

# **Incorporating green concept in University Curriculum: Why and how?**

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Co-funded by the  
Erasmus+ Programme  
of the European Union



# UNIVERSITY OF SOUTHERN DENMARK (SDU)

- ☐ Odense
- ☒ **Esbjerg**
- ☐ Kolding
- ☐ Slagelse
- ☐ Sønderborg



- Establish in 1966
- More than 27,000 students, almost 20% of whom are from abroad
- More than 3,800 employees
- A green University and fully devoted to work with UN SDGs

# **Department of Sociology, Environmental and Business Economics (SEBE)**

- ☐ MSc Environmental and Resource Management
- ☐ MSc in Marketing and Innovation
- ☐ Int. Tourism & Leisure Management
- ☐ MSc in Sports and Event Management
- ☐ MSc in Rural Sociology

# Research at SEBE

- ☐ Environmental and resource economics
- ☐ Risk Management
- ☐ Rural research
- ☐ Sport and event management
- ☐ Cultural sociology,
- ☐ Buyer behaviour and innovation









[https://www.google.dk/search?q=eco+fashion&biw=1366&bih=662&source=lnms&tbm=isch&sa=X&sqi=2&ved=0ahUKEwjP0\\_qbod3RAhUE3SwKHQELBeAQ\\_AUIBigB#tbm=isch&q=Protest+of+greenpeace&imgsrc=B6tURsnWuK8jIM%3A](https://www.google.dk/search?q=eco+fashion&biw=1366&bih=662&source=lnms&tbm=isch&sa=X&sqi=2&ved=0ahUKEwjP0_qbod3RAhUE3SwKHQELBeAQ_AUIBigB#tbm=isch&q=Protest+of+greenpeace&imgsrc=B6tURsnWuK8jIM%3A)



# **Environmental problems**

## Global scale

- Global warming;
- Species extinction.

## Regional scale

- Water pollution;
- Pests

## Local scale

- Waste, noise,

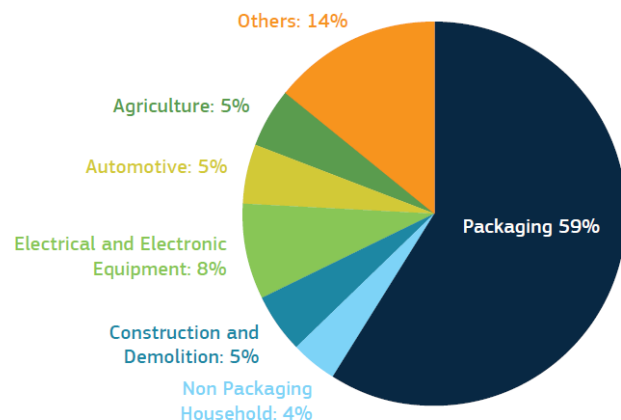
## **Response**

- Convention on Biological Diversity (CBD) ...
- Kyoto Protocol ...
- The Montreal Protocol on Substances That Deplete the Ozone Layer. ...
- Paris Agreement

**Global awareness specifically after 1970's.....**



**EU PLASTIC WASTE GENERATION** IN 2015



Source: Eunomia (2017)



Around **25.8 million** tons of plastic waste are generated in Europe every year.

