

# Complexity, Challenge and Creativity

Teaching Sustainability  
Concepts in a Virtual  
International Exchange  
Project

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# Operation Brent

- International Virtual Exchange (IVE)
- Collaborative Online International Learning Project (COIL)
- Curriculum Opportunity to explore sustainability concepts
- Cocreate solutions to a real-world business challenge
- Build awareness of UN Sustainable Development Goals (SDGs)

# Complexity

- Immersive Process
- Challenge & Energies  
Students' Thinking
- Messy, real-world  
problem
- Industry Partner –  
Global Food  
Manufacturer





# Challenge

- Team Role Play Scenario- create a consultancy company
- The Client: Garavogue Broghies Ltd
- Research and select **one** of the 17 UN Sustainable Development Goals (SDGs) that will form the focus of Garavogue Broghies Limited CSR Strategy.
- Develop a proposal for an event or campaign to publicise Garavogue Broghies Limited engagement with the SDG of your choice.
- Pitch your proposal, using audio-visual/digital tools in a 15-minute presentation to the company.
- Respond to questions in a ten-minute Q&A session.
- Complete an individual post project exercise.

The screenshot shows a Microsoft Teams meeting interface. At the top, it says "Meeting in 'General'". There are icons for "Request control", a group of people, a chat bubble, and a mute icon. Below these are video thumbnails for participants, including one labeled "JO" and another labeled "Janette O'N...". A "Give control" dropdown menu is visible. The main content is a presentation slide titled "SUSTAINABLE DEVELOPMENT GOALS" in red and black text. The slide displays the 17 UN Sustainable Development Goals (SDGs) in a grid format, each with a number, a title, and a representative icon. The goals are: 1. NO POVERTY, 2. ZERO HUNGER, 3. GOOD HEALTH AND WELL-BEING, 4. QUALITY EDUCATION, 5. GENDER EQUALITY, 6. CLEAN WATER AND SANITATION, 7. AFFORDABLE AND CLEAN ENERGY, 8. DECENT WORK AND ECONOMIC GROWTH, 9. INDUSTRY, INNOVATION AND INFRASTRUCTURE, 10. REDUCED INEQUALITIES, 11. SUSTAINABLE CITIES AND COMMUNITIES, 12. RESPONSIBLE CONSUMPTION AND PRODUCTION, 13. CLIMATE ACTION, 14. LIFE BELOW WATER, 15. LIFE ON LAND, 16. PEACE, JUSTICE AND STRONG INSTITUTIONS, 17. PARTNERSHIPS FOR THE GOALS. The text "SUSTAINABLE DEVELOPMENT GOALS" is repeated in the bottom right corner of the slide. The Windows taskbar is visible at the bottom, showing various application icons and the search bar.

