

2024 Sharing Information on Progress **(SIP) Report**

Munster Technological University

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

Munster Technological University demonstrates its commitment to PRME's Principles through the following letter from senior leadership.

Our Commitment to PRME

I welcome this opportunity to share our commitment to PRME and evidencing our ongoing activity in embedding the PRME Principles to develop ethical graduates for the workplace, as future leaders, employees, entrepreneurs, and sustainability-aware citizens who can bring about the positive change required for the future.

The School of Business sits within the Faculty of Business and Humanities, based at our Bishopstown campus in Cork, and our Department of Business, based at our Tralee campus in Kerry sitting within the Faculty of Arts, Business and Humanities. MTU is a public technological university and was established in January 2021, the result of a merger between two Institutes of Technology, Cork Institute of Technology, and the Institute of Technology Tralee.

Our first PRME report comes at an exciting and transformational time for MTU as the two former institutions integrate, and in 2024 we launched MTU's first strategic plan, 'Our Shared Vision', an historic milestone for our staff and students, as we build on past successes and work together to become a truly great, internationally competitive technological university. The Strategy firmly places sustainability as one of our five core pillars that embraces Education for Sustainable Development as an integral element of the SDG on quality education as a key enabler of all the other SDGs.

Our commitment to Responsible Management Education is not new; indeed our activities have developed over many years and in this report you will see many examples aligning with the PRME Principles including programmes and modules where sustainability assignments are embedded in our authentic assessment approach; through our research and centres, such as our HINCKS Centre with its focus on sustainable enterprise; through our partner activities such as the annual Cantillon Business Conference, this year focussing on sustainable business practices together with a wide array of student engagement with regional community projects including developing solutions to address fast-fashion and the loss of biodiversity.

We are proud of our commitment to PRME; we are an ambitious School of Business and university but also conscious we are on a journey with many opportunities still before us to support our students, staff, partners and our stakeholders in developing and contributing to responsible management education.



Dr Breda Kenny

Head, School of Business
Munster Technological University



Institutional Mission, Vision, and Strategy

The following outlines Munster Technological University's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy and Purpose

MTU's Vision, Mission, and Values, outlined in the Strategic Plan 2022-2027, drive the university's commitment to transformative education and global success. The university focuses on stimulating a dynamic, inclusive environment that empowers students, supports professional growth, and promotes sustainability. Aligned with its core values, MTU aims to create equal opportunities, encourage collaboration, and prepare learners for a successful future in a globalised world.

Relevant Stakeholders

MTU community

Purpose

MTU's purpose is to empower individuals and communities through transformative education, cultivating inclusivity, innovation, and collaboration. Guided by its mission and values, MTU aims to lead change and prepare people for a successful future in a globalised world.

MTU-Strategic-Plan

View document  Download document 



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

RME Leadership Accountability

At Munster Technological University, accountability for responsible management education is structured as follows:

Formalized Senior Leadership Role

Person accountable and responsible for RME

Document highlighting who is responsible for RME with a list of names also in supporting roles for RME.



Relevant Stakeholders

Our students, staff, business partners, industry bodies, alumni and wider stakeholders.

Purpose

The School of Business at Munster Technological University is a multi-campus technological university, contributing to the region through the provision of academic programmes that support student development and opportunities, education, and research. Full-time and part-time learners. University campuses across Cork & Kerry.

Accountability and Responsibility for

Responsible Management Education at MTU View document  Download document 
School of Business

Organizational Structure for RME

The following organizational entities at Munster Technological University are responsible for RME:

- ❖ The School of Business takes responsibility for accountability and responsibility for RME and incorporates both Teaching, Research and engaging with communities and business.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

RME Elements in Degree Programs

Munster Technological University integrates responsible management education into its degree programs through 5 different approaches:

Course-Level RME Learning Goals

Sustainable Finance and ESG Microcredential

The recent Ireland Funds 2030 consultation process identified sustainability and ESG as an opportunity for the Irish investment funds industry (Department of Finance, 2023a). Given the direction of travel of EU policy (EU Green Deal, 2020), this is a huge area of growth for the sector currently and this trajectory is set to continue over the coming years. Indeed, a progress update on the Ireland Funds 2030 Review, identified ensuring an adequate pipeline of skills and talent “with a focus on sustainable finance/ESG” as a potential recommendation arising from the consultation review.

Ireland is a leader in the EU in ESG investments with approx. €1.2 trillion in assets under management (Irish Funds, 2023). In Ireland by November 2023, there were 1,664 Article 8 funds (€1.2tn) and 159 Article 9 funds (€30bn) (Irish Funds, 2023). Article 8 and 9 refer to the EU regulation on Sustainable Finance Disclosures Regulation (SFDR) with article 8 funds identifying funds that promote ESG characteristics (light green) and article 9 funds having sustainable investment as their objective (dark green).

With such a clear momentum behind sustainable investing and a deficit of skills in the area, we sought to create an introductory course to fill this obvious gap and the Human Capital Initiative agreed to fund 80% of the cost of this module to the learner, as part of our HCI Pillar III Funds Academy project.

Receiving approval in Spring 2024, and launching to its first pilot cohort in September 2024, this module provides learners with a foundation in sustainability and ESG, with an emphasis on the role that finance and the investment fund industry has to play in this regard. Participants obtain an understanding of the key concepts and their evolution, i.e. sustainability, sustainable finance and ESG. The challenges facing companies and investment funds in developing sustainable and ESG-friendly business models will be discussed. The measurement of ESG performance and the implications of this for the investment funds industry as well as the emerging regulatory and reporting landscape are also considered. Students are assessed by way of a real-world simulated case study scenario whereby they must take on the role of sustainability consultants advising a client around their sustainability obligations and deliver a presentation in respect of same. The impact of this is that students have the opportunity to engage with sustainability concepts in a simulated consultant-client environment, and they can bring their learnings back into their financial services organisations.

Performance measurement and sustainability management

The "Performance Measurement & Sustainability Management" module, introduced to the Bachelor of Business in Technology & Communications, aims to equip students with the skills and knowledge to lead sustainability efforts within organisations. The module emphasises the integration of sustainability strategies and the importance of measuring their effectiveness to ensure progress toward achieving environmental, social, and governance (ESG) goals.

This module empowers students to take leadership roles in implementing sustainability strategies across various organizational contexts. It provides a comprehensive understanding of performance measurement, with a particular focus on sustainability management. Students engage with frameworks such as the UN's Sustainable Development Goals (SDGs) and international sustainability reporting standards to evaluate and monitor corporate sustainability efforts.

By analyzing case studies of well-known companies and their sustainability practices, students assess non-financial performance indicators, including the social, environmental, and governance impacts. Additionally, they examine double materiality statements to understand how businesses can report both financial and non-financial impacts. This approach aids critical thinking and prepares students to drive meaningful change in organisations' sustainability practices.

