

Bustamante | Saltevo | Schmitz | Martinovic [Eds.]

Shaping a Sustainable Future

Innovative Teaching Practices for
Educating Responsible Leaders



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Silke Bustamante | Ellen Saltevo
Marina Schmitz | Martina Martinovic [Eds.]

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ABOUT THE EFFORT PROJECT

Sustainable development and the responsibility of political, corporate and other actors for solving current social and environmental problems is one of the top priorities of international organizations such as the UN (UN Agenda 2030) and the European Union (EU Sustainable Development Strategy) as well as national and local governments. Higher Education Institutions (HEIs) are of the utmost importance in educating responsible future decision makers. The UNESCO took up this idea by promoting concepts of “Education for Sustainable Development”. In line with this, there is an increasing number of educational formats that are designed with the aim of fostering awareness for Corporate Social Responsibility (CSR), changing attitudes and influencing the behaviour of individuals.

Against this background, the objective of the EFFORT project is to develop different instruments that support HEIs in increasing the effectiveness and quality of their sustainability-, CSR-, and/or ethics-related teaching. Beside the present book, those include the following:

- a tool for controlling the effectiveness of teaching formats,
- a self-evaluation tool allowing HEIs to assess the level of maturity of integrating social responsibility and sustainability and to benchmark themselves against other institutions,
- three new and innovative teaching formats (which are also described within the book),
- a statistical analysis report on the effectiveness of different innovative CSR-, ethics- and sustainability-related teaching formats as well as influencing factors, and
- a guideline with recommendations for the design of curricula and teaching formats.

All EFFORT project produced instruments are open access and can be found on the following website: <https://effort.lehre.hwr-berlin.de/>



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FOREWORD

The title and subtitle of the book “Shaping a Sustainable Future: Innovative Teaching Practices for Educating Responsible Leaders” could be easily reversed without losing their meaning.

Being a leader means having the possibility to lead or mislead, and to be in the position to destroy or to build, or in terms of this book, “to shape a sustainable future”. Higher Education Institutions (HEIs) have been researching and exploring ethics and diversity for decades, countless seminars and conferences on these topics have been organized, and the number of specialists in these fields grows every day. So, we must ask ourselves, where is the problem?

The reality is that for some reason we do not progress to make these issues part of the leadership DNA in our educational activities. Educators are generally not prepared to integrate sustainability, ethics, and responsibility into their curricula. There is a lack of appealing examples and materials; appealing to educators and (future) leaders.

This book contributes to solving the above-mentioned shortages. It opens insights into teaching formats in the area of sustainability and responsibility, and it informs about the applied sustainable practices. It shows, how to teach sustainable marketing, sales, finance, engineering, and more. The reader gets answers on how to teach ethics, diversity and inclusion, how to do business differently, and learn about many other related topics. The book is not meant as a book of “recipes”. It helps educators to find ways to create “Innovative Teaching Practices for Educating Responsible Leaders”, all with the aim of “Shaping a Sustainable Future”.

Danica Purg

Professor of leadership and effective management at IEDC-Bled School of Management and president of the Central and East European Management Development Association (CEEMAN)

June 6, 2022

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