2017, student Joanna McAleer became the first recipient of a Common Good Award digital badge for **'Active and Global Citizenship'**. Joanna, a fourth-year BA Hons International Business and Tourism Management student was recognised for her volunteer work with the Khora Community Centre in Athens. The organisation offers clothes, food, teaching, and other support for refugees and others in Greece.

When receiving the Award, Joanna said: "Working as a volunteer was really humbling experience. It gave me a different

perspective on the lives, circumstances and cultures of others. I had a wide range of opportunities to get involved in various areas including legal support, childcare, and teaching. Supporting others is my main motivation, but being recognised and rewarded for this activity through the Common Good Award is very gratifying and will hopefully help me in the job market after graduation."

The importance of values, particularly in today's society, was a key theme of an international conference held at GCU in January 2017. Vice-Chancellors and other senior representatives of universities from more than 20 countries gathered for the two-day **'Fundamental and Institutional Values in Practice'** conference, hosted in partnership with the prestigious Magna Charta Observatory of Fundamental Values and Rights.

Delegates from universities across Europe, and from Egypt and Australia shared experiences of embedding their institutional values, as well as the fundamental Magna Charta principles of openness, academic freedom, institutional autonomy and civic responsibility.

GCU's commitment to Principle 2 is further evidenced by its early signing of the SDG Accord, the UK university and college sector's collective response to inspire, celebrate and advance the role of education in delivering the United Nations' Sustainable Development Goals.



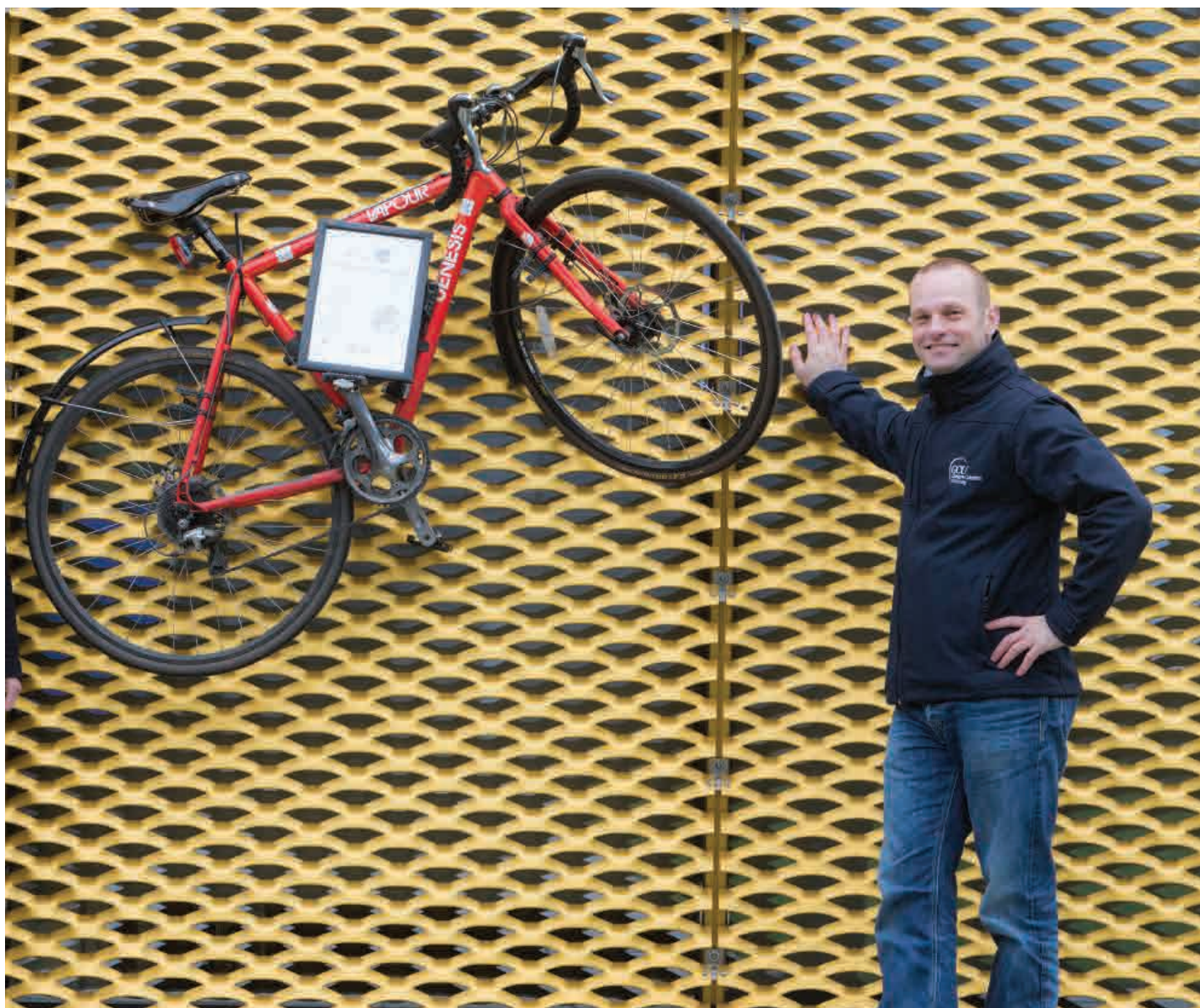
GCU Values and Behaviours

Integrity Integrity Integrity Integrity Integrity Integrity
Creativity Creativity Creativity Creativity Creativity
Responsibility Responsibility Responsibility Responsibility
Confidence Confidence Confidence **Confidence** Confidence
Integrity Integrity Integrity Integrity Integrity Integrity
Creativity Creativity Creativity Creativity Creativity
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Actions and outcomes 2016-18

Principle #2 Values



Glasgow Caledonian University (GCU) was the first university in Scotland to achieve EcoCampus Platinum certification for its environmental practices.

GCU's Equality Outcomes 2017-2021 was launched at the end of 2016, building on our previous outcomes and supporting our commitment to meet our public sector equality duty obligation. The new equality outcomes aim to be simple, specific and strategic and reflect the priority equality and diversity issues identified through the involvement of a wide range of internal and external sources.

GCU's equality outcomes for the next four years are:

- Equality Outcome 1: Our people have a strong knowledge of equality and diversity so that our behaviours promote dignity and respect for people with protected characteristics;
- Equality Outcome 2: Our University is accessible, safe and welcoming to all people from different protected characteristic groups;
- Equality Outcome 3: People with protected characteristics have the same opportunities as others and achieve positive outcomes in relation to their work and study experiences.

In 2016, GCU received a Bronze Award in formal recognition of its commitment to promoting gender equality. Set up by the Equality Challenge Unit in 2005, the **Athena SWAN Charter** was developed to support the advancement and promotion of the careers of women in science, engineering, technology, mathematics and medicine (STEMM) in higher education and research. It now

recognises work undertaken to address gender equality more broadly, and work undertaken in arts, humanities, social sciences, business and law, and in professional and support roles. GCU signed the Athena SWAN Charter in 2011, and the University's commitment to gender equality has been driven by Principal and Vice-Chancellor Professor Pamela Gillies CBE FRSE since 2006.

