

Handout for Webinar: Leading critical discussions on sustainability in IB classroom
The interconnection among the different sustainability goals

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1. Social sciences course

The course that I teach at Osaka City University in Japan, is called Social sciences but the issues that we discuss in it are interconnected with diverse sustainability development goals.

When we say sustainability most people usually make association with environment only, for example, recycling or fighting climate change. Actually the 17 sustainable goals include much more. That's why I organized the course around the problems which we can encounter in a society like poverty, or aging population, or gender inequality; and then showed their connection with the different sustainability goals. I try to explain also the interconnection among the social, environmental, and economics aspects of the sustainability goals.

In the first lecture I explain what the connection to a major in Business or Management is.

I use many examples to show that everything within one society and/or around the world is connected.

One of these examples is:

If you work in a logistics company, which imports goods in Japan from different countries around the world by ships, then the profits might be influenced by the route the ship will travel. There are very poor countries around the world where part of the population lives from piracy. These groups of people abduct ships and demand ransom. If the ship is kept for a month while the negotiations last, then your company will lose money – directly from paying the ransom and indirectly from slowing down the delivery of goods which your clients will expect. This is direct impact of poverty in one country, which interferes with and harms business in another.

2. Teaching sources

I use a combination of texts and videos as teaching sources for the course.

The texts are mainly based on the contents in the World Social Science Reports by UNESCO Publishing and present diverse topics from different scientific perspectives: Sociology, Politics, Economics, Business, Management, Finance, Psychology, Law, and Education. All of the authors are prominent scholars. One of the texts is by Esther Duflo, who won the Nobel Prize of Economics in 2019.

The reports are published in 2010, 2013 and 2016 (*see Table List of sources from 1 to 3*). They are Open access and links are provided in the syllabus. Each of the reports is around 650 pages and more, that's why I write in bold capital letters in the syllabus: *"Please, do NOT read the whole*

books". Otherwise, the students might get discouraged by the enormous amount of study materials. I use short texts (between 4 and 12 pages in total) for each lecture. You can download the full version of the reports with 650 or more pages or you can download small parts of it by your choice. The website has an option for you to choose which pages to download as a pdf (see the screenshots on slide 7 of the presentation). It makes the handouts very convenient for distributing to the students.

There are two types of texts that I use for presenting: theory and case studies. Theory consists of 2 or 3 short texts for each lecture with definitions and elements which can be easily arranged with bullets on a slide. Sometimes the text might be a fabulous story but when I try to write it down on a slide it cannot be presented well because there is no single definition in it. Then it has to drop out and I choose a completely different one; or I can move it to the "Additional reading section" which is not compulsory to read by the students.

The second type of text is Case studies which consists of examples with particular topics and geographical location, used for initiating discussions. They are called 'case' or 'flash', or 'postcard' in the reports. On slide 8 of the presentation you can see some examples of cases. They vary among topics from "teaching climate change", and "waste reuse", to "social movements", and "women empowerment". They are also very diverse in sense of geographical location: from China, Ethiopia, and Brazil; to France, and Australia (see Table List of sources from 5 to 10). The World Social Science Reports includes cases for many other countries and regions around the world.

I usually combine the cases with videos on similar or the same topics. The sources for the videos are from the official Facebook pages or YouTube channels of: World Economic Forum, Business Insider, Nobel Prize, The Economist, Ted-Ed, and many others. There is a new channel in YouTube by Swiss Learning Exchange (see Table List of sources from 6), which is focused on the Three Pillars of Sustainability: social, economic, and environmental. I'm going to implement it in the course for this school year, which in Japan starts in April.

3. What is the interconnection among the sustainability development goals and what is the connection to a business major.

A. Wangari Maathai, a Nobel Peace Prize Laureate

The first example is about Wangari Maathai who was a Nobel Laureate of many firsts: the first woman in East and Central Africa to earn a doctorate degree, the first female professor in Kenya and the first African woman to be awarded the Nobel Peace Prize.

She was a committed environmentalist and founded the Green Belt Movement which led to the planting of millions of trees and created jobs for millions of women in Africa.

In the video about her, it was said that: "At 39 she divorced her husband. He accused her of being 'too educated', 'too successful', 'too hard to control'. If she was a man would she be in such a situation..."

The obvious sustainability development goals here are for 'climate action', 'life on land', 'gender equality', and 'reduced inequality'. More difficult to identify are 'decent work and economic growth' because she created jobs for millions of women. Also 'clean water and sanitation' because she explains in the video that if we don't plant trees, the soil erodes, and the water drains in it. In this way we lose not only the soil but also the so precious water.

