

Student Enterprise & Sustainability in the Creative Arts

Antony Johnston
Cara Lee Roth

Centre for Learning & Teaching in Art & Design
Student Enterprise & Employability

University of Gloucestershire Report

‘Graduate Employability and Sustainability’

was designed to investigate external trends and student views on employability and sustainability, using a national literature review and an online survey of students at the University.

(Barber 2012: 1)

Orienting Principles

Futures thinking	Futures thinking engages people in imagining preferred visions for the future. It involves the exploration of assumptions and of meaningful understandings and interpretations of sustainable development. This process of envisioning futures leads people to take ownership and responsibility for more sustainable futures.
Critical and Creative thinking	Critical and creative thinking enables people to explore new ways of thinking and acting, make informed decisions, and create alternatives to present choices. It involves reflecting on how people interrelate with one other, understanding cultural differences and creating alternative ways to live together.
Participation and Participatory learning	The engagement of people is needed to build sustainable futures collectively. Engaging diverse stakeholders and communities is essential, as they value and include differing knowledge systems and perspectives. The process of participation is also important for creating ownership and empowerment.
Systemic thinking	Thinking systemically is essential to sustainable development, as piecemeal approaches have proved not to work - instead resolving one issue while creating other problems. Sustainable development requires approaches which go beyond analysis in terms of 'problem-solving' and/or 'cause-effect'.
Partnerships	Partnerships are a motivating force towards change. They empower people and groups to take action, to take part in decision-making processes and to build capacity for sustainable development. Intercultural and multi-sectoral partnerships in particular are often highlighted as critical in EfS approaches.
<p>SOURCE: These five components are reflected in the IUCN publication prepared for use worldwide during the UNESCO <i>Decade of Education for Sustainable Development</i> from 2005-2014. See: Tilbury, D. and Wortman, D. (2004) <i>Engaging People in Sustainability</i>, IUCN – The World Conservation Union, Gland, Switzerland.</p>	

Question?

To do...

- Open up a space for dialogue
- Create a situation to learn from
- Set-up a situation (risk)
- Engage people as participants as well as experts
- Trust the audience
- Trust the speakers

To avoid...

- Don't summarise the report
 - Don't specify what something means
 - Don't play safe
 - Don't push a single agenda
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Our Aim

To begin a provocative and open debate exploring the links and issues between sustainability, enterprise and employability within art, design & creative sectors.

15 May 2013
13.30 - 18.30

Striving for a sustainable world is a concern that should occupy everyone and we believe that art, design and creative sectors have a unique role in support of this.

This debate series will explore what kinds of future await graduates and how we can contribute to creating a more sustainable future.

Debates in Enterprise & Sustainability

3 Questions

"What do we mean by a sustainable future for a creative economy?"

"As practitioners in art and design, how can we change behaviours for a more sustainable future?"

"What is the greatest barrier and opportunity for creating a sustainable future?"

12 Responses

David Cross Reader, University of the Arts London

Rebecca Earley Professor of Sustainable Textiles and Fashion Design, Director of Textile Futures Research Centre, University of the Arts London

Anthony Bennett Director of Development, World Wildlife Fund UK

David Bent Deputy Director, Sustainable Business at Forum for the Future

Ed Gillespie Co-Founder, Futerra Sustainability Communications

Virginia Gardiner Founder, Loowatt Ltd.

Dilys Williams Director, Centre for Sustainable Fashion, London College of Fashion

Adam Thorpe Socially Responsive Design and Innovation, University of the Arts London

Lord Redesdale Chairman of the Energy Managers Association (EMA) and CEO, Carbon Management Association (CMA)

Caroline Till MA Course Leader Textile Futures, Central Saint Martins College of Art and Design

Professor Lawrence Zeegen Dean of the School of Design, London College of Communication

Michaela Crimmin Curator, Co-director of Culture+Conflict, Academic Researcher Royal College of Art

Chair: Jeremy Till Head of Central Saint Martins College of Arts and Design & Pro Vice-Chancellor, University of the Arts London

Booking

Book your place at:

see.arts.ac.uk/enterprisedebates

£15 Standard Entry, £10 Student
St Bride's Foundation, London, EC4Y 8EQ

What we did

3 themed debates

Participants presented
for '5' minutes

Audience were invited to debate

Themes

- Transitions
- Behaviour
- Paradigm Shifts

- **Defining** what we mean by sustainable development and enterprise
 - **The Journey** to a Sustainable Future is a creative and inspiring act
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- **The relationship** between Enterprise & Sustainability
- Sustainability issues are **shaping the context** of businesses



Drivers of Human Behaviour essential to understanding approaches to sustainable development

- **Habit & Personal Drivers**
- **Social Norms & Social Proof**
- **Systems & Infrastructure**