PRME values are also reflected in the development of the Glasgow City Centre campus. For example, GCU recently became the first university in Scotland to achieve EcoCampus Platinum certification for its environmental practices. EcoCampus is the leading national Environmental Management System (EMS) for the higher and further education sectors, which enables institutions to systematically identify, evaluate, manage and improve their sustainability performance and procedures. Platinum accreditation conforms to the requirements of the international environmental management standard ISO 14001:2004.

EcoCampus Platinum and ISO 14001:2004 certification demonstrate that the University's Environmental Management System has a robust framework for ensuring that a systematic approach to identifying and quantifying environmental impacts is adopted, and that procedures are in place to minimise significant impacts and guarantee compliance with legislation. Recycled paper was introduced across the

University as part of our environmental and sustainability commitments. It follows a three-month pilot where 600,000 sheets of recycled paper were trialled on a variety of printers.

In recognition of the University's efforts to incorporate the values of global social responsibility in to our organisational practices, GCU People Services were crowned HR Team of the Year Award at the Scottish HR Network Awards in 2016. The awards are the largest and most prestigious HR awards in Scotland, recognising and rewarding the champions of the Scottish HR profession. The team was also shortlisted in the Outstanding HR team of the Year category in the Times Higher Awards.

Student engagement with the values of PRME is characterised by a large number of GCU student entries in to the annual PRME Writing Competition, managed by the UK & Ireland PRME Regional Chapter. In the inaugural competition in 2017, students from Glasgow School for Business and Society won first and third places in the postgraduate competition; and in 2018 a student from the School of Engineering and Built Environment was awarded second place in the same category for an essay on carbon management.





Actions and outcomes

Principle #3 Methods

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

The **Common Good Curriculum**, introduced in 2016, provides GCU academics with a framework that facilitates closer alignment of educational content and processes with PRME Principle 3.

As previously stated, this curriculum is designed to develop four Common Good Attributes that define the knowledge, skills and mindsets we are seeking to develop in our students and graduates: amongst which are **Active Global Citizenship, Responsible Leadership and Integrity**. The Common Good Curriculum provides opportunities for all GCU students to enhance and develop these attributes further through engaging in co and extracurricular activities aligned to the Common Good - for example, in social innovation activities, community engagement and volunteering.

As the Director General and CEO of the European Foundation for Management Development (EFMD) noted, 'More and more [Business Schools] recognise the need for business to be studied in a wider context, to see the impact it has on society.'

The leadership by social scientists of core modules taken by students across all business and management programmes reflects this multidisciplinary and critical approach. These include the first year undergraduate Business of Social Science and the postgraduate Contemporary Issues for Business and Society modules. In these modules, and throughout their studies, GSBS students are taught to question conventional management practice and business doctrines so that our graduates possess the creativity and critical thinking necessary to alter the DNA of the corporations in which they work after they leave GCU.

Another example of this approach is the University's MSc in Climate Justice delivered jointly by GCU's Centre for Climate Justice and staff from the Department of Social Sciences, Media and Journalism who lead modules on 'Environmental Ethics and Climate Change' and 'Human Rights, Gender and Development'.

The MSc Social Business and Microfinance, GSBS, is jointly run by Glasgow School for Business and Society and the Yunus Centre for Social Business and Health. This Masters programme is targeted at students aiming to utilize social entrepreneurship, economics, financial tools and social business principles, developing the knowledge and skills to create and develop businesses for social benefit/common good. The programme involves exploring





social entrepreneurship, microfinance and management strategy, practicing creative and critical thinking about social problems and solutions and gaining exposure to international and intercultural viewpoints.

GCU London (GCUL) is expanding its portfolio with a new programme, MSc Fashion and Lifestyle Marketing, which includes a **Fair Fashion** module. The aim of this module is to support future fashion and lifestyle professionals to think beyond profit and move towards a mindset that offers a balance of economic, environmental and societal considerations in production, buying, merchandising, supply chain and marketing decisions. The module explores concepts of sustainability, responsible leadership, social responsibility and ethical sourcing.

On the undergraduate business programme suite (BABPS), final year students take a module entitled SCoRE (Sustainability, Corporate Responsibility and Ethics). The GSBS teaching team on this module (Dr Alec Wersun, Dr Shariq Sheikh and Leslie Huckfield) have adopted innovative global platforms created by PRME partners for means of assessment. This involves use of the UN HESI-sponsored Sustainability Literacy Test (Sulitest); the Aim2Flourish case study platform at Case Western Reserve University; and Wikirate – an online platform that allows students to critically assess the degree of transparency in corporate reporting.

Photographs: Main Common Good Gillian Murray, BA Nursing (Adult). With help from the Glasgow Caledonian University Foundation, travelled to Tanzania to participate in the Kangaroo Mother Care project, a life-saving skin-to-skin initiative for premature and vulnerable babies. **Top Left: GCU British School of Fashion.** **Bottom right: Alec Wersun**, GSBS Lead for the Common Good, and recipient of an inaugural Pioneer Award at the Global Forum in New York in July 2017, 'for leadership and commitment to the PRME initiative'.



Actions and outcomes

Principle #3 Methods

The **Caledonian Club** was named winner of the Education Award at Business in the Community's 2016 Annual Responsible Business Gala in London. The **Responsible Business Awards** recognise the ways in which businesses in the UK and overseas are making a sustained difference and transforming communities. The Education Award celebrates GCU's pioneering work to raise the aspirations and academic achievement of young people and parents who live in Glasgow communities characterised by high levels of poverty, unemployment and lower than average progression rates to further and higher education. The Caledonian Club has worked with more than 12,000 children and 3000 parents in five communities, with the support of over 500 student mentors.

GCU has a wide range of co-curricular social innovation opportunities for students, many of which are located at School or discipline level. Examples of cross-university social innovation programmes include:

- U Hatch is GCU's incubator space, which supports entrepreneurial students, graduates and staff in social enterprise. A quarter of the venture creations supported by UHatch are social enterprises. These have been highly successful in terms of social benefits and commercial viability, as well as national level competitions such as the Santander Universities Entrepreneurship Awards
- Enactus is a global community of students, academics and business

leaders committed to entrepreneurial action to transform lives and shape a better more sustainable future. In 2016 and 2017 students identified opportunities to work with homeless and disadvantaged communities in Scotland, carried out needs assessments, then designed and implemented entrepreneurial community projects, before measuring the impact of the change implemented. Enactus Teams from across the UK compete in Regional and National Enactus competitions. In April 2017 and 2018, Enactus GCU reached the semifinals of the UK National Competition for the first time, winning 7 awards in the process.

In addition to embedding PRME-centric material in the main and co-curriculum, students are incentivised to make a difference in their communities through access to a variety of funding opportunities and awards. For example, the **Magnus Magnusson Awards**, established in the name of the University's late Chancellor, Magnus Magnusson KBE, support the ambitions and dreams of talented students and researchers at GCU. In 2016, students received awards that enabled them to visit a community healthcare model in Alaska, volunteer at a leprosy hospital in India, design a climate-resistant classroom, and raise awareness of rainforest conservation.

In 2017, Irene Fosuhemaa Bossman and Dr Bright Anyimah Oduro, both from Ghana, travelled to Ghana to set up a team that

support patients with diabetes and diabetic-related eye disease. Diabetes lifestyle education, foot assessment and eye screening are less emphasised during routine diabetes clinics in some parts of Ghana.