Certificate in Diversity & Inclusion in the Workplace

The purpose of the Certificate in Diversity & Inclusion in the Workplace is to equip participants with the knowledge, skills, and practical experience needed to manage diversity and foster an inclusive environment in the workplace. The program combines real-world discussions, simulations, and awareness-based learning to help participants explore the opportunities and challenges associated with diversity and inclusion. By the end of the program, participants will have developed a toolbox of practical skills, backed by a solid understanding of the legal framework for D&I, which can be immediately applied to enhance team performance and contribute to a more inclusive workplace culture.

The Certificate in Diversity & Inclusion in the Workplace was developed through ongoing collaboration with key industry players such as Dell Technologies, Boston Scientific, and Virtustream. It attracts a diverse range of participants, including professionals in HRM, Law, Recruitment, Education, and People Management, from both multinational corporations and not-for-profit sectors, including organisations such as Cork Chamber, Laya Healthcare, and Local Authorities.

The program is timely, responding to the growing demand for D&I initiatives within organizations as both societal expectations and employment legislation increasingly focus on diversity and inclusion. The rise in D&I events, such as the collaboration between CIPD Southern Region and MTU on the "Equality, Diversity and Inclusion: Lessons from Practice" event, which attracted 350 attendees, further underscores the relevance of the program.

Graduates of this program gain the confidence and expertise to effectively lead and manage D&I initiatives within their organizations, creating inclusive environments that benefit both employees and employers. The program has received overwhelmingly positive feedback from industry professionals and is expected to drive further professional development, with many graduates pursuing additional educational opportunities in the field.

Sustainable Finance and ESG Microcredential

This module provides learners with a foundation in sustainability and ESG, with an emphasis on the role that finance and the investment fund industry has to play in this regard. Participants will develop an understanding of the key concepts and their evolution, i.e. sustainability, sustainable finance and ESG. The challenges facing companies and investment funds in developing sustainable and ESG-friendly business models will be discussed. The measurement of ESG performance and the implications of this for the investment funds industry will be considered. The emerging regulatory landscape will be set out along with the opportunity that this provides for the finance sector.

Department

Department of Accounting and Information Systems

Learning Object Subject

Finance

Educational Level

Level 7

Learning Outcome

On successful completion of this module the learner will be able to a) Discuss and apply the concepts of sustainability, sustainable finance and ESG b) Explain the importance of ESG and sustainability in the context of corporate and fund risk management c) Identify the core standards and regulations in the sustainable finance space and, d) Explain the features of the key sustainable finance products.

Interactivity Type

Online, active, constructivist workshop).

Learning Object Description

This module provides learners with a foundation in sustainability and ESG, with an emphasis on the role that finance and the investment fund industry has to play in this regard. Participants will develop an understanding of the key concepts and their evolution, i.e. sustainability, sustainable finance and ESG. The challenges facing companies and investment funds in developing sustainable and ESG-friendly business models will be discussed. The measurement of ESG performance and the implications of this for the investment funds industry will be considered. The emerging regulatory landscape will be set out along with the opportunity that this provides for the finance sector.

[Supporting Links](#)

Performance measurement and sustainability management

Relevant Stakeholders

Students and Faculty

Purpose

The purpose of this module is to provide students with a deep understanding of sustainability performance measurement within organizations, focusing on both financial and non-financial indicators. It aims to equip students with the knowledge to assess environmental, social, and governance (ESG) performance using international and EU sustainability reporting frameworks. The module enables students to critically analyze and evaluate the sustainability practices of leading companies, specifically through the examination of double materiality statements and non-financial performance reports.

Link - Performance management and sustainability measurement

View document  Download document 

Certificate in Diversity & Inclusion in the Workplace

Department

School of Business??

Learning Object Subject

CHECK TEMPLATE IT Has crosses

Educational Level

Level 07

Learning Outcome

The Certificate in Diversity & Inclusion in the Workplace is a two-semester (1 academic year) part-time programme that is designed to provide the knowledge, skills and confidence required to successfully manage diversity and promote inclusion in the workplace. The programme uses an innovative blend of real-world applied discussion and simulation and awareness-based delivery to assist participants in exploring the opportunities associated with diversity and inclusion. The practical focus of the programme coupled with the applied nature of teaching provides a practical bedrock of knowledge and experience which can be used to immediate effect in a multitude of business contexts. Participants will explore various facets of diversity, inclusion, and the legal framework for D&I that will develop their skills and competencies, in an applied context, assisting them in developing a toolbox of skills that is valuable and readily usable and which will lead to improved team performance in a working environment. A phased approach, consisting of a series of lectures and work-related projects will be used to ensure that the programme is relevant, engaging and enjoyable.

Interactivity Type

Active

Learning Object Description

The Certificate in Diversity & Inclusion in the Workplace is a two-semester (1 academic year) part-time programme that is designed to provide the knowledge, skills and confidence required to successfully manage diversity and promote inclusion in the workplace. The programme uses an innovative blend of real-world applied discussion and simulation and awareness-based delivery to assist participants in exploring the opportunities associated with diversity and inclusion. The practical focus of the programme coupled with the applied nature of teaching provides a practical bedrock of knowledge and experience which can be used to immediate effect in a multitude of business contexts. Participants will explore various facets of diversity, inclusion, and the legal framework for D&I that will develop their skills and competencies, in an applied context, assisting them in developing a toolbox of skills that is valuable and readily usable and which will lead to improved team performance in a working environment. A phased approach, consisting of a series of lectures and work-related projects will be used to ensure that the programme is relevant, engaging and enjoyable.

[Supporting Links](#)

Incorporating sustainable transport assignments into the Digital Marketing module for Bachelor of Business (Marketing) and BA in Event Management students with submissions to the NTA's (National Transport Authority) Smarter Travel Student Awards.

Students are empowered to integrate sustainability into business and marketing practices through their participation in the Smarter Travel Project, where they propose sustainable travel solutions aligned with the Sustainable Development Goals (SDGs). By engaging in applied

learning opportunities such as the NTA's Smarter Travel Student Awards, students gain practical experience in addressing societal and environmental challenges while leveraging digital strategies to promote sustainable practices. Success in this national competition highlights the students' ability to create impactful change.

Author

Sheila O'Mahony

Published Date

April, 2024

Degree Of Recognition

Local and Regional

Media Name

This was published on the following media outlets: Tralee Advertiser, TraleeToday.ie website, businesscork.ie website, hospitalitynews.ie website. It was also published on the MTU website (www.mtu.ie), MTU's social media pages: LinkedIn, Facebook, Instagram and X and MTU's Event Management Instagram page. MTU students and staff also shared the news on their personal social media pages.

Media Type

News Report

Duration

The press release was 371 words.