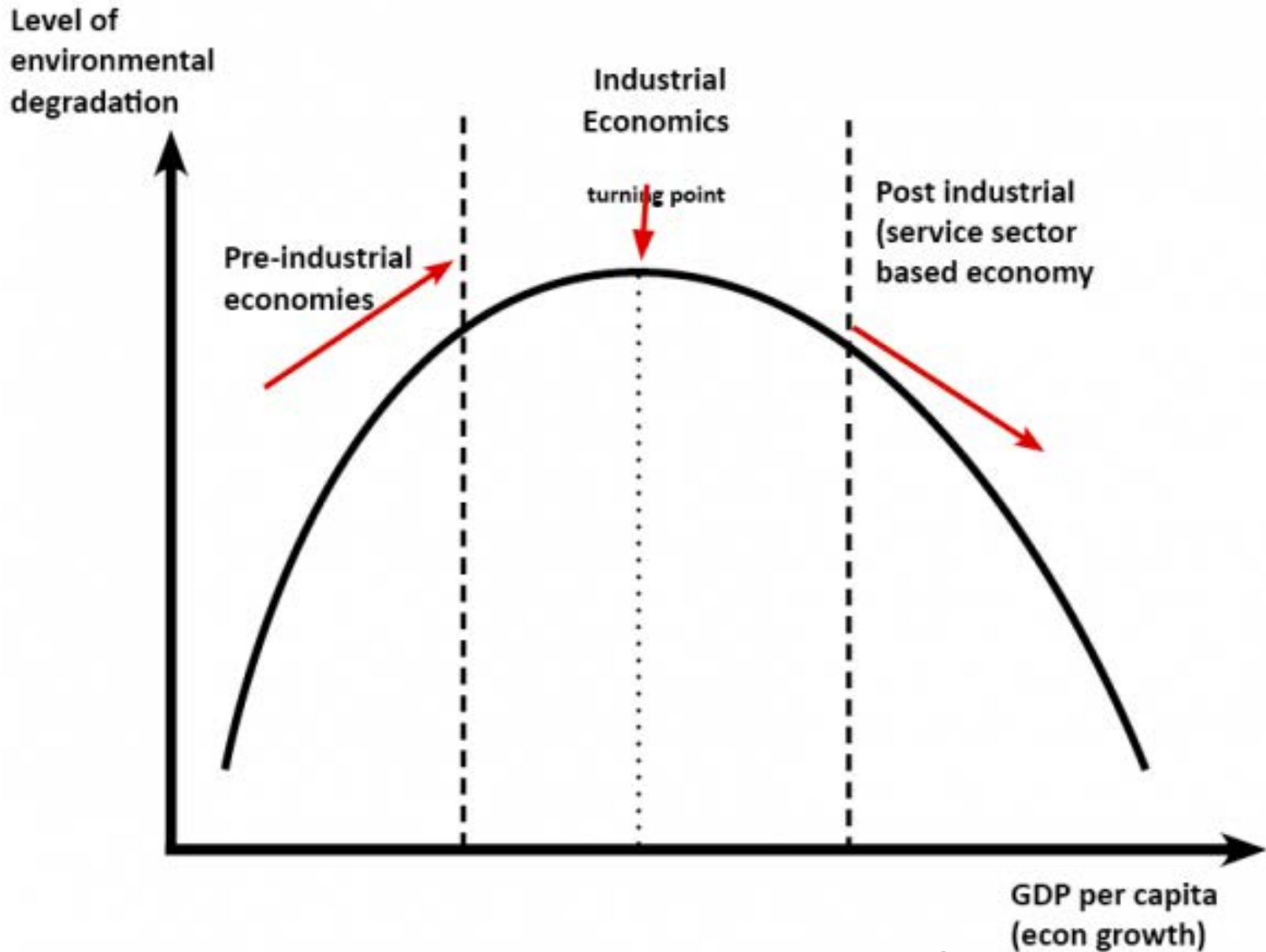
Less than 30% of such waste is collected for recycling.

landfilling and incineration rates of plastic waste remain high - **31 % and 39 %**.

Lost to the economy after a very short first-use cycle (**between EUR 70 and 105 billion annually**).

