



Glasgow Caledonian University **PRME Sharing Information on Progress Report**

PRME
CHAMPIONS
2020-2021

This is our 5th progress report on implementing the Principles for Responsible Management Education and supporting broader goals of the United Nations.

We welcome feedback on its contents.

Executive summary

This Sharing Information on Progress report has been written in extraordinary times, as we all face the dual challenges of the Covid pandemic and climate emergency.

Selected highlights of the report include:

- An overview of GCU's Strategy 2030, which has the UN Sustainable Development Goals at its heart
- The crucial role of GCU's values in shaping our response to recent global challenges
- Facts and figures on how GCU as an organisation 'walks the talk' of global social responsibility on its campuses
- Recent additions to our portfolio of SDG-related degree programmes, modules designed to foster responsible leadership
- Impactful research that contributes to understanding of global challenges expressed in the SDGs
- Partnerships and events designed to bring together multiple stakeholders to discuss and take action to tackle global challenges.

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Introduction from the Principal PRME SIP Report 2021



GCU is proud to have been a committed member of PRME since 2011 and a member of the UN Global Compact since 2013.

In 2017 we took a strategic decision to deeply embed our commitment to the UN Sustainable Development Goals by ensuring the goals formed the framework for the focus of our University Research Strategy and they now provide the driving force for the delivery of our Overarching 2030 University Strategy.

The University's authentic commitment to contributing to the achievement of the Goals was recently recognised by UN SDG Good Practices Department of Economic and Social Affairs. This was evidenced through our strong top 70 global position, or in the top 6% in the world, for social impact two years running in the THE Global University Impact Rankings.

Most recently in July 2021, we were proud indeed to note that our Emeritus Chancellor, Nobel Laureate Muhammad Yunus, received the Olympic Laurel for his work to promote his three zeros: zero carbon, zero unemployment and zero poverty, in the context of sport. Professor Yunus's global social business movement drives the research delivery of our Yunus Research Centre and lies at the heart of all we do in promoting the Principles for Responsible Management Education, not only in our School *for Business and Society*, but across all disciplines in our University.

This Sharing of Information on Progress (SIP) Report on our delivery of actions related to PRME has been produced during the exceptionally challenging times of the COVID19 pandemic. Whilst our University has been singled out by the Times Higher Education as one of the top performing UK Universities during the pandemic in terms of our education, research, knowledge transfer with industry and partnership relationships management, it is undeniable that higher education institutions around the world have risen magnificently to the challenge. Seamless transition to online learning, collaborative research, support for businesses and our communities has continued apace, confirming the key role Universities have to play in strengthening our economies and in social and community

development, especially for the weakest and most vulnerable populations, in the COVID recovery period ahead.

This SIP report documents a wide range of activities of relevance to PRME. Perhaps those areas of greatest strategic importance at the present time relate to:

- the importance of a strong sense of purpose, belonging, values-led activities and distributed leadership in the University, which were all critical to our University community's resilience and response to the COVID19 pandemic
- the development of a forward strategy in which impact on the SDG's is the measurable driver of excellence in University performance
- the demonstrable integration and embedding of SDG activity in all we do across our education, research, knowledge transfer with industry, community development, inequalities reduction and regeneration work in Glasgow and around the world with our many valued partners
- our impact on widening access to higher education, gender quality, responsible consumption and production, and promoting decent work and economic growth
- the critical emphasis of our concerted focus on the climate emergency

Whilst the University is proud of our accomplishments to date and of our ten-year engagement with PRME, we are not complacent and are always focused on how to improve what we do.

These SIP reports provide a very useful and important tool for such improvement. I commend the UN PRME team for their engagement and committed focus on sharing information about actions leading to real change in the way Universities and Business Schools deliver their core functions and the impact that they have on the Sustainable Development Goals issued by the United Nations.

Professor Pamela Gillies CBE, FRSE

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

Principal and Vice-Chancellor

Our continuing commitment to PRME

Since formally joining in January 2012 GCU has become a well-recognised member of the global PRME community due to active engagement on a number of key platforms, and our commitment to success of the PRME initiative. Led by Professor John Lennon, Dean of the Glasgow School for Business and Society (GSBS), this commitment will continue, building on our many contributions to date.

Supported by the Dean, academics from the Glasgow School for Business and Society are members of three PRME Working Groups: Poverty – a Challenge for Management Education; Climate Change and Environment; Gender Equality, and the Sustainability Mindset Working Group, for which we serve as an Ambassador.

GCU is a founding member of the UK and Ireland PRME Regional Chapter. After serving on the Steering Committee for seven years as Treasurer, Vice-Chair, and Chair between 2018-2020, GCU's Dr Alec Wersun was invited to join the newly formed Global PRME Chapter Council (GCC) in 2021. The purpose of the GCC is to support the development and impact of PRME Chapters around the world. In addition to this, GCU's continuing commitment

to PRME is evident in its active participation in the PRME Champions Group, contributing to thought and action leadership for the benefit of the global PRME community. GCU has been a member of this group since inception, is now participating in the 4th cycle from 2020-2022, and GCU led Champions' work on publication in 2020 of the PRME Blueprint for SDG Integration.

Ongoing and future commitment to the PRME initiative is further reflected in GCU's recently published Strategy 2030, the development of which was a truly collaborative initiative, in which faculty, staff, students, court members, alumni and key stakeholders came together to create a bold new direction for the University.

GCU's Vision for 2030 is to be recognised as world-leading for social innovation: delivering transformative education and impactful research through purposeful partnerships as a globally connected University with an engaged University community committed to the Common Good. Strategy 2030 is explicitly values-led, with a strong sense of purpose derived from our mission as the University for the Common Good. Moreover, this commitment to the Common Good and social innovation is promoted through

the academic programs in social impact and sustainability offered through GCU's nascent New York City campus, Glasgow Caledonian New York College, and its Center for Social Impact + Innovation.

The next decade will require us to make a significant contribution to addressing global challenges identified by the Sustainable Development Goals (SDGs). Whether they are in relation to poverty alleviation, the reduction of inequalities, the use of artificial intelligence to deliver key services, the promotion of social and economic wellbeing or climate change GCU will focus on having a local and global impact. The SDGs provide the overarching framework for our Strategy 2030.



Photograph: Professor John Lennon.

Strategy 2030



Led by our values of Confidence, Responsibility, Integrity, Creativity and the Sustainable Development Goals.



Purpose Principle #1

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.

This Principle is facilitated through the University’s Strategy for Learning (SfL), which seeks to deliver “Transformative Education” through: excellence in learning, teaching and assessment; inclusive, research-led and enquiry-based pedagogies and practice; and outstanding student support – all set within the guiding framework of the United Nations Sustainable Development Goals (SDGs).

As our Transformative Education approach is intended to empower, GCU has defined a set of Common Good Attributes that we believe all of our learners should develop. The Common Good Attributes are underpinned by the University’s core values and expected behaviours, and are achieved through a combination of curricular, co-curricular opportunities and activities that are designed to build our students’ knowledge, skills and personal attributes thus preparing them to succeed (Common Good Curriculum).

We place learner agency at the centre of our Common Good Attributes as we believe our students have the capacity to set their own goals, reflect and effect positive change, as reflected in PRME Principle 1. The Common Good Attributes are as follows:

1. Active global citizenship
2. Entrepreneurial mind-set
3. Systems thinking
4. Responsible leadership
5. Resilience, compassion and empathy
6. Confidence

One way that we evidence achievement of the Common Good Attributes outside the curriculum is through the Common Good Award (CGA), which recognises the impact that students have had in the communities they choose to serve.

The CGA is made up of a digital badge for each of the Attributes. To apply for a badge students are expected to invest at least 25 hours in a given activity, and importantly, to provide verified evidence of impact. Those students achieving a badge for each attribute (100 hours in total) then apply for a Common Good Award.

In the period 2018-2020, three hundred and sixty students received a digital badge, investing over 9500 hours in work for the Common Good, with sixty six students qualifying for the Common Good Award for work in both the UK and overseas.

COMMON GOOD AWARD NUMBERS 2018/2020	2017/2018	2018/2019	2019/2020
By Common Good Attribute			
Confidence	15	39	44
Active and Global Citizenship	13	37	36
Responsible Leadership	13	44	40
Entrepreneurial Mind-set	9	32	31
Total CGA Attribute Certificates awarded to date	57	152	151



The Common Good Award

~ The GCU Skills Award ~




PRINCIPLE 1 IN ACTION:


The Clinton Global Initiative

GCU is a member of the Clinton Global Initiative University Network, set up by former US President Bill Clinton, to help young people turn their ideas of how to make the world a better place into practical action. Three GCU students were selected to join the Class of 2021 and receive support to develop projects to reduce consumer waste, tackle poverty in the developing world, and promote sustainable food production. They include:

 MSc Social Innovation student **Daneyal Mirza** who plans to support and nurture small-scale garment makers in Karachi, Pakistan, by providing machinery to make the workers self-sustainable and digital training to help them sell their goods online. The highly-skilled garment makers currently receive less than 5% of the price their goods are sold at by international retailers.