Smarter Travel Student Awards Press
Release 2024

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Sustainable Transport Strategies in Digital Marketing: NTA Smarter Travel Awards Integration for Business and Event Management Students

This initiative enables students to actively incorporate sustainability into business and marketing practices by engaging with the Smarter Travel Project. Through this project, students propose sustainable transport solutions that align with the Sustainable Development Goals (SDGs). By participating in the NTA's Smarter Travel Student Awards, they gain valuable, hands-on experience in addressing real-world societal and environmental challenges. This opportunity allows them to apply digital strategies to advocate for sustainable practices, and success in the competition underscores their ability to drive meaningful, impactful change.

The students are tasked with addressing environmental challenges by creating and promoting sustainable transport initiatives. They evaluate the environmental impact of various transport modes, benchmark successful sustainability initiatives from other universities, and develop digital marketing strategies to promote sustainable travel options to and from campus. These projects are aligned with key SDGs, offering students a global perspective on local sustainability issues. Participation in the NTA's Smarter Travel Student Awards provides students with the opportunity to earn national recognition for their work. Notable achievements include the first-place win by the BA in Event Management team for their "Game On: Battle of the Colleges" project and a second-place award for the Bachelor of Business (Marketing) student's "Hello Pedlo" initiative. These successes highlight the students' ability to create real-world change in promoting sustainable transport, further reinforcing the value of integrating sustainability into academic curricula.

Guest Speakers and Showcase Events

Panel Presentation webinar by Professional Accounting Bodies: Beyond traditional accounting - sustainability reporting, synergies with AI/digital innovation and strategic leadership.

A panel presentation by Professional Accounting Bodies showcased the evolving roles of accountants in the digital economy, emphasising strategic leadership, sustainability reporting, and innovations in AI and digital technologies. The event aimed to inspire current and prospective students by highlighting dynamic career opportunities beyond traditional accounting. Note: Please scroll down to the MTU Accounting Webinar Recording

Date

January, 2024 - January, 2024

Location

Online via Zoom

Speakers

Dr. Sandra Brosnan, Lecturer in Accounting, Dept AIS, MTU Cork; Jenelle Sherlock (CAI); Callum O'Connell (PwC); Maria Macken (ACCA); Fiona Arnold (CIMA); Trudy Walsh (Eli Lilly) Adam O'Reilly (CPA); Kristina Murphy (CPA); and Chloe O'Sullivan (Quintas)

[Supporting Links](#)

This Professional Accounting Bodies Panel Presentation was hosted online by Munster Technological University (MTU) Cork to highlight the diverse and dynamic career opportunities available with an accounting degree or professional qualification. The webinar was designed for current MTU Cork students (e.g., BBUS, BBUS (Hons) Accounting) and external stakeholders

such as Career Guidance Counsellors, Second Level Business and Accounting teachers and students, and parents interested in accounting careers or the BBUS (Hons) Accounting degree at MTU Cork. The event aimed to challenge misconceptions about accountants' roles in today's digital economy, showcasing how modern accountants play pivotal roles beyond traditional bookkeeping. These include sustainability reporting, leveraging AI and digital innovations, and contributing to strategic leadership. Speakers included representatives from leading Professional Accounting Bodies—Chartered Accountants Ireland, CIMA, ACCA, and CPA—and a recent BBUS (Hons) Accounting graduate who shared insights into the various professional accounting pathways. A lively Q&A session explored accountants' integral role in sustainability coordination, reporting, and assurance, particularly in light of the EU Corporate Sustainability Reporting Directive and the global standards S1 and S2 introduced by ISSB. The discussion underscored the current shortage of qualified accountants in Ireland and globally, highlighting the vast career opportunities emerging from an Accounting degree in response to growing demands in the profession.

Panel Presentation webinar by Professional Accounting Bodies: Beyond traditional accounting - sustainability reporting, synergies with AI/digital innovation and strategic leadership.

BBUS (Hons) Accounting graduates are highly sought after graduates. In today's digital economy, qualified accountants have a host of opportunities in positions that are much more strategic with leading roles in sustainability reporting and coordination, strategic decision making than traditional bean counter roles.

This event was for existing third level students in MTU Cork (e.g BBUS, BBUS (Hons) Accounting) and external stakeholders including Career Guidance Counsellors, Second Level Business and Accounting teachers and students, Parents, etc.

Accounting: A Dynamic and Exciting Business Career

This PROFESSIONAL ACCOUNTING BODIES PANEL PRESENTATION was held in Munster Technological University (MTU) Cork to promote accounting qualifications and the exciting and dynamic careers options that students can pursue with an accounting degree/professional qualification.

The aim was to dispel some of the misconceptions that existing and potential students may have about the roles accountants have in this digital economy and emphasise that accountants now have dynamic careers/roles that add value beyond traditional accounting to include areas such as sustainability reporting, synergies with AI/digital innovation and strategic leadership.

The emphasis was on the shortage of qualified accountants in Ireland and globally and the need for accountants given their prominent role in sustainability reporting and assurance within the EU/global sustainability/climate impact agenda.

Representatives from each of the various Professional Accounting Bodies (i.e. Chartered Accountant's Ireland, CIMA, ACCA, CPA) and a recent BBus (Hons) Accounting graduate undertaking each professional accounting route contributed.

MTU Innovation Award for Positive Environmental Impact: ReThread Designs

The project "ReThread Designs" emerged from MTU's Prize for Innovation competition, where students were tasked with developing sustainable business concepts as part of their Strategic Marketing module. Running from January to March 2024, this initiative resulted in the team winning the Most Positive Environmental Impact Award for their innovative and impactful approach.

ReThread Designs" champions sustainable fashion by upcycling and reinventing clothing already present in wardrobes, addressing the environmental consequences of fast fashion. Created by two students passionate about reducing fabric waste, the project offers a creative solution for repurposing existing materials into stylish, wearable pieces. This concept not only highlights the students' ability to align business innovation with environmental sustainability but also earned them national recognition for their forward-thinking approach.

MTU Enterprise Camp

The MTU Enterprise Camp empowers secondary school students (2nd, 3rd, 4th, and 5th years) with entrepreneurial skills, fostering creativity, leadership, and teamwork, while promoting a socially responsible mindset. Based on the EntreComp and GreenCom frameworks, this free program engages participants in workshops, mentorship sessions, and challenges aligned with the UN Sustainable Development Goals (SDGs). Since 2012, it has positively impacted over 500 students from both urban and rural communities, driving local and societal transformation through education and innovation.

The MTU Enterprise Camp nurtures innovation and entrepreneurial thinking in secondary school students, providing a dynamic, hands-on learning environment where creativity, collaboration, and social responsibility are central. Through practical workshops and team challenges, students engage with real-world issues, developing problem-solving skills and the ability to think critically. By integrating the UN SDGs, the program encourages students to incorporate social responsibility into their entrepreneurial projects, positioning them as future leaders committed to sustainable change.