# CREATIVITY...



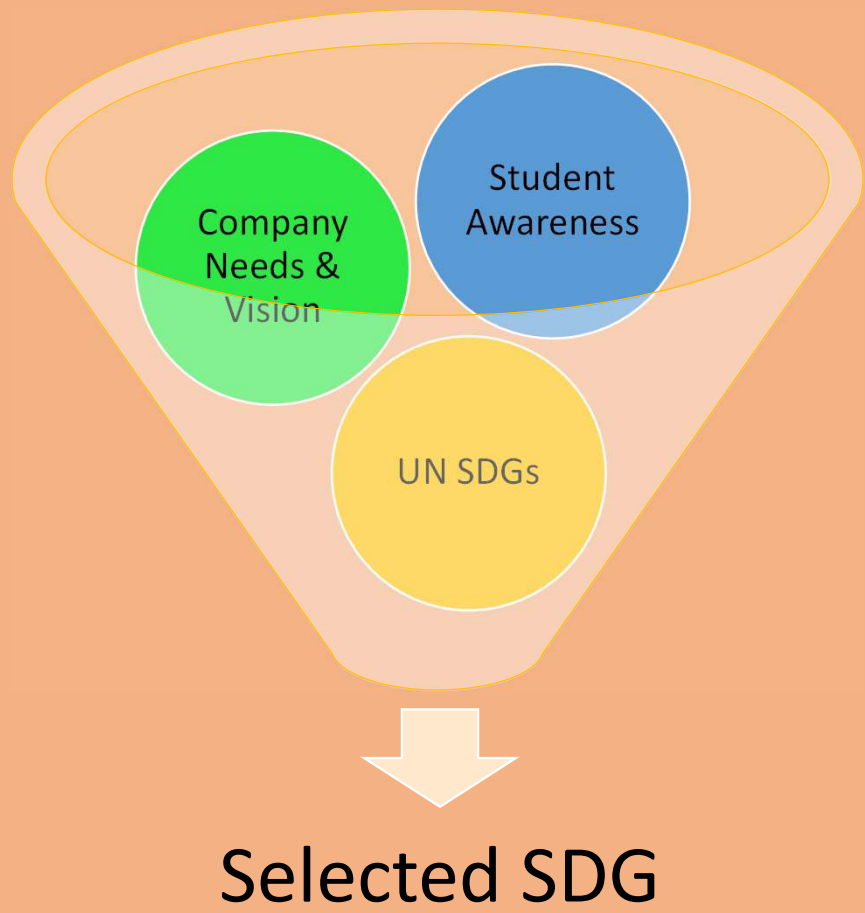
EXPERT VOICES:  
SUSTAINABILITY OFFICER  
FIONA BRITTON &  
COMPANY OWNER KEN  
TRACEY



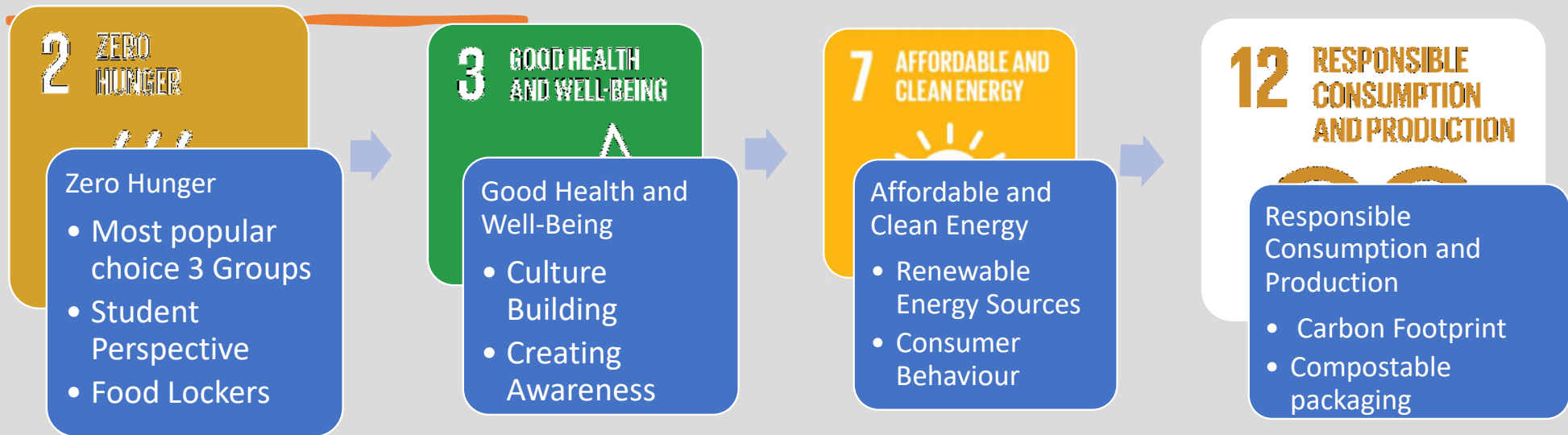
UN SDG RESOURCES



BRAINSTORMING &  
RESEARCH EFFORT



# Student Selections



# Challenge

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- What thinking is relevant?
- How do you measure sustainability?
- Big thinking versus small thinking- what's the right answer?
- Scope and scale of a problem- how does this get applied?