 PhD candidate **Emma Kidd** received support to further develop an online campaign to make the fashion industry more sustainable and reduce the environmental impact of consumerism. The Fashion Detox Challenge, which has generated interest worldwide, aims to slash the number of items incinerated or sent to landfill by encouraging shoppers to take a break from buying new clothes.



 Postgraduate **Monica Allen** received assistance to open a community shop in North Lanarkshire selling healthy, affordable food and sustainable products - all sourced from within Scotland - to people on low incomes.

Photographs: The Clinton Global Initiative, Daneyal Mirza, Emma Kidd and Monica Allen.



Values and Organisational Practices Principle #2

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.

GCU Values and Behaviours

The values of global social responsibility are captured in the GCU values of integrity,

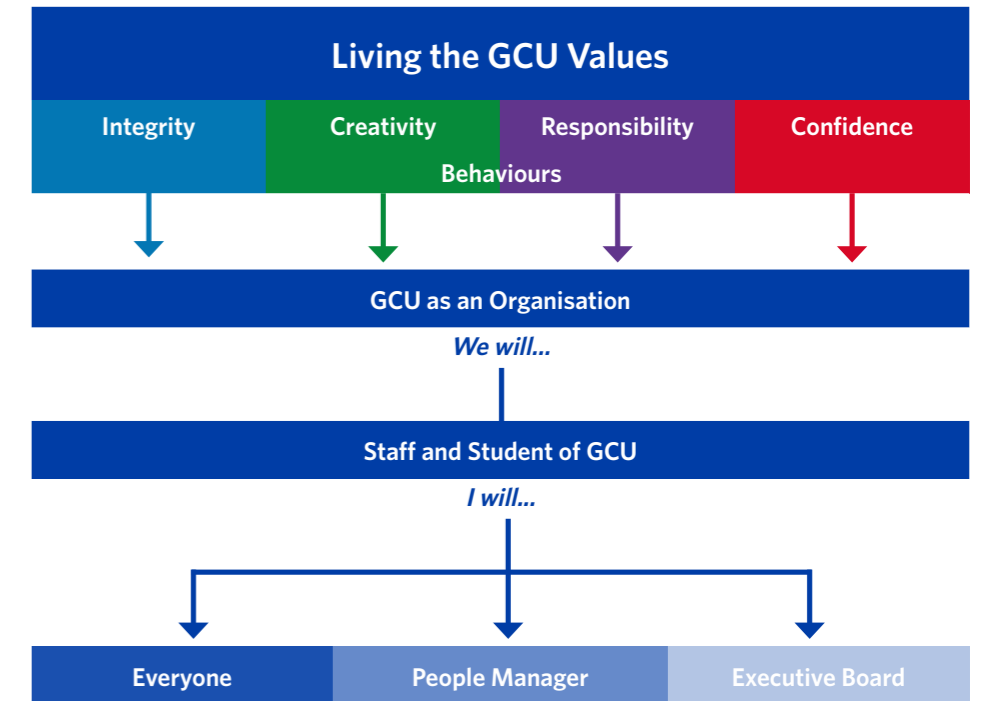
creativity, responsibility and confidence, which were selected by the staff and students of the University as representing the essence of the University for the Common Good.

A Value on its own is just a word. We want our Values to be lived, to drive and define us, and be reflected in our organisational practices and how we “walk the talk” of working for the Common Good. To achieve this GCU has captured the definition of each of its Values within a set of benchmark


behaviours. These aspirational statements clarify the things we would like to be recognised for and help us in evaluating and improving our current practices.

There are two types of GCU benchmark statement:

- those that describe the behaviours we aspire to as an organisation; and
- those that describe how we as individual members of GCU aspire to live our values depending on our role within the university.



**PRINCIPLE 2 IN ACTION:
Leadership and Advocacy**

5 GENDER EQUALITY

 In 2018, GCU launched a campaign called "Erase the Grey." Often described as 'violence against women', the term refers to violence directed against someone because of their gender and expectations of their role in a society or culture. Students and staff worked together to create a digital poster campaign, entitled #GCUerasethegrey, which reiterates GCU's zero-tolerance policy towards gender-based violence.


16 PEACE, JUSTICE AND STRONG INSTITUTIONS


 In June 2018, GCU Principal and Vice-Chancellor Professor Pamela Gillies was appointed as a founding trustee of Robert F. Kennedy Human Rights UK (RFKHRUK), a human rights advocacy organisation established to keep Robert F. Kennedy's legacy alive. Led by human rights activist and lawyer, Dr Kerry Kennedy, the organisation works with local activists to ensure that governments and corporations across the globe protect fundamental human rights.

4 QUALITY EDUCATION

 In 2019 GCU joined other higher education institutions around the world to pledge their commitment to education and the environment - at COP25 in December 2019. The letter showcased higher and

further education institutions' commitment to the attainment of Sustainable Development Goal 4 - to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all - and 13 - to take urgent action to combat climate change and its impacts.


10 REDUCED INEQUALITIES

 In August 2020 GCU signed Advance HE's Declaration on anti-racism part of the Tackling Racism on Campus project launched by the Scottish Funding Council and Universities Scotland. GCU's Equality and Diversity Advisor Adrian Lui is a member of the project's Steering Group, which is working with the sector, to ensure that practical resources and tangible actions underpin the campaign.


12 RESPONSIBLE CONSUMPTION AND PRODUCTION

 In January 2021 GCU London signed up for a drive to make the UK capital the world's first zero-carbon city, becoming one of the first higher education institutions in London to commit to the Circular Economy. Supported by the Ellen MacArthur Foundation and the LWARB, the CE aims to decouple economic activity from the consumption of finite resources and eliminate waste by keeping products and materials in use for longer.

**PRINCIPLE 2 IN ACTION:
Awards and recognitions**


5 GENDER EQUALITY

 In November 2018 Professor Lesley McMillan won the prestigious "Write to End Violence Against Women Award" with her blog on tackling the emergence of rape prevention technology came out top in the awards. The Write to End Violence Against Women Awards were developed by Zero Tolerance, alongside NUJ Scotland, White Ribbon Scotland, Scottish Women's Aid and Rape Crisis Scotland to support excellence in journalism furthering the cause of gender equality.

13 CLIMATE ACTION

 In July 2019 Glasgow Caledonian University (GCU) was rated first in Scotland in the People and Planet University League 2019 for its environmental and ethical performance. The University was the only institution in Scotland to be rated 'first class'. It climbed 18 places from the previous year's rankings to be placed 23rd out of 154 universities in the UK.

4 QUALITY EDUCATION

 In October 2019 Professor Pamela Gillies was named 2019's Social Mobility Champion of the Year at the UK Social Mobility Awards ceremony in London. The awards, run by the charity Making The Leap, recognise and celebrate the people and organisations driving social mobility across

the country. The judges were impressed by GCU's consistent success in widening access to higher education, commitment to the United Nations Sustainable Development Goals and innovative and transformational approach to enhancing social mobility at home and abroad.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

 In November 2019 Dr Angela O'Hagan, deputy director of the WISE Centre for Economic Justice won the prestigious Jo Cox Award for Public Service and Active Citizenship. The award recognises academics who have made a positive change to society by reflecting the campaigning spirit and humanitarian values espoused by the late Member of Parliament, who was murdered in June 2016.

17 PARTNERSHIPS FOR THE GOALS

 GCU's dedication to the United Nations' (UN) Sustainable Development Goals (SDGs) saw GCU named number one in the UK for promoting gender equality - and in the top five in the world - in the 2021 Times Higher Education (THE) University Impact Rankings.

GCU was ranked 69th in the world overall out of 1155 universities, which places it in the top 6%, the same positioning as 2020 when GCU ranked 43rd out of 766 universities. The rankings also place GCU fourth in Scotland and 16th in the UK.



GCU performed most strongly in SDG 5 achieving gender equality, ranking fifth in the world (compared to 12th in 2020), first in Scotland and first in the UK; SDG 12 responsible consumption and production, ranking joint 10th in the world, second in Scotland and sixth in the UK; and SDG 8 promoting decent work and economic growth, ranking 24th in the world, first in Scotland and fifth in the UK. The University is also in the top quartile globally for seven SDGs, including good health and wellbeing, reducing inequalities and sustainable cities and communities.



Photographs: Erase the Grey Campaign and Professor Lesley McMillan.