Since its launch in 2012, the camp has positively impacted over 500 students, offering equal opportunities for youth from diverse backgrounds. This free initiative builds confidence, equips participants with valuable skills, and prepares them for success in both academic and professional environments.

MTU Enterprise Camp

The MTU Enterprise Camp is an annual, in-person three-day initiative that empowers secondary school students (ages 13-17) with the entrepreneurial, digital, and creative skills and experience needed to thrive in the modern world.

Date

June, 2024 - July, 2024

Location

Cork

Speakers

With different speakers everyday of each camp since 2012, the participating young people hear from entrepreneurs, local organisations support business, start-up and young people. As well as external speakers, many of the sessions are delivered by MTU staff and alumni. The final presents are attended by MTU's Senior management, including Head of School, Head of Faculty and the President.

[Supporting Links](#)

[Supporting Links](#)

[Supporting Links](#)

The MTU Enterprise Camp is an annual, in-person three-day initiative that empowers secondary school students (ages 13-17) with the entrepreneurial, digital, and creative skills and experience needed to thrive in the modern world. An initiative of the Hincks Centre for Entrepreneurship Excellence, the MTU Student Enterprise Camp provides an interactive, hands-on experience designed to develop students' entrepreneurial mindset and leadership, and teamwork skills. Through workshops and team challenges centred around the Sustainable Development Goals (SDGs), participants work collaboratively to create innovative solutions to pressing social issues. The camp ignites creativity, communication, and teamwork, while also building students' confidence in pitching their ideas, preparing them for future academic and professional opportunities. Open to secondary school students (2nd, 3rd, 4th, and 5th Year), the camp's experience primarily focuses on subjects such as Entrepreneurship, Innovation, and Social Challenges. Throughout the programme, students develop an entrepreneurial mindset and nurture their creative problem-solving skills essential for navigating a rapidly changing social and economic landscape. Engaging in hands-on activities and collaborative projects, participants enjoy the fun and empowering approach to teaching used by the highly experienced educators. By the end of the camp, students present their ideas to solve their chosen social issue to their peers, and all are awarded certificates, by MTU's Senior staff who attend the event.

The GoalMine Programme

The **GoalMine Programme** aims to equip Transition Year students from DEIS post-primary schools with the skills and mindset necessary for entrepreneurial success. The programme focuses on developing critical thinking, creativity, and problem-solving abilities while addressing real-world challenges related to the UN Sustainable Development Goals (SDGs). By providing students from disadvantaged communities with access to hands-on learning experiences, GoalMine aids an innovative mindset, helping them build confidence, teamwork, and leadership skills essential for their future.

Since its inception in 2017, the **GoalMine Programme** has had a profound impact on Transition Year students, particularly those from economically, socially, and educationally disadvantaged backgrounds. Through its unique combination of in-person and virtual formats, GoalMine has reached over 1,100 students, igniting creativity and innovation while teaching valuable problem-solving techniques. In 2021 alone, 165 students participated in the programme, with 95% of them recommending the experience to others. By emphasising the UN SDGs, the programme helps students apply their learning to real-world problems, developing a sense of responsibility and global awareness. GoalMine's success is reflected in its growing reach and the overwhelmingly positive feedback from students and teachers, demonstrating its crucial role in promoting diversity, inclusion, and social innovation in education. The programme continues to evolve in response to the changing educational landscape, providing both summer camps and in-school sessions tailored to the needs of participants.

Chapters

Evolving GoalMine: From Summer Camps to Year-Round Impact

Funded by the HEA, the GoalMine Summer Camp was initially delivered in 2017, 2018, and 2019, each year bringing together an average of 100 participants aged 12-16. The camps, held during the summer months, provided an opportunity for students to engage in innovation-driven learning experiences.

When the Covid-19 pandemic hit in 2020, GoalMine was swiftly adapted to meet the challenges of virtual learning. With consultation from the HEA, the programme was transitioned into an in-school format, delivered virtually from September to November, culminating in a final showcase in December. This pivot allowed the programme to continue reaching students directly, even amidst the global crisis.

By 2021, GoalMine had expanded its reach with 165 transition year students and 8 teachers participating. Feedback from participants revealed that 95% would recommend the programme to others, highlighting its impact and value. This success marked the evolution of GoalMine into two distinct offerings: GoalMine Summer Camps and the GoalMine Transition Year Programme, each tailored to meet the needs of different student groups while maintaining a core focus on innovation and SDG-based problem solving.

The GoalMine Summer Camp, held in June and July, is delivered at MTU North Campus in Tralee, home to the Tom Crean Business Centre and RDI Hub, both thriving hubs of innovation and entrepreneurship. The summer camps, funded by the HEA, cater to children aged 12-14 and focus on developing an entrepreneurial mindset, generating creativity, and applying design thinking methodologies to real-world challenges.

The programme's key objectives include:

- **Developing an Innovation Mindset:** Encouraging curiosity, resilience, and adaptability
- **Embracing Design-Driven Innovation:** Focused on critical thinking and problem-solving
- **Practical Learning Environment:** Hands-on activities that engage students in real-world scenarios
- **Promoting SDG Integration:** Teaching students the global relevance of the UN Sustainable Development Goals
- **Building Transversal Skills:** Nurturing teamwork, communication, and networking

Through team-building exercises, trust challenges, and a supportive environment, GoalMine creates an enjoyable and motivating atmosphere that encourages active student engagement. Participation has surged year on year:

	GoalMine Summer Camp		
Year	Number of Students	Male/Female	Age Ranges
2017	75	50/50	10-14
2018	85	50/50	10-14
2019	85	50/50	10-14
2020	Delivered as TY programme during the following academic year due to COVID – numbers below.		
2021	60	50/50	10-14
2022	60	50/50	10-14
2023	60	50/50	10-14
2024	60	50/50	10-14
Total	485		10-14

GoalMine Transition Year (TY) Programme

The GoalMine TY Programme is an immersive, two-day design thinking bootcamp specifically designed for transition year students aged 15-16. Delivered in schools across the southwest region of Ireland, including Kerry and Cork, the programme provides students with an opportunity to develop creative, innovative, and entrepreneurial skills.

During the programme, students work in teams to address real-world challenges related to the United Nations Sustainable Development Goals 2030 (UN SDGs). Using a variety of business tools and templates, students collaborate to create innovative solutions in the form of products and services that have the potential to shape the future.

The GoalMine TY Programme focuses on developing essential transversal skills that are critical in today's workforce, including:

- Teamwork
- Communication
- Problem-solving
- Creative thinking

At the end of the programme, students participate in a **Final Showcase Pitching Competition**, where they present their solutions to a panel of judges, demonstrating their entrepreneurial and innovation skills.

