

PRME Chapter UK and Ireland

Responsible Business and Management Writing Competition 2020/21

Fifth Annual Competition

Announcement of Prize-Winners

29 April 2021

The past year has witnessed a plethora of challenges to students and staff in higher education globally. Undeterred, students from across the UK and Ireland have generated some of the most compelling work ever submitted in the five year history of our Responsible Business and Management Writing Competition. Announcing the 2021 winners, Dr Jonathan Louw, Chapter Chair and Oxford Brookes competition organiser, has congratulated not only the winners but all those who entered on “grasping the opportunities presented by the Sustainable Development Goals and exploring their potential both conceptually and in a wide variety of applied organisational studies”. He has also highlighted “the sterling contributions of this year’s 11 volunteer judges from ten different universities (listed below), whose endeavours have ensured a rigorous and fair judging process”.

The first prize in the **undergraduate (UG) essay category** is awarded to **Melina Quenneville of the University of the Arts London** for the account of her research into the normalisation of sustainability into the fashion choices of Generation Z. Summarising the judges’ findings, Professor Natascha Radclyffe-Thomas and Dr Laura Steele, Co-Chairs of the UG Judging Panel, commended “An exemplary piece of work on a topical issue, representing a very significant undertaking for an undergraduate student”. The second prize is won by **Blaise Bonar of the University of Dundee** for his well-researched case studies on sustainability in the brewing industry. The third prize goes to **Antonio Ruggiero of the University of Durham** –rewarding him for an engaging and ambitious “preliminary design for a more sustainable economic system”.

The winner of the first prize in the **postgraduate (PG) essay category** is **Marlene Reschberger, also of the University of the Arts London**. Reflecting on Marlene’s winning entry, Dr Jana Filosof, PG Panel Chair, praised “an excellent exploration of circular economy principles in the context of Adidas, involving a high quality analysis and both primary and secondary data gathering”. **Maurice Rosenstein of Edinburgh Napier University** wins second prize for his study of “purpose beyond profit” in the context of SME entrepreneurs in Europe. Joint winners of the third prize were **Anqi Luo of Oxford Brookes University** (sustainable consumption in the Chinese fashion industry) and **Sophie Coleridge of Cranfield School of Management** (sustainability innovation at the Mars Corporation).

In the category of **Alternative Media (AM)**, **Queen’s University Belfast** has once again made a strong showing, with 3 out of the 4 top submissions from this institution. The first prize-winner is **Nicole Saunders** for a thought provoking video titled “Apple vs FBI: Privacy vs Security”. Dr Victoria Pagan, Chair of the AM Panel, applauded a “fascinating and original topic, offering real insight and a well-developed

critical argument”. In second place is **Carolina Nieto from Glasgow Caledonian University** with a video study of regenerative farming. Sharing the third prize are video-based ethical investigations by **Ethan Hall** (the VW emissions scandal) and **Daisy McElherron** (Boohoo and its supply chain).

For further information

This fifth annual competition received 100 entries from the 20 institutions listed in the table below. The organisers would like to thank all those staff who encouraged entries either of previously submitted work or original contributions focused on our Build Back Better theme. Particular congratulations to the University of the Arts London, for nurturing the first prize winners in both UG and PG categories this year.

Any enquiries about the results can be directed to Dr Jonathan Louw at prme@brookes.ac.uk

Prize-winners’ and finalists’ work will be published on the Chapter website in due course. Prize-winners will be contacted individually about their prizes. Please copy any local publicity about the prize-winners to our Twitter feed: [@PRME_UKI](https://twitter.com/PRME_UKI)

For more information about the PRME Chapter UK and Ireland see: <https://www.unprme.org.uk/>

FULL PRIZE-WINNER LIST

Undergraduate Category

First Prize	(£500)	Melina Quenneville	University of the Arts London
Second Prize	(£300)	Blaise Bonar	University of Dundee
Third Prize	(£100)	Antonio Ruggiero	University of Durham

Other Undergraduate Finalists (in alphabetical order)

Matilda Boys-Stones (Oxford Brookes University), Chloe Glenister (University of Hertfordshire), Katie Healey (University of Salford), Finlay Mixon (University of St Andrews), Charlie Nimmo (University of Dundee), Emma Shukie (University of Brighton), Emily Ward (Oxford Brookes University)

Postgraduate Category

First Prize	(£500)	Marlene Reschberger	University of the Arts London
Second Prize	(£300)	Maurice Rosenstein	Edinburgh Napier University
Third Prize	(£100) (shared)	Sophie Coleridge	Cranfield School of Management
		Anqi Luo	Oxford Brookes University

Other Postgraduate Finalists (in alphabetical order)

Phoebe Meades (University of Winchester), Margaret Taintor (Glasgow Caledonian University)

Alternative Media Category

First Prize (£500)	Nicole Saunders	Queen's University Belfast.
Second Prize (£300)	Carolina Nieto	Glasgow Caledonian University
Third Prize (£100) (shared)	Ethan Hall Daisy McElherron	Queen's University Belfast Queen's University Belfast

Other Alternative Media Finalists (in alphabetical order)

Chloe Armstrong, Brisilda Lleshi, Mahnoor Mustafa and Abigail Sikorski (University of Salford team entry); Hayley Carson (Queen's University Belfast); Mara Fat, Jaycy Okpeahior, Filomeno Samba Balde and Gyula Vamosi (University of Salford team entry)

PARTICIPATING INSTITUTIONS

Many thanks to the staff and students who encouraged entries from the 20 institutions below.

Cranfield School of Management
De Montfort University
Edinburgh Napier University
Glasgow Caledonian University
Nottingham Trent University
Oxford Brookes University
Queen's University Belfast
University College Dublin
University of the Arts London
University of Birmingham
University of Brighton
University of Chester
University of Dundee
University of Durham
University of Hertfordshire
University of Leicester
University of Newcastle
University of Salford
University of St Andrews
University of Winchester

Prize-winners and finalists were this year drawn from 13 of the above institutions.

JUDGING PANELS

Postgraduate Panel

Dr Jana Filosof	University of Hertfordshire (Chair)
Professor Peter Stokes	Leicester Castle Business School, De Montfort University
Dr Romas Malevicius	University of Salford

Undergraduate Panels

Dr Laura Steele	Queen's University Belfast (Panel 1 Chair)
Professor Natascha Radclyffe -Thomas	Glasgow Caledonian University London (Panel 2 Chair)
Dr Karen Cripps	University of Winchester
Angie Lench	University of the Arts London
Dr Cristina Neesham	Newcastle University
Jela Webb	University of Brighton

Alternative Media Panel

Dr Victoria Pagan	Newcastle University (Chair)
Dr Amir Keshtiban	University of Northumbria

The UG, PG and AM panels work independently, reporting to the organisers at Oxford Brookes.

Anyone interested in joining a panel next year should contact Jonathan Louw (prme@brookes.ac.uk)