

# The first steps of Sustainability and Higher Education Initiative

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#SHEI

## SHEI

Driving forward sustainability higher education, at national and international levels.

We are focusing on how we implement, evaluate, and research teaching and learning in sustainability.

The initiative will link:

- **Our academics,**
- **Alumni,**
- **and students ,**
- **with the rest of Higher Education and general public interested in sustainability.**

We will also combine all efforts in sustainability, teaching and learning coming from our **4 institutes** and **MSc programmes!**



## Ours are a combination of external and internal activities...

*Some examples:*

*MSc Dissertation open to public webinar*

*Book on Sustainability and HE*

*Projects with companies and local authorities*

*Internal trainings for staff*

*Participating to national and international webinars and events*

Public speaking training,  
with an actors' trainer



## Our Internal Trainings/Activities:

- We want SHEI to offer the Teaching and Learning activities we could not offer before within the department.

### *Some examples:*

- *Public speaking training, with an actors' trainer*
- *Internal Seminar/Experiment on AI generated essays (Oct 2022)*
- *Education day on Inclusive Groupwork, BAME Careers support, Peer teaching dialogue, continuous module feedback*

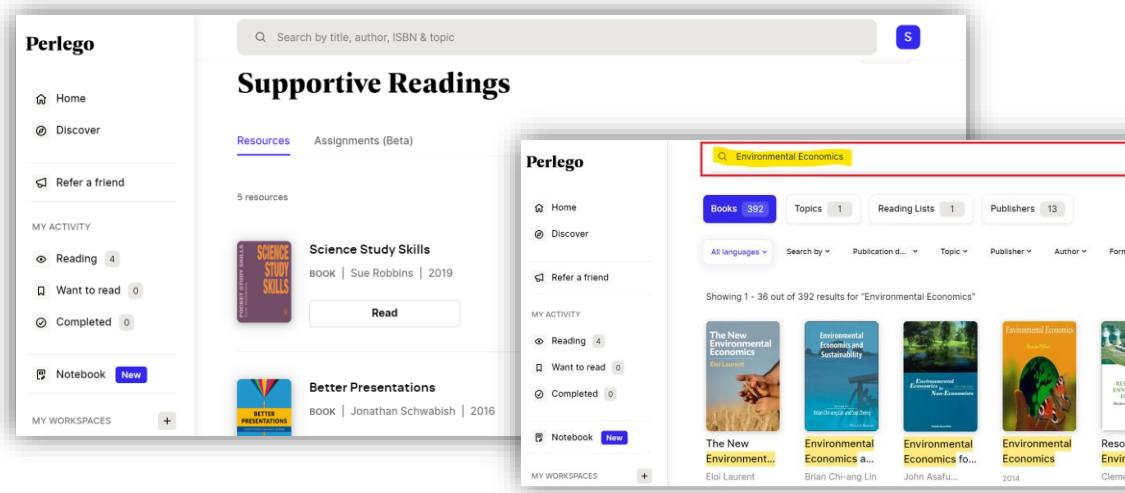
Public speaking training,  
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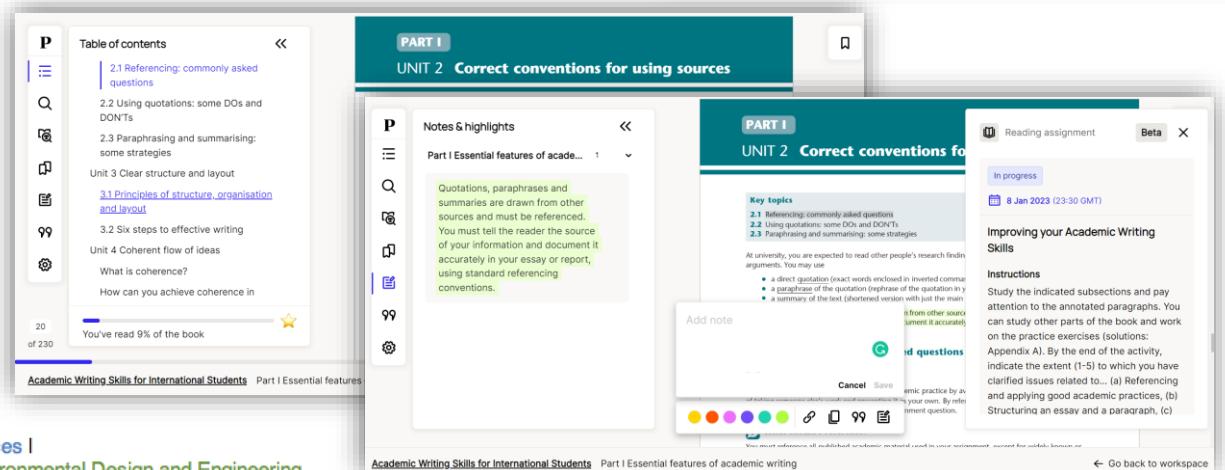
# Academic Writing and Supportive Readings using **Perlego**

SHEI piloted Perlego and approached students facing difficulties, offering them...

