UoG Music Business SOSTENUTO

"Our main aim is to confront future sustainability challenges facing UK music business and to create opportunities for our students to experience sustainability 'best practice' within our music and media courses. (This…) will prepare them to thrive in the music industries in the 2020s and beyond."

Project Concept and Mission

What was the trigger?

The environmental cost of abandoning your tent at a music festival

July 11, 2019 0.15pm BST

- Bitcoin has a carbon footprint comparable to that of New Zealand, producing 36.95 megatons of CO2 annually, according to Digiconomist.

Key Goals – student 'proactivity', seize opportunity, employability

Student Experience – need to evolve the industry, "be the change...", lead.

What did we do?

Several steps and activities: **dialogue sessions** - establish priorities and see what is achievable (and what can be trialled right now) – create **discussion and activity/workshop** at module level and get ideas back from **Reps** and via **CDMs.**

Create a Sustainability Vision Statement for your events

1. Review the UN Sustainable Development goals
2. Identify appropriate areas of planning and practice within your projects against these goals
3. Prepare a Sustainability Vision Statement for both of your projects identifying the following, specific areas of consideration:

> PLANET
> PEOPLE
> PROFIT

Some early tweaks in **assessment** (activity, not type) with wider discussion about **learning outcomes** at course/programme level emerging.

Other Dimensions

- **In our MA**, then 'cascading' down to L6 and L5 over the following two years, work on **responsible leadership.**

- Cultural change – e.g. facilitating **share culture** (will be greatly expanded 21/22).

- Work on 'transparency' in law and copyright modules – e.g. projects/research into **transparent rights management technologies/tools**.

- **In our L6** Production Company module (MT: Andrew Lansley - 30 CATS) students acting as consultants, firstly to help re-open GLOS live music venues in 2020, leading to **sustainability services (inc. on carbon)** and *(many!)* **work placements**.

- **The course change process** – evolving on several fronts at once.

Significance/Impact and The Future

- These questions are now 'never not asked' and sus contexts never ignored.

- Student leadership of projects – **employability outcomes** too.

- We are still tackling the agenda – e.g. into **Induction 21/22** (all years) and currently working out **assessment strategy through ASP process**.

- Idea of 'strands' and 'levelness' – it makes you look at your course anew.