Each year, Vision Sciences students have the opportunity to travel to South Africa to volunteer on the **Phelophepa Train**, the custom-built 'train of hope' that delivers healthcare to remote areas of the country. The project aims to provide accessible primary healthcare to hundreds of thousands of people living in rural poverty across South Africa. Student volunteers help provide access to eyecare for patients who would otherwise have limited opportunity to access it. This transforms the life of communities as good levels of vision are very important in improving the quality of life.

Reflecting commitment to PRME Principle 3 the University currently has 86 different modules running with one of three key words in the title (Ethics, Sustainable(ity), Responsible(ity), and Governance – 32 of which are run by the Glasgow School for Business and Society. Moreover, there are currently 30 modules with one or more of 11 SDG-related key words in the title (Gender, Inequality, Poverty, Hunger, Well-being, Energy, Infrastructure, Social Justice, Climate / climate change, Water, Sanitation) – 4 of which are in GSBS (social science).





Photographs: Main: **Caledonian Club** Glasgow Caledonian University's long-running widening access programme, the Caledonian Club, was reaccredited by Business in the Community in 2017 to celebrate Responsible Business Week. Top right: **Phelophepa Train** Vision Sciences students have the opportunity to travel to South Africa to volunteer on Phelophepa, the custom-built 'train of hope' that delivers healthcare to remote areas of the country.



Actions and outcomes

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.

GCU is addressing the Sustainable Development Goals via three societal challenges of **Inclusive Societies, Healthy Lives and Sustainable Environments**. These challenges reflect the strategies of other international organisations, international and national competitive grant funders, governments and industry, which call for multi-disciplinary and multi-sectoral approaches to inclusive growth and enhancement of health, well-being and sustainability reflected in the academic strengths and critical mass in GCU's three Schools.

Several University Research Centres have been established as part of the drive to promote multi-disciplinary research across Schools, challenges and themes. For example, The Yunus Centre for Social Business & Health works across the challenges of Inclusive Societies and Healthy Lives, whilst the Centre for Climate Justice works across Inclusive Societies and Sustainable Environments.

The Yunus Centre for Social Business and Health is named in honour of Professor Muhammad Yunus, winner of the Nobel Peace Prize for his efforts to advance social and economic opportunities of the poor through work on microcredit.

The Centre has over 35 members, a multidisciplinary mixture of faculty, research staff and PhD students and is therefore one of the largest and most important research centres of its type in the world.

The Yunus Centre's aims are:

- to conduct collaborative research line with GCU's mission 'For the Common Good', thus aiming to improve life chances of the poorest members of society transnationally;
- to develop an original research programme around the notion of social innovation, microcredit and social business as social, economic and public health interventions;
- to develop new research interfaces across disciplines and areas of expertise, such as social policy, social business, microcredit, financial exclusion, public health, and health economics; and
- to build a high-quality core programme of research in Glasgow combined with significant international collaborations, facilitated by GCU's strong community links, our growing global network of partner Universities, including fellow AshokaU partners.

The work of the **Women in the Scottish Economy (WiSE) research centre** lends new perspectives on inequalities and applies them to themes spanning inclusive economic growth, migration, employment, poverty, (fair) trade, taxation and the political economy of care. These themes map directly onto the achievement of the UN Sustainable Development Goals, in particular Goal 1 on poverty, Goal 5 on gender equality, Goal 8 on decent work and economic growth and Goal 10 reducing inequalities.

Established in October 2010, The WiSE Research Centre takes an innovative, multidisciplinary approach to gender analysis of economic and public policy both in Scotland and internationally.

Using a feminist economics lens WiSE highlights women's visible and invisible economic contribution by challenging established norms and models. WiSE's intellectual, social and emotional capital is aimed at working collaboratively through our research, teaching, civic and policy engagement to foster creative interdisciplinary initiatives that exploit new knowledge to inform public policy.

Continued >>





Photographs: Main Yunus Centre for Social Business and Health The Yunus Centre for Social Business and Health is based at Glasgow Caledonian University and aims to transform the lives of the poorest through pioneering research examining the relationship between social business and health improvement. **Top right: Fair Fashion Center New York** With a particular concentration on business practices that produce positive financial, societal and environmental results, the Fair Fashion Center has a keen focus on effective practices that provide a framework for the development, implementation and disclosure of responsible business principles related to human rights, labor and the environment. **Bottom right: Women in the Scottish Economy (WiSE)** WiSE activities and achievements uphold the University's core mission to contribute beyond the traditional role of a university in the creation, curation and transfer of knowledge and problem-solving skills.



Actions and outcomes

Principle #4 Research

GCU's Centre for Living brings together world-leading health-related research, advanced learning and teaching programmes, and the provision of specialised social health care through community partnerships. In a unique and ground-breaking manner, the inside-out approach to The Centre for Living will see future research within the Centre co-created and co-produced by citizens, groups, communities and students, resulting in positive, impactful ways of managing and improving long-term health and associated social problems.

Healthy lives is the largest area of research at GCU and although the Centre for Living will be based at the School of Health and Life Sciences, it will also draw on major research being conducted in the University's other Schools and the Yunus Centre for Social Business and Health.

Fair Fashion Research Centre New York New York is renowned for its global role in business and fashion, and research has indicated industry demand for the University's portfolio of research-based Masters-programmes in these subjects with a core focus on sustainability and ethical business. Colleagues at GCNYC have been engaged in research, conferences and other events since its establishment.

In 2016-17, research funding commitments of over \$1.3m were secured from bodies such as the

Rockefeller Foundation and the United Nations. More than thirty global brands have been inspired to work with the GCU Fair Fashion Center to research fashion as an instrument of sustainability and ethical business. This opens up new opportunities for internships and placements for our students.

The Built Environment and Asset Management (BEAM) Centre was officially launched in September 2017. The research centre aims to tackle climate-change issues affecting manmade structures and their surroundings. Projects already off the ground at the centre include the use of plant life to extract harmful substances from the soil of brownfield sites; ensuring NHS buildings perform as they should during their lifespan; and investigating whether or not the buildings of today are fit for the population of tomorrow.


















The focus of Strategy 2020 is upon transforming lives, enriching cities and communities, creating societal benefit through social innovation and engaging globally. This provides the platform for research at GCU to achieve global impact by addressing multiple Sustainable Development Goals, in order to end poverty, ensure prosperity for all and protect the planet.





