

Case Study

Case Study - Student Engagement / Awareness- Environmental Management

Client – Estates and Facilities

Customer - Business in Action Module, year 2, Cardiff School of Management

Task / Challenge

The Business in Action module project is an Employer Organisation real life problem solving scenario, to study, analyse and problem solve. Estates and Facilities set the student groups a problem statement, to investigate how a scheme can be developed to “Promote and apply Fair Trade principles”, propose an acceptable solution, including an implementation plan, to Cardiff Metropolitan University’s management.

Estates and Facilities arranged a presentation of Fairtrade at Cardiff Met, with a question and answer session. In groups the students reviewed the food outlets to assess what was already in place. Groups were then able after data collection and preparation the opportunity of follow up by meetings for question and answer sessions. Some groups took the opportunity to email any questions for further clarification. The week of question and answers coincided with Go Green week, so the students benefited by being given the opportunity to attend a Go Green Day talk on the principles of Fairtrade. All groups then attended their peer group presentations of their findings, proposals and solutions. The client provided feedback on each group.

Outcomes

All groups presented to the client, considered opportunities for increasing awareness. There were lots of practical solutions which could easily be implemented. Some of the ideas were :- Improve awareness logo t-shirt; Fair trade futsal World Cup; TV screens; Open Days for recruitment; Fair trade garments; Implementation plan and Video’s of team / events. A summary of all suggestions were presented to the Fairtrade Steering Committee for consideration for Fairtrade promotion and events for 2018.