**PRINCIPLE 2 IN ACTION:
Commitment to Climate Action**

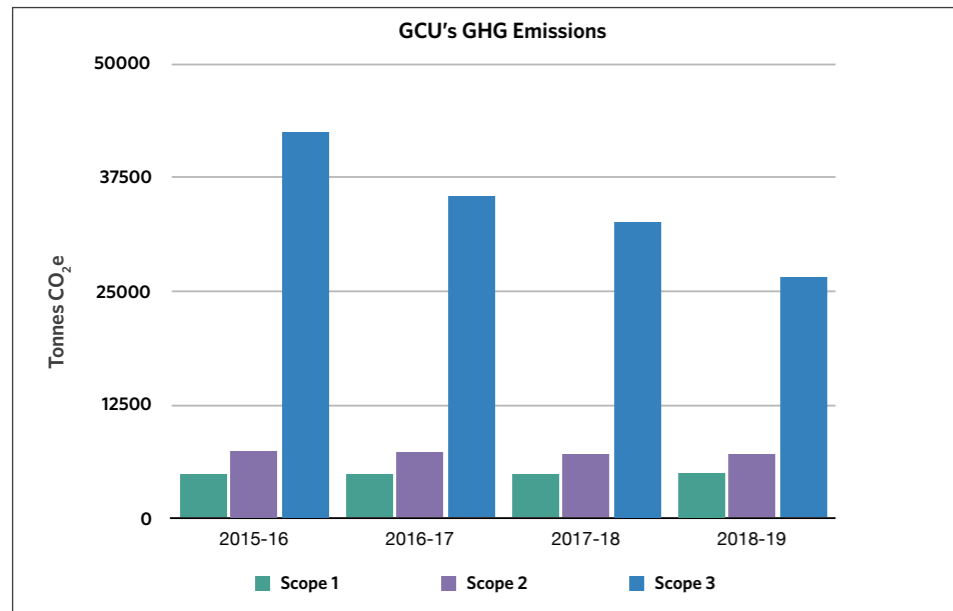


GCU's commitment to tackling climate change is reflected in its Declaration of a Climate Emergency in July 2019, when it formally committed to carbon neutrality by 2050. That commitment has subsequently been brought forward to 2040.

To deliver on its commitments, the University operates an ISO 14001/ EcoCampus Platinum certified environmental management system (EMS). The EMS provides a framework for improving its performance by identifying

and managing environmental risks and opportunities. Part of this framework is the use of the Greenhouse Gas (GHG) Protocol Standards to report its carbon footprint annually. Since 2014, our GHG emissions have been falling year on year.

In 2018-19, GCU reported 28,549 tonnes CO₂e across 14 categories. These categories cover all scopes, with travel (business, student and staff commuting and end-of-term travel home), procurement and energy accounting for 99% of reported emissions. In 2018-19 emissions were 31.5% lower than in 2014-15 (the University's baseline). This achievement was thanks to variety of interventions such as:



investing in energy efficiency, refreshing aspects of our operation and developing student and staff engagement campaigns. Notable climate-related interventions included:

- Our catering operations achieving the Soil Association's Food for Life Served Here Bronze certification for serving fresh, local ingredients



- Removing an estimated 27,000 x 3.5L plastic bottles from our waste stream by switching to bulk milk deliveries and working with specialist partners to find re-use opportunities for obsolete instruments, IT equipment and furniture
- Improving the quality of materials separated for recycling by introducing a food waste collection from staff kitchens and charging for single-use cups and food containers
- In partnership with a PhD candidate, launched the Fashion Detox Challenge: a campaign to encourage more mindful consumption of fashion by inviting participants to abstain from purchasing any garments for 10 weeks and blogging about the experience

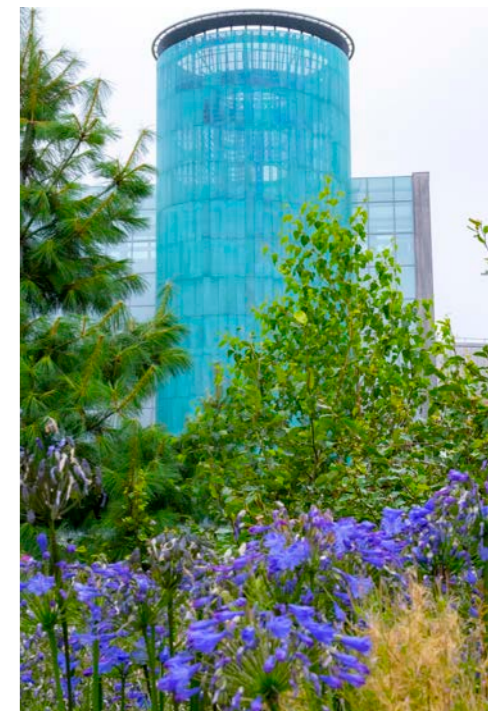
- Offering travel advice to students to help them choose more sustainable modes of transport for their commutes to the University through the GCU Smart Travel programme and reducing emission from student commuting by over 40%
- Successful re-certifying as a Cycle Friendly Campus (with distinction) by Cycling Scotland
- Working with students in SCEBE to establish our Forest for the Future and Urban Orchard by planting 140 trees across our Estate as part of the Woodland Trust's Big Climate Fightback.

These and other projects highlight the University's operational commitment to sustainability and have attracted external recognition:

- GCU Smart Travel was a Finalist in the 2019 Green Gown Awards
- Fashion Detox Challenge was highly commended in the 2020 Green Gown Awards
- GCU being ranked 23rd most sustainable university in the UK in People & Planet's University League
- GCU Student Association was accredited as excellent in 2020 and 2021 in the UK National Union of Students Green Impact Awards, designed to support environmentally and socially sustainable practice.



Photographs: EcoCampus Platinum Award, Cycle to work, UK National Union of Students Green Impact Awards and green campus.





Learning and Teaching Principle #3

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.

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, amongst which are Active Global Citizenship, Responsible Leadership and Integrity.

The pedagogical approach of the Common Good Curriculum is designed to support the delivery of all 17 of the UN Sustainable Development Goals. Of particular importance for learning and teaching, however, is UN SDG 4 - Quality Education - and Target 4.7:

“ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.”

The University adopts a multi-layered approach to contribute to SDG Target 4.7. On the one hand all undergraduate and postgraduate degree programmes have some aspect of the SDGs embedded in the curriculum; and on the other, the University has a number of degree programmes that are interdisciplinary in nature and focus squarely on the SDGs.

New Examples of Ethics and SDG Integration in the Curriculum

In Year One, all business and management undergraduate students take a module entitled *International Economic Issues and Challenges* (IEIC). The module discusses alternative measurements for, and criticisms of GDP, which in its mainstream form excludes the work of marginalised social groups, especially women. As such, students are able to think how economic theory and practice can be used to tackle or reinforce social injustices such as sex discrimination.

In Year Two, the same students take the Ethics and Responsible Leadership module, critically exploring issues of ethics and responsible leadership in the private, public and social enterprise sectors. Students are able to assess the extent to which statutory regulations and values secure corporate accountability. In Year Four, the students take the sustainability, corporate responsibility and ethics (SCoRE) module. A key task given to students on this module is to critically evaluate sustainability reporting of member companies of the United Nations Global Compact.

This is done on the WikiRate platform, using Global Reporting Initiative (GRI) metrics, and evaluates the extent to which UNGC companies are aligning their strategies and policies towards the UN SDGs.

Examples of SDG focussed programmes



The Yunus Centre for Social Business and Health recently launched a MSc in Social Innovation - or the development of new ideas, services and models to better address social issues - a concept that has become known world-wide over the last couple of decades. The curriculum is research-informed, delivered by a experts in the social economy, the economics and health and well-being, and community citizenship and participation.



In February 2021 GCU and European partners received £180,000 funding to develop an online training course for young people working as apprentices in the hospitality and restaurant sectors. The idea is to develop chefs who are aware of the impact food waste has on the environment and who can then implement practices in the kitchen to tackle. Development of the online tool will allow a young person working in a kitchen to develop an action plan that will minimise food waste, thereby reducing CO2e emissions.



In August 2020 GCU secured 4.4million euros to host an Erasmus Mundus Joint Master’s programme on Urban Climate and Sustainability with LAB University of Applied Sciences, Finland; University of Huelva, Spain; and Dresden University of Applied Sciences, Germany. The grant will fund 88 postgraduate scholarships until 2024, with the programme split across all four universities. The consortium also includes five academic associate partners from Japan, Sri Lanka, Turkey, South Africa and Brazil, plus 11 local authority and public/private sector bodies which will help facilitate problem-based learning and industry-relevant projects in a work placement-setting.