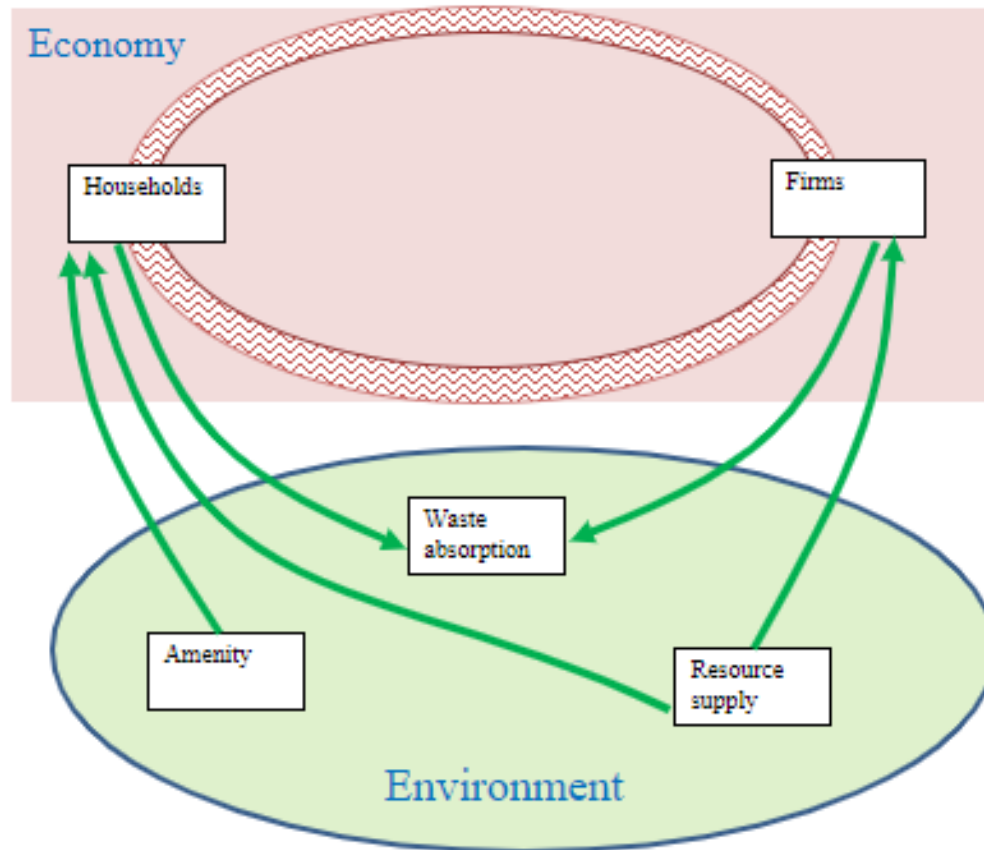
**In 2017, the EU take decision on ensuring that all plastic packaging is recyclable by 2030.**





**Environmental Kuznets curve** (Simon Kuznets , 1960)

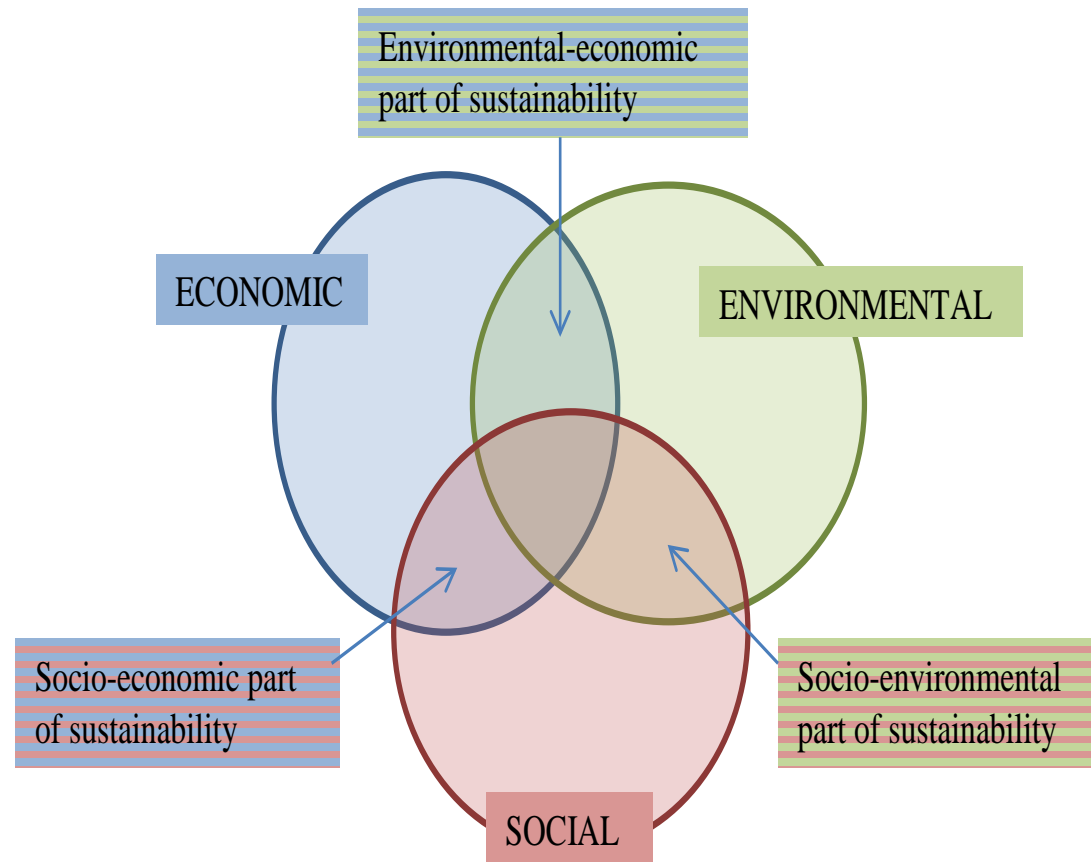
**Morality , ethics and social responsibility should not be excluded from shareholders' goal**