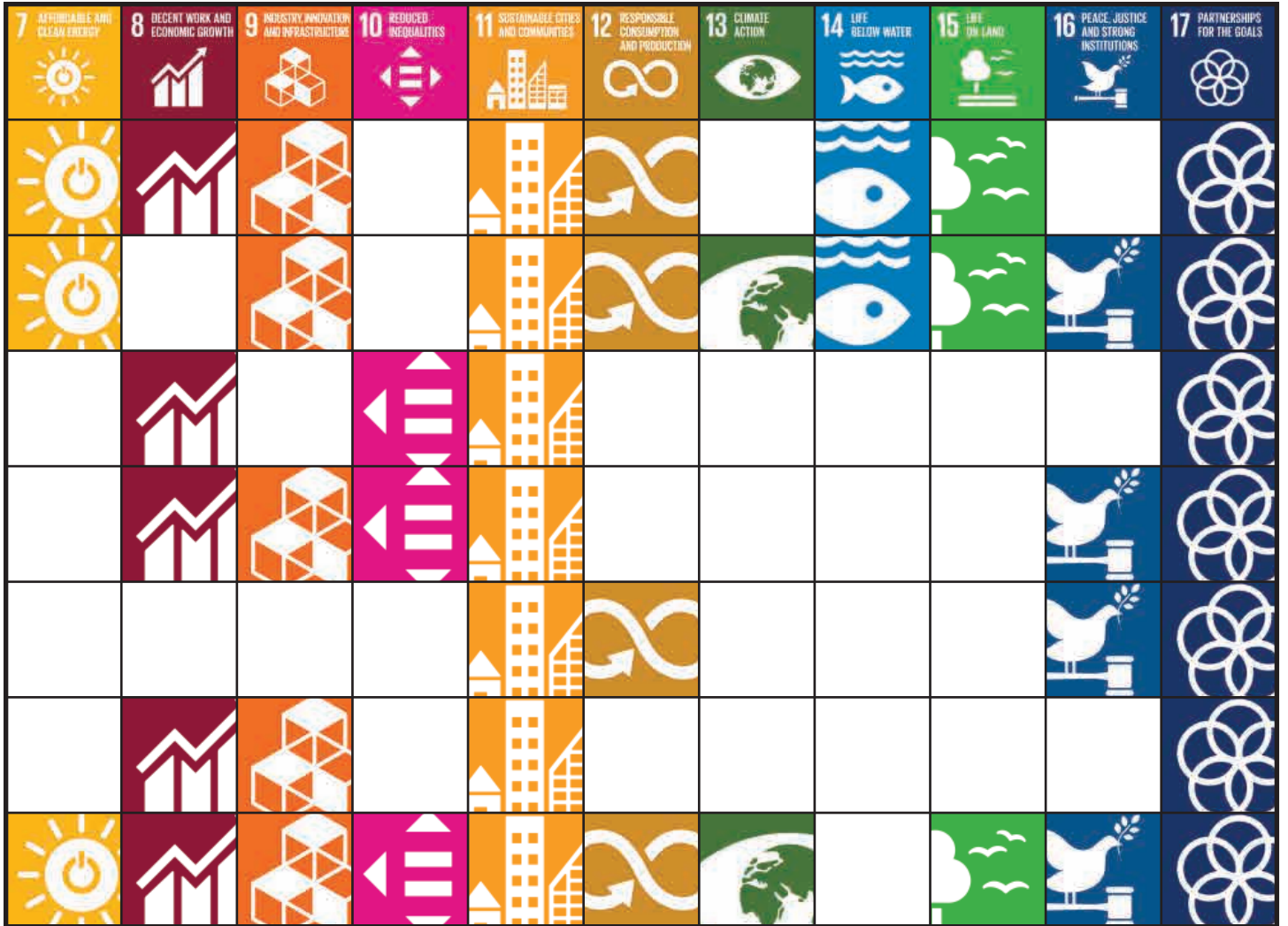
Photographs: Main Centre for Climate Justice Glasgow Caledonian University (GCU) researcher Professor Tahseen Jafry was awarded with a prestigious Elsevier Atlas for her published research examining water access and provision in Malawi and Zambia. **Top left The Built Environment and Asset Management (BEAM):** Life water, construction health and safety, and energy efficiency are just some of the themes being tackled by an innovative centre at GCU. The Built Environment and Asset Management (BEAM) Centre at GCU was officially launched on September 19th 2017. **Bottom Left: Centre for Living** The core of the Centre's activity focuses on enhancing the lives of people with chronic health conditions as well as developing and evaluating public health and lifestyle interventions.

GCU Research Centre contribution to the UN Sustainable Development Goals

GCU RESEARCH CENTRE	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
The Built Environment and Asset Management (BEAM)						
Centre for Climate Justice						
Centre for Living						
Women in Scotland's Economy (WiSE)						
Yunus Centre for Social Business and Health						
Moffat Centre						
Fair Fashion Center						

In 2018, Glasgow Caledonian University adopted the UN Sustainable Development Goals (SDGs) as a guiding framework for its research strategy. Presented on pages 19 and 20 are the results of a recently conducted mapping exercise of the work of seven of the University's research centre against the SDGs. Specific examples of how the work of these research centres relate to the SDGs are provided on pages 21-24.







Actions and outcomes Principle #4 Research



Photographs: Top right Professor Tahseen Jafry Centre for Climate Justice Top left Dr Ing Liang Wong, a lecturer in Sustainable Design and Construction. Bottom right Mark Anderson Director of the Europe Office. Bottom Left: Professor Kofi Aidoo Professor of Food Safety and Food Microbiology.



In September 2016, The Yunus Centre for Social Business and Health

welcomed more than 230 delegates from 33 countries to an International Social Innovation Research Conference, featuring 168 presentations on the latest social innovation research and addresses from Principal Professor Pamela Gillies CBE FRSE and Angela Constance MSP, Cabinet Secretary for Communities, Social Security and Equalities.



GCU's Centre for Climate Justice contributed to the

UNESCO's World Social Science Report 2016 'Challenging Inequalities – Pathways to a Just World', published in collaboration with the International Social Science Council and the Institute of Development Studies.

At the heart of the report, which features contributions from more than 100 experts and was overseen by a scientific advisory committee of leading academics, including economics Nobel Prize Laureate Joseph Stiglitz, was a call for a revitalised research agenda on global inequality.

GCU's **Water for ALL** research was highlighted in the report. The project suggests that inequalities regarding access to water in Zambia and Malawi are deeply rooted in cultural and gendered inequalities and power structures.



Professor Tahseen Jafry was guest editor of the International Journal of Climate Change

Strategies and Management – a special issue on climate justice: a new narrative informing development and climate policy. The papers in the issue considered the facets of climate justice, ranging from its contested discourse, the injustices of climate change, the role of rights, risks and responsibilities, a 'club good' perspective and gender sensitive climate policy.



GCU was awarded nearly €2m from the European Commission's Erasmus+

programme to coordinate two international capacity-building projects. GCU is leading a new cooperation initiative with six universities in South Africa to share knowledge, and compare and evaluate community solutions to pressing social problems in the UK and around the world. This project will develop the work of GCU's Common Good First, a digital exchange of social innovation ideas, which was launched earlier this year.



Dr Ing Liang Wong worked with Brazilian researchers to

investigate potential issues arising from the implementation of the Brazilian energy-efficiency rating system. Brazil, like other developing countries, is facing the issue of growing energy consumption in the building sector. Since it was implemented, compliance with the

Brazilian energy-efficiency labelling regulation is still voluntary but will become mandatory progressively. The research team reviewed experience and lessons from the UK, in order to provide insight into existing or potential issues arising from its full implementation in Brazil.



Keith Baker and PhD student **Ron Mould** led a project

on fuel poverty, named Project Speird. They found a significant difference exists between the heating-fuel spend of households in urban areas and those in rural and island areas of Scotland.

The research highlighted the complexity of fuel poverty, finding that the energy-spend gap between urban and rural households in Scotland is significantly greater than that predicted by existing government figures.



Professor Kofi Aidoo led a team of researchers who provided new evidence on the

risks of food contaminants that could cause cancer to the joint UN Food and Agriculture Organisation / World Health Organisation Expert Committee on Food Additives (JECFA).