Participation Data

The following data illustrates the increasing participation in the GoalMine TY Programme over the years:

PARTICIPATION IN the GOALMINE TRANSITION YEAR PROGRAMME				
YEAR	# Students	Ages	Male/Female	DEIS Students
2020	179	15-16	58/121	32
2021	195	15-16	95/100	30
2022	280	15-16	140/140	65
2023	505	15-16	231/304	415
Total	1.159	15-16		

Outcomes & Results

Since its inception, the GoalMine TY Programme has consistently attracted a diverse range of students. Participation numbers have shown significant growth, particularly in 2023, when approximately 505 students participated, with a strong representation from DEIS schools. The programme's success is measured through student feedback surveys, participation rates, and diversity metrics. In 2021, an impressive 95% of participants reported that they would recommend the programme, demonstrating high levels of satisfaction and perceived value.

Program-Level RME Integration

MA Regenerative Tourism

The MA in Regenerative Tourism empowers students to actively contribute to the transformation of the tourism industry by integrating regenerative and sustainable principles. Through immersive learning and applied projects, students develop the skills to reimagine tourism development, cultivating practices that create positive environmental and community impacts while advancing innovation in the field.

The MA in Regenerative Tourism positions students to lead the transition towards sustainable and regenerative practices in the tourism industry. This innovative, fully online program—pioneering in its field—provides students with the opportunity to collaborate with international experts and practitioners to co-create tourism strategies that deliver tangible benefits for communities, nature, and economic sustainability.

Through a curriculum designed to promote heritage preservation, cultural identity, and environmental resilience, students engage in applied learning to address real-world challenges. The program reflects MTU School of Business's leadership in advancing regenerative tourism models that prioritise community empowerment, job creation, cultural enrichment, and sustainable development.

Masters of Arts in Regenerative Tourism

Department

School of Business

Learning Object Subject

Responsible Management Education, Corporate Social Responsibility (CSR), Sustainable Development, Ethical Leadership, Social Entrepreneurship

Educational Level

A FLEXIBLE FRAMEWORK TOWARDS A MASTER QUALIFICATION

Learning Outcome

This MA in Regenerative Tourism will provide students with the opportunity to become an active player in the transition to Regenerative and Sustainable tourism. Students will learn how to deploy regenerative tourism strategies to innovate tourism development for a more holistic, balanced approach and deliver net positive benefits for communities and the environment through applied projects.

Interactivity Type

Active

Learning Object Description

This MA in Regenerative Tourism will provide students with the opportunity to become an active player in the transition to Regenerative and Sustainable tourism. Students will learn how to deploy regenerative tourism strategies to innovate tourism development for a more holistic, balanced approach and deliver net positive benefits for communities and the environment through applied projects.

[Supporting Links](#)

Professor-Discretionary Course Topics

Module Contemporary Management (MGMT6060)

The Contemporary Management module integrates sustainability to help students understand how business decisions impact the Sustainable Development Goals (SDGs). Through discussions and assignments, students explore the role of ethical and sustainable practices in driving organisational success and global sustainability. The updated module, effective from Semester 2, 2024-2025, equips students to evaluate business strategies that support or hinder SDG progress.

The Contemporary Management module has introduced a comprehensive approach to teaching sustainability in business. By focusing on sustainable business models and integrating SDG principles into decision-making, students are encouraged to evaluate real-world business scenarios. For instance, students analysed industries like vintage clothing, electricity generation, and event management, applying sustainability frameworks to these contexts. This applied learning has significantly increased students' awareness of the SDGs and deepened their understanding of how business activities can support sustainable development. The updated module descriptor formalises this shift, ensuring that sustainability considerations are embedded in the students' learning experience and assessments. Through individual assignments, students critically engage with contemporary business issues, discussing ethical considerations, sustainability strategies, and the broader impacts on society and the environment.

Awareness of Sand Dune Systems for Coastal Resilience

This research project sought to gauge awareness of members of Generation Y and Generation Z regarding sand dune fragility and the role sand dunes play as important coastal defenses - critical to coastal resilience in future climate-change scenarios. Key recommendations from the research related to generating awareness through the education system, signage and also through digital media.

Sand dunes will play a critical role in coastal resilience in future climate change scenarios. For many communities in Ireland, sand dunes are the only coastal defense and protect homes, roads and other critical infrastructure from flood and storm damage. This undergraduate research project was commissioned by coastal communities along the North Kerry coast. The issues explored in this research project by MTU students served to gauge awareness levels regarding the fragility of sand dunes and the anthropogenic impacts that degrade them. The research also focused on key recommendations on raising awareness of the importance of sand dunes to these communities and indeed to a range of stakeholders. The findings of this research project have been applied by coastal communities in Kerry – they are actively engaging with the public through schools, new and traditional media and through signage projects at a national level.

Chapters

Evaluating Signage for Behavioural Change

This research project explored the effectiveness of messaging and signage from various global locations, assessing their potential to influence behavioral change. Signage examples were collected from regions including Ireland, Prince Edward Island (Canada), and North Carolina (USA).

An online survey (n=224) was conducted, asking respondents to evaluate the effectiveness of each sign in encouraging behavioral change. The results indicated that 'Sign 8' from North Carolina emerged as one of the most impactful signs, based on respondents' feedback.

PRME / sustainability incorporated in the Bachelor of Business Studies Degree; Module Contemporary Management MGMT6060

The MGMT6060 module empowers students to link business decisions with the Sustainable Development Goals (SDGs), igniting an understanding of how ethical and sustainable practices drive both business success and societal impact. Through engaging discussions and real-world applications, students gain the knowledge and skills to champion responsible management and contribute to sustainable development. By embedding sustainability and SDG principles into the curriculum, the module equips future leaders to make decisions that align with global sustainability priorities.

Department

School of Business. Department of Management and Enterprise

Learning Object Subject

Management

Educational Level

Level 07

Learning Outcome

Discuss the issues facing business from an ethical and sustainable perspective.

Interactivity Type

Active

Learning Object Description

The Contemporary Management (MGMT6060) module emphasises the integration of sustainability into business design and decision-making. Students explore sustainable business models and analyze the role of the Sustainable Development Goals (SDGs) in contemporary management practices. As part of their assessment, students conduct in-depth analyses of organizations, examining sustainability, ethics, emerging business trends, and

strategic communication. Projects have included evaluating SDG considerations in areas such as vintage clothing, electricity generation, and event management, highlighting the intersection of business innovation and sustainability. This approach equips students with a practical understanding of how businesses can incorporate SDG targets, enhancing their ability to drive responsible management practices.

[Supporting Links](#)

Module MGMT6060 Contemporary
Management

View document  Download document 

The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations

Waste to Taste: Anaerobic Digester

Utilising the circular economy model, a system was set up whereby we use food waste to create produce (vegetables, herbs, fruit) rather than it ending in landfill or general compost dumps. This produce is in turn used in our teaching kitchens by the students in their recipes, thus completing the circle.

