



ÓBUDA
UNIVERSITY

ERASMUS



STUDENTS AS GLOBAL CITIZENS

THE TRIPLE BOTTOM LINE

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The 6th International Week

Obuda University – Budapest

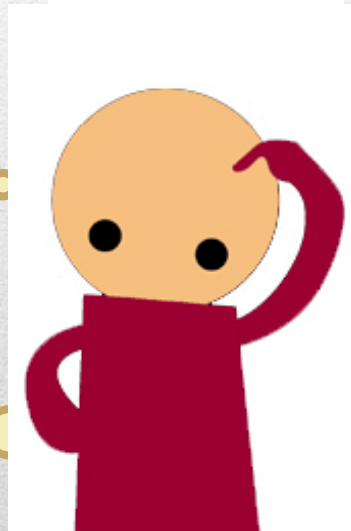
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Contents

- Introducing **CSR**
 - Students as **global** citizens
 - Students and the **TRIPLE BOTTOM LINE**
 - Academic **EXCELLENCE**
 - **SOCIAL** awareness
 - Environmental **RESPONSIBILITY**
-

STUDENTS
- who are we?

**How do we see ourselves
as useful citizens?**



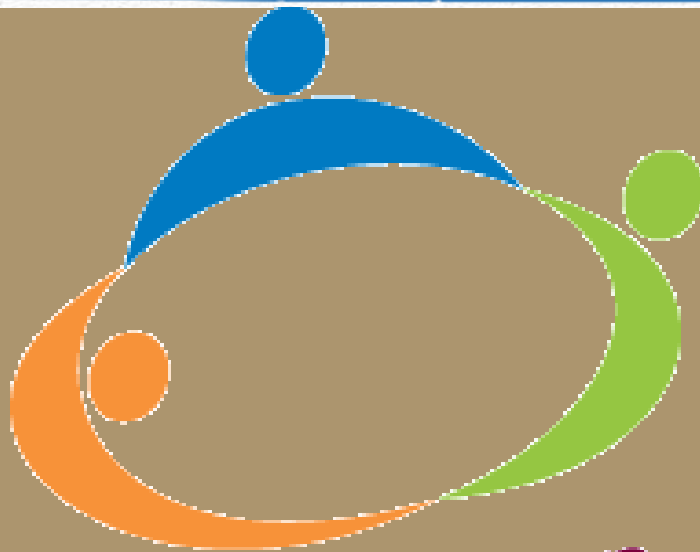
**What is our
global outlook?**

**What are our
top concerns?**

What do we, as students, **value** as important in our college years?

How can we enhance our **experience** in college as useful and responsible citizens?

WE HAVE CONCERNS



CONCERN

What are your concerns?



Note & Post



Ice melting









laying

Willin
War

Slay suspect

Taken

Al-Qaida

Hit

Kill

402

Blast rock

Fare

Frenzy, el





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YOUR WORDS HAVE POWER
USE THEM WISELY.







Global economic crisis

- **Saving the Earth** **Reversing Poverty**
- **Steadying Population Growth**
- **Achieving Sustainable Lifestyles**
- **Preventing all-out War**
- **Dealing effectively with Globalism**
- **Defusing Terrorism** **Cultivating Creativity**
- **Conquering Disease** **Expanding Human Potential**
- **The Singularity** **Confronting existential Risk**
- **Exploring trans-Humanism** **Planning an advanced Civilization**
- **Bridging the skill and wisdom Gap**

Challenges of the 21st century [*James Martin, Oxford University*]

- A **citizen** is a [redacted] of a **community** with rights and responsibilities.
- Being a global citizen means being informed about [redacted] of **global importance** and taking [redacted] for better one or more of these communities
- Being a good citizen entails taking **personal** [redacted] for one's [redacted] and [redacted]
 - Respecting others
 - Obeying rules and laws

Global citizens feel a [redacted] of responsibility to help when the **rights** of t-others are [redacted] no matter where in the world they live

Corporate
Social
Responsibility



- **Corporate Social Responsibility (CSR)**
 - **Corporate Responsibility (CR)**
- **Sustainable Business**
 - **Socially responsible business**
- commonly heard, but rarely understood, phrases

What is CSR?

- **Corporate Social Responsibility (CSR)**
 - a concept whereby companies **integrate** social and environmental concerns in their business **operations** and in their interaction with their stakeholders on a voluntary basis.
- **The mission for all people:**
 - Persuading human society to live in ways that **protect** basic **values** and to provide their capacity of **sustainability** for the **needs** and **aspirations** of **current** and **future** generations

Corporate Social Responsibility (CSR)

refers to business practices involving **initiatives** that **benefit** society.

encompasses a wide variety of **tactics**, from giving away a portion of a company's proceeds to **charity**, to implementing "**greener**" business operations.

Sammi Caramela, Business News Daily Contributor ²²

<http://www.businessnewsdaily.com/4679-corporate-social-responsibility.html#sthash.rWEGPjJB.dpuf>

CSR is the process of assessing an organization's **impact** on society and evaluating their responsibilities.