The UN is very concerned about these chemicals and wants to know how potent they are as cancer agents and the levels at which they are likely to cause an ill effect.





Actions and outcomes

Principle #4 Research



School of Engineering and Built Environment PhD student **Fernando Almeida** won the

Sustainability: New Materials and Technologies category at the Campus of Excellence in Research Awards in Brazil. His paper entitled Sugarcane bagasse ash sand (SBAS): The awards are held every two years by CAPES (Coordination for the Improvement of Higher Education Personnel, within the Brazilian Ministry of Education) and NATURA, a Brazilian multinational cosmetics company.



An evidence review commissioned by the World Health Organization (WHO) and conducted by researchers at GCU is part of a new set of global guidelines issued by WHO to support every country and healthcare facility developing infection prevention and control programmes. GCU's Safeguarding Health through Infection Prevention (SHIP) Research Group carried out a systematic review into the effectiveness of national-level infection prevention control programmes, with experts **Dr Lesley Price** and **Professor Jacqui Reilly** presenting their evidence to the International Guideline Development Committee in Geneva.



Economists at GCU have found a key EU policy has helped to encourage more Scottish women into employment. Academics from the University's **WiSE**

Research Centre studied employment-focused projects in Scotland financed through European Structural Funds.

These funds form part of the EU Cohesion Policy, established to reduce social and economic disparities across Europe. Each project was assessed against its ability to meet 'gender mainstreaming', meaning gender equality is core to its aims and objectives.



The **WiSE** Research Centre and **Close the Gap**, which looks at women's participation in the

labour market launched a report that finds closing the gender gap could boost Scotland's economy by £17 billion. 'Gender Equality Pays: the economic case for addressing women's labour market inequality' is authored by the **WiSE** Research Centre's **Emily Thomson** and PhD student **Naveed Hakeem**.

It found that gender equality continues to be of key economic importance to the Scottish business sector, particularly given the structural changes in Scotland's labour market brought about by the recent recession.



Professor JiaQian Jiang was funded by a German water-treatment company for a three-year project to produce cleaner drinking water for the four million people who are supplied from Lake Constance, a lake on the Rhine at the

northern foot of the Alps. His aim is to develop advanced oxidation processes for treating drinking water, which leave fewer potentially toxic by-products than current water treatment processes to degrade harmful micro-pollutants and kill germs.



Dr Colin Combe of GSBS is working on an international collaborative research project: Socially inclusive sustainable development on the European Atlantic Seaboard.

This builds on GCU's participation on the ERDF funded INNOVATE project that focused on economic growth strategies for the knowledge-based, and creative industries in the Atlantic Area. He was previously GCU principal investigator for ERDF funded HARVEST project researching economic development of the maritime economy in the Atlantic area.



Dr Julie Thomson and **Dr Geoff Whittam** of GSBS were awarded a £10,000 grant to for a project entitled "Putting Value on Innovation through an Asset Based Community Approach: Action Research on the Grow Trust". The aim of the project was to better understand the micro-processes involved in the new trend of Asset Based Community Development in Social Innovation, which is an under-researched area.





Photographs: Top right Dr Lesley Price, Senior Lecturer in the Department of Nursing and Community Health and Deputy Lead for the Healthcare Associated Infection Research Team. Top middle Dr Geoff Whittam, Reader in Social Entrepreneurship, in the Department of Business Management Top right Emily Thomson Senior Lecturer in the Department of Law, Economics, Accountancy and Risk and a Research Associate of Women in Scotland's Economy (WiSE Research Centre Bottom Right: Professor JiaQian Jiang Chartered Engineer and a Fellow of the Chartered Institution of Water and Environmental Management Bottom middle: Dr Julie Thomson Programme leader of the BA Management, Technology & Enterprise Bottom Left Dr Colin Combe Senior lecturer in Strategic Management:



Actions and outcomes

Principle #4 Research



The European Parliament voted to award funding of €1 million to GCU to

develop protocols for the assessment of urban green infrastructure. The aim of the pilot project was to develop protocols for the establishment of region/city specific assessment schemes, specifically to aid climate change mitigation in cities, with the aim of improving the use of green infrastructure to reduce emissions and improve human health.



GCU researchers have developed a new music and video production programme to enhance social and practical skills among socially excluded young people in Edinburgh. Entitled **COOL (Community Orientated and Opportunity Learning) MUSIC**, the programme involves working with groups of young people over the course of a year, focusing on electronic music production, creative writing, sound recording, film-making and music video production. The programme is being delivered by GCU and Heavy Sound, a community interest company which runs music and creative arts programmes in community, custodial and educational settings.



An online physiotherapy service to help people who suffer from neurological, cardiovascular, respiratory or orthopaedic conditions won the Social Enterprise category at the Converge Challenge Awards 2017.

Professor Lorna Paul scooped first prize for her online Web Based Physio platform, while former student Callum MacKinnon received the runner-up prize for his social business, The Forth Valley Rebound Therapy Service CIC, which helps children and adults with additional support needs by using a trampoline for therapeutic use.



Work is underway in GCU on an app that looks to revolutionise health

and safety on construction projects across the globe. The project is led by GCU's Professor Billy Hare and will deliver an innovative system for educating architects and other designers to help them improve health and safety for construction workers, as well as the occupiers and users of buildings. The app will make use of video, images and memes that highlight particular health and safety issues pertinent to individual designs. Research into the app has been made possible by a £102,800 grant from the Institution of Occupational Safety and Health (IOSH), the world's largest professional organisation for OSH practitioners. The international research team will include RMIT University in Melbourne, Australia.



Game aims to encourage healthy lifestyle. Gaming and health don't usually go hand-in-hand, but that's all set to change thanks to GCU researchers, who are developing

a digital game which encourages teenagers to eat smart and get active. The University's School of Engineering and Built Environment, in collaboration with the University of Southampton, is working on the game as part of a five-year programme which has received £2.2 million funding from the National Institute for Health Research (NIHR). The game takes inspiration from social media such as Snapchat, fitness apps and successful real-world games such as Pokémon Go. It will support University Hospital Southampton NHS Foundation Trust and the University of Southampton to work with teenagers, parents and schools, to help adolescents become fitter and eat better.



In March 2018, more than 100 policy experts, campaigners, and leading academics gathered for the official launch of the **Scottish Poverty and Inequality Research Unit (SPIRU)** at Glasgow Caledonian University. SPIRU, in partnership with the Poverty Alliance, aims to bring together academics from across Scotland and strengthen links between those working on poverty and inequality research, campaign groups and policymakers.

Professors John McKendrick and Stephen Sinclair, of Glasgow School for Business and Society, are co-directors of the unit, which will build upon the legacy of the Scottish Poverty Information Unit.





Dr Leaza McSorley,
lecturer in Economics at
Glasgow School for

Business and Society, is leading a network of PhD researchers who are examining how increased productivity could benefit people who are unemployed or on low incomes. The UK Economic and Social Research Council (ESRC) is investing £1.5million to establish the Productivity Insights Network, which will look at ways to spread economic spin-offs evenly across the UK.



