“The University of Salford has a successful global presence and a turnover of £189m. Our 7 schools, 20,000 students and 2,500 staff have all grown to serve the needs of industry, commerce and education. The regeneration of Salford is creating new opportunities which bring our university firmly into the 21st Century. We have joined the BBC and ITV at the Media City UK development in Salford Quays and have ambitious plans to redevelop the existing campus over the next 20 years. With these strong foundations we look forward to even greater achievements in the future.”

VC Helen Marshall
Industry Collaboration Zones

Our new vision will bring enormous benefits to students, staff and industry partners. To deliver these benefits we are engaged in developing Industry Collaboration Zones as our single institution-wide Strategic Priority over the five years of this strategy.

The zones build on our areas of expertise across four key sectors. They will provide a unique environment where leading researchers, practitioners and professionals can collaborate on multi-disciplinary projects to help solve today’s global challenges.

Through the zones, our students will be able to work closely with our staff and industry partners on work-based learning opportunities, applying their learning and skills in real-world environments.

Each zone aims to facilitate experimentation and be a place where knowledge and expertise can be nurtured, tested, and practiced.

The zones will shape how we do things. Their success will be enabled by:

- Raising mutually beneficial exceptional partnerships at the heart of everything we do, including embracing opportunities arising out of the Government’s Northern Powerhouse and devolution agendas.
- Engendering a culture and model of co-creation with students and industry.
- Providing inspiring infrastructure that enables staff, students and partners to learn and practice in environments that replicate industry standards.

Our Strategic Priority and supporting Strategic Enablers identify how we do things as an institution – the golden thread that defines the “Salford experience” for staff, students and partners.

The simplified strategy map below sums up our plan for delivering the Vision and the benefits it brings to our key stakeholders:

“By pioneering exceptional industry partnerships we will lead the way in real world experiences preparing students for life”

Stakeholder Benefits

- Students
  - Enhanced life opportunities through high quality, digitally enabled and industry engaged learning.
- Staff
  - Enhanced professional opportunities through developing and applying skills, expertise and work from shared success.
- Industry Partners
  - Access to work-ready graduates and unique thought leadership, opportunities to innovate and experiment.

Industry Collaboration Zones

- Engineering & Environments
- Digital & Creative
- Health & Wellbeing
- Sport
- Business

Enablers

- 21st Century Industry Standard Infrastructure
- Equipping Staff for Co-Creation
- A Network of Exceptional Partnerships

- The Strategic Priority and Enablers have been embedded into our Academic Sub-Strategies and Key Functional Strategies, which identify more specifically what we will achieve and how we will achieve it over the five years of this strategy.
- The Academic Sub-Strategies set our aims and objectives for each of our academic portfolios: Education and Student Experience; Growth
Salford University’s vision is that: “by pioneering exceptional industry partnerships we will lead the way in real world experiences, preparing students for life.” As part of this we are seeking to enhance the experience at Salford through building a flexible work-based, industry led and research informed curriculum. Our goal is to prepare students for the careers of tomorrow and ensure they have the knowledge, skills, attributes and confidence to succeed in the workplace.

A critical element of this strategy is the need to ensure all our students have an understanding of contemporary business models. Here, Salford Business School is playing an increasing role across the University in seeking to lead the University’s and students’ understanding in this regard. Explicitly, this focuses on ensuring that students develop an understanding of what is best-practice authentic, collaborative and co-created business, management and leadership. As a result we are placing the principles of developing practice that is ethically grounded and socially responsible at our core.

As a consequence, it is a delight to be able to re-affirm Salford Business School’s commitment to the Principles for Responsible Management Education. The connected, critical and action oriented managers and leaders we seek to develop will be at the forefront of business and society in the future, and it important - now more than ever - that these graduates are underpinned by a proper understanding of ethical, sustainable and socially responsible business practices.
Since our last PRME SIP report, Salford Business School (SBS) has received a number of national and international awards and accreditations including:

**SUSTAINABILITY**

At the 2017 NUS’ NATIONAL GREEN IMPACT AWARDS, our HR and Finance team won the national Innovation for Engagement award for their online Green Impact quiz. **TRY IT** yourself to find out if you’re a sustainability zero or hero! Our students also get involved in some of the University-led projects; for instance, some students participated in the Green Impact initiative. Green Impact is an environmental accreditation and awards scheme run by the National Union of Students that gets students and staff working together to bring about positive change in their workplaces.

