

SusSocEnt

Sustainable Development and for-profit food companies: Who? What? How? Why?

DURATION
15/03/2019 - 15/03/2021

BUDGET
20 000 €

Valorisation of the BRAIN-be project

[FOOD4SUSTAINABILITY](#)

PROJECT DESCRIPTION

The SusSocEnt Action will focus on vulgarizing the results obtained in FOOD4SUSTAINABILITY, to facilitate the access to the results to a larger share of the population, extending the research benefits to the general public and building on previous findings. The main message is the relevance of pro-social and pro-environmental behaviors in for-profit organizations and social enterprises, with the aim of contributing to students' awareness on this matter. In particular, the project would like to communicate the research findings on the motives that lead organizations towards sustainability.

The objective of this communication project is to raise awareness about organizations active in sustainable development practices. This communication will be mainly shared with high school students (between 14-18 years old), but also with a wider audience through a video (see tools section). The project also aims at integrating new pedagogical content to enrich the pedagogical tool-kit for the economic courses in French speaking Belgian schools.

Tools, objective and targeted audiences:

1) *The interactive performance-presentation* (from now onwards "the performance") will be developed in cooperation with an artist vastly experienced in inspiration conferences, interventions and sustainability issues. The performance will be presented in schools offering economic or social sciences courses and pedagogical programs located in Brussels and Wallonia region (10 to 15 schools). The performance will last 25 to 30 minutes, and it will be followed by a discussion (20 to 25 minutes) with students and supervised by the high school teacher and a research team member. Teachers will receive support material to guide the discussion including a summary of the results, guiding questions, and links to the research papers. The maximum size of each group of students should be 100 students. The venue will be either the school facilities or the university facilities (to be decided in coordination with the schools' representatives). The objective of this tool is to raise awareness among students on issues related with sustainable development and social economy. In particular, by explaining what motivates social enterprises or for-profit organizations (microfinance institutions and traditional food companies) to develop sustainable practices and why they are or are not 'transitioning' towards sustainability? Through the interactive performances with students, the project aims at triggering critical questions on students, questions that could be partially solved during the performance, but that could also lead to future discussions in the classroom or at home, expanding the time frame of the performance and its positive effects. The target audience of this tool are students between 14-18 years old from 10 to 15 French speaking Belgian schools with economic and pedagogical studies located in Brussels and Wallonia region (activity in French) AND older students (minimum 22 years-old) registered at the "Agrégation en sciences économiques" at ULB. This activity will be recorded as an input for the general video targeting audience 2. Permission to reproduce students' image will be asked to parents before recording starts (see annexes). At this preliminary stage of the project, a few schools have already confirmed their interest and support to this action: Ecoles Plurielles in Molenbeek (Dirk Jacobs), Collège Saint-Augustin in Enghien (Carine Druart), IEPSCF (Lina Martorana), Ecole Active Bruxelles (Cédric Pinchart) and Institut Reine Fabiola (Claude Zola). Many other schools have also showed interested but prefer to wait the next academic year to confirm their participation. On top of these schools, the Agrégation de l'enseignement supérieur en sciences économiques at ULB (Michele Cincera) has also accepted to be a partner.

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2) *The pedagogical video* will be developed in cooperation with a filmmaker and it will present research results and images from the performances and animations. The objective of this tool is to enlarge the pedagogical toolkit available in the schools and associations for sustainability related topics. The video could be used as a triggering element for future discussions and awareness activities.



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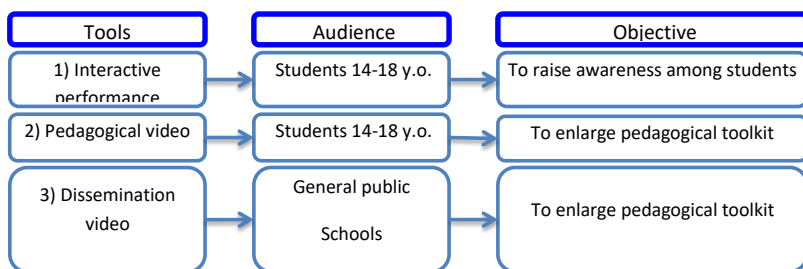
The targeted audience of this tool is students between 14-18 years from Brussels and Wallonia region (video in French). The video will be offered to schools in Brussels and Wallonia (see annexes).

3) *The dissemination video* will address the general public (in French with English subtitles) and it will summarize research results and students' reactions to research results, including some interactive content (e.g. interactive questions). Contact details asking for feedback, if the spectator would like to communicate with the researchers, will be included. The objective of this tool is to allow the perpetuation of the message and work as an open source tool. The video will be available online on open platforms (e.g. Vimeo and YouTube). It will also be shared through different channels (e.g. ULB social media, Solvay social media, CEB/CERMi social media, schools networks, research networks on sustainable development and social economy social media -e.g. EMES, ISTR- and press releases, among others), in cooperation with the 'Service communication recherche' and the 'Service Environnement et Mobilité'. The video will be also introduced through public showings in short-film festivals and the ULB auditorium, as well as at seminars and conferences. Additionally, it will be shared with the organizations that participated in the research (more than 1.500 companies in the case of food systems), and other associations and/or public institutions interested. Finally, some preliminary contacts have been established with Alexandra Demoustiez to include this video (or a slightly modified form) in her new project, which includes some transversal, trans-disciplinary sustainability courses. This vulgarization project could be used as a first example of pedagogical tool on sustainability.

The videos complement the performance in high schools in several ways. They overcome the performances' perishability, offering a long lasting instrument and expand the audience of the project. In sum, this derivable will allow the project to: have a record of the performances, and have long-lasting communication instruments. For the schools in particular, it will provide them with an additional pedagogical tool.

This project aims to work with schools with different groups of students (e.g. North and South of Brussels, underprivileged schools). The identification and contact with schools is developed in cooperation with Ahmed Medhoune (Department of Services for the university community) and Corinne Duckstein. Video content and pedagogical approach will be developed in cooperation with the PRAC-TICE Department (Eric Uyttebrouck and Evi Belsack). All of them have been already contacted and offered their support.

The following graph summarizes the tools, the audience in each case, and the particular objective.



Impact:

This communication strategy aims to have a positive impact on students based on an interactive and critical-thinking activity. Students will better understand which organizations are or are not transitioning towards more sustainable practices and what are their motivations. Additionally, the positive experience through the interactive performance (i) might be only the beginning of other discussions at students and teachers' private spaces (home, friends, etc.), having positive externalities that exceed this project. Finally, the pedagogical video (ii) will enrich schools' didactic tools and the public video (iii) will contribute to general public awareness about the topic.

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