



3

Goal three

Social responsibility

Julian Skyrme

Director of Social Responsibility

Prof Matthew Cobb

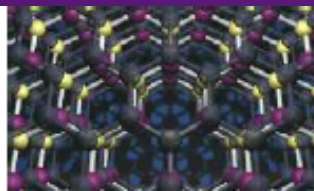
Associate Dean for
Social Responsibility,
Faculty of Life Sciences

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Overview

1. Context
2. Review of Social Responsibility
3. Consultation and outcomes
4. Questions



1

2

3

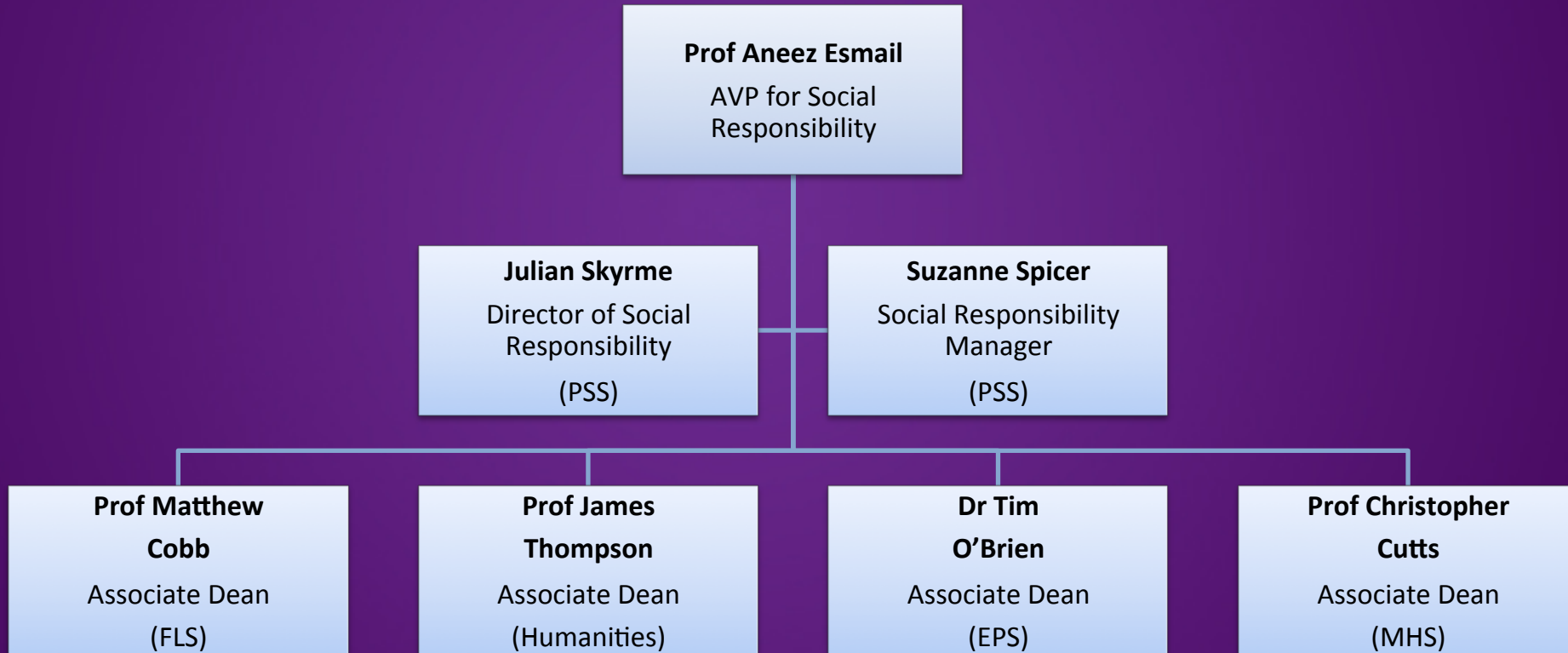








Structures for Social Responsibility



David North appointed SCI Executive Director | The University of Manchester

David North appointed SCI Exec...

www.manchester.ac.uk/aboutus/news/archive/list/item/?id=8531&year=2012&month=07

north sustainable consumption

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David North appointed SCI Executive Director

19 Jul 2012

Dr David North, UK Corporate Affairs Director for Tesco plc, has been appointed as the next Executive Director of the Sustainable Consumption Institute (SCI) at The University of Manchester.



The SCI is an interdisciplinary research institute established by the University to undertake a programme of research in the role that consumption plays in environmental sustainability. The SCI is looking at how consumption can be made more sustainable and how governments, households and businesses in particular can move more swiftly to environmentally sustainable living.