CSR is **sustainable** – it provides frameworks for successful enterprise that is harmonious with its surroundings.

CSR is about considering the **whole picture**, from your **internal** processes to your clients, taking in every step that your business takes during day-to-day operations

CSR is about more than **environmental** responsibility or having a recycling policy.

Successful **CSR** initiatives honour **ethical** values and respect people, **communities** and the natural **environment**.

CSR is an opportunity to generate honest, authentic, good-news stories that a business and its **community** can be proud of.

☺ ENVIRONMENTAL EFFORTS

☺ efforts to reduce carbon footprints and embrace green business practices

☺ PHILANTHROPY

☺ donating to national and local charities, giving away resources to community programs

☺ ETHICAL LABOUR PRACTICES

☺ treating employees fairly and ethically

☺ **VOLUNTEERING** – doing good deeds without expecting anything in return

Broad categories of CSR

UNDERSTANDING CSR

PLANET



Environmental Performance

PEOPLE



Social Performance

TRIPLE
BOTTOMLINE

PROFIT



Economic Performance

Source: John Elkington



Green travel business





ECO-GREEN
OFFICE CLEANING SERVICES, LLC



WHAT IF YOU
HAD TO EAT
YOUR
COFFEE?

WATER IS FINITE

FOR SUSTAINABILITY,
ONLY USE WHAT YOU NEED.



WHAT IF YOU ARE
THE REASON THE
LAST TREE DIED?

PAPER IS FINITE

FOR SUSTAINABILITY,
ONLY USE WHAT YOU NEED.

ecooffice



Social responsibility & Business Ethics

pay corporate taxes



offer good wages

no pollution

What is student SR?

Academic excellence

Social awareness

Environmental responsibility

**The primary role of young people is to
get a good **education** to become
better citizens of tomorrow.**



Academic Excellence



"Excellence is
doing ordinary
things -
extraordinarily
well"

John W. Gardiner



A new product



A new service







Youth is the spring of life and the age of discovery and dreams







community
Service

Donating blood



**TUỔI TRẺ TRƯỜNG ĐẠI HỌC NGOẠI NGỮ - ĐH ĐÀ NẴNG
ĐỒNG HÀNH CÙNG THÍ SINH THAM DỰ KỲ THI THPT QUỐC GIA NĂM**



HÃY TỰ TIN, CHÚNG TÔI ĐI CÙNG BẠN



HELP POINTS



Staying in tune



Engaging with disadvantaged children

Cleaning up the beach



Let's clean up



Green Summer Campaign



Lending a helping hand



For a green vegetation and cultivation



For a clean and green neighbourhood



Housing for the poor



Let's Go Green!

Clean energy



Recycle cans, plastic bottles

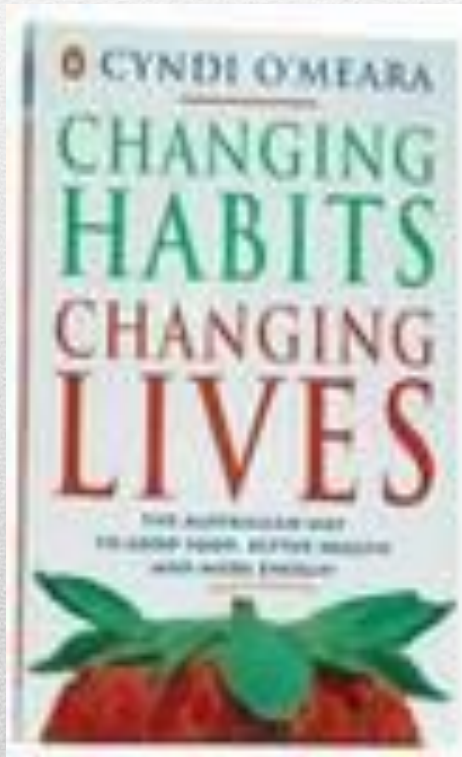
Use less water

Reduce household waste

Walk, cycle, use public transport

Buy organic products

***Boycott products that harm
the environment***





Academic
excellence

Environmental
Responsibility

Social
Awareness

Some reflections ...

- Students as global citizens need to embrace global awareness while acting as **active change agents** in their local context.
- Universities as 'knowledge enterprises' need to
 - Work as '**catalysts**' for innovative ideas of students to take shape.
 - Explore ways in which the institution can be more **socially responsive** and **environmentally friendly**.
 - Create an environment in which students and staff can commit to behaving in **socially responsive** and **ethical** ways.

Some reflections ...

- Students should be **empowered** to voice their ideas, to identify **problems** and make **plans** to solve them
- Students should be encouraged to engage in more meaning making contexts where **the triple bottom line** can be realised
- Students should be enabled to become **excellent** academia, **aspiring** entrepreneurs, **sharp** thinkers and **responsible** citizens.