Thanks to funding a MyGug (a local Cork company) anaerobic digester was purchased. This digester is used to process our food waste giving, in return, a gas and a liquid fertiliser. The gas is used to heat water which is in turn used to irrigate crops in our greenhouse (heating the water saves on having to heat the greenhouse itself) and the liquid fertiliser is used to feed the plants.

The crops that are harvested are used by students in our training kitchens closing the loop on our food production and learning.

Waste to Taste anaerobic digester

Introducing students to the idea of Circular Economy and that waste needn't necessarily be waste, the Waste to Taste project provides both learning and an operational solution to dealing with food waste. While we work hard to reduce food waste from all aspects of our operations and students learn to use trimmings and so forth to create new recipes, some food waste is unavoidable. The introduction of the MyGug anaerobic digester was key to our implementation of a circular model to our food production. Unavoidable food waste now goes into the digester rather than general compost (which is brought off campus) and the resulting biproducts- a gas and a liquid fertiliser, are used for promoting growth in our greenhouse and raised beds. The gas is connected to a boiler which heats water for the irrigation system of the greenhouse

(easier and cheaper to heat water than to heat an entire greenhouse and the plants are just as content) and the liquid fertiliser is used where necessary on particularly 'hungry' crops such as tomatoes and squash. The students learn not only about waste management but about growing and planting too as many are involved in harvesting, watering, planting, weeding and digging new beds. They also learn about equipment such as the digester and how it could be incorporated into a restaurant operation (for example).

Department

Department of Tourism & Hospitality

Learning Object Subject

All programmes that have a culinary element within the department

Educational Level

Level 06-08

Learning Outcome

Managing waste, Basic understanding of anaerobic digestion, Understanding of circular economy mode

Interactivity Type

Experiential Learning: Hands on use of equipment and opportunities to grow crops. Hands on harvesting of crops and herbs for use in kitchen practical labs. Exposure to crop rotation, seasonality, plant identification, the principles of anaerobic digestion

Learning Object Description

Installing the anaerobic digester and greenhouse enabled the department to 'close the loop' on food use, waste and production.

Anaerobic digester

[View document](#)  [Download document](#) 



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

RME Elements in Research

Munster Technological University incorporates responsible management education into its research endeavors through 3 different methods:

Dedicated Research Funding

Community Biodiversity Planning

Community Participatory Planning for the Community Biodiversity Action Plan (CBAP) for the Kingdom of Kerry Greenway (Tralee to Fenit route) AY 2023-24 as part of the Research Project module incorporated in the Bachelor of Business (in Marketing)

Department

Business Studies

Learning Object Subject

Research Project/ Marketing Research

Educational Level

Undergraduate – year three of the Bachelor of Business (Marketing).

Learning Outcome

The Research Project module enables students to devise, plan, and execute a research project, combining specialized tools with a solid understanding of research methodologies to collect and analyze marketing data. Students are encouraged to approach problems creatively, drawing independent, analytical conclusions. Effective time management and decision-making skills are emphasized, along with the ability to create well-structured, clear, and concise project documentation. Additionally, students are trained to present their findings orally and defend their conclusions confidently.

Interactivity Type

A live-case, client-initiated, experiential, active learning object.

Learning Object Description

This module required the learners to conduct research and compile a research project report with recommendations for the client who initiated the research as part of a team. The topic in this case was related to exploring ways to include the community in the planning of actions and in the implementation of a Community Biodiversity Action Plan (CBAP) for the Kingdom of Kerry Greenway (Tralee to Fenit route) and to gather community ideas for actions to restore lost biodiversity [related to the construction of the greenway].

[Supporting Links](#)

Community Biodiversity Planning

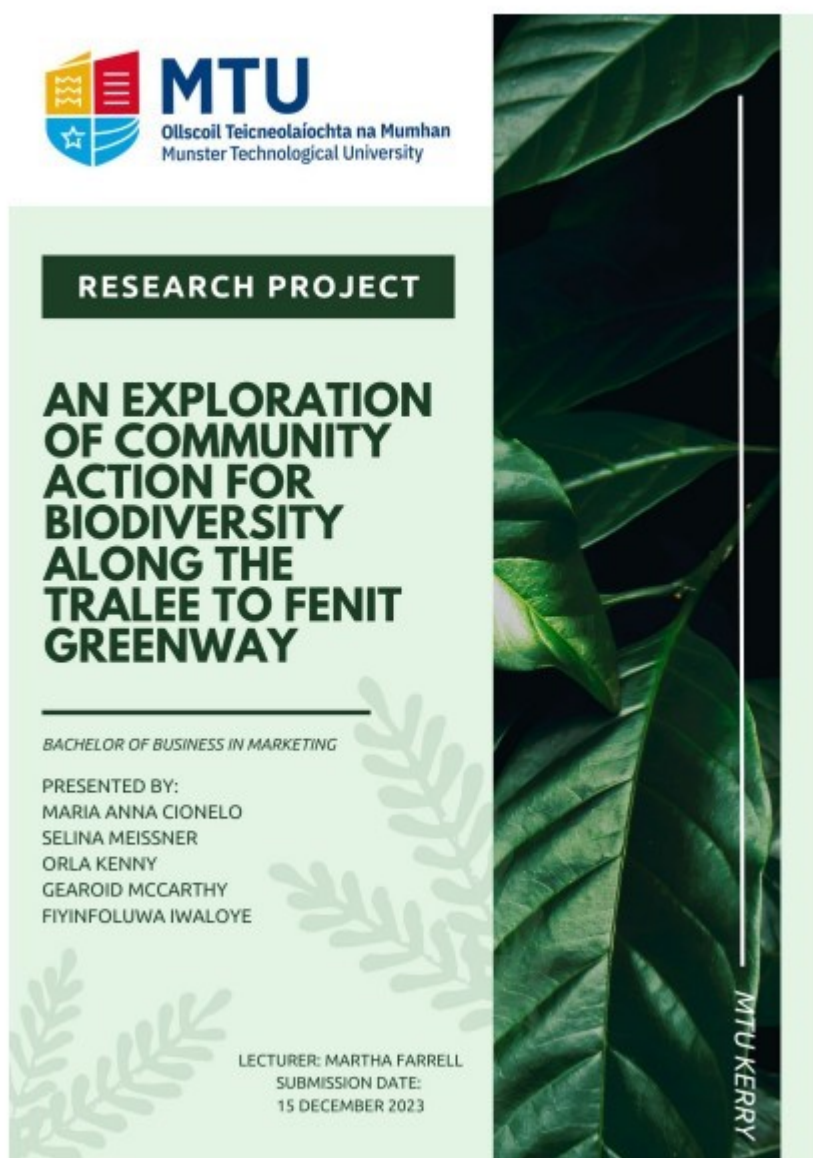
The aim of this research was to engage the local community in planning and implementing a Community Biodiversity Action Plan (CBAP) for the Kingdom of Kerry Greenway (Tralee to Fenit route). Commissioned by Tralee Tidy Towns, the study sought to gather community-driven ideas to restore lost biodiversity, particularly in areas impacted by the Greenway's construction. By employing a mixed-method approach—including surveys and workshops—the project maximized community participation. The research revealed strong local interest in biodiversity initiatives, with participants proposing actions such as tree planting, plant identification events, and biodiversity awareness activities.