David was instrumental in the creation of the SCI in 2007 and he has led Tesco's contribution to its development over the past five years. In his new role, David will be responsible for the ongoing strategic leadership and operational management of the SCI, and will set out to strengthen its influence on public policy, its interaction with a broader range of businesses and its international reputation.

David will move to the University in August, initially on secondment full-time from Tesco, and will work alongside Professor Alistair Ulph, the current Executive Director, prior to taking up his substantive appointment during the next academic year.

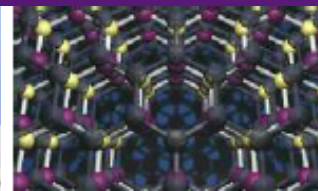
He said: "I am thrilled to be taking on this huge opportunity and honoured that the University of Manchester has invited me to do so. Achieving sustainable consumption is the greatest challenge we

Key recommendations

- SR to encompass Sustainability
- Consultation
- Few strategic priorities and “signature programmes”
- Re-launch SR/Goal 3 as a ‘change programme’
- Better organisation – modest investment

Consultation on Social Responsibility

- Objective was to engage staff, students and external stakeholders on:
 - Our five *priorities* developed for SR
 - Potential *programmes* where they felt we could achieve the most impact.
- Involved University staff at all levels; UG/PG students; external and community stakeholders during January – March 2013 using a variety of interactive, online & face-to-face methods.
- >240 individuals inputted into this in-depth, qualitative process.



Strategic Priorities

Social Responsibility

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graph LR; SR[Social Responsibility] --- R[1. Research: demonstrating social impact via research]; SR --- G[2. Graduates: ethical and responsible citizens & leaders]; SR --- C[3. Community: Engaging and reaching out to the public]; SR --- PP[4. People & Processes: ethical operational practices]; SR --- E[5. Environment: creating a sustainable future];
```

1. Research: demonstrating social impact via research

2. Graduates: ethical and responsible citizens & leaders

3. Community: Engaging and reaching out to the public

4. People & Processes: ethical operational practices

5. Environment: creating a sustainable future

GUIDING OVERARCHING VALUES FROM M2020					
ETHICS - ENVIRONMENT - EQUALITY - ENGAGEMENT					
STRATEGIC PRIORITIES	RESEARCH	SOCIALLY-RESPONSIBLE GRADUATES	COMMUNITY ENGAGEMENT & OUTREACH	PEOPLE & PROCESSES	ENVIRONMENT
SIGNATURE PROGRAMMES					
FACULTIES PSS CULT. ASSETS	↑↑↑↑↑	↑↑↑↑↑	↑↑↑↑↑	↑↑↑↑↑	↑↑↑↑↑

ETHICS - ENVIRONMENT - EQUALITY - ENGAGEMENT

STRATEGIC PRIORITIES	RESEARCH	SOCIALLY-RESPONSIBLE GRADUATES	COMMUNITY ENGAGEMENT & OUTREACH	PEOPLE & PROCESSES	ENVIRONMENT
SIGNATURE PROGRAMMES	INEQUALITIES Within this <i>research theme</i> a specific, tangible exemplars of outputs & impact of research will be highlighted that are leading to improvements in life-chances of society's least advantaged people—locally & globally. Includes areas such as poverty, education, natural resources, disease, conflict, age, gender, ethnicity health, disease.	ETHICAL GRADUATES We will provide every Manchester graduate with the opportunity, by 2016/17, to confront key ethical issues through the completion of a common programmes in each year of U/G study focusing on: Y1. Carbon & Natural-resource Literacy Y2. Social Justice Y3. Organisational Ethics;	SCHOOL GOVERNORS We will contribute to the leadership and improvement of state schools by engaging staff and alumni in creating the largest growth of School Governors in the UK by 2014/15 CULTURAL ACCESS PROGRAMME We will proactively reach out to the X% least advantaged local primary schools by 2014/15 and engage pupils in transforming out-of-classroom learning experiences in our cultural assets	MANCHESTER WORKS We will transform life-chances in our local community by supporting more than 750/1000 local unemployed people back into work by 2014/15, principally via our leadership of <i>The Works</i> partnership and other internal initiatives e.g. apprentices	NATURAL-RESOURCES LITERACY We will empower all/X %/ of staff to achieve and practice natural resource and carbon literacy by 201X
FACULTIES PSS CULT. ASSETS	↑↑↑↑↑↑	↑↑↑↑↑↑	↑↑↑↑↑↑	↑↑↑↑↑↑	↑↑↑↑↑↑

What next?

1. Further sharpening of focus on signature programmes (*June 2013 –ongoing*)
2. Develop coherent communications messages in preparation of launch (*June-ongoing*)
3. Launch new strategy and programmes (*November 2013*)



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