- ✓ Access to a wide collection of books and resources
- ✓ Tailored readings with specific chapters/sections
- ✓ Due date readings for incentivized study
- ✓ Perlego tools for increasing studying efficiency



The image shows two screenshots of the Perlego platform. The left screenshot displays the 'Supportive Readings' section with a search bar at the top. It shows a list of resources, including 'Science Study Skills' by Sue Robbins and 'Better Presentations' by Jonathan Schwabish. The right screenshot shows a search results page for 'Environmental Economics', displaying a grid of book covers for titles like 'The New Environmental Economics' and 'Environmental Economics and Sustainability'.

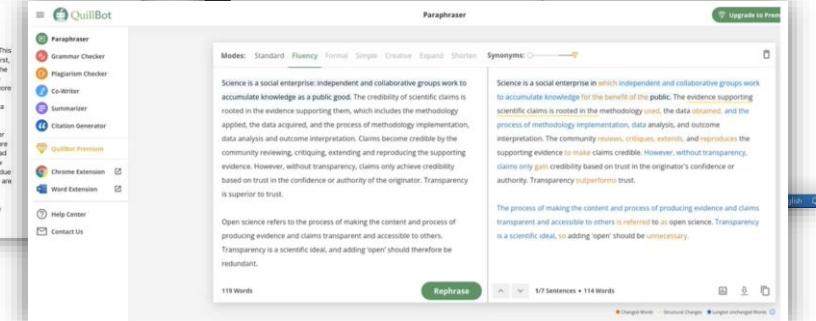
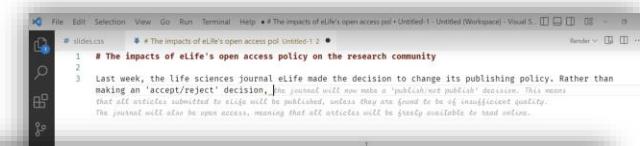
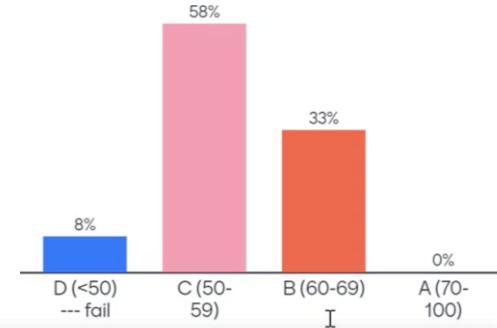
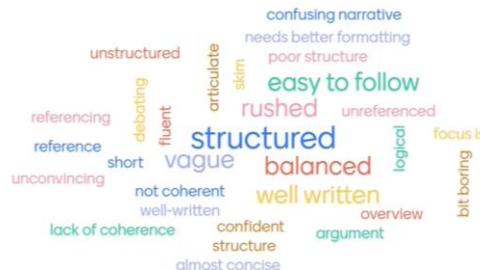
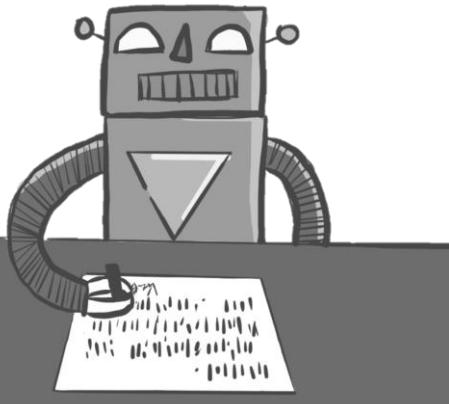


The image shows three screenshots of the Perlego platform. The left screenshot shows a book's table of contents with sections like '2.1 Referencing: commonly asked questions' and '2.2 Using quotations: some DOs and DON'Ts'. The middle screenshot shows a 'Reading assignment' for 'UNIT 2 Correct conventions for using sources', with a progress bar indicating 'In progress' and the date '8 Jun 2023 (23:30 GMT)'. The right screenshot shows the 'Notes & highlights' feature for the same reading assignment, with a note about referencing and a section titled 'Improving your Academic Writing Skills'.