ONE WORLD



THINK GLOBAL



ACT LOCAL

Teachers,
Local change

- **What does it mean to you to be a global citizen?**
- **Discuss the responsibilities of students as global citizens from the local, national and global levels?**
- **How can global citizens take thoughtful and informed action locally to bring about global change?**



Dream Big
Set Goals
Take Action

THINK **BIG** , START **SMALL**

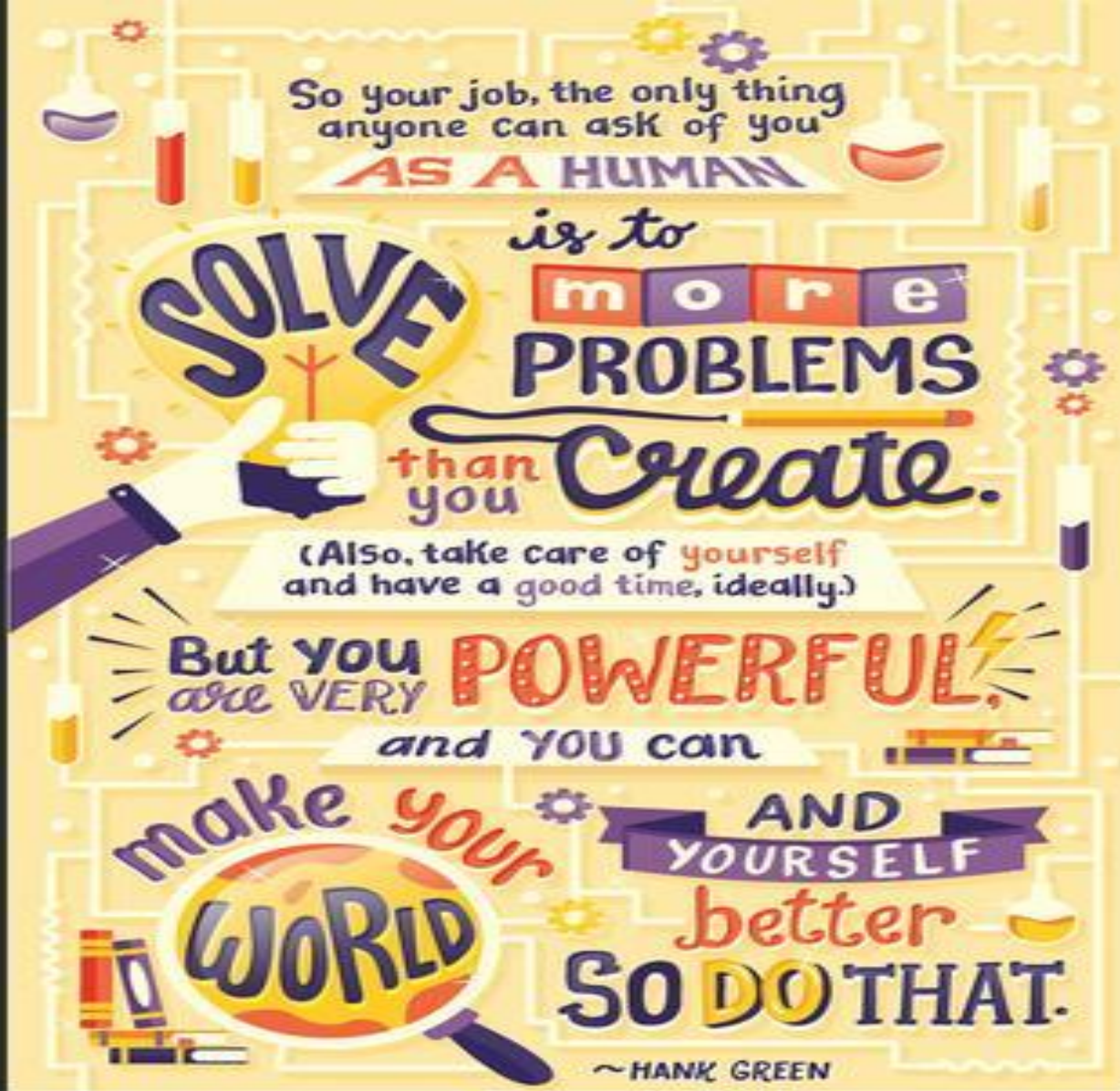
- **Observe your immediate community**
- **Understand your current context**
- **Identify area of change / intervention**
- **Consider the options**
- **Plan your action**
 - **Time**
 - **Resources**
 - **Constraints**

UP!
TEAM



A blue sticky note is pinned to a corkboard. The note has the text "MAKE THINGS HAPPEN!" written in black, bold, uppercase letters. The corkboard is surrounded by several other sticky notes in yellow and pink. The entire scene is set against a white background with a red border at the top and bottom.

**MAKE
THINGS
HAPPEN!**



POSTER POSTER POSTER

- Martin, James (2007) *The 17 Great Challenges of the 21st Century*, Oxford University. Available at www.elon.edu/docs/e-web/predictions/17_Great_Challenges.pdf
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