



How Your University Can Tackle Social Responsibility in 2020

Description

The higher education sector is under pressure to become more socially responsible.Â Read on toÂ explore areas of possible improvement.Â

With the power to make lasting change on a global and local scale,Â higher education institutionsÂ need toÂ reflect on how they can become more socially responsible in 2020.Â Â

Not only will this have a positive impact on the world, but it canÂ also be a great benefit to yourÂ universityâ??sÂ international student recruitment.Â

Itâ??s clear thatÂ social responsibility isÂ [vitaly important](#)Â to young people todayÂ withÂ [research conducted by BBMG](#)Â revealingÂ that Generation ZÂ areÂ â??three times more likely to say that the purpose of business is to â??serve communities and society.â??â?

Therefore, itâ??s important that your institution is visiblyÂ and tangiblyÂ contributing to the greater good of society.Â

Below are just a few of the areas of social responsibilityÂ thatÂ your institution can focus on in 2020.Â Â

EnvironmentalismÂ andÂ sustainabilityÂ Â

Arguably,Â the most pressing issue facing our planet today is climate change.Â Â

TheÂ [International Panel on Climate Change 2019 report](#)Â revealsÂ that weâ??re not on track to keep carbon emissions below the +1.5C pre-industrial levels target.Â

Now,Â more than ever,Â we must reduce our carbon footprint and negative impact on the planet.Â Â

Students andÂ organizationsÂ are calling on the higher education industry to acknowledge their role and to take serious steps towards being more environmentally friendly.Â Â

TheÂ [People and Planet](#)Â student-led group have expressed their high expectations of the industry; developing theÂ [University League](#)Â to rank UK universities based on their sustainability, with the University of Gloucestershire coming out on top.Â

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AndÂ [in July 2019](#), 7,000 higher and further education institutions from six continents agreed to undertake a plan that included a commitment to carbon neutrality.Â

For a more in-depth exploration of how to reduce your institution's carbon footprint,Â please see our Â blog:Â [The Process of Becoming Carbon Neutral: How Universities can Hit Net Zero Emissions](#).Â

If your institutionÂ wantsÂ to become more socially responsible in 2020, the issue of climate change must be a priority.Â

Local and global workÂ Â

When it comes to social responsibility, institutions should be acting to benefit society on both a local and global scale.Â Â

TheÂ [University of Manchester](#)Â'sÂ [strategic plan for 2020](#)Â details the work they will be doing on a local scale.Â Â

Their programÂ [The Works](#)Â aims to get people from the local community back into employment.Â Â

The Works acts as a "one-stop shop" facility based in a local community setting, providing thousands of people with ring-fenced access to training, advice,Â and job opportunities.Â

The university also celebrates those who give their time to help others throughÂ the "Making a Difference Awards",Â whichÂ in turn encouragesÂ more staff, students, and alumni to become more socially responsible.Â Â

ResearchÂ Â

Higher education institutions have a wealthÂ ofÂ expertise and facilities at their fingertips.Â Â

By using these resources, theyÂ canÂ understand issues in more detail, and hopefully present more long-term solutions.Â

Universities have the potential to not only help people who are currently struggling, but through research, develop strategies to help reduce this sufferingÂ in the futureÂ and on a global scale.Â Â

TheÂ [University of Toronto](#)Â is a leader of research and innovation, with "outstanding research scholarsÂ [who]Â are committed to understanding and solving the challenges that face us today."Â

[Their current research endeavors](#)Â include the development of anÂ "artificial ionic skin,"Â which "records the complex sensations of human skin."

This could be massively beneficialÂ when itÂ comes toÂ muscle rehabilitation and wound healing.Â