Dr Umut Korkut of the Glasgow
School for Business and Society is
leading GCU's participation in a

£2.2 million Europe-wide project exploring how joining the labour market could help migrants, refugees and asylum applicants integrate in their new host countries. It is hoped the project will help shape international policy on supporting access to quality work opportunities and working conditions. SIRIUS - Skills and Integration of Migrants, Refugees and Asylum Applicants in European Labour markets - will explore how countries support or block integration through access to work and how joining the labour market could break down barriers, especially for women and young people.



Photograph The Community Orientated and Opportunity Learning (COOL) Music project engages hard-to-reach young people, creating opportunities for equal development and innovative inclusion. COOL Music consists of sixteen sessions of non-formal participatory music-making, where young people learn how to utilize musical instruments, computer software packages, and audio-visual recording equipment, to build their own creative projects. Participants work one-on-one with project tutors to write and record their own song, using music-making to explore and overcome some of the social and emotional difficulties they are experiencing.



Actions and outcomes

Principle #5 Partnerships

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.

Efforts to develop better managers are everywhere, with the bulk occurring inside companies. What differentiates this type of management education from the type that happens inside companies is the time and independence to address larger questions, reach across firms and industries, and challenge the status quo. Creating new knowledge, subject to rigorous review by peers, goes hand-in-hand with the type of management education that takes place in collegiate schools of business—the type that develops broad reflective and critical thinking. (UNPRME Annual Report 2017)

Within the Global PRME Community, GCU works tirelessly in partnership with PRME and Global Compact colleagues around the world in order to promote the Principles for Responsible Management Education and ensure that our community does all it can to create and disseminate new knowledge that will contribute to achievement of the SDGs.

Evidence of our commitment to partnerships in this field include:

- GCU continuing its longstanding engagement in the PRME Champions Group, by joining the 3rd Cycle for 2018-19, which has as its goal “Mainstreaming the SDGs in teaching, research and external engagement”. GCU is forging a partnership with PRME colleagues in Australia, Denmark, France, Finland and the UK to review pedagogical tools and approaches to bring the SDGs in to classrooms around the world.
- Dr Alec Wersun took over as Chair of the UK & Ireland PRME Regional Chapter in January 2018, after 3 years as Vice-Chair. In this role Dr Wersun is developing PRME’s partnership with the EAUC (Environmental Association of Universities and Colleges) in the pursuit of education for sustainable development, and Chairs the UK Steering Group for implementation of the Sustainability Literacy Test.
- In 2013, GCU became the first Scottish university to join the UN Global Compact as a non-business participant, and in January 2017 Dr Alec Wersun was invited to join the Global Compact UK Network Advisory Group.
- Strategic partnerships that reinforce GCU’s commitment to PRME include designation as an Ashoka U Changemaker Campus, membership of the United Kingdom’s largest corporate responsibility network, Business in the Community, and participation in Enactus,

a community of educators, students and business people committed to entrepreneurial action for us.

GCU believes that we can best lead and deliver our distinctive contribution to the Common Good from our three international campuses by aligning with national and international higher and further education institutions, relevant professions, our partners in business, the public and voluntary sectors, and our alumni, supporters and friends.

One notable example of this is our partnership with the **African Leadership College (ALC)** in Mauritius. ALC Mauritius is funded by African Leadership Unleashed and is the first step in founder Mr Swaniker’s vision to create a network of 25 African higher education institutions to deliver degrees to develop future leaders for the continent. More than 180 students from 29 African countries started GCU degrees in January 2017.

As founding academic partner, GCU is accrediting and delivering the initial undergraduate programmes in business, computing, social sciences and psychology. Reflecting our commitment to PRME, ALC Mauritius programmes have a focus on ethical leadership, employability and entrepreneurialism and each year of study incorporates a four-month internship with an employer partner, including IBM, Thomson Reuters and Price Waterhouse Coopers.



Another example is the GCU New York Fair Fashion Centre (FFC), where a focus on profitable sustainability informs our academic programming, and the research focus within our MS degrees. The Centre seeks to use fashion as a force for good, finance as a force for good and risk as an opportunity for value creation. To maximize the impact of its work, the FFC has formed a private coalition of 35 apparel and accessory industry CEOs, representing 242 brands and \$256 billion in global business. The peer-to-peer alliance of brands, retailers and manufacturers, including CEOs and their liaisons, are committed to sharing successful practices, raising challenges, and collaborating to launch profitable, sustainable, impact-reducing initiatives. Meetings have been by many business partners and hosted by Rockefeller, Bloomberg, and IBM Watson.

The “NoCO2” Initiative: (standing for No Carbon Dioxide) is one of the FFC’s key collective impact projects. NoCO2 is a climate impact reduction, e-commerce checkout page initiative that invites customers to round up their purchase to the nearest dollar to offset the impacts of their purchase. With the support of Rockefeller Foundation, the long-term goal is to fund projects that address and heal the industrial, agricultural and social impacts of the industry – rather than simply offsetting them. The FFC is currently piloting the conversion of factories to renewable/clean energy



Photographs: Student speaker Latifah Kinyanyile at the newly established ALC Mauritius, which is funded by African Leadership Unleashed and is the first step in social entrepreneur Fred Swaniker’s vision to create a network of 25 African campuses.



Actions and outcomes

Principle #5 Partnerships



Left: Cam Donaldson Pro Vice Chancellor Research and Enterprise. **Right:** Glasgow Caledonian University (GCU) researchers are working on a new project supporting the development of social spaces known as 'sheds' to encourage community development and evidence enhanced health and wellbeing for the people using them.



sources through power purchase agreements, directing a slice of the savings towards social well-being programs in and around the supply chain.

GCU has a significant global footprint and puts its Common Good/Social Innovation mission at the centre of a range of partnerships. For example, the GCU Europe office leads on five EU-funded social innovation projects on a symposium is planned in Brussels in September 2018 to bring together members of each of these initiatives (covering Latin America, Europe, South East Asia and Africa) to share best practice and learnings, as well as launching a global Social Innovation network amongst the project partners.

Equally, GCU's relationship with the Scottish Government puts GCU at the heart of Social Enterprise strategy and funding decisions across Scotland and contributes to the global reputation of our small Nation in this sector. **Professors Simon Teasdale and Cam Donaldson** advised on the development of Scotland's Social Enterprise strategy; Professor Teasdale advised on the establishment of the Scottish Government's Social Innovation fund and Dr Michael Roy has advised Glasgow City Council on the establishment of a local social insight strategy.

The **Sheds for Sustainable Development** project, led by Dr Artur Steiner, aims to design mechanisms for sustainable community development through creating

sheds that are both financially and socially sustainable. As such, the project aims to tackle some socio-economic challenges and contribute to creating stronger, healthier and more resilient communities. GCU staff participated in Ashoka U Exchanges in 2016, 2017 and 2018 to forge ways of fostering inclusive changemaker communities, building community partnerships, creating student pathways for innovation, measuring the impact of changemaking, and pedagogy to cultivate social entrepreneurs through higher education.

The Yunus Centre for Social Business and Health hosted the 8th International Social Innovation Research Conference (ISIRC) in 2016. Social innovation considers novel approaches to meet the needs of all society and address problems such as poverty, ill-health and climate change.