The GREEN GOWN AWARDS are another highly regarded set of awards concerning different categories of sustainability and environmental awareness. Salford has achieved a place in the 2017 list of finalists for the ‘Research and Development’ sector. Here, Civil engineering graduate Gemma Small has been put forward as one of only six nationwide candidates for the Research and Development award, supported by SALIX in their pursuit of solving the increasingly relevant issue of energy efficiency and finance within the workplace.

Furthermore, within the same category, Salford’s ‘Energy House’ was also shortlisted for the best research and development project into sustainability. The purpose of the house is to test and analyse the extent to which energy can be lost within the home and the extent to which such losses can be prevented. In addition, the same project has been in partnership with the Life Sciences department in order to examine how people living with Dementia can still manage and maintain their homes, either through energy efficiency or through automated reminders which prompt the resident to act upon things they may unfortunately have been unaware of.

Two Green Gown awards were also won in 2016. One project brings together the University, local communities, the local authority and the Environment Agency (EA) in an innovative partnership to create a flood protection scheme designed to safeguard over 1400 homes and 500 businesses, provide a high quality 5.5ha wetland wildlife habitat and improve sports facilities for local and student groups (see VIDEO of Castle Irwell Flood Basin Project – keeping Salford dry).

The other award was won by Danielle Butler who is currently undertaking a PhD and aims to explore the role of intermediaries and the experiences of energy advice in the context of urban fuel poverty (see VIDEO). Our CHOOSE TO REUSE project was also shortlisted in the Facilities and Services category for realising savings of almost £0.5m over the last five years by reusing over 600 items across the University. Go HERE to watch a video about the Choose to reUse project.
ACCREDITATIONS

Additional accreditations gained since the last SIP report included the Association of Chartered Certified Accountants (ACCA). The ACCA is the global professional accounting body offering the Chartered Certified Accountant qualification for our Finance and Accounting programs. The Chartered Institute of Logistics and Transport was also obtained for our MSc in Procurement, Logistics & Supply Chain Management. This is the UK membership organisation for professionals involved in the movement of goods and people and their associated supply chains. The Institute of Leadership & Management is a professional membership body for leaders and managers around the world. Here the School gained Level 6 award in Management and Level 7 award in Leadership and Management.

ENTERPRISE

As the first university in the UK to receive the Social Enterprise Gold Mark, we successfully renewed our membership after demonstrating excellence in best practice across areas such as governance, ethical business, financial transparency, and social and environmental impact. The University of Salford was also recognised for its efforts in engaging students in enterprise activity, at a prestigious awards ceremony. The Enterprise team in Student Experience and Support won the Association of Graduate Careers Advisory Services (AGCAS) award for Entrepreneurship. The award was won in recognition of the services that the enterprise team offer to students, both within the curriculum and within its extracurricular support opportunities. An overview with web links to further information around the University’s activities since our last PRME Report and our goals for the future is now presented with regard to PRME’s six principles.
PRINCIPLE 1 / Purpose:
We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The development of enterprising and socially-responsible business practitioners is integral to business practice improvement. Therefore, the presence of our award-winning Enterprise team is crucial to supporting and developing the capabilities of our students in terms of generating sustainable value. In addition to seminars from business leaders around the globe, workshops around starting your own enterprise (see [WWW.CAREERS.SALFORD.AC.UK](http://www.careers.salford.ac.uk)); and fundraising activities, a key society which helps to engage and develop students is Enactus Salford.

Enactus is part of an international organization sponsored by some of the world’s top companies (e.g. ASDA, Pfizer, Phillips, KPMG, Centrica, and HSBC) who heavily recruit Enactus students. Consequently, Enactus Salford aims to make a difference in the Salford area by developing social projects that improve the quality of life and standard of living. Our team inspires, improves and transforms the quality of life and standard of living, for thousands of people both locally and globally. For our student team members, Enactus projects set them apart from their peers, by providing an environment in which to express and develop relevant skills to make them more employable in the future.
Unsurprisingly, our academic activities and curricula emphasise concepts around sustainability, corporate social responsibility and responsible management business practices at all levels. For example, our MBA module on Organizational Behaviour & Change incorporates an assessment based on the Global Responsible Leadership Initiative (GRLI) diagnostics tool. Inspired by GRLI/PRME, this led the module leader Dr David Beech to publish a book chapter on responsible leadership in the publication ‘DEVELOPING LEADERSHIP: QUESTIONS BUSINESS SCHOOLS DON’T ASK.