# Triple bottom line (TBL)

- "People, planet and profit" (John Elkington , 1994) briefly describes the Triple bottom line.
- Triple bottom line concept is a pathway to Sustainability (sustainable or green business)

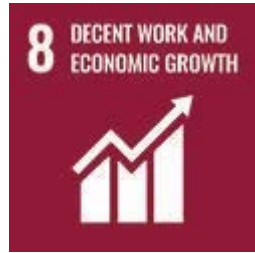
**Sustainable development** is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (UN 2015).



## Green Business

A business that focuses not only on its economic interest but also consider environmental impact and social interest is called a green/ sustainable business (people, planet, and profit).

## UN SDGs





# Ethical consumption and product boycotts

## Hermès

**Category:** Animal Rights

**Called by:** PETA

**Date boycott started:** 24/6/2015

**Company profile:**

**Related Product Guides:**



PETA are calling for a boycott of Hermès which sells luxury bags and belts using skin from reptiles. Alligators and crocodiles are factory farmed and brutally slaughtered for 'luxury' fashion.

## Air France

**Category:** Animal Rights

**Called by:** PETA

**Date boycott started:** 10/1/2012

**Company profile:**

**Related Product Guides:**



Air France is the only major airline that continues to ship monkeys to laboratories for experimentation. Primates transported by Air France are frequently taken from the wild and were transported on journeys that could last for more than 30 hours.

## Canada Goose

**Category:** Animal Rights

**Called by:** [PETA](#)

**Date boycott started:** 22/1/2020

**Company profile:**

**Related Product Guides:** [High Street Clothes Shops](#)



“

*The only way to ensure that Canada Goose clothing is ethical and humane is to stop using down and fur and switch to high-tech, efficient, animal-free insulators.*

# UN SDGs are important to Arla



Sustainable dairy farming



Sustainable packaging



Minimising food waste



Carbon net zero operations



Protecting nature



2025



2030



2050







# Why do universities need to incorporate green concept in their curriculum?

## Three key roles of a university;

- ☐ Generate new knowledge
- ☐ Disseminate/transfer knowledge
- ☐ Help to create a dynamic knowledge-based society



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Education



# How could university incorporate Green Concept ?



**Demand and Supply of skilled manpower**

**Businesses that are sustainable will dominate the markets in the future.**

Can offer several course e.g., **Green Business, Circular Economy, CSR, Environmental economics, Green Marketing, Environmental law ...**

- These courses should include how firms integrate sustainability in their business foundation in wider context.
- The course aims on giving students competences and analytical tools to take on this challenge as managers as well as drawing an overall picture on the sustainability and responsibility discourse.