The Glasgow Caledonian University Foundation gained support from two local charities for life-enhancing widening access scholarships. The Hugh Fraser Foundation and another charity have awarded a collective £35,000 to establish a total of seven new GCU Common Good Scholarships. These awards support students coming to GCU in 2017 and 2018 via the University's award-winning outreach initiatives, which include the Caledonian Club and the Advanced Higher Hub.



Actions and outcomes

Principle #6 Dialogue

We will facilitate and support dialogue 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.

In its efforts to raise awareness of the UN Sustainable Development Goals in business communities around the UK, Dr Alec Wersun co-organised a SDG Roadshow in 2017 in cooperation with the UN Global Compact UK Network. The SDG Roadshow took in 11 of the UK's biggest cities – and brought together business and academics to discuss how to make these Global Goals local. The SDG Roadshow project was part of GCU's efforts to provide thought and action leadership in contributing to the SDGs.

In March 2018, GCU Principal Professor Pamela Gillies CBE FRSE joined the United Nations's Lene Wendland on a panel investigating how the jewellery industry can engage with the UN's Sustainable Development Goals. Professor Gillies was speaking at an event convened by Business of Fashion and Chopard in Switzerland to explore how the notoriously hard to

regulate \$148 billion industry could be made more sustainable. The UN estimates that more than five million women and children are employed illegally in mines and the industry's ecological ramifications include an estimated 20,000 tonnes of mercury released illegally into the environment every year by the global artisanal and small-scale mining ecosystem.

The Principal Professor Pamela Gillies CBE FRSE participated in the Global100 Executive Roundtable Debate, convened by PRME and Corporate Knights: The Company for Clean Capitalism, in Switzerland in January 2018. The event gathers academic and business leaders each year to discuss "an impactful idea that advances sustainable capitalism". This year the discussion focussed on the role of business and management education in shaping society to create a more sustainable future using the UN's Sustainable Development Goals.

Cara Smyth, Vice-President of Glasgow Caledonian New York College (GCNYC), joined Marie Claire's Sustainable Fashion Advisory Board in 2017 to support an issue dedicated to sustainability.

For the first time, the fashion magazine devoted its August issue to sustainability. Cara and seven experts advised and informed the publication in what the Editor-in-chief Anne Fulenwider described as a historic environmental undertaking for

the publication. She joined sustainability experts including Sara Kozlowski, Council of Fashion Designers of America (CFDA); Kara Hurst, Amazon; Amanda Hearst, Maison-De-Mode; Aurora James, Brother Vellies; Abigail Dillen, Earthjustice, and Burak Cakmak, Parsons School of Design.

Professor John McKendrick of the Glasgow School for Business is amongst 17 lead authors writing chapters for the UK Action Plan for the UN Sustainable Development Goals, being coordinated by the UK Stakeholders for Sustainable Development (UKSSD). Professor McKendrick, an authority on poverty alleviation, is drafting the UK's Action Plan related to SDG 1 – No Poverty. UKSSD will present this plan at the UN High Level Political Forum in New York in July 2018.

Researchers seeking innovative solutions to society's biggest challenges congregated in Glasgow in September 2016 for the 8th International Social Innovation Research Conference (ISIRC).

Dr Alec Wersun chaired a public panel event at GCU on how to ensure Scottish economic growth leaves no-one behind. Research by the RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce) Inclusive Growth Commission highlighted current UK economic policy is creating a major inclusivity gap, estimated at £192 billion annually. Scotland-specific solutions to redress this were discussed, in the context of the SDGs.





Photographs: Main GCU Pro Vice-Chancellor Research and Enterprise Professor Cam Donaldson, Steve Kenzie, Executive Director of the UN Global Compact UK Network were joined by business and civic leaders of Scottish organisations at a Sustainable Development Goals Roadshow event at GCU in June 2017. **Bottom right:** Cara Smyth Vice-President and Executive Board Member. **Bottom Middle:** Glasgow Caledonian New York College Campus. **Bottom Right:** Professor John McKendrick of the Glasgow School for Business and Society.



Actions and outcomes Principle #6 Dialogue



Photographs: Homeless World Cup Teams from 52 countries gather at GCU for spectacular Homeless World Cup parade 10 July 2016. Sixty-four teams, representing 52 countries, kicked off the Homeless World Cup 2016 tournament with a spectacular parade from Glasgow Caledonian University (GCU) to Glasgow's George Square.

GCU was an official event partner of the Homeless World Cup 2016, held in Glasgow. The event brought together 64 teams from 52 countries to celebrate and highlight the year-round, life-changing work of the Homeless World Cup National Partner network. George Square was converted into an outdoor street football venue for the event, with three purpose-built pitches and seating. Up to 100,000 spectators attended the tournament. Homeless World Cup founder, Mel Young, is an honorary graduate of GCU.

The GCU Fair Fashion Center convened global leaders at the prestigious Rockefeller Foundation's Bellagio Center, which supports organisations that are innovating to build resilience and advance more inclusive economies. GCU New York's Fair Fashion Center is proving the business case for sustainability by assisting companies in moving beyond CSR, and embedding sustainable business practices that create economic value while striving for environmental stewardship, social equality and sound ethics. The Center's work is built upon the recognition that systemic change in the fashion industry requires an approach that is aligned to the industry's disciplines and reconciled to the bottom line.

Representatives from Sainsbury's and PricewaterhouseCoopers (PwC) joined Business in the Community Scotland and other industry experts for a panel event at GCU, aimed at helping schools and businesses to work together for the

Common Good in Glasgow's most disadvantaged communities. Using the logo "Demography should not determine destiny", employers outlined the attitudes, skills and knowledge they look for in future employees, with teachers and business leaders having the opportunity to exchange ideas.

Professor John McKendrick of Glasgow School for Business and Society discussed the impact of poverty stigma during a roundtable event in the Scottish Parliament. The event provided an opportunity to explore the latest research evidence on poverty stigma, and to discuss possible strategies that can be employed to address and mitigate this stigma. Professor McKendrick delivered an overview of the role policy makers, academics and employers have in tackling poverty in Scotland.

GCU hosted a 'Witness Seminar', which was developed in partnership with migrant organisations African Challenge Scotland, Radiant and Brighter, and The Bridges Programme. The seminar explored the current landscape of migrants' education and professional skills accreditation, and focused on how higher education institutions could contribute to improving the recognition and accreditation of migrants' qualifications. Dr Ima Jackson, School of Health and Life Sciences; Breda Moran, Outreach Department; and Professor Ruth Whittaker, Director of GCU LEAD, led the seminar on behalf of GCU.

Sara Cantillon, Professor of Gender and Economics and Director of the WiSE Research Centre, has been appointed as an expert to the Scottish Government Carer Benefit Evidence Review Group. The Government has established the Evidence Review Group to provide advice on the development of an evidence base and to inform the development of a new Scottish carer benefit.

GCU's Dr Angela O'Hagan was the keynote speaker at an international research event on gender and finance hosted by the University of Iceland and the Icelandic Ministry of Finance and Economic Affairs. The 'Gender and Finance: Investing in the future' conference was organised as part of the pan-European Garcia project, which aims to promote a culture of gender equality and combat gender stereotypes and discriminations within research centres and higher education.