The research employed a mixed-method approach, including in-person surveys along the Greenway, an online survey, community workshops, and in-depth interviews with local organisations. By engaging with Greenway users, the research team gathered valuable community-driven ideas to raise awareness and understanding of biodiversity. This process empowered the community to contribute to biodiversity education in accessible ways, such as planting native hedges, organising wildlife walks, hosting family events, and plant identification activities.

The research has been incorporated into the Community Biodiversity Action Plan for the Kingdom of Kerry Greenway (Tralee to Fenit route), which is now accessible via the National Biodiversity Data Centre website. The insights gained have inspired the launch of a broader regional campaign to encourage local gardeners, schools, businesses, and communities to take action for biodiversity. This work was also covered by local media, further amplifying its impact and visibility.

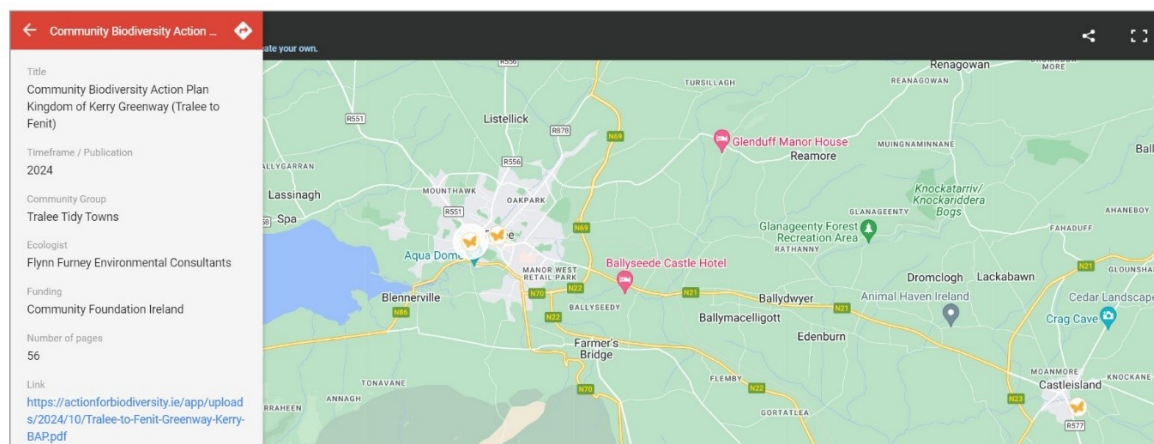
See a link to a local online media outline news report here: <https://traleetoday.ie/tralee-tidy-towns-asks-public-to-complete-survey/>

A research report was compiled by MTU learners:



This research has been incorporated into the Community Biodiversity Action Plan for the Kingdom of Kerry Greenway (Tralee to Fenit) which is now accessible from the National Biodiversity Data Centre website.

Biodiversity Action Plans



<https://actionforbiodiversity.ie/app/uploads/2024/10/Tralee-to-Fenit-Greenway-Kerry-BAP.pdf>

This Community Biodiversity Action Plan has now been used by Tralee Tidy Towns in an application for implementation funding from the Community Foundation of Ireland – should this application be successful, it will support the implementation of proposed biodiversity action along the greenway route.

Chapters

Student Work

This project involved MTU students helping to facilitate a workshop with representatives of local community organisations on biodiversity actions along the Greenway. Sitting and recording the observations and discussion was a wonderful learning opportunity and helped to identify many useful ideas which were incorporated in the report and in a graphic recording by a Tralee Tidy Towns member. The photos below show scenes from the highly successful workshop, including some of the student research team involved.



The image below shows the findings on the types of biodiversity actions favoured by respondents:

5.8 Supported biodiversity actions

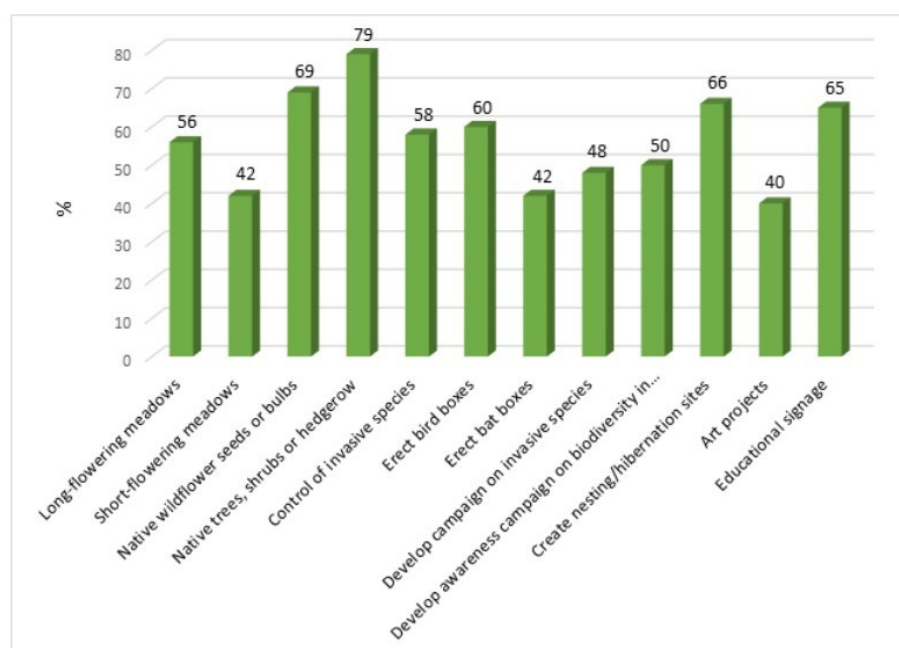


Figure 12: What biodiversity actions would you support? n=116

Target Circular - Supporting Sustainable SMEs to Success

The Hincks Centre at MTU School of Business is the lead partner of Target Circular, a research project co-financed by the EU's Interreg Northern Periphery and Arctic (NPA) fund. This is a research project with partners from Ireland, Finland, Norway, Iceland, and Sweden. Building on evidence-based research and leveraging innovative methodologies, the project equips business advisors and policymakers with tools to stimulate circular practices, driving businesses toward resilient and sustainable success.

