

Who's responsible for sustainable consumption – industry or the consumer?

Friday 7 November, 9.30am–4.30pm

Manchester Metropolitan University Business School, room 3.11
All Saints Campus, Oxford Road, M15 6BH



Can Tourism, Retail, Aviation, or indeed any sector that has consumers, be truly sustainable?

You are warmly invited to an event that tackles this key question from the perspectives of top industry speakers and academics. The objective is to get some debate going between academia and industry under the ESRC Festival banner. Refreshments will be provided and the event will be informal and informative. Please do spare the time to come along.

We have two sessions and people are welcome to attend any or all of the day:

Session 1: 09:30–12:00 – Challenges to Sustainable Consumption

Session 2: 13:00–16:30 – The Future of Sustainable Consumption

Join the Sustainable and Ethical Enterprise Group (SEEG) at MMU to debate this question with stakeholders from aviation, retail and tourism. Further details can be found at www.business.mmu.ac.uk/cbs/knowfest-seeg.php.



<http://www.business.mmu.ac.uk/cbs/register>

cbs@mmu.ac.uk

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goo.gl/maps/ChyXF



Speakers



Gudrun Cartwright, Head of Marketplace Sustainability, Business in the Community (BITC)

Gudrun leads BITC's sustainability work across the West of England and has also developed a national campaign focused on practical projects to improve our ability to build a prosperous future for businesses and communities. These projects are bringing together key stakeholders to develop collaborative initiatives focused initially on life's essentials, such as water, food, energy and connectivity. — www.linkedin.com/in/gudruncartwright



Mike Ball, Independent Tourism Consultant

Mike Ball is a freelance consultant specialising in the analysis of sustainable tourism markets and consumer trends. He is the principal provider of market analysis reports concerned with sustainable and responsible tourism markets for the UK based global leader in market intelligence and insight, the Mintel Group Ltd. — www.mintel.com



Chris Dessent, Managing Director, Creative Concern

A former BBC television researcher and a trained TV director, he has also worked as communications manager for Groundwork Northwest, as marketing manager for a £25 million business environment programme, and as Head of Public Affairs for the Vegetarian Society. Chris has also worked as a press officer and brings a wealth of experience in all forms of communications including video production, media relations, strategic planning, print management and website development. Chris is a co-founder of Creative Concern. The idea for the company was conceived with company CEO Steve Connor during a business trip to the Ukraine. — www.creativeconcern.com

Kevin Smith, Head of Retail, Manchester Airport Group

Harold Goodwin, Professor of Responsible Tourism, MMU

Harold Goodwin teaches on the MSc in Responsible Tourism Management and undertakes, and supervises Masters and PhD students. He is Director of the International Centre for Responsible Tourism, and Co-Chairs the annual International Responsible Tourism in Destinations conferences. He publishes, teaches and advises on Responsible Tourism, and tourism and local economic development. — www.haroldgoodwin.info



Callum Thomas, Professor of Sustainable Aviation, MMU

Callum Thomas, Professor of Sustainable Aviation returned to academia in 1998 after 13 years working in aviation. He is internationally known within the industry and was responsible for establishing and managing Manchester Airport's Environment Department. His expertise involves the sustainable development of aviation, environmental constraints upon airport growth and the impact of airport operations on local communities. — www.cate.mmu.ac.uk



Cathy Urquhart, Professor of Sustainable and Digital Enterprise, MMU & Co-Convenor of the Sustainable and Ethical Enterprise Group (SEEG) at MMU

Before returning to the UK in 2009, Cathy worked at the Universities of Tasmania, Melbourne and the Sunshine Coast in Australia, and the University of Auckland in New Zealand. She is co-editor of a special issue of the *Social Business* journal on 'New paradigms in business: Engaging for sustainability'.

— <http://sb.publisher.ingentaconnect.com/content/westburn/sb>

— <http://www.business.mmu.ac.uk/staff/staffdetails.php?uref=430>



Program

Session 1 — Challenges to Sustainable Consumption

09:30 Registration and coffee

10:00 Welcome to the ESRC Festival of Social Science at MMU Business School
Professor Carol Atkinson, Associate Dean, MMU Business School.

10:10 Consumers as Consumers, or People with Aspirations?
Gudrun Cartwright, Head of Marketplace Sustainability and Integrated Campaigning at Business in the Community (BITC).

10:35 Coffee break

10:40 Welcome to Our Debate: Taking Responsibility for Sustainability
Professor Cathy Urquhart, Co-Convenor of SEEG (Sustainable and Ethical Enterprise Group).

10:45 Debate – Taking Responsibility for Making Tourism and Aviation Retail Sustainable

- *Mike Ball and Harold Goodwin – Progress in taking responsibility for making tourism more sustainable.*
- *Kevin Smith and Callum Thomas – Aviation Retail.*

Each speaker will field questions from the floor to fuel the debate. Audience members have the option to post their questions anonymously.

12:00 Lunch

Session 2 — The Future of Sustainable Consumption

13:00 Researching The Future: Can We Promote Sustainable Consumption?
Convened by Cathy Urquhart.

*Reference: Grow Green, Shrink Brown: Green Initiatives in organisations
(Urquhart & Kuznetsova 2014, Robbins & Page 2012).*

14:00 Building the Future: Can Industry Make Consumption Sustainable?
Moderated by Chris Dessent, Creative Concern.

15:00 Coffee

15:15 Plenary Session – Wrap Up

16:30 Close