Dr Angela O'Hagan was named a member of a group set up to carry out a fundamental review of Holyrood's budget process to take account of Scotland's new fiscal powers. The group, comprising members of the Scottish Parliament and Scottish Government, and external public finance experts and academics is tasked with examining what changes are required to the Scottish Parliament's budget process to ensure there is proper oversight and scrutiny of Scotland's new tax and spending powers.





Actions and outcomes

Principle #6 Dialogue

GCU showcased the work of the Common Good First initiative and the positive economic impact that the University has on the Scottish and UK economy. GCU's Director of Digital Collaboration **Julie Adair** and **Professor John Lennon**, Director of the Moffat Centre for Travel and Tourism Development, presented on behalf of the University. The event was sponsored by Ross Greer MSP and attended by Scottish universities, parliamentarians, and the Minister for Education and Science, Shirley-Anne Sommerville MSP.

Cara Smyth, Vice President of GCU New York's Fair Fashion Center, took part in a panel on sustainability held by the Accessories Council during its second annual Summit. The Accessories Council is a not-for-profit, international trade organisation established to stimulate consumer awareness and demand for fashion accessory products. Among the day's discussions was a panel on the topic of sustainability, featuring Marie Claire Editor-in-chief Anne Fulenwider and Creative Director Nina García in conversation with Cara Smyth.

GCU joined forces with leading dementia charity **Alzheimer Scotland** on a work-based human rights programme. The charity is partnering with GCU's MSc Citizenship and Human Rights, the part-time programme designed for professionals and volunteers in the third and public sectors. Experts from

Alzheimer Scotland are working with the University's School for Work Based Education, shaping the content of the programme, which gives graduates the knowledge to put human rights standards at the heart of their own professional practice.

GCU hosted a midwifery and nursing conference for global healthcare leaders and practitioners on behalf of the **Global Network of World Health Organization (WHO) Collaborating Centres for Nursing and Midwifery**. GCU's Department of Nursing and Community Health is a member of the Global Network of WHO Collaborating Centres for Nursing and Midwifery Development, comprising of Collaborating Centres from the six regions of WHO.

The School of Health and Life Sciences, with support from the Yunus Centre for Social Business and Health, hosted a two-day community engagement event at the Centre for Contemporary Arts (CCA). 'Imagine Community' brought together researchers, practitioners, activists, policy makers and members of the public to discuss the theme of the event: 'What does community mean in the 21st Century?'





Photographs: Main Professor Fiona McQueen, Scotland's Chief Nursing Officer, spoke of the important contribution of the academic community to global health care at the opening of a midwifery and nursing conference for global healthcare leaders and practitioners.

Reflections on Progress and Future Objectives

Glasgow Caledonian University's plans to extend and embed the commitment to PRME based on evaluating our performance and past accomplishments, and reflecting on what we can learn from overcoming some of the challenges we have faced.

GCU is clear that our core Mission is to contribute to the Common Good, and commitment to this is widespread and deep throughout the University. The values that will guide our actions and behaviours to meet this Mission are expressed earlier in this report.

Our vision is that by 2020 Glasgow Caledonian University will have a global reputation for delivering social benefit and impact through education, research and social innovation. We will be recognised as the University for the Common Good that transforms lives, enriches cities and communities, innovates for social and economic impact, engages globally and aligns with others in partnership and collaboration to deliver our goals.

GCU's Strategy 2020 outlines our priorities and objectives for the next five years. It emphasises and formally reinforces our distinct position as the University for the

Common Good, working collaboratively to deliver social benefit to the communities we serve. This Strategy will be delivered by actions to meet five over-arching goals:

- **Transforming lives through education:** We will deliver excellence in learning and an outstanding student experience which equips students with the employability and entrepreneurial skills to succeed as global citizens, and enables them to make a positive impact within their communities, transforming their lives and the lives of others.
- **Enriching cities and communities through research:** We will build on our key areas of research strength in inclusive societies, healthy lives and sustainable environments, applying our research and knowledge to address societal challenges and enrich cities and communities.
- **Innovating for social and economic impact:** We will provide solutions to real-world problems through applied research and development, working in partnership with business, the public and voluntary sectors.
- **Engaging globally:** As a globally networked University, we will harness our campuses in Glasgow, London and New York and our educational offerings in Oman, Bangladesh and Africa to extend our global reach and impact, engaging in new ways with learners,

partners and communities at home and overseas.

- **Aligning for the Common Good:** We will develop and deepen our strategic relationships with local and global thought leaders, aligning with others to champion social justice and promote our 'For the Common Good' mission to deliver social benefit and impact.

In particular we will work to:

- Raise aspirations and widen access to higher education
- Reduce inequalities and promote social justice
- Contribute to the regeneration and growth of communities

Reflecting our commitment to promoting gender equality and advance academic career opportunities for women, GCU aims to achieve the Athena SWAN Bronze University-level award, building on its success to date in one of its three Schools.

We will build upon our track record of successful international partnerships and collaborations to widen access to educational opportunities across the world and share our academic teaching and research expertise.

In particular GCU will develop its exciting new partnership with the African Leadership Academy to launch a joint initiative in transnational education. The African Leadership College of Higher



Education has been established in partnership with African Leadership Unleashed to provide a world-class tertiary education institution offering affordable programmes to develop the next generation of transformative leaders in Africa. The College is based on a campus in the Republic of Mauritius and addresses the shortage of tertiary education on the African continent. GCU is the lead academic partner and awarding body providing academic programmes, oversight and governance to the Leadership College. This partnership meets our strategic goal of aligning with the Common Good by providing affordable education in Africa.

We will also build on the ground-breaking move in 2018 of being awarded a charter by New York State Education Department (NYSED) to become a degree-granting body in New York – the first foreign higher education institution to achieve this. The New York State Economic Development Corporation, companies, non-profit making organisations and influential individuals wrote letters of advocacy to the NYSED in support of our application to award degrees.

In New York, a city renowned for its global role in business and fashion, research indicated industry demand for the University's portfolio of research-based Masters-programmes in these subjects with a core focus on sustainability and ethical business. We have already secured research funding commitments including

\$1.25m from bodies such as the Rockefeller Foundation and the United Nations, and this provides a sound foundation to catalyse change in educating future leaders for this global industry. More than thirty global brands have been inspired to work with the GCU Fair Fashion Center to research fashion as an instrument of sustainability and ethical business.

Our Sustainability Strategy sets out our commitment to embedding sustainability into every aspect of our operations, from learning and research to associated support services and how we manage our campus. Similarly, our Smart Travel strategy sets out the measures and advice we have established to reduce our carbon footprint and other environmental impacts associated with our operations.

These strategies are only part of GCU's contribution to meeting the new Sustainable Development Goals, which will form an increasing part of our principles and actions. GCU recently reaffirmed its commitment to PRME by extending its membership of the Champions group. In the forthcoming two years, we are committed to identify and implement additional ways of mainstreaming the SDGs in to our teaching, research and external engagement activities. To this end, GCU is launching a Global Challenges and Sustainable Development Unit in September 2018 to foster new international research partnerships in support of the Goals.

To track our progress in mainstreaming the SDGs in the curriculum, research and external engagement activities, we will continue to develop our evidence base. This testifies to our aspiration to lead by example, and also learn from others in the PRME community in our endeavours to contribute to the Common Good.

Glasgow Caledonian is the University for the Common Good. Our mission is simply to make a positive difference to the communities we serve further. This is at the heart of all we do.



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