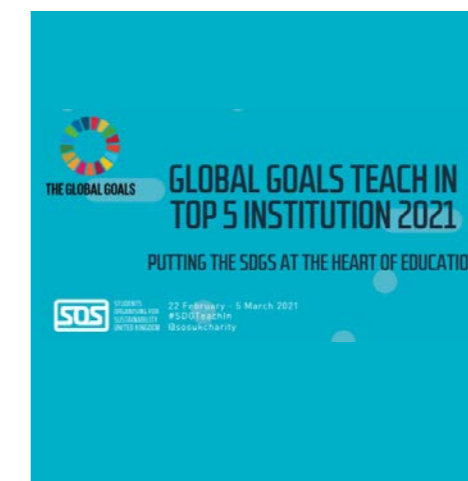
The recently launched MSc in International Economic and Social Justice is delivered by the Women in the Scottish Economy (WiSE) research centre for economic justice. Contemporary policy challenges shape the course, with a focus on issues including poverty and income inequalities, environmental degradation, migration, globalised labour markets, gender discrimination and the gender pay gap, public service reform and changing global economic structures.

Launch of International Climate-themed Masters Programme



In August 2020, GCU secured 4.4million euros to host an Erasmus Mundus Joint Master’s programme on Urban Climate and Sustainability with LAB University of Applied Sciences, Finland; University of Huelva, Spain; and Dresden University of Applied Sciences, Germany. The grant is funding 88 postgraduate scholarships until 2024, with the programme split across all four universities. The consortium also includes five academic associate partners from Japan, Sri Lanka, Turkey, South Africa and Brazil, plus 11 local authority and public/private sector bodies which will help facilitate problem-based learning and industry-relevant projects in a work placement-setting.

PRINCIPLE 3 IN ACTION: Awards and recognitions



Global Goals Teach-In 2021

In March 2021, GCU was named runner-up in the Sustainable Development Goals Teach In run by UK National Union of Students charity Students Organising for Sustainability (SoS). The annual campaign runs in February/March of each year, and calls upon educators to include the SDGs within their teaching, learning and assessment during the campaign (and beyond!).

GCU was the only Scottish university to make the leaderboard in the event, run by the education charity to put the Global Goals for Sustainable Development at the heart of education. GCU took second place in the UK for the number of students taking part in the event - 5497 - and was placed third for its reach to staff - 52.

PRME Writing Competitions 2019-2021

Each year the UK and Ireland PRME Regional Chapter holds a writing competition to recognise and reward student work at under and postgraduate levels on the PRME agenda of ethics, responsibility and sustainability. GCU has a great track record of achievement in all five years of the competition, with the following more recent successes:

- **2018-19: Kali Ann Gibson** won the postgraduate category
- **2019-2020: Kathleen Pineau** won the postgraduate category
- **2020-21: Catalina Nieto** was awarded 2nd place in the alternative media category.

Enactus UK National Competition

GCU students are active participants in the global Enactus initiative in which students work together to find innovative solutions to social issues within their local and international communities, working towards achieving the UN Sustainable Development Goals. In each of the last three years, Enactus GCU has reached the semi-final round of Enactus National Competition with projects focussed on alleviating the stress of homelessness and social exclusion.

**PRINCIPLE 3 IN ACTION:
Developing a sustainability mindset**

The Circular Economy

GCU is featured as a Profiled University on the Ellen MacArthur Foundation website, which showcases universities globally that are active in the circular economy across their activities, (such as teaching, applied research, campus management and student-led initiatives).

GCU London is also a signatory university of the Ellen MacArthur Foundation's Circular Economy Direction of Travel Statement, which is for London's higher education institutions to indicate their ambitions in the circular economy. It is hoped at least 75% of London's higher education institutions will sign up to the pledge by 2025. Under the CE's Direction of Travel statement, students agree to engage with eco-friendly practices on and off-campus, institutions agree to embed the principles in teaching and applied

research, and universities pledge to work with local government on community initiatives.

Sustainability Literacy Testing



One tool that students are given to self-assess their knowledge of sustainable development issues is Sulitest, an online, multiple choice test endorsed by the United Nations Higher Education Sustainability Initiative (HESI). Students on international business and business management degrees are given the test in Year One and then again in their final year. This allows students to self-assess their own learning. GCU uses aggregate results to benchmark performance against all students taking the test both in the UK and around the world.



Accredited BAFTA Albert Training

In June 2021 GCU committed to taking action to help cut the carbon footprint of future television and film productions. As a member of the BAFTA albert education partnership, students on media, communication, and journalism courses started to learn the importance of putting sustainability at the heart of creative projects.

The short 'Albert' training course was built in to the new BA (Hons) Media and Communication in 2020/21, with a view to rolling it out across all media and journalism programmes in the coming years. Students who complete the course are certified as BAFTA Albert graduates and receive a digital certificate and badge recognised by the television and film industry.

Carbon Literacy Training

In February 2021, GSBS faculty piloted delivery of carbon literacy training, accredited by the UK's Carbon Literacy Project, to 195 final year students. Carbon Literacy is defined as:

"An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis."



The training equipped students with the tools to measure their own carbon footprints, and the knowledge to enable them to make a formal commitment to change their behaviour and reduce their footprint in the near and long-term. The training led to student commitments

to reduce their collective CO2 equivalent footprint by some 600 tonnes in the coming year.

**PRINCIPLE 3 IN ACTION:
Expanding Globally to Offer Masters' Programs in Social Impact and Sustainability**

GCU founded its New York City campus, Glasgow Caledonian New York College (GCNYC), to offer M.S. degrees in social impact and sustainability, anchored around an innovative core curriculum that features a triad of values-driven, cosmopolitan modules that target social innovation: Business Strategy as an Instrument for Economic, Social and Environmental Sustainability; Navigating Global Change: Business Practices for the Common Good; and Values Based Leadership Skills for an Interconnected World. Last year, GCNYC restructured and renamed its two leading programs around GCU's commitment to the SDGs, offering the M.Sc. in Sustainable Fashion and the M.Sc. in Business for Social Impact and Sustainability.



Photographs: GCNYC Campus, inaugural class and new website project.



Research Principle #4

As the first university to adopt the Sustainable Development Goals (SDGs) as the framework for its research strategy, research at GCU addresses the Goals via three societal challenges:

- i. **Inclusive Societies**
- ii. **Healthy Lives**
- iii. **Sustainable Environments**

Each challenge is underpinned by a set of research centres and a set of less-formal and fluid research groups. The SDGs and the associated societal challenges were identified following due consideration of the University's mission "For the Common Weal", consistency with the University's Outcome Agreement with Scottish Funding Council, and requirements of the funders of local, national and international research.

The COVID-19 pandemic and its wider social and economic implications have only reinforced our commitment to the SDGs as a framework for our **institutional Research Strategy**

Research Centres – The Yunus Centre for Social Business and Health conducts world-leading research to conceptualise and evidence ways that lives of individuals and communities can be improved through a better understanding of various community-based and health-focused initiatives. The work undertaken addresses multiple Sustainable Development Goals and the Centre is



renowned for its multi-disciplinary and social science based research in social innovation as well as in health economics, microfinance and social business.

The WiSE Centre for Economic Justice conducts research into economic equality, new economics, public policy, gender, social history, poverty, migration and human rights issues under the broad theme of economic justice. The aim of the Centre is to foster creative interdisciplinary initiatives which exploit new knowledge to inform public policy and create a just society in Scotland and internationally.

The Centre for Climate Justice is committed to quality education and research that addresses the overarching objective of the United Nations Sustainable Development Goals of 'leaving no one behind'. The Centre aims to deliver pragmatic and lasting solutions which improve the wellbeing of society, enhance people's rights and promote a climate-just world. The work of the Centre focusses on SDG 13 Climate Action, which has an impact on all seventeen SDGs.

The Research Centre for Built Environment Asset Management (BEAM) The Centre explores the social, environmental and economic interdependencies of sustainable built environments in the context of global climate change and natural resource utilisation. It aims to deliver innovative

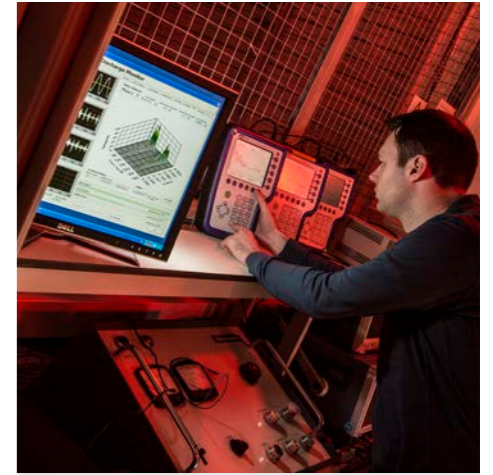


lasting solutions that meet international standards, such as the "Well Building Standard" which encompass air, water, nourishment, light, fitness, comfort and mind, contributing to achievement of multiple SDGs.

