

Case Study



CYNNAL | SUSTAIN
CYMRU | WALES

Background

Cynnal Cymru – Sustain Wales, is the leading organisation for sustainable development in Wales. Their intention is to help individuals and organisations build a better understanding of the concept and principles of sustainable development, and to take on the behaviours necessary to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Cynnal Cymru provides training across all areas of sustainable development, offering tailored training programmes to reflect the needs and structure of any organisation. They also actively support and work closely with networks and organisations who share their commitment to these principles.

As well as managing and serving a diverse membership, Cynnal Cymru also manages the Sustain Wales Fund and the Sustain Wales Awards, both of which were launched in January 2015.

The Proposal

Cynnal Cymru approached the Centre for Work Based Learning (CWBL), to help develop a new short course titled *'Business Leadership for Sustainable Development'*, employing a range of delivery strategies including workshops and work based learning. Upon completion of the course, participants will be awarded 20 credits at CQFW Level 4 from Cardiff Metropolitan University.

The main aim of the course will be to develop leaders who can bring about positive change by developing their understanding of the principles of sustainable development. Also to help leaders apply changes in sustainable development that influence business practice to produce benefits for the business, its customers, the environments, the economy and society.

What CWBL did to develop the Programme?

CWBL worked directly with Cynnal Cymru to help develop the accredited course.

CWBL prepared the required information to present the newly developed course at the Cardiff Metropolitan University Credit Committee, including supporting evidence to satisfy QA procedures, current reading list resources and academic procedures for the student handbooks. CWBL attended the Credit Committee and supported the application for the course to receive credit. The Business Leadership for Sustainable Development short course was approved and Cynnal Cymru was then given all necessary supporting documentation and advice to offer the accredited course to their clients.

The Programme Itself

The Business Leadership for Sustainable Development short course is being run by Cynnal Cymru Learning and Teaching staff, and supported by Cardiff Metropolitan University staff. It will run over a 3-10 week period, depending on the clients' needs.

On successful completion of the module, all participants will have gained a substantial amount of sustainable development leadership knowledge and techniques, such as:

- *Definition of sustainable development in an organisational context*
- *Exploration of the ways sustainable development progress can be measured*
- *Evaluate business practice in the context of the Welsh public policy on sustainable development*
- *Knowledge and understanding of the importance of leadership and how it impacts on the implementation of a sustainable organisation*
- *Identify organisational impact on the natural environment, society/community and the wider economy*
- *An overview of technological advances that produce more sustainable outcomes and the role of technology in sustainable development*
- *Analyse different approaches to sustainability leadership in a business context*
- *Reflect on their own organisation's activities and critically analyse how their organisation can improve its sustainability performance*
- *Self-reflection on professional role and personal lifestyle, with respect to the concept and principles of sustainable development*
- *Produce a sustainable development action plan and policy*

The course will be part classroom based in the form of lectures, group tasks, tutorial and mentoring opportunities. To complete the short course participants must undertake self-study and an application of learning methods in the form of case study analysis, work based tasks, literature research and finally producing a draft sustainable development action plan or policy.

The course is aimed at any work based learner who wants to improve their knowledge of sustainable business practice, and is looking for an accredited course. The credits gained during the course can be used to access further learning opportunities.

Statement from Rhodri Thomas Training and Development Manager- Cynnal Cymru

"The support from CWBL has been first class from the very start. Fiona Argent has been an excellent point of contact - professional but also very friendly and approachable. We have received clear guidance and excellent support. The accreditation of Cardiff Metropolitan University gives the course a rigorous authenticity and credibility which aids greatly in marketing it to clients. The positive experiences of this first cohort of students will further enhance the marketing story in securing further intakes. We intend to run the course twice a year in April and September."

The Ongoing Benefits of the Programme

Upon completion of the course participants will have gained a range of sustainable development leadership knowledge and techniques, which could help develop leaders to apply change to their business practices, to adapt for sustainable development. Once completed, participants will be awarded a transcript from Cardiff Metropolitan University for 20 credits at CQFW Level 4, and given information on progression routes into longer programmes of accredited study at the University.

An example of a progression route available to the participants is the University's work based learning degree, the Foundation Degree in Applied Professional Practice. This programme is delivered in partnership with Acorn Learning Ltd. Upon completion of the short course, the credits awarded could be used to be exempt from a module of the Foundation Degree.

If you would like to discuss the design and delivery of a bespoke programme that could take your organisation to the next level, please do not hesitate to contact us on 02920 205510 or cwbl@cardiffmet.ac.uk