At undergraduate level, the module Business Ethics & Sustainability is designed to equip students with an in-depth understanding of global Sustainable Development Goals (SDGs) as well as the implications of Business Ethics, Corporate Social Responsibility (CSR) and Sustainability in national and international organizations. The module also features a series of guest speakers from different organizations focusing on specific sustainability issues in certain industries; for example Juan Teran Jurado (Ecuador Trade Officer in the United Kingdom) gave a lecture on Sustainability in the Cocoa and Chocolate industries in Ecuador.

Similarly, the Social Business module on the Masters programme in Social Business and Sustainable Marketing involves other relevant themes, such as Social Enterprise and Social Innovation perspectives. Students from both modules recently impressed the judges of The PRME Chapter UK and Ireland’s Responsible Business and Management Writing Competition 2016-17. The judges, drawn from six different university business schools, were impressed with the contributions from SBS and very encouraged by the quality of work shown by all entrants. Undergraduate student Emma Gaskill won 2nd place with her report on the ethical activities of a leading UK retailer and her fellow students Otilia Marinescu, and Zeyad Golita were also listed as finalists. Emma Sutton, a PGR student on the MSc Social Business programme, was also identified as a finalist with her report into the value of social impact measurement. All finalists’ entries will be posted to the PRME Chapter UK and Ireland’s website and to that of the Oxford Brookes Business School.

As a result of our strategic industry focus, many of our modules involve direct contact with business partners and are subsequently involved in the design and delivery of both undergraduate and postgraduate modules, as well as the assessment design. Therefore, enabling students to relate theory to practice and simultaneously encourage corporate partners to improve their own practices.

In alignment with the sustainability and responsible management features of our AMBA, CEEMAN, EFMD EPAS and PRME accreditations, we are committed to developing learning objectives which facilitate a greater awareness of sustainable business practices for both our undergraduate and postgraduate students. SBS also aims to develop further practical enterprise opportunities for students via the provision of Business Innovation Projects with local, national and international businesses.
A number of sustainable processes are in operation at the University of Salford that enables significant opportunities for responsible leadership. For example, we are members of WARP-IT (WASTE ACTION REUSE PORTAL), a redistribution network that works in a similar way to eBay or Freecycle, but for organisations rather than individuals. WARP-it makes it easy for departments to give away, loan or claim items unwanted by others within the organization and beyond. The scheme encourages reuse, saves money and carbon. You can see our latest performance [HERE](#).

Our Environmental Sustainability Policy Statement outlines our commitments to playing our part in making the world a more sustainable and equitable place. Healthier, ethically sourced, more sustainable food may help to encourage lifestyle changes both in and outside the University, leading to a positive impact on health and wellbeing, as well as the environment. SALFOOD, our catering company, achieved the Soil Association’s FOOD FOR LIFE Catering Mark for serving fresh and healthy meals in Allerton and Maxwell Restaurants.

The Estates and Facilities directorate operates an environmental management system through the ECOCAMPUS tool. Our ENVIRONMENTAL SUSTAINABILITY POLICY sets out our intentions.

With a land holding of around 70 hectares in Salford, the University recognises both the positive and negative environmental impacts it has on the local, regional and global environment. Therefore as well as creating exciting new spaces - which meet ‘Excellent’ BREEAM ratings - we’re committed to developing and revitalising our existing facilities.

Our most recent building – New Adelphi - provides a new home on Peel Campus for the departments of music, performing arts and art & design, which were previously spread across several sites. The building facilitates creative cross-disciplinary working which enables the University to offer unique educational opportunities to students. Key innovative features and low-impact design features included: green roof; grey water harvesting; sustainable drainage; photovoltaics; and a natural ventilation / building management system (see [NEW ADELPHI STUDY](#)).

The University of Salford takes part in the national sustainability accreditation scheme GREEN IMPACT, which is run nationally by the NUS. Taking part benefits the University, including providing opportunities for students to gain valuable skills by volunteering as Green Impact Project Assistants and Auditors. The awards ceremony for the 2016-17 cycle of Green Impact took place recently; find out more [HERE](#). In addition, we run an annual series of events and activities over a month for ‘Go Green Salford’, incorporating Go Green week, to raise awareness of sustainability issues and engage with the University community. Events in 2017 included BIKE MAINTENANCE WORKSHOPS, a SWAP-SHOP, an afternoon tea for Green Impact participants, litter picking, nature walks and the month ended with Blackout.