The SMART Technology Centre's programme of work explores the design, development and evaluation of largely computer-based systems that are applied to a broad range of commercial and industrial applications including energy resource management, industrial processes and manufacturing, digital network infrastructures, and serious games.

The Research Centre for Health (ReaCH) aims to make direct and significant contribution to SDG 3 Good Health and Wellbeing, by conducting a wide range of multi-disciplinary applied health research that is economically and socially relevant – applying new knowledge to problems of global significance.

The Center for Social Impact + Innovation at GCU's New York City campus, Glasgow Caledonian New York College, seeks to re-imagine business and consumption as innovative forces for a regenerative future through research, community engagement and cross-sectoral collaboration. The mission of the Center is to create opportunities for broad-range cultural and intellectual exchange in service to global scholarship, social impact and a circular economy.



Photographs: The Yunus Centre for Social Business and Health, The WiSE Centre for Economic Justice, The Centre for Climate Justice, The Research Centre for Built Environment Asset Management, academics in the ReaCH Centre, the SMART Technology Centre and the GCU NYC Center for Social Impact + Innovation.

**PRINCIPLE 4:
Spotlight on research to tackle Covid-19**

In the period of the pandemic, GCU researchers invested considerable effort in studying the impact of Covid-19 on business and society in a variety of ways, with a view to impacting governmental policies and organisational practices. A fuller set of activities on Covid-related research can be found [here](#).

In April 2020

Professor Sebastien Chastin launched the world's largest study in to the impact of physical activity on Covid-19 immunity. The study is aimed at aiding government decision-making around current recommendations on physical activity and exercise to boost immunity to COVID-19 during the coronavirus pandemic. It is the most comprehensive systematic review ever conducted into the impact of physical activity on immune response, analysing more than 14,000 research papers published world-wide over the last 40 years for key data.

In May 2020

Dr Patrick Ring and colleagues at Cass Business School London, Nottingham University, and Vlerick Business School Belgium published a paper in the Journal of Risk Research showing that the UK government made key failings in its strategic preparations for COVID-19 and that the NHS's resilience to the pandemic was compromised by an over-reliance on 'lean production' and 'just in time' continuity planning.



They argue the UK government failed to act on systemic weaknesses highlighted through emergency exercises and suggest that a new independent body should be set up to take responsibility for future national emergency preparedness, free from political interference.

In June 2020

Professor John McKendrick and colleagues at the Scottish Poverty and Inequality Research Unit at GCU (SPIRU) carried out research in to the impact of increasing demand for emergency food and food banks due to Covid-19, undertaken on behalf of the Poverty and Inequality Commission, the Scottish Government's independent advisers. The Commission used the findings to make three recommendations to Scottish Ministers to ensure emergency food aid continued to be delivered as effectively as possible.

In July 2020

Professor Sara Cantillon, Director of the Wise Centre for Economic Justice in the Glasgow School for Business and Society was appointed to the United Nations (UN) Crisis Bureau Experts Roster for Rapid Response to mitigating the impacts of the Covid-19 pandemic.

Photographs: Professor Sebastien Chastin, Dr Patrick Ring, Professor John McKendrick and Professor Sara Cantillon.





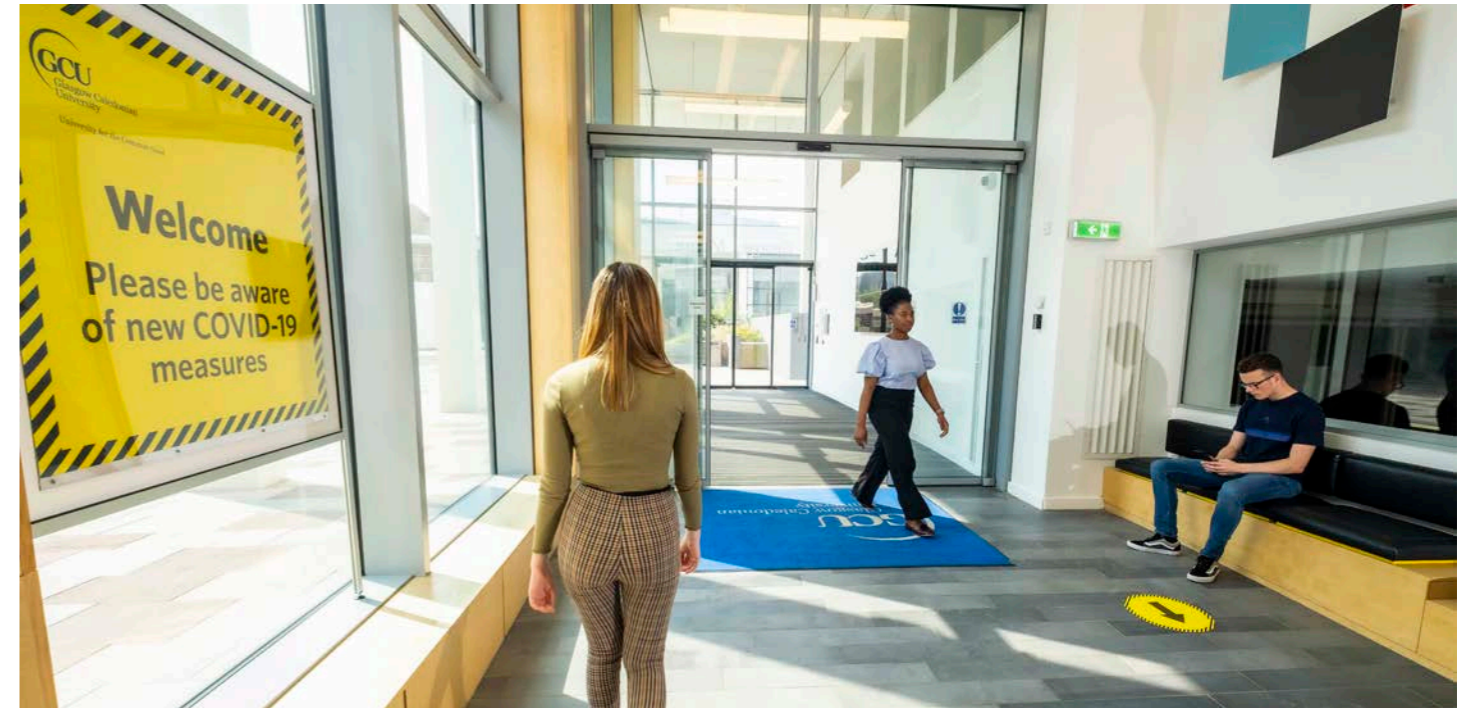
In August 2020
 leading health economists at GCU, led by Professor Cam Donaldson, and the University of British Columbia published research criticising the UK Government for favouring “meaningless large numbers” over a more systematic approach to tackling COVID-19 and argued that the economic stimuli of governments across the globe have traded-off the future against the present, and sectors of the economy with each other. The authors called on governments across the world to take a more structured approach to spending and move away from high-profile announcements based on headline-grabbing numbers.

In September 2020
 GCU Professor Lesley Price kicked off the Scottish arm of a major UK-wide Covid-19 immunity study in partnership with Public Health Scotland, and working closely with NHS Research Scotland and the Chief Scientist Office. The primary objective of the study is to determine whether the presence of COVID-19 antibodies is associated with a reduction in the subsequent risk of re-infection over the next year.

In September 2020
 Dr Kerri McPherson and colleagues published research showing that younger adults and people with pre-existing health conditions are more likely to suffer anxiety, depression, PTSD and higher levels of worry as a result of the COVID-19 measures. The study found that 31 per cent of the sample population suffered



Photographs: Professor Andrea Nelson, Professor Lesley Price, Dr Kerri McPherson and Dr Michael Mikulewicz and opposite page GCU Covid Signage and Protocols.



from anxiety, 34 per cent had depression, and 20 per cent showed signs of PTSD (Post-Traumatic Stress Disorder). Five key recommendations were submitted to the Scottish Government.

In November 2020
 the GCU Climate Justice Centre and Principal Investigator Dr Michael Mikulewicz were awarded a £182000 grant by UKRI/Newton Fund for a 10-month project focusing on the experiences of local people in Malawi and Rwanda. This came as the Centre completed a four-month project with the Pan African Climate Justice Alliance to

explore the impact of COVID-19 by compiling case studies from Kenya, South Africa, Ivory Coast, Nigeria, Ethiopia, Gabon and Morocco, with results expected soon. The project’s ultimate aim is to ensure that the way these countries plan and carry out their recovery after COVID-19 is environmentally sustainable and socially equitable, so that it does not harm the climate or the most vulnerable people.