The key driver is empathy

Sustainability needs artists and designers

Artists and designers need sustainability

- Storytellers & problem solvers to design for human behaviour
 - Enable change through infrastructure with design interventions
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Through the arts we can make sense of **complexity**

Through media, culture, advertising **we can shape expectations**

Through design, architecture, product and service innovation **make it easier to act**

The main objectives are:

- To **self realise without having impacts** on environmental limits
 - That getting to a sustainable future is a **creative act**
 - There is a need and opportunity for the **creative economy to help us get there**
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The Event:

- Positive feedback, the style and format seemed to work (largely)

The Record:

- Lots of data
- Video resources

The Debates:

- Raised significant themes within an art and design context and beyond
 - Public discourse around a significant issue
-

Transitions:

Click for more information and to place feedback
 “What are the main drivers for a sustainable future for a creative economy?”

David Bent



Deputy Director, Sustainable Business, Forum for the Future

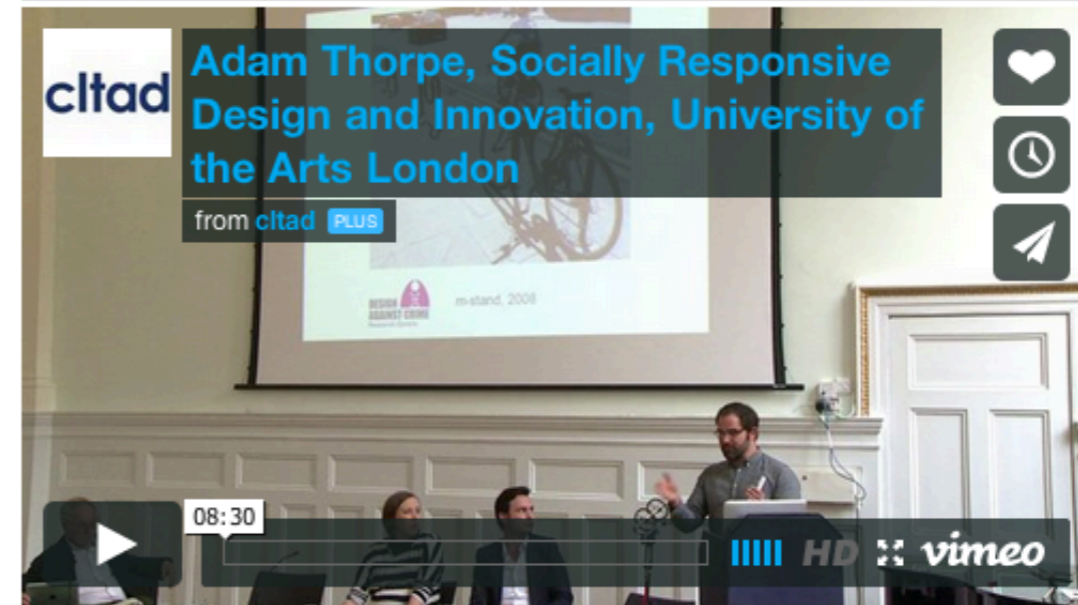
David leads advisory work on business at Forum for the Future, the sustainability non-profit that works globally with government, business and others to solve tricky challenges. Working with pioneering partners, Forum transforms the essential systems of food, energy and finance to secure a more fulfilling life for us and future generations.

David directs change projects in businesses that deliver results, both for companies themselves and for the critical systems we all depend on. Recent examples include: Balfour Beatty's sustainability vision; innovation with eBay Europe, and embedding change at O2 UK. He runs the Sustainable Business Models Group, a network of leading businesses working together how to create step-change. He is responsible for keeping Forum at the cutting edge of sustainable business, running a specialist team, and raising Forum's profile. David has written about [breakthrough innovation](#), [sustainable business models](#), and [the business case](#). David served on the Corporate Responsibility Advisory Group of the ICAEW (the world's largest accounting institute) from 2006-12, was a tutor for the University of Cambridge on sustainable business and has been a judge for SuperBrands.

Behaviour:

“As practitioners in art and design, how can we change behaviours for a more sustainable future?”

Adam Thorpe



Creative Director, Futerra

Futerra Sustainability Communications is one of the world's only communications consultancies to specialise solely in sustainable development and corporate social responsibility. Henry oversees the creative for many of Futerra's biggest clients. He has wide experience of internal communications, whether telling an organisation's sustainability story or designing behaviour change campaigns and holds a Masters Degree in Leadership for Sustainable Development. Henry's recent clients include AkzoNobel, WWF, Nando's and Hammerson.

<http://workflow.arts.ac.uk/group/integrating-sustainable-practi/debates-in-enterprise-and-sustainability>

Thank You

Antony Johnston
Cara Lee Roth

a.johnston@arts.ac.uk
c.roth@arts.ac.uk