**So, the student:**

- ☐ Gains knowledge of sustainability issues and their relationship to business.
- ☐ Acquire skills in analysis of business situations and developing recommendations that includes consideration of the environmental and social responsibility implications as well as the completeness of business.
- ☐ Acquire skills in use of analytical tools for assessing specific sustainability-related issues for business.

# University-Business Cooperation (UBC)

This is a **relationship**, which encourages the process of exchanging knowledge **among** educational institutions and industry, therefore, to support **universities** in developing learning activities and offer **businesses** opportunities to foster innovations (European Commission 2014).





Solar water pump



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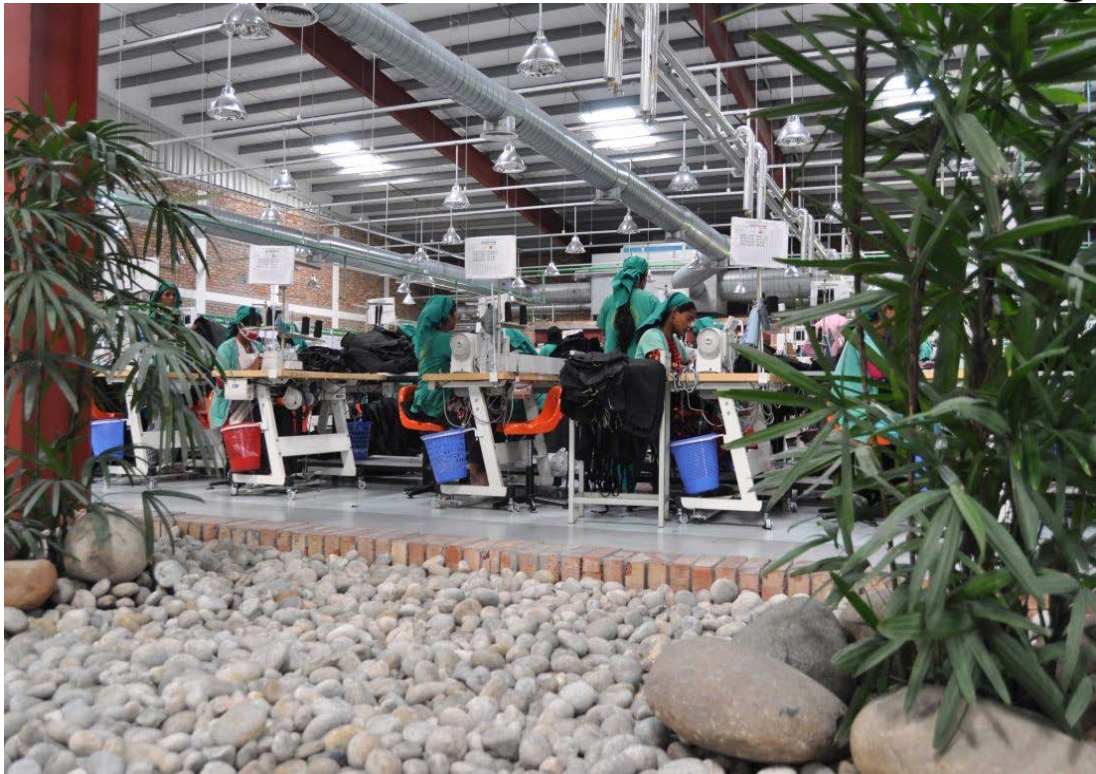
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## Garment sector looks to green energy

Thou Vireak | Publication date 18 January 2021 | 23:10 ICT



Garment workers in the Sihanoukville Special Economic Zone. Post staff









**THANKS**

**Saum arkoun**

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GREENCAP is a project enhancing Green Capacity in higher education institutions (HEI) to foster sustainable development in Cambodia, co-funded by the Erasmus + CBHE (Capacity-Building projects in the field of Higher Education) program of the European Union.

<https://greencap-cambodia.eu/>

<https://www.facebook.com/greencap.erasmusplus>

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