

A Higher Education Academy ESD Resource

- Title: Teaching Sustainable Development Innovation: The Market Place
- Lead: Dr Colin Beard, Sheffield Hallam University
ominfo@shu.ac.uk
- Timing: August 2006 – July 2007
- Funding: £3,900
- Keywords: Business Studies, Environmental Studies, Hospitality, Leisure, Sports, Tourism, Sociology, Anthropology, Politics, Geography, Earth Sciences, Environmental Sciences

AUDIENCE

This information will be of interest to anyone wishing to use an experiential technique in the teaching of sustainable development. The technique involves audio and visual files that introduce products from around the world which embrace industrial, environmental and materials innovation.

SUMMARY

The 'Market Place' is an innovative experiential technique for the teaching of sustainable development. The technique uses real products from around the world to teach several education for sustainable development (ESD) principles. This project developed film and audio material for use in VLE/web-based support materials for use by HE colleagues primarily, but not exclusively, in the UK. The product materials used in the 'Market Place' have been collected over many years and all have an interesting sustainable product design message that embraces industrial, environmental and materials innovation. It is difficult for HE colleagues to replicate this teaching method without having some or all of the materials. This is why it was important to develop a series of film clips, photograph and audio files. The materials can be used interchangeably as 'learning objects', or collectively in varying sequences by students or staff.

THE OUTCOMES

The materials that have now been developed for use in both physical and VLE learning environments include:

- Teaching and learning techniques – suggestions on how to use the materials;
- PowerPoint photographs divided into five files (materials/art/design/power/general principles) that can be downloaded, copied and laminated for teaching and learning activities;
- Several film clips; and
- Useful web sites and resources.

All the materials show how business is designing products for sustainable development and how some inventive ideas are moving rapidly into the market place. Advice about using the materials is included in the web site.

PowerPoint Images

A sequence of PowerPoint slides are available to download if lecturers do not have access to any real products. These images can also be laminated and used for vertical and horizontal analysis (of trends and directions of product design) and for the discussion of future likely trends. The slides are clustered and categorised for ease of access into:

- Materials & ESD;
- Technology & ESD;
- Art & ESD; and
- Waste & ESD.

Film Clips

The work has involved developing a series of film clips showing students from Business Studies at London University interacting with Environmental Studies students from Sheffield Hallam University in a specialist recording studio. They were all briefed about numerous commercial products that had interesting elements of sustainable development within their design. The students can be seen debating many issues on film.

There are also film clips from the Interface factory in Shelf, Halifax and of the European Innovation Director Nigel Stansfield talking about new innovations in floor textile designs using a team of innovators from outside the organisation. (Interface was rated third in the world for their commitment to sustainable development). The clips are available on 20-second samplers and full streamed films.

Teaching Materials

Additional teaching material not in contract but available to users includes links to other experiential teaching and learning techniques such as ***Walk the Talk***, with a 350-year database showing facts and figures of interesting environmental events, laws, voluntary sector formations and the evolution of the environmental movement in England, and other associated materials.

TAKING IT FURTHER: LESSONS AND SUGGESTIONS

- The web site is now developed and live. The web address for the first link is: <http://academic.shu.ac.uk/om/cb/Colin%20New/index.htm>
- Other links will be made. Some film materials, for example, are already being used on the Active Citizenship site: <http://alac.escalate.ac.uk/> and www.extra.ac.uk/alac
- Whilst the material is located on a specific experiential learning web site this web material can now be made available for use on other sites and we await any decision regarding any additional location of materials.
- Many HE Academy-sponsored courses were run and comments were received on the evaluation forms. Many people have subsequently used the material on other web sites.
- Many lecturers around the UK in FE and HE have loved having a look at the material, looking at multi-media techniques, oral testing, and the building of a database in collaboration with students. The Walk the Talk technique (see full report) has been very well received.
- As a result of this technique being used in Mumbai, the Project Lead has been asked to do a session on business innovation in India for a major company. They liked some of the material and ideas.
- Sheffield Hallam business students have recently rated the this ESD teaching session as the best lecture they had!
- A film for training and development for companies globally is currently being developed. It being sponsored by Shemaroo in India. This film will include some of the ESD material.

FURTHER INFORMATION

The full report is available:

http://www.heacademy.ac.uk/assets/York/documents/ourwork/tla/sustainability/esd_beard.pdf (PDF2.3MB)