In December 2020
 GCU researchers launched a study into COVID-19’s impact on the financially vulnerable. Benefitting from £320,000

funding from the Economic and Social Research Council study will examine what effect the sudden difficulties in accessing support from family and friends, food banks, and responsible lenders, has had on the health and wellbeing of some of the most financially vulnerable people in Glasgow and London. Findings will be shared policymakers and service providers across Scotland and England to help provide greater protection to those most in need.


PRINCIPLE 4:
Spotlight on Climate Action - Climate Justice Centre (CJC)

In January 2019 Professor Tahseen Jafry of the Centre for Climate Justice presented findings of its Arctic Policy Mapping Report at the Arctic Encounter Symposium in London, hosted by The Arctic Encounter (USA) and the Polar Research and Policy Initiative (UK). To help shape the Scottish Arctic Policy development process, The Centre for Climate Justice conducted a mapping exercise to provide a detailed

overview of Scotland's existing links with the Arctic region from five perspectives: governance, socio-cultural-community, economic, environment and climate change, and academic-research, and to provide insights into the opportunities for future collaborations and partnerships.

 **In May 2019** research findings from the CJC fed in to a landmark report from the UK's International Development Select Committee calling for major changes in

the way the country's £13.9 billion Aid budget is spent. The report calls for radical changes in international climate finance spending, using the principles of Climate Justice to ensure this money brings maximum benefits in addressing both the causes and impacts of climate change while promoting sustainable development.


 **In May 2020** research undertaken by PhD student Makanjuola Majekodunmi and co-supervised by Professor Rohinton



Emmanuel, Director of GCU's Beam Centre, and Professor Tahseen Jafry, Director of GCU's Centre for Climate Justice, found that more trees and green spaces are needed in Glasgow's most deprived areas if those who live there are to be protected from the ravages of climate change. It was found that an increase in tree cover of 20% could eliminate a third to half of the expected urban heat increase by 2050/ Glasgow City Council said it would include this research in its current programme.

 **In June 2020** GCU hosted the first global Forum on Climate Justice. Speaking to an audience from 35 countries, including the United States, China, India and several African nations, the First Minister outlined the Scottish Government's commitment to making the transition from a carbon economy in a fair and just way. She highlighted Scotland's tough targets to achieve net zero emissions by 2045, and the appointment of a Just Transition Commission to deliver the change in a way which brings benefits for all.

 **In November 2020** the CJC was awarded a £182,000 grant by UKRI/Newton Fund for a 10-month project focusing on the experiences of local people in Malawi and Rwanda. This came as the Centre for Climate Justice completed a four-month project with the Pan African Climate Justice Alliance to explore the impact of COVID-19 by compiling case studies from Kenya, South Africa, Ivory Coast, Nigeria, Ethiopia, Gabon and Morocco.

 **PRINCIPLE 4 :**
"Spotlight on sustainable fashion"

The environmental impacts of the fashion sector include the depletion of non-renewable sources, emission of greenhouse gases and the use of massive amounts of water and energy. In response to this, GCU launched a European-wide project in October 2020 to foster sustainability mindset fashion skills, and develop new business models as retailers and manufacturers adapt to the changing demands of shoppers in the wake of COVID-19. The £300,000 initiative, supported by the EU Erasmus + programme, involves universities in France, Portugal, and Spain, and has the backing of luxury brand Harris Tweed Hebrides and Tendam, one of Europe's largest retail groups.

Over the 3 years, 90 multidisciplinary and multinational students from the 5 academic institutions will be immersed in a range of learning situations, including week-long innovative and co-creative workshops to underpin the development of the outputs. These opportunities will also equip students with the skills and competencies to enhance their employability prospects in sustainability-oriented businesses, as well as create a community of practice for knowledge exchange between universities and the sector.

Photographs: (opposite page) Professor Tahseen Jafry and (below) backing from luxury brand Harris Tweed Hebrides and Tendam.





Partnership Principle #5

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.

Since GCU's last SIP Report, GCU has continued to work tirelessly in partnership with PRME and Global Compact colleagues and members 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 UN Sustainable Development Goals.

Evidence of our commitment to partnerships in this field are reflected in the fact that Glasgow School for Business and Society has designated a faculty member as "Lead for the Common Good". This role includes representing the University in both national and global corporate responsibility networks, engaging in knowledge exchange activities, and using membership of these initiatives to help deliver GCU's mission.

PRINCIPLE 5 IN ACTION: Membership of the UN Global Compact



United Nations Global Compact

- Dr Alec Wersun served as Chair of the UK and Ireland PRME Regional Chapter from 2018-2020, after 3 years as Vice-Chair. In this role Dr Wersun helped to develop PRME's partnership with the UK Local Network of the UN Global Compact (UNGCLNUK). This has led to an increase in visits by business leaders and managers of Global Compact companies to PRME business schools in the UK, and increased faculty and student awareness of the social and environmental challenges facing both business and society. An example of this is a lecture delivered at GSBS in 2020 by Executive Director of the UNGCLN to 200 students on an ethics and sustainability module - when SDG challenges and how business could address them were discussed.
- Between 2018-2020 Dr Alec Wersun served as a member of the UN Global Compact UK Local Network Advisory Group. This engagement served not only to extend GCU's knowledge of social and environmental challenges, but also allowed us to contribute to the formulation of jointly effective approaches to tackle the UN Sustainable Development Goals (SDGs). This engagement built on the GCU's role in partnering with the Global Compact to organise a series of SDG Roadshow events throughout the UK in 2017.
- GCU continued its longstanding engagement in the PRME Champions Group, by joining the 4th Cycle for 2020-2021. The mission of the PRME Champions Group is to contribute to thought and action leadership on responsible management education in the context of the United Nations sustainable development agenda. A major output of the Champions 3rd cycle was publication of the PRME Blueprint for SDG Integration in to the Curriculum, Research and Partnerships, which lead author Dr Alec Wersun presented to the PRME community at the 2020 Global Forum.
- In December 2020, Professor John Lennon, Dean of GSBS, featured in the PRME 'Deans' Dialogue' video series, being interviewed by Head of PRME, Professor Mette Morsing. The purpose of the series is to showcase the leadership of business school Deans around the world and their efforts to implement the 6 Principles of PRME and integrate the SDGs in to all academic activities.

- In February 2021 GCU's representative joined the newly established PRME Global Chapter Council (GCC). The purpose of the GCC is to support the development and impact of the PRME Regional Chapters, offering experience and support. In this role, Dr Alec Wersun was a distinguished speaker at the annual Global Compact Local Network Forum in June 2021, contributing to discussions on ways to strengthen the relationship between PRME's Regional Chapters and GCC with the UNGC's corresponding networks to help deliver the UNGC's new three-year strategy.

PRINCIPLE 5 IN ACTION: Membership of the Business in the Community (BITC)



- In order to "Walk the Talk" of PRME, GCU has been a member of BITC, the UK's largest corporate responsibility network, since 2013. This membership contributes to efforts of the Glasgow School for Business and Society to ensure its curriculum and research

are informed by the challenges facing business leaders. Evidence of GCU's impact in tackling global challenges comes in the form of two "Responsible Business Awards" for impactful partnerships tackling SDG 1 No Poverty and SDG 4 Quality Education. Recent collaborative efforts with BITC that speak to Principle 5 include the following:

- The country director of BITC in Scotland, Alan Thornburrow, is a member of the GSBS International Advisory Group, a forum through which the School obtains an international and external perspective on the work of the School from civic and business leaders, with a view to advancing our 'Common Good' mission.
- Both senior management team leaders of BITC in Scotland, and corporate members of BITC aspiring to be role models of 'responsible businesses' are regular guest speakers on business and management programmes, and contribute to research related to responsible business. Recent guests in GCU classrooms have included the Country Director of BITC in Scotland and Head of Sustainability at the Institute of Chartered Accountants in Scotland (ICAS). Contributors to 'business in society' research projects include the Heads of Sustainability at RBS and AVIVA (global financial services), and Scottish Power (Iberdrola).

- In 2020, GCU used BITC's "Responsible Business Tracker", a measurement tool that enables an assessment of performance as a responsible business by tracking progress against BITC's Responsible Business Map™, which is aligned to the UN's Global Goals or Sustainable Development Goals (SDGs).

The four parts of the Responsible Business Map are Leadership at Every Level; Purposeful Leaders; Healthy Environment; and Healthy Communities. Results showed that GCU performed very strongly for Healthy Communities, Leadership at Every Level and Purposeful Leaders, and was well ahead of its peer group in terms of benchmarking.