The University of Salford is one of 33 Universities taking part in Phase 6 of the Higher Education Carbon Management (HECM) programme run by the CARBON TRUST. With the support of this programme, we have recently launched our Carbon Management Plan to define how we will work towards our target of a 30% reduction in carbon emissions. Read our CARBON MANAGEMENT PLAN SUMMARY and about our ZERO-EMISSIONS CAR TRIAL at the University. Our annual carbon savings are 8% and our overall environmental impact is shown below.

Our future commitment to developing PRME’s principle No.3 is to build on these events further by integrating the environmental goals of the University’s Estates and Buildings team with our curriculum provision to provide greater learning opportunities for our students around responsible management and sustainability.
PRINCIPLE 4
Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

On achieving 140% growth in world leading research and 40% of its impact judged as ‘outstanding’, the School now has an excellent platform for growth towards REF 2020. As part of this growth strategy, our doctoral students play a significant role. For example, the University hosts its own forum (SPARC) for developing research, offering a space for postgraduate researchers from all disciplines to exchange ideas.

SBS’s research activities are channeled through three University-wide Centres, providing opportunities for consultancy, research, funding collaboration, and bespoke training courses around the topics of sustainability, ethics and social value. Examples of which are given below.

1/ CENTRE FOR SOCIAL BUSINESS
The Centre For Social Business promotes research and consultancy in areas such as microfinance, community issues, social housing, sustainable design, corporate social responsibility and business ethics. Its members demonstrate a strong record of internationally recognised research and features partnerships with policy makers, practitioners and the wider community to produce relevant and influential research that impacts on social business issues affecting today’s society. Examples of academic staff and their respective socially responsible-related publications from the Centre for Social Business include:

**DR ADRIAN MONAGHAN** joined the University of Salford in January 2010 as a Lecturer in Strategy and Corporate Social Responsibility. His areas of research interest are situated within the field of innovation for sustainability, which has CSR implications for the public and private sectors and for civil society. A recent conference presentation was given at the Sino-British College, University of Shanghai for Science and Technology 10th Anniversary Conference and Inaugural Annual Conference titled ‘Challenges in Embedding Responsible Leadership & Global Citizenship in the Taught Postgraduate Curriculum: The Case of ‘Block Delivery’ Teaching’.


**DR MORVEN MCEACHERN** is the Director of the Centre for Social Business and has a wide range of related research activities in the area of socially responsible management and ethical consumer behaviour. A recent publication of hers appeared in the Journal of Business Ethics in 2017 titled ‘The fine jewellery industry: Corporate responsibility challenges and institutional forces facing SMEs’.

Co-Director of the Centre for Social Business **DR KEVIN KANE** is involved with a number of social enterprise-related activities is currently involved in a social enterprise research project around creating a ‘care farm’ for people with physical, social and mental health needs. A recent publication of his about restaurant service quality won an ‘Outstanding Paper’ award in the annual Emerald Network awards for Excellence in 2017.
2 / CENTRE FOR DIGITAL BUSINESS

The Centre For Digital Business has an internationally-recognised profile of research in digital technologies, and given the University of Salford’s new campus at MediaCityUK, it is well positioned to be a facilitator and enabler for local and global businesses. Member activities include providing a hub for commercially centered workshops and providing bespoke training courses to equip individuals with necessary critical digital business and analytical skills. Examples of academic staff and their respective socially responsible-related publications from the Centre for Digital Business include:

DR MARIE GRIFFITHS is Director of the Centre for Digital Business and her research revolves around young people and technologies, gaming, gender studies, and digital privacy and surveillance. A recent PAPER of hers - which was jointly written by DR GORDON FLETCHER - entitled The social supply chain and the future high street, examines how independent social and commercial activities have developed in response to the perceived decline in the UK high street, and in response to the challenges of increasing digital retailing opportunities. This paper also won an ‘Outstanding Paper’ award in the annual Emerald Network awards for Excellence in 2017. Another project both researchers are involved in is Mid-Sized Business Leaders, which aims to establish a sustainable long-term partnership between SBS and MSB Leaders to fuel mid-sized business growth through better board performance, by developing a national leadership framework, comparative performance index and executive education packages. The index will be underpinned by various sources but ultimately it will be based upon the findings of a comprehensive ongoing survey reporting the opinions and collective voices from UK board members. See over 600 publications that have informed this research HERE.