Another very important SDG is about 'quality of education', because she went to the USA to study a PhD, thanks to a scholarship she had won. She wouldn't have had all these ideas and achieved her success without this doctoral degree (*see Table List of sources from 12 to 14*).

B. Jane Goodall

The next example is about Jane Goodall. Her discovery in 1960 that chimpanzees make and use tools is considered one of the greatest achievements of twentieth-century scholarship.

She popularizes her understanding that we have to consider animals as individuals, not as objects because they have emotions just like us. We have to preserve the environment not only for our children but also for ourselves.

Her global Roots & Shoots program supports tens of thousands of young people in nearly 100 countries with projects that help people, animals and the environment.

She is a Messenger of Peace since 2002, and continues to help the United Nations focus attention on environmental issues.

Her mother supported her since yearly childhood. She joined her in Gombe during the first six months of Jane's fieldwork, and opened a school for the children there (*see Table List of sources from 15 to 19*). Women empowerment starts from the family, not from some enforced state or corporate policy.

She shared in a BBC broadcast: *"It was very difficult to me to pursue a PhD because I didn't have a Bachelor's degree. I didn't go to college because my family couldn't afford one"*.

C. Dame Stephanie "Steve" Shirley

The next example has a direct connection to business. Dame Stephanie "Steve" Shirley founded a women-only software company with a capital of 6 pounds and grew her business into a multi-national company.

In the 1960s women were expected to stop working after marriage and this led to many qualified and experienced specialists being ignored by the workforce. She had everybody working from home and paid them for the tasks that they achieved, not by the hours they worked. That was a big change that really made a difference.

She didn't receive any answers by her clients then her husband told her that her name Stephanie Shirley was double female and this was a big drawback. Since then she signed her letters as "Steve" and started getting answers by the same potential clients who hadn't answered before (*see Table List of sources from 20 to 22*).

4. Business and philanthropists.

A. Norman Borlaug, the founder of the Green Revolution and Nobel Peace Prize Laureate 1970

The first example is about Norman Borlaug, the founder of the Green Revolution and Nobel Peace Prize Laureate 1970. He saved millions from mass starvation and played a central role in teaching the world to feed itself.

At his Nobel Prize speech he said that we have three barriers we have to go across. The first one is technological; the second psychological, that's why he collaborated with local farmers to help them overcome the fear of change; and the third one is economic barrier.

He introduced a new type of wheat that was highly disease-resistant and not easily affected by wind and rain. Thanks to this innovation Mexico became self-sufficient in wheat in about 11 years and Pakistan – in 7 years (*see Table List of sources 23 and 24*).

B. Shawn Seipler, the founder of Clean the World

The last example is about Shawn Seipler, the founder of Clean the World. He was staying in hotels 150 days per year and once wondered what would happen with all these toiletries after he checked out. He called the reception and understood that they were thrown away.

Seipler developed a way to recycle used bars of soap into new, sterile ones, which can then be donated to children and families around the world who don't have easy access to soap. That makes them susceptible to diseases like pneumonia and diarrhea, which kill almost 1.5 million children under the age of 5 every year but this can be prevented by simple handwashing.

Since 2009, Clean the World has distributed more than 50 million bars of soap to people in 127 countries. It has recycling facilities in Orlando, Las Vegas, Montreal and Hong Kong. It works with 8,000 hotel and resort partners, including Walt Disney World Hotels, Marriott, and Hilton. Hilton joined forces with Clean the World in March 2019. In its first seven months, Hilton donated 2 million pounds of toiletries, which contributed to 7.6 million bars of recycled soap. Clean the world has kept 20 million pounds of hotel waste from polluting North American landfills since it was founded. On one side they help people to stay healthy and on the other side they reduce pollution with a simple initiative (*see Table List of sources number 25*).