# Internal Seminar

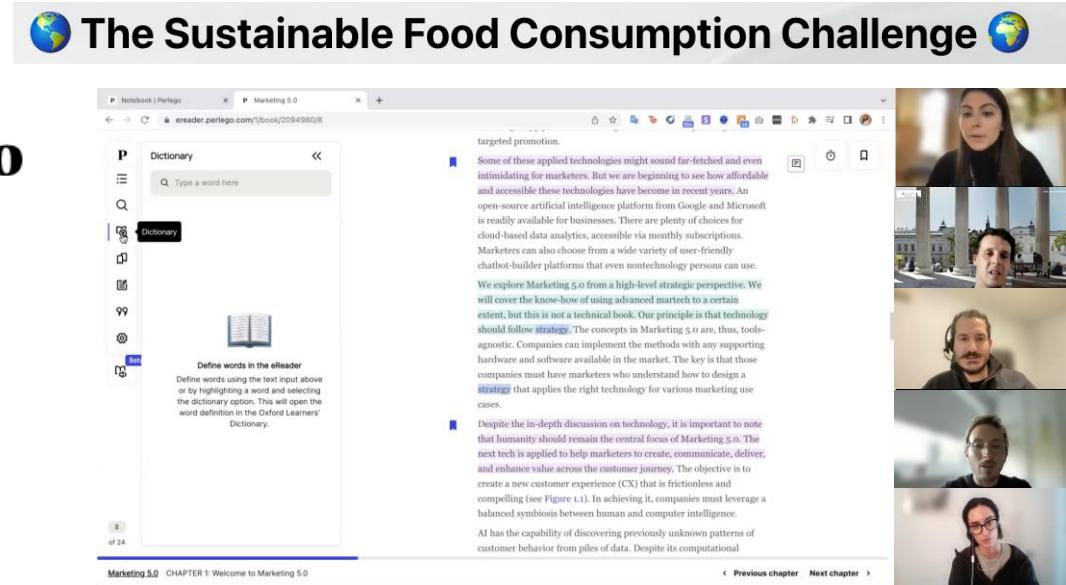
## Experiment on AI generated essays

- Challenges in HE
- Informal marking experiment
- Discussions around integration, detection, acceptance



# SHEI Sustainability Student Challenge in partnership with Perlego

- Invitations sent through IntoUni, Westminster Council, etc.
- Reading lists, research questions, guidance texts and videos
- Staff and students voluntarily support the project through various roles
- Mentoring webinars and online thinking groups are to be scheduled
- Evaluate submissions, shortlist participants, and provide feedback
- Organising and running the event in central London



The Sustainable Food Consumption Challenge

Dictionary

Type a word here

Marketing 5.0

Marketing 5.0 CHAPTER 1: Welcome to Marketing 5.0

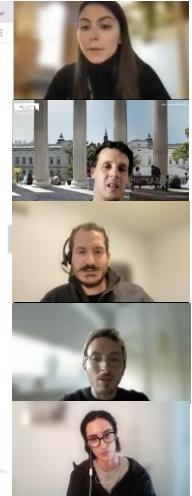
Some of these applied technologies might sound far-fetched and even intimidating for marketers. But we are beginning to see how affordable and accessible these technologies have become in recent years. An open-source artificial intelligence platform from Google and Microsoft is readily available for businesses. There are plenty of choices for cloud-based data analytics, accessible via monthly subscriptions. Marketers can also choose from a wide variety of user-friendly chatbot-builder platforms that even nontechnology persons can use.

We explore Marketing 5.0 from a high-level strategic perspective. We will cover the know-how of using advanced markets to a certain extent, but this is not a technical book. Our principle is that technology should follow strategy. The concepts in Marketing 5.0 are, thus, tools-agnostic. Companies can implement the methods with any supporting hardware and software available in the market. The key is that those companies must have marketers who understand how to design a strategy that applies the right technology for various marketing use cases.

Despite the in-depth discussion on technology, it is important to note that humanity should remain the central focus of Marketing 5.0. The next tech is applied to help marketers to create, communicate, deliver, and enhance value across the customer journey. The objective is to create a new customer experience (CX) that is frictionless and compelling (see Figure 1.1). In achieving it, companies must leverage a balanced symbiosis between human and computer intelligence.

AI has the capability of discovering previously unknown patterns of customer behavior from piles of data. Despite its computational

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The Sustainable Food Consumption Challenge

Did you know that the way our food is processed, transported and consumed can create greenhouse gases that contribute to climate change? UCL invites you to join a short challenge in which you'll receive expert teaching on sustainability, and you'll be invited to submit creative ideas and solutions to a team of experts.

Everyone who registers will get free access to a digital library of 1 million books, and you'll be entered into a prize draw for a £200 gift voucher! Later, a shortlisted group of submissions will be invited to a grand final with the opportunity for your work to be promoted online.

Simply enter your name and email address to receive more information.

Register now

press Enter ↵

• Takes 1 minute



Volunteer Registration Form

Become a Mentor in "The Sustainable Food Consumption Challenge 2023"

Organised by UCL SHEI with the support of Perlego

Start now

# Thank you for your attention!!

Any questions for us??

Follow us...

<https://www.ucl.ac.uk/bartlett/environment-energy-resources/sustainability-higher-education-initiative>