DR ALEKSEJ HEINZE is co-Director of the Centre for Digital Business and conducts research in the areas of Search & Social Media Marketing and Customer Relationship Networking. A recent project titled JEMSS (Joint European Masters Programme in Search & Social Media Marketing) involved identification of European needs for Digital and Social Media Marketing and resulted in a book, Massive Open Online Learning Course (MOOC) as well as a Joint masters in Digital and Social Media Marketing (see our new MSC DIGITAL MARKETING PROGRAMME).
The Centre for Sports Business work was judged 4* (world leading) at REF 2014: "The case study on the Player Performance Index for Professional Football was assessed as outstanding in terms of reach and significance" (Business and Management REF 2014 panel feedback). It promotes research and consultancy in sports statistics and analytics, sport finance, sport law and the economics of sport and boasts a continued record of world-renowned research with its members publishing their work in top-rated academic journals. Examples of academic staff from the Centre for Digital Business include:

**PROFESSOR CHRIS BRADY** is an expert in football business and finance and has authored several books on the subject, including Rules of the Game, End of the Road, and the best-selling The 90 Minute Manager. His most recent book published in 2016 was titled 'Quiet leadership: Winning Hearts, Minds and Matches'.

**PROFESSOR PHIL SCARF** has wide ranging interests in the application of statistics and operational research in reliability and maintenance, manufacturing informatics, autonomous systems, corrosion science, and sport. With reference to sustainable value, he is currently supervising an early-stage researcher on the EU FP7 “Marie Curie” ITN: “SMART-E: Sustainable Manufacturing through Advanced Robotics Training – Europe”. Phil Scarf also chairs the conference Committee for Mathsport International, a biennial conference on mathematics, statistics, operational research and economics in sport.

Our commitment to research and knowledge exchange in the areas of responsible management, sustainability and ethics is evident but the School aims to grow and sustain these areas of research activity further in the future.
One of SBS’s strategic priorities is to develop the employability of graduates and through the University’s membership of the Principles of Responsible Management Education (PRME), it has a strong reputation for being actively responsive to the needs of the local and national community promoting responsible leadership.

The quality of our partnership activities is recognised by our Small Business Charter Award – of which SBS is a trailblazer member. In addition to our many examples of partnerships with the business and policy-making world (for example: Salford City Council; Manchester Institute of Health Performance; Salford Credit Union; Salford Healthcare - Primary Care Trust etc.), SBS provide an opportunity for all students to participate in a placement project within an international or national organization. It has already helped 4,700 students find work placements in Britain’s exciting micro-business and start-up sector. CLICK HERE FOR MORE DETAILS.

The University has now entered the third year of an established partnership with Santander, during which time they have pledged £300,000 that has benefitted over 200 of our students. SANTANDER UNIVERSITIES GLOBAL DIVISION has worked in Higher Education since 1997 and its network spans over 70 UK universities and over 1,100 academic institutions in 20 different countries. Our partnership with Santander Universities encourages collaboration, interaction and partnerships between institutions. The University is pleased to have a Santander branch on campus, and 2014 saw the launch of University of Salford Santander Smart Card, which has gone from strength to strength. Salford is only the second UK institution to adopt a card of this nature, which functions as student and staff identification and as a debit card for Santander banking services.

In addition to the variety of KTPs in operation with members of the Business School, Salford Law School members also feature a number of partnerships with Salford Citizens Advice Bureau, Manchester Civil Courts, Salford Credit Union and the Greater Manchester Law Centre. The Community Legal Outreach Collaboration Keele (CLOCK) is one innovative and exciting initiative launched since our last SIP report in 2015 by Salford Law lecturers and researchers. By working with a number of partner organisations, CLOCK enables Law students to provide vital help and support to disadvantaged communities through legal research, policy work and community legal education, while further strengthening key employability skills. Further details about the CLOCK are available at the following VIDEO LINK:

Together with staff from the Centre for digital Business, the Manchester Institute of Health & Performance (MIHP) which is the first of its kind in the UK, has formed an alliance with Salford University to deliver a research programme incorporating public health and sports performance. Based within the heart of the East Manchester community, The Manchester Institute of Health & Performance (MIHP) is an £18 million purpose-built facility designed to create a world-class environment for diagnosis, education and research in health and performance. MIHP is the result of six years of planning and research made up by a partnership team of Manchester City Council, Sport England and City Football Group. As the world’s largest private hospital group, and with a proven track record in delivering high quality healthcare in the region, HCA Healthcare UK has been brought on board to operate the facility. Key areas of work will cover both health and physical activity including osteoarthritis of the knee, footwear interventions for meniscectomy patients and running performance. The agreement with Salford University also incorporates a full-time postdoctoral researcher who will be based at MIHP for two years. Dr Stephen McGregor, Institute Director at the Manchester Institute of Health.
PRINCIPLE 5 / Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

& Performance (MiHP), said: “We are delighted to announce our collaboration with a local and highly regarded institution such as Salford University. This collaboration with Salford University is an example of how we are driven to support the development and well-being of every person who enters our facility and also the people of Greater Manchester and beyond”.

These partnerships have provided SBS the opportunity to develop a much wider stakeholder dialogue around the topics of social and environmental responsibilities for which we hope to develop further over the next eighteen months.

THE CREDIT Union, supported with legal expertise from the University of Salford, has launched new products aimed at helping people deal with poverty. Dr Shane Sullivan, Head of the Law department at the University of Salford, said: “The service that the Credit Union provides is even more vital during times of economic uncertainty. Working with the Credit Union we are aiming to break that cycle by providing loans or other support with repayment rates that are much lower. The University is providing free legal support to the Credit Union to enable it to help as many people as possible.”
The University of Salford recognises its unique position in the community and the impact it can have especially in terms of facilitating and supporting a dialogue around social responsibility and sustainability with other educators via academic conferences, students via our teaching and learning activities, business via our consultancy, research and student innovation projects, media and other stakeholders. In addition to many of the above examples around partnerships, the following are examples of activities which help to facilitate and support dialogue with educators, students, business and government:

Both members from the Centre for Digital Business and Centre for Sports Business held an event titled ‘Innovating Future Business 2017’ at Media City UK which saw a host of sporting and business delegates converge to discuss the future of sports consumption, then watch as students from all over the country pitched their business ideas in an attempt to win some investment. In partnership with University Alliance, the event was split into morning and afternoon; the morning focusing around the theme “90 minutes to 90 seconds; the future of sports content consumption” while the afternoon was given over to the Dragon’s Den-style pitches.

The afternoon session featured a Dragon’s Den style business competition, which brought together external investors from some of our industry partners: Cariocca Enterprises, Marketing Signals, Wakelet, ANS Group and Web Applications UK. We teamed up with University Alliance, and through this work we engaged with 11 Alliance Universities, which sent representative teams made up of some of the best young entrepreneurs from across the country, to compete in the final of Innovating Future Business 2017 for a pool of prizes worth £5000 and potential investment from the five investors.

The competition launched in January - and through the Enterprise Team’s support we generated a record 40 individual and team entries for the local heats at Salford. The entrants attended Business Planning and Pitching workshops and received business mentoring from our skilled business advisers. We have also embedded this event into two modules: Business IT Ecommerce and PG Cert in Professional Development and Management, which increased our students’ engagement in this opportunity. Participants from Salford took part in a local heat during our Big Pitch Day where we awarded 16 teams with our Santander Start-up and Make The Difference cash awards towards making their idea into a reality.

Our Salford University team, Pathways, created by 5 students, attracted the top prize of £500 on the day from Gareth Hoyle, founder of Marketing Signals and on-going mentorship. Pathways aims to change the way we navigate large buildings such as hospitals, avoiding late appointments and saving time and resources for both patients and the NHS. Zahid Tapas, member of the Pathways team and presenter said: “This is a great opportunity for us. We were going up against teams who had been working on their ideas for three years or more, so to be doing so well so quickly is great.” The success of the event was captured on Twitter, where almost 1000 tweets were attracted through the 2 event hashtags, #IFB17 and #UAFutureBiz, appearing on the timelines of over a million people.