PRINCIPLE 5 IN ACTION: Memberships and Partnerships with other business-related bodies

GLASGOW
CHAMBER OF COMMERCE

The Glasgow School for Business and Society has in place additional mechanisms to support and increase interactions with managers of business corporations. These include Platinum membership of the Glasgow Chamber of Commerce, of which the Dean is a Director; and accreditation from around

20 professional bodies in the sectors of accounting, finance, insurance, risk, management, HRM, marketing, supply chain management, hospitality, tourism, and journalism. These include the Chartered Management Institute (CMI), Chartered Institute of Marketing (CIM) and Chartered Institute of Personnel Development (CIPD).

PRINCIPLE 5 IN ACTION:
Social Innovation Partnership – ‘Good Ideas’ based on GCU campus

In 2019, GCU launched a three year social-innovation initiative aimed to deliver Glasgow’s vision of becoming Scotland’s ‘social enterprise capital’. The new ‘Good Ideas Glasgow’ scheme to support aspiring social entrepreneurs, based on GCU’s campus, is being carried out in partnership with the established Edinburgh social incubator The Melting Pot. It’s part of an Erasmus-funded, Social Innovation Knowledge Exchange (SIKE) project which is led by GCU, with partners in Germany, Croatia, Spain and Portugal.

Good Ideas Glasgow is the first initiative The Melting Pot has run outside Scotland’s Capital, where it has already proven its success. The Melting Pot bills itself as Scotland’s Centre for Social Innovation and supports people to develop enterprises, charities and campaigns. Since its creation in 2012, Good Ideas has incubated 93 ventures, of which 46 are still operating.



Photograph: Mark Majewsky with Social Innovation Knowledge Exchange (SIKE) partners.



PRINCIPLE 5 IN ACTION:
Thesis partnerships in social innovation

The Center for Social Impact + Innovation of GCU’s New York City campus, Glasgow Caledonian New York College (GCNYC), facilitates thesis partnerships that promote GCU’s commitment to social innovation. In the first trimester offering thesis partnerships in 2020, GCNYC students worked with a variety of for-profit and not-for-profit organizational partners, including Forum for the Future,

Recycling Systems, and Hecho X Nosotros Moda Etica en Accion.

In 2021, the Center for Social Impact + Innovation collaborated to facilitate thesis partnerships for GCU students studying International Fashion Marketing with MTI USA, which specializes in sustainable and traceable raw materials and garment manufacturing, and Fashion Farmer, which is innovating sustainably grown fabrics.



Dialogue Principle #6

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.

Since the last SIP Report, GCU has brought together a wide range of stakeholders to discuss and debate critical issues of public concern, and initiate action. The majority of these dialogues are related to the UN Sustainable Development Goals. They include, but are not limited to issues of poverty, inclusion, diversity, race, gender, health and well-being and climate justice.

PRINCIPLE 6 IN ACTION:
Davos: Corporate Knights

For three consecutive years 2018-2020 GCU contributed to discussions on the future of business schools at the World Economic Forum (WEF) in Switzerland. Professor John Lennon, Dean of Glasgow School for Business and Society, attended the 2020 global summit. The annual WEF brings together more than 3000 political, business and economic leaders in the eastern Alps region to discuss international issues at 500 sessions.

In March 2019
Glasgow Caledonian New York College welcomed La Rhea Pepper, Founder and Managing Director of Textile Exchange for a conversation on building responsible supply networks using preferred fibres and materials. The town hall discussion highlighted the environmental and social impacts that brands and retailers should be aware of throughout the development process of textiles.

In June 2019
GCU hosted the 28th Annual Conference of the International Association for Feminist Economic (IAFFE) with over 300 delegates travelling from

across North America, Europe, Africa, India, and Australia. The conference focused on the need to address inequalities through solidarity and intersectional approaches to the lived realities of people’s lives, the process to drive policy change and the milestones achieved over the last 25 years of feminist economics.



Photograph: IAFFA Conference at GCU.

In June 2019
 GCU organised and hosted the first World Forum on Climate Justice. Delegates heard two leading international figures call for a stronger connection between human rights and environmental activism. Human Rights activist Dr Kerry Kennedy and former President of Ireland, Dr Mary Robinson called for urgent action to tackle the climate crisis and address the impact it is already having on the world's most vulnerable communities.

The second World Forum is taking place on September 21-23rd 2021. Princess Esméralda of Belgium, human rights' campaigner and environmental activist; Kumi Naidoo, former executive director of Greenpeace International and Secretary General of Amnesty International; and Nigel Topping, UK Government Champion for UN climate talks, are just three of the major names attending to discuss climate recovery in the wake of COVID-19 and the 26th UN Climate Change Conference of the Parties (COP26).

In September 2019
 GCU hosted Scotland's first National Conference On Local Action to Tackle Child Poverty, held in partnership with the Scottish Poverty and Inequality Research Unit (SPIRU) at GCU. More than 140 representatives from the public, private and third sector attended to discuss progress made with City Council action plans to work towards the Scottish Government's target of eradicating child poverty by 2030, and to chart the way forward.

In September 2019
 the Yunus Centre for Social Business and Health hosted the 11th International Social Innovation Research Conference (ISIRC), in conjunction with the universities of Oxford, York, and Swinburne, with the support of the Scottish Government, attracting 300 delegates from 34 countries.

In November 2019
 GCU honorary graduate and entrepreneur Dr Marie Macklin CBE delivered a masterclass on urban regeneration and the race to create a carbon-neutral world. Dr Macklin is the driving force behind HALO, which strives to regenerate areas by providing young people with the opportunity to access employment and mentoring. The first HALO project, in Kilmarnock, a £65m regeneration of the former Diageo bottling plant in the town, is aiming to become the first town centre net-zero carbon energy project in Scotland.

In July 2020
 Professor Sara Cantillon, Director of the Wise Centre for Economic Justice in the Glasgow School for Business and Society, was appointed to the United Nations (UN) Crisis Bureau Experts Roster for Rapid Response to mitigating the impacts of the Covid-19 pandemic. The appointment provides an opportunity for Wise to contribute a feminist economics and gender perspective to socio-economic response and recovery plans globally.

In September 2020
 the Built Environment and Asset Management (BEAM) Research Centre hosted the Joint CIB W099 and TG59 International Safety, Health, and People in Construction Conference. The theme of the conference focussed specifically on SDG Goals 3 and 8: 'Good Health and Wellbeing', and 'Decent Work and Economic Growth'.

In April 2021
 Dr Alec Wersun facilitated a PRME Chapter Talk on Sharing Information on Progress (SIP) Reporting, hosted by the UK PRME Regional Chapter. SIP Reporting is a central commitment of any institution participating in the PRME initiative, and serves as a vehicle to share information with stakeholders on the progress made in implementing PRME's Six Principles. After listening to an award-winning SIP Reporter, UK and international delegates explored ways of improving the quality of reporting.

In May 2021
 Community-engaged researcher Dr Ima Jackson organised a public seminar entitled 'How Racism Shapes our Health', with Professor of African and African American Studies and Sociology at Harvard University, Professor David Williams. Around 1,000 people attended the webinar, from ministers to community workers, and from researchers to public health experts, to listen and learn together in an effort to get a real understanding of racism as a fundamental cause of health inequality.

In June 2021
 Dr Alec Wersun led a PRME Midlands Local Network webinar on ways to get the best out of membership of PRME. Dr Wersun familiarised all participants with PRME's three major knowledge exchange networks and platforms: the PRME Regional Chapters, PRME Thematic Working Groups (on poverty in management education, the sustainability mindset, gender equality and climate change - among others).

In June 2021
 Dr Alec Wersun was a speaker at the United Nations PRME Global Forum. Dr Wersun chaired a panel on the PRME Blueprint for SDG Integration in Business Schools and was part of a panel to discuss the work of the newly established

PRME Global Chapter Council of which Dr Wersun is a member. The purpose of the Global Chapter Council is to provide advice to support development of 15 PRME Regional Chapters throughout the world.

In June 2021
 Glasgow Caledonian University was at the heart of a series of events to celebrate Social Business Day, which attracted more than 1900 delegates from six continents, mainly online.

Social Business Day celebrates the work of Nobel Peace Laureate and GCU's Emeritus Chancellor Professor Muhammad Yunus and acts as a platform to exchange ideas and foster international partnerships.

Professor Cam Donaldson, Yunus Chair in Social Business and Health at GCU, moderated a session on health care as a social business post-COVID-19 that included contributions from US physician Vanessa Kerry, and internationally-renowned digital health entrepreneur Sajid Rahman.

Professor Donaldson and Professor Yunus also contributed to a plenary session on the Common Good Vaccine. Fellow panel members included human-rights activist Marina Mahathir, Enzo Cursio, People's Vaccine organiser at Oxfam, and Nobel Laureate José Ramos-Horta.

Photographs: Dr Marie Macklin, Professor Cam Donaldson, Dr Ima Jackson and Dr Alec Wersun.



