



Birmingham Business School PRME Day & PRME West Midlands Network Event

Carbon Literacy Training: Tackling the Climate Crisis and Promoting Climate Solutions in Education

Birmingham Business School, University of Birmingham, Edgbaston, Birmingham B15 2TT

University House, Room G07

Tuesday, 12th May – 9.30am for a 10am start; finishing at 5pm

Participant numbers are limited to 30. Please register with Kate Withers via email for catering purposes:

k.v.withers@bham.ac.uk

If you would like assistance with travel information to our campus, please visit

<https://conferences.bham.ac.uk/getting-here/>.

If you would like guidance on accommodation nearby, please visit

<https://conferences.bham.ac.uk/accommodation/>.

Currently, the climate crisis is one of the greatest challenges we face. It will affect all aspects of business and society, and exacerbate existing global challenges such as poverty and loss of biodiversity. By gaining an understanding of how we can tackle environmental and social issues, and the tools that are available to address future challenges, we can start to have a positive societal and environmental impact.

This free, interactive Carbon Literacy training course is designed to equip us with the expertise and tools for tackling our carbon footprint. This training was developed by Prof. Petra Molthan-Hill of Nottingham Business School (Nottingham Trent University), in collaboration with the UN PRME Champions, Oikos International, Manchester Metropolitan University and the Carbon Literacy Project.

The aim of this project is to get academics, professional staff, students and others to become carbon-literate within a short timeframe, enabling all of us to become actively involved in embedding climate solutions in our own lives and work. This one-day training course adopts a train-the-trainer approach, so that course participants can become trainers in their own institutions and further afield.

This particular one-day Birmingham Business School PRME Day / PRME West Midlands Network event is open to all Birmingham Business School staff and to PRME West Midlands Network members. By taking part in this training, you will gain an understanding of:

- *The basic science behind the climate crisis;*
- *The impact different sectors such as food have on our climate and vice versa;*
- *Climate change mitigation tools for your discipline and/or function;*
- *Solutions with the highest impact;*
- *Strategies and skills for communicating and/or teaching climate actions; and*
- *Your personal possibilities to take action privately and in your current or future role.*

Carbon Literacy Training Schedule

This is an overview of the key training sessions broken down into two four-hour slots. Participants who complete the full training and submit an assessment can gain a certificate issued by [The Carbon Literacy Project](#) in Manchester.

First session: Climate Science, Climate Justice and Climate Change Futures

Learning Outcome/Topic	Method	Time
Understanding why 97% of climate scientist have agreed that climate change is caused by humans	Presentation	20 minutes
Climate Justice	Game	30 minutes
Experiencing possible positive and negative futures	Card game with coaching elements	50 minutes
Collective strategies to achieve positive futures	Work on assessment (form)	10 minutes

Second session: Climate Science, Carbon Calculation, Individual Action

Learning Outcome/Topic	Method	Time
Climate Change Science: Basics and some detail such as carbon sinks	Presentation and videos	40 minutes
Calculating the impact of each action	Exercise	20 minutes
What causes more carbon emissions - a banana shipped or a burger locally produced? Understanding the impact of various actions	Game	35 minutes
Individual strategies to achieve positive futures	Work on assessment (form)	15 minutes

Third session: Climate Change, A Systems Approach

Learning Outcome/Topic	Method	Time
Understanding the system of one sector, such as food, in relation to climate change	Mind mapping exercise	50 minutes
Understanding the impact that your work/discipline has on this system	Adding to the mind map created	30 minutes
Group strategies to achieve positive futures	Work on assessment (form)	20 minutes

Fourth session: Climate Action Strategies

Learning Outcome/Topic	Method	Time
Academics: Develop teaching tools/research Professional Staff: Action for your function (e.g., procurement) All: Group actions (social media campaigns, influencing others etc.)	Cards to add to mind mapping exercise	60 minutes
Choose individual and group strategies to achieve positive futures	Work on assessment (form)	30 minutes

Training Designer and Lead

Prof. Petra Molthan-Hill, PhD, MBA, MDiv, PFHEA is Professor of Sustainable Management and Education for Sustainable Development at Nottingham Business School. Petra is Co-Chair of the United Nations Principles for Responsible Management Education (PRME) working group on climate change and environment. Petra is also the Academic Lead for PRME in Nottingham Business School, the Head of NTU's Green Academy, the Chair of the TILT group 'Education for Sustainable Futures' and the Lead for the Pedagogical Research of the Responsible and Sustainable Business Lab. She is the editor of *The Business Student's Guide to Sustainable Management*, offering seminars and other teaching materials in how to integrate the Sustainable Development Goals in accounting, marketing, HR and other subjects in management/business studies. Recently, Petra reconceptualised the Sustainable Development Assessment Tool (SDAT) of NHS England, which is funded by, and accountable to, NHS England and Public Health England.

BBS Academic Lead

Dr. Caroline Moraes is Senior Lecturer in Marketing and PRME Champion at Birmingham Business School, University of Birmingham. Her research interests converge at the intersection of the sociology of consumption, marketing ethics and sustainability. Caroline has published in various journals including the *Journal of Business Ethics*, *Sociology*, *Consumption Markets & Culture* and *Journal of Travel Research*.

PRME at Birmingham Business School

At Birmingham Business School, we are committed to the six Principles for Responsible Management Education (PRME), including purpose, values, educational frameworks, research, stakeholder partnerships and dialogue. The aim is to enable our students, the business leaders of tomorrow, to think critically and proactively about issues of global social responsibility and sustainability. We believe our commitment to PRME is a core element of developing responsible business education, as our vision is to promote curiosity and thought leadership for responsible business. Our internationally recognised research also focuses on various facets of responsible business, informing and enhancing our educational programmes at undergraduate and postgraduate levels. Our PRME Day events seek to enhance this agenda further, by acting as catalysts for reflexivity and discussion on topical areas of responsible business education and research.

For information about our School's commitment to a responsible future, please visit:

<https://www.birmingham.ac.uk/schools/business/responsible-future/index.aspx>

PRME West Midlands Network

The aim of the PRME West Midlands Network is to enable knowledge exchange of best practice, among business schools in the West Midlands of England, on the following core areas:

- Researching business ethics and sustainability;
- Embedding and mapping such research in the curriculum;
- Developing innovative pedagogy in responsible and sustainable business education; and
- Engaging industry and their needs in curriculum development for a sustainable future.

The network meets in November and June each year, with the next meeting scheduled to take place at Nottingham Trent University in June 2020. For additional information about the network, please contact Caroline Moraes (c.moraes@bham.ac.uk).

For additional information about PRME, please visit: <https://www.unprme.org/about-prme/the-six-principles.php>