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**PRINCIPLE 6**

Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.
Another event held by Salford Law staff members brought together HM Courts & Tribunal Service and Manchester City Council Social Care Department, as well as students and practitioners from both institutions, to attend the first annual Conference on Family Justice. The conference delivered keynote lectures to professionals involved in the family justice system to provide a better understanding of key areas of law and practice relating to:

- Improving performance in the family justice system within Greater Manchester – a judicial, administrative and CAFCASS perspective on the successes and the remaining challenges.
- Children at home on full care orders – the benefits and the dangers.
- Attachment theory and its significance in care planning and case outcomes.
- The effective participation in family proceedings of vulnerable witnesses, children and those from other backgrounds and cultures.

Thus, bringing together professionals involved in child protection and offered a great networking opportunity for colleagues at the University. Video links to all the presentations are presented here.

Bringing together academics from across the UK, Dr Morven McEachern and Dr Kevin Kane hosted an event for Higher Education Social Enterprise Mark holders to facilitate and support the sharing of good practice. As the Social Enterprise Mark becomes increasingly popular amongst UK HEIs as a tool to benchmark against the REF/TEF and to share the narrative around the social value they create for our student population, the theme of our meeting was around employee engagement with the mark and how this could be improved. Masters in Social Business & Sustainable Marketing student Emma Sutton received a very positive response from the attendees, as she presented the findings of her dissertation which looked at Social Enterprise Mark accredited HEIs across the UK and their employee engagement activities.

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In collaboration with two other HEI PRME advanced signatories from Bradford University Faculty of Management and Law (Dr Kyoko Fukukawa) and the Open University/the Academy of Marketing Ethics & Marketing SIG (Dr Fiona Harris), Dr Morven McEachern and Dr Kevin Kane from Salford Business School, hosted an event on ‘Nurturing Socially Responsible Entrepreneurs’ at MCUK (#socialentconf).

Universities are increasingly being recognised as social enterprises in their own right, so this event provided a valuable networking opportunity for business, academics and students to discuss the advantages of responsible entrepreneurship and how we all play a role in creating social value throughout our respective communities. Engaging with and supporting businesses regionally and nationally is part of the University of Salford’s mission. Associate Dean for Enterprise John Davies welcomed our delegates to MCUK and gave an overview of the University’s Industry Collaboration Zones (ICZs) agenda. Jade Littlewood from our sponsor Santander also gave an overview of Santander’s CSR agenda and their internship scheme. To facilitate greater involvement between industry and education, the workshop activities and expert speakers from the likes of The Big Issue Invest, Salford City Council, Reason Digital, Flourish CIC, Social Audit Network and the award-winning Unlimited Potential Ltd focused on areas associated with our ICZs, such as Health, wellbeing and society and Digital.

Nigel Kershaw OBE, Big Issue Invest
Paul Dennett, Salford City Mayor

Bringing together academics, students, businesses, government members and NGOs, Dr Morven McEachern and Dr Kevin Kane from the Centre for Social Business hosted an event for the Greater Manchester Social Value Network (GMSVN). The event included an overview of the Social Value agenda across the Greater Manchester region and the work of the GMSVN by Tom Wilde and featured a presentation of the Social Value delivered by the University from Dr Morven McEachern (our SOCIAL IMPACT REPORT gives details of the sustainable value generated by the University of Salford, its staff and its students).

An annual event which celebrates the creative and digital economy and sees Salford Business School bringing together its Centre’s for Digital Business, Sports Business and Social Business to provide inspiration and education for all, thinking about global opportunity in a connected world is the Creative Entrepreneur event at Media City UK. In its third year, the event helps to demonstrate how SBS has been working with students and organisations across the world to increase its connections with companies through internships, real world research and education. See the following video links for examples of the activities provided to date.

SOCIAL RESPONSIBILITY PANEL.

OVERVIEW OF CREATIVE ENTREPRENEUR 2016 -

It is clear from our activities described above that SBS and the wider University has continued to engage proactively with our stakeholders around the areas of social responsibility and sustainability since our last SIP report. As sustainability and responsible management are at the heart of what we do, it is our intention to build on our successes and develop our responsible management-related activities further.
PRME SIP 2017

Salford Business School,
The Crescent
Salford
M5 4WT

Further information:
Dr Morven McEachern PRME Lead/Director for Centre for Social Business
m.mceachern@salford.ac.uk

www.salford.ac.uk/business-school
/salfordbizsch
/salfordbusinessschool
http://blogs.salford.ac.uk/business-school