The Target Circular project brings together partners from Ireland, Finland, Norway, Iceland, and Sweden, leveraging the latest research on scientific decision-making to support the transition of businesses to sustainable circular practices. By focusing on the development of evidence-based tools and strategies, the project equips business advisors and policymakers with the resources needed to help SMEs adopt circular economy principles, enhance supply chains, and engage in environmental collaborations.

Target Circular builds informed decision-making and accelerates the scaling of circular solutions by applying a scientific decision-making framework, digital advisory tools, and shared service models. These initiatives aim to reduce risks and promote sustainable business practices, contributing to global sustainability targets outlined in the European Green Deal and the Circular Economy Action Plan, while boosting regional competitiveness and driving innovation.

Biodiversity Awareness Research

This research project explored public awareness and perceptions of Areas Managed for Biodiversity (AMFB) in Tralee, examining their role in addressing the biodiversity crisis. Findings revealed that explaining the importance of AMFB significantly increased public support. The study also highlighted that many respondents were already taking action to protect pollinators and biodiversity on their own land. Key recommendations focused on raising awareness through educational events, targeted signage, and digital media campaigns.

In 2019, the Government of Ireland declared a National Biodiversity Emergency, prompting local authorities to designate and maintain Areas Managed for Biodiversity (AMFB) to protect urban biodiversity. Despite their ecological importance, public complaints about the "unkempt" appearance of these areas prompted a collaborative group, *From the Ground Up*—including Transition Kerry, Tralee Tidy Towns, and Kerry PPN—to commission a student research team to investigate public perceptions of AMFB in Tralee.

Through a survey piloted with 87 respondents, the study revealed increased public support for AMFB when their purpose was clearly explained. Over one-third of respondents were already taking personal actions to protect biodiversity, and half considered further pollinator-friendly actions.

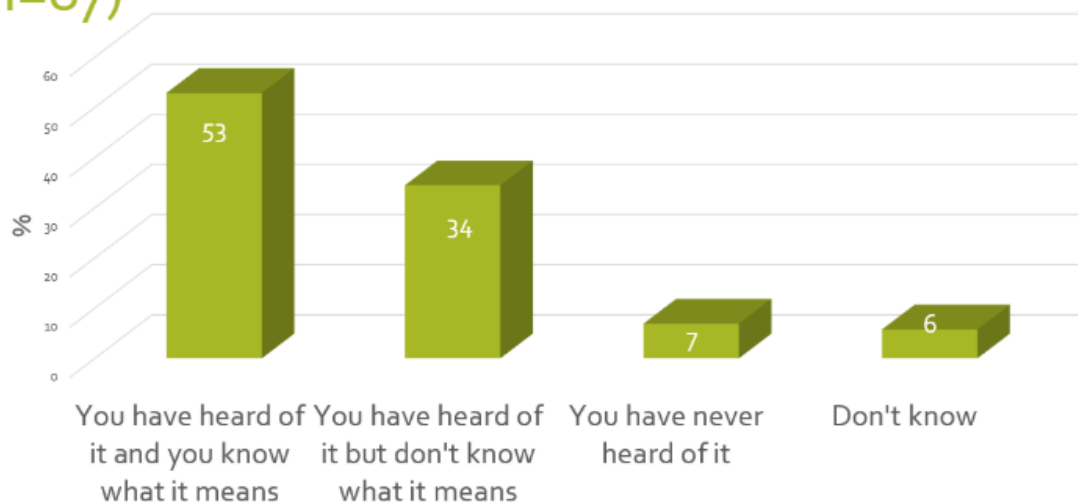
Inspired by these findings, *From the Ground Up* launched a campaign encouraging Kerry residents to register biodiversity efforts on the National Biodiversity Data Centre website. The project gained attention through local media, amplifying its impact across the community.

Chapters

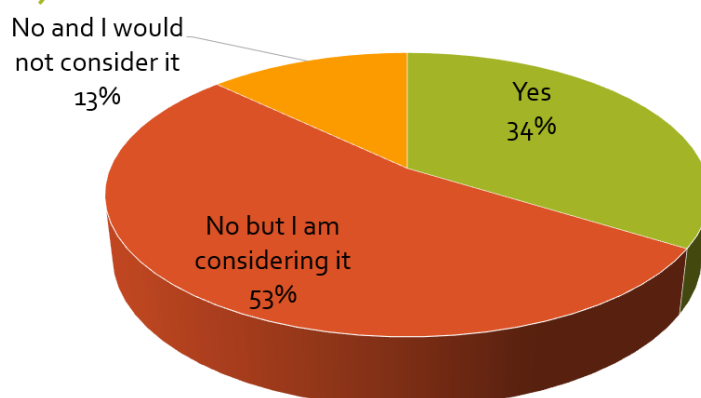
Assessing Biodiversity Awareness and Action

One of the themes of this research project was to identify awareness levels of biodiversity and whether respondents were taking action already to support it. The questions were consistent with those used in a EU Commission biodiversity survey 2019. The images below show two sets of results of the learners' in-person survey in which awareness of biodiversity is in line with European levels and over one third of respondents were already taking action for biodiversity.

Have you ever heard of the term 'Biodiversity'? [PLEASE SELECT ONE ONLY] (n=87)



Do you do anything at home to help or protect biodiversity [PLEASE SELECT ONE ONLY] (n=86)



Coverage in local new and traditional media

Tralee Today

<https://traleetoday.ie/kerry-people-asked-to-pledge-action-to-help-pollinators-and-biodiversity/>

The Kerryman

Independent.ie  [News](#) [Opinion](#) [Business](#) [Sport](#) [Life](#) [Style](#) [Enterta](#)

Over 60 Kerry communities come together to lead the fight back against biodiversity loss

From the Ground Up network asking everyone to join special project mapping every area where nature is being allowed to recover and flourish



Mary Kiernan (Transition Kerry), Niamh Ní Dhúill (From the Ground Up), Martha Farrell (Tralee Tidy Towns) and Thomas Canavan (Tralee Bay Wetlands) launching the mapping project in the Wetlands this week. Photo by Domnick Walsh

Kerryman

Mon 27 Mar 2023 at 17:33



AS biodiversity loss becomes one of our most urgent concerns, a network representing over 60 community groups from across Kerry is stepping up to lead the battle to protect our precious biome.



Target Circular - Supporting Sustainable SMEs to Success

Target Circular is a collaborative research project that supports SMEs in Ireland, Finland, Norway, Iceland, and Sweden to transition to circular economy practices. It provides tools, resources, and training for business advisors and policymakers, promoting informed decision-making, risk mitigation, and sustainable growth. By integrating scientific approaches to entrepreneurship, digitalised advisory services, and shared service frameworks, the project advances sustainable innovation and aligns with global sustainability goals.

Date

May, 2024 - May, 2024

Location

Skibbereen, County Cork, Ireland

Speakers

Niall O'Leary (Hincks Centre, MTU Cork), Jennifer Shore (Ludgate