# COMPOSTABLE PACKAGING



## INTRODUCTION

The aim is to change packaging Broghies uses to a compostable packaging. This method is a sustainability correspondent to UN Sustainability Goal 12 Responsible Consumption and Production. These new bags eliminate waste, while still having the essential features current bags contain including good shelf-life, a lightweight design, and an oxygen barrier, but unlike the plastic bags, these bags will decompose.

## DESCRIPTION



## GROUP



## CHALLENGES

- We found the time difference was the biggest challenge. It was hard to schedule a time for meeting.
- Getting a timely response from the companies to get required information.
- Finding the time to meet appropriate deadlines



## INSIGHTS

- Gained understanding to the importance of working under pressure.
- Worked with a business and collaborated with a global team.
- Worked in a remote learning environment
- We now find ourselves capable and confident to work in similar situations found in the workplace.



## CONCLUSIONS

The change to compostable packaging may impact the profits of the company for a period of time, but the impact in the environment and the satisfaction of a big contribution, with a small change that will benefit future generations, will be worth it.

# Ultimate Outputs

citizenship

awareness

perspective





# BROGHIE

VEGAN, NON-GMO, LOW CARB, LOW CALORIE  
AND ON THE WAY TO STOP WORLD HUNGER

**WHO ARE WE?**  
We are Gligo Consultants, an all-women, cross-cultural team dedicated to combatting world hunger.

**OUR EXPERIENCE**  
1. Cross-cultural approach to problem solving  
2. Remote team development and building  
**Bring your willingness to learn, an open mind and, seek inclusivity.**

**THE SITUATION**  
Gligo Consultants aim to:  
1. Help Broghies initiate and connect with communities  
2. Help Broghies combat world hunger

**OUR SOLUTION**  
Creating a QR code to:  
• Link to a web-page showcasing new Broghies recipes  
• Show multiple languages  
• Display Information on world hunger  
Donating 10 cents of every Broghies purchase to help stop world hunger

**IMPLEMENTATION**  
To implement these ideas, we plan to:  
• Design new packaging  
• Create new advertisements on the Broghies web-site  
• Design a new web-page to connect to the QR code

**CONCLUSION**  
World hunger is a serious problem that we aim to get rid of. We believe that through the use of our QR code donation program, Broghies can help with this initiative while also gaining valuable statistics, customer feedback, and building a stronger community.

**References**  
Broghies. (n.d.). Retrieved from <https://broghies.myshopify.com/>.  
United Nations. (n.d.). *United Nations Sustainable Development – 17 goals to transform our world*. Retrieved from <https://www.un.org/sustainabledevelopment/>.

## Innovative Thinking



scope  
scale

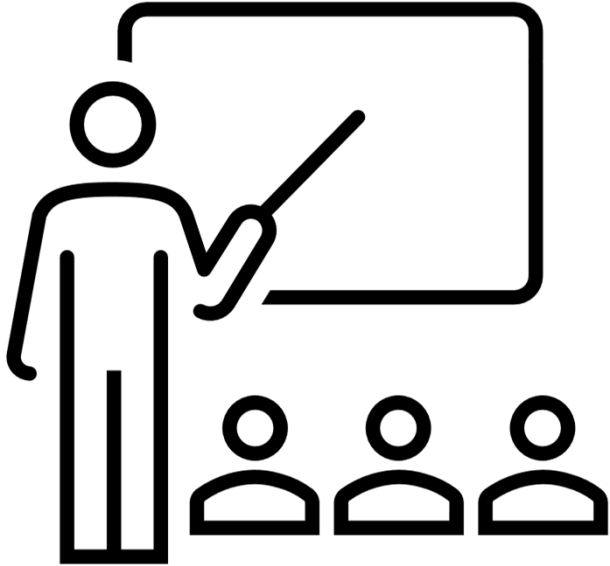


boundaries  
metrics



engagement  
reward





## Carbon Offset Wins

- 60 Students in a virtual exchange
- CO2e savings of 90 – 100 tonnes
- Tree Planting



# Thank You

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Any Questions?