Table. List of Sources

No	Name	Source	Type of the source	Link
1	World social science report, 2010: Knowledge Divides; Paris : UNESCO : 2010 : s. : ISBN: 97892 3 104131 0	UNESCO official website	Text	https://unesdoc.unesco.org/ark:/48223/pf0000188333?posInSet=2&queryId=e454fef4f3274d16b4f7705cb5f9ee21
2	World social science report, 2013: changing global environments; Paris : UNESCO : 2013 : s. : ISBN: 97892 3 104254 6 (UNESCO) 97892 64 203340 2 (OECD)	UNESCO official website	Text	https://unesdoc.unesco.org/ark:/48223/pf0000224677?posInSet=2&queryId=d9e132f9f2104534aeca2fe56317e114
3	World social science report, 2016: Challenging inequalities; pathways to a just world; Paris : UNESCO : 2016 : s. : ISBN: 97892 3 100164 2 97892 3 600049 7 (ara)	UNESCO official website	Text	https://unesdoc.unesco.org/ark:/48223/pf0000245825?posInSet=1&queryId=26192b7503874f23be126b87368a9712
4	The UN 17 SDG Communications materials	The United Nations official website	Logo	https://www.un.org/sustainabledevelopment/news/communications-material/
5	Incentives for low-carbon communities in Shanghai, China by Lei Song, p. 333 - 334	World social science report, 2013	Text	see above
6	Grass-roots pathways for challenging social and political inequality, Alison Mathie with E. Alma, A. Ansorena, J. Basnet, Y. Ghore, S. Jarrín, J. Landry, N. Lee, B. von Lieres, V. Miller, M. de Montis, S. Nakazwe, S. Pal, B. Peters, R. Riyawala, V. Schreiber, M.A. Shariff, A. Tefera and N. Zulminarni. p. 259 - 262	World social science report, 2016	Text	see above
7	Education, science and climate change in French schools by Guillaume Arnould, p. 338 - 339	World social science report, 2013	Text	see above

8	Why social movements matter for addressing inequalities and ensuring social justice, Leandro Vergara-Camus. p. 250 - 253	World social science report, 2016	Text	see above
9	Ethics as a core driver of sustainability in the Caribbean by Pedro Monreal Gonzalez, p. 388 - 390	World social science report, 2013	Text	see above
10	Environmental issues and household sustainability in Australia by Lesley Head, Carol Farbotko, Chris Gibson, Nick Gill and Gordon Waitt, p. 316 - 320	World social science report, 2013	Text	see above
11	Episode 6: The 3 Pillars of Sustainability Sustainable Development SDG Plus	Swiss Learning Exchange, YouTube Channel	Video	https://youtu.be/ijSSe66865w
12	Portrait of Wangari Maathai	Brut Nature, Facebook	Video	https://www.facebook.com/brutnature/videos/portrait-of-wangari-maathai/202306896992982/
13	The first African woman to receive the Nobel Peace Prize was Wangari Maathai...	The Nobel Prize, Official Facebook page	Text	https://www.facebook.com/nobelprize/photos/the-first-african-woman-to-receive-the-nobel-peace-prize-was-wangari-maathai-who/10155910788259103/
14	Wangari Maathai Facts	The Nobel Prize, Official website	Text	https://www.nobelprize.org/prizes/peace/2004/maathai/facts/
15	UNITED KINGDOM - 2002 Jane Goodall	The United Nations Official website, Messengers of Peace	Text	https://www.un.org/en/messengers-peace/jane-goodall#:~:text=Her%20global%20Roots%20%26%20Shoots%20programme,focus%20attention%20on%20environmental%20issues.
16	Jane Goodall Institute	Jane Goodall Institute Official website	Text	https://www.janegoodall.org/
17	Jane Goodall Institute	Jane Goodall Institute Official Facebook page	Text	https://www.facebook.com/janegoodallinst/

18	"Becoming Jane"	National Geographic Museum, Official Facebook page	Text	https://www.facebook.com/NatGeoMuseum/posts/our-good-friends-and-becoming-jane-exhibition-partners-at-the-jane-goodall-insti/10158802657679187/
19	Private Passions, Jane Goodall	BBC broadcast	Audio	https://www.bbc.co.uk/sounds/play/b07bvfgb
20	How Stephanie 'Steve' Shirley changed business	Management Today, 06 May 2020	Text	https://www.managementtoday.co.uk/stephanie-steve-shirley-changed-business/reputation-matters/article/1674644
21	Why I changed my name to Steve BBC Ideas	BBC Ideas, Facebook	Video	https://www.facebook.com/bbcmoney/videos/why-i-changed-my-name-to-steve-bbc-ideas/1038455393004254/
22	Why I had to change my name to Steve' BBC Ideas	BBC Ideas, Official YouTube Channel	Video	https://www.youtube.com/watch?v=B16xxjTARwc
23	Norman Borlaug: Nobel Peace Prize	The Nobel Prize, Official Facebook page	Video	https://www.facebook.com/nobelprize/videos/norman-borlaug-nobel-peace-prize/683490722284850/
24	Norman Borlaug Facts	The Nobel Prize, Official website	Text	https://www.nobelprize.org/prizes/peace/1970/borlaug/facts/
25	How Used Hilton Hotel Soaps Get Recycled Business Insider	Business Insider, Official Facebook page, playlist <i>How It's Made</i>	Video	https://www.facebook.com/businessinsider/videos/how-used-hilton-hotel-soaps-get-recycled/2613783175408398/