Collaboration for Ethical Success: A five University approach to partnership working

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Introduction

- Collaboration for Success
- North East Initiative on Business Ethics (NIBE)
- Model for Responsible Business Collaboration
- Future plans
- Other Initiatives from Participants
Competition or collaboration?

- Our society faces complex challenges that require collective action across sectors and borders.

- Responsible business collaborations have emerged as a promising approach to address these challenges.
Collaboration for success

• Collaborating with the competition can make business sense

• Business-led corporate responsibility coalitions have galvanised action on economic regeneration, social inclusion and responsible business practices

• Business in the Community has got member companies to act on issues such as employability, homelessness and mental health in the workplace.
Industry Collaboration models

Increasingly important aspect of corporate responsibility

Sector basis (high-risk factors where a common position is beneficial)

multiple companies using the same supplier (where the bureaucratic burden on the supplier could be reduced)

companies convening a range of suppliers (to identify and share best practice and troubleshoot common problems).

Department for Business Innovation and Skills (2014)
University Collaboration models

- University – Industry
- University – Public/Third Sector
- University – Education Institutions
- University – University (Research)
- University – University (Teaching)
- University – University (International)
University Collaboration models for Sustainability

• Single industry projects
• One-off research
• Consultancy

• Centres and units
• Knowledge transfer
• University alliances?

Embedding sustainability through collaboration
5 Universities Collaboration
Five University Responsible Business Collaboration model
Activities

• Events (Lecture Series/Workshops)
• Research (Collaborative bids/Industry research)
• Action (Campaigning/Activities)
• Networking (Relationship Building)
Lecture Series

• What went wrong in Scottish banking? How not to choose bad leaders’

• The Good Accountant: On Virtue Theory and Accounting

• Bank Mandate Fraud

• What ethical challenges is your business facing?“.
Newcastle’s Future as a Responsible City
Research

- Expert Register
- Research Repository
- Collaborative Bids
- Researcher – Industry link
Action

• Engaging apprentices from Gateshead to help design website

• Working with the Newcastle Journal to launch a campaign on prompt payment called ‘Pay Fair’

• Connecting businesses with the People’s Kitchen in Newcastle to provide material benefits to those in need.
Success

• Building a network
• Raising awareness
• Promoting the North East as a responsible/ethical business region
• Demonstrating the power of collaboration
Challenges

• Who leads?
• Funding
• Led by individuals
• Sustainability (long term)
• Just another ‘Initiative’
Future Plans

- Broader engagement with business
- Promoting the ethical and responsible business agenda among the region’s universities and schools
- Designing and implementing a regional ‘kite-mark’ for ethical and responsible business practice
- Continuing our work ‘pricking consciences’ through presentation and debate
Other models for Responsible Business Collaboration?

- What is your institution doing?
- What other models could we explore?
- What are the challenges and opportunities?
- UK & Ireland PRME?

17 Partnerrships for the Goals

Only by working together can we achieve a sustainable future with improved health for all.