PRINCIPLE 6:
Glasgow Caledonian New York College
(GCNYC)



**Resilience and Reconstruction
Speaker Series**

The Center for Social Impact + Innovation of GCU's New York City campus is committed to the promotion of dialogue to explore the most challenging issues facing society in the 21st century. In response to the crisis created by the coronavirus pandemic, the Center curated a speaker series titled "Resilience and Reconstruction" which featured Nobel Laureate and GCU Chancellor Emeritus Muhammad Yunus and many other distinguished speakers, including Chancellor Pamela Gillies who discussed GCU's response to the pandemic. In addition to its ongoing speaker series, the Center hosts community dialogues in response to pressing social issues such as the Black Lives Matter protests in the United States.



Photographs: (first row) Prof. Muhammad Yunus, Prof. Pamela Gillies, Prof. Umut Korkut, Josephine Adekola (second row) Amisha Parekh, Madhu Acharyya, Fred Swaniker, Jessica Huang, (third row) Christine Farrugia, Dmitri Shuster, Kathryn McDonald, Jeffrey Brown (fourth row) Greg Magarshak and Carole Laible.

Speaker	Topic	Date	Title/Credential
Prof. Muhammad Yunus	No Going Back: Post-Corona Reconstruction Program	03/12/2020	Nobel Peace Prize Laureate and GCU's Chancellor Emeritus
Prof. Pamela Gillies	Higher Education Leadership during COVID-19	04/02/2021	Principal/Vice Chancellor of GCU
Umut Korkut	COVID-19 and Authoritarians	11/02/2021	Professor of International Politics at Glasgow School for Business and Society at Glasgow Caledonian University
Josephine Adekola	Building Disaster-Resilient Society	04/03/2021	Lecturer in Risk Management, GCU
Amisha Parekh	Growth in Sustainable Investing through COVID-19	25/03/2021	Lecturer at GCNYC
Madhu Acharyya	How India Could Mitigate the Impact of COVID-19 Pandemic Crisis	18/02/2021	Senior Lecturer in Risk and Finance, GCU London
Fred Swaniker	African Leadership College	11/03/2021	Cofounder and Trustee, African Leadership Network
Jessica Huang	Growth in Sustainable Investing through COVID-19	25/03/2021	Head of Americas Sustainable Investing Solutions at Blackrock
Christine Farrugia	The Future of Work and the Equitable Workplace	25/02/2021	Lecturer at GCNYC
Dmitri Shuster	Economics of Free Speech	18/03/2021	Lecturer at GCNYC
Kathryn McDonald	Growth in Sustainable Investing through COVID-19	25/03/2021	Co-Founder, Head of Investments and Sustainability at RADIANT ESG
Jeffrey Brown	The Future of Work and the Equitable Workplace	25/02/2021	Head of Technology Policy at the Bertelsmann Foundation
Greg Magarshak	Economics of Free Speech	18/03/2021	CEO of QBIX, Open-Source Community Building Company
Carole Laible	Growth in Sustainable Investing through COVID-19	25/03/2021	CEO, Domini Impact Investments

Reflections on Progress and Future Objectives

Following a decade of commitment to, and active participation in the PRME community, GCU is using its recently launched Strategy 2030, with social innovation and SDGs at its heart, to chart the way forward in the UN Decade of Action to 2030.

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, and are a key feature of GCU's Strategy 2030.

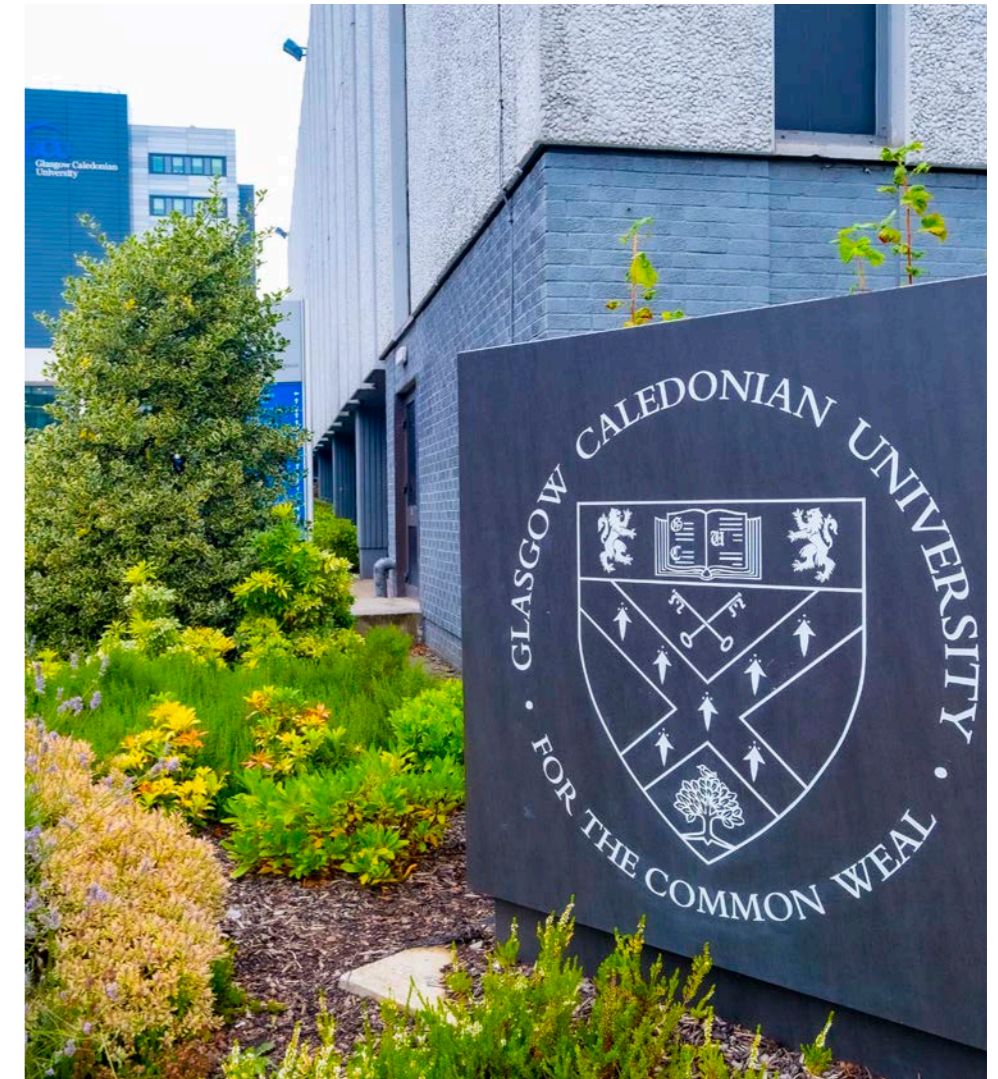
The next decade will require us to make a significant contribution to addressing global challenges identified by the Sustainable Development Goals (SDGs). Whether it is in relation to poverty alleviation, the reduction of inequalities, the use of artificial intelligence to deliver key services, the promotion of social and

economic wellbeing or climate change; we will focus on having a local and global impact. The SDGs provide the overarching framework for our Strategy 2030, and we are using the PRME Blueprint for SDG Integration to help us to operationalise this.

Our vision for 2030 is to be recognised as world-leading for social innovation: delivering transformative education and impactful research through purposeful partnerships as a globally connected University with an engaged University community committed to the Common Good. We are measuring our success through a set of Key Performance Indicators (KPIs) which will monitor progress against 2025 and 2030 milestones, some of which can be found within the table on the opposite page.

Reporting against the KPIs will incorporate a more detailed mapping to the Sustainable Development Goals and, where appropriate, the Scottish Government National Performance Framework.

Implementation of our Strategy and achievement of our KPIs is supported by a suite of enabling strategies and plans, with internationalisation, digital development and sustainability embedded within each.



Strategic Theme	Selected Key Performance Indicators	2030 ambition
World leading in social innovation	Demonstrate our commitment to social innovation in support of the SDGs	Annual improvement in Impact Ranking Top Decile
Transformative Education	Consistently achieve a sector-leading position for widening access	20% SIMD20* intake 90% SIMD20* retention
Impactful research	Building on our strengths, improve performance in the UK Research Excellence Framework (REF)	All subjects achieve 60% 3* 4* score
Purposeful Partnerships	Be recognised as a leading Civic University, achieving the Engage Watermark Award	Platinum Engage Watermark Award
Globally Connected	Promote international mobility and grow the number of international students studying at GCU in the UK	850 new students
University Community	Drive our environmental sustainability agenda and achieve carbon neutrality by 2040	Milestone to carbon neutrality TBC

* SIMD - Scottish Index of Multiple Deprivation (used as a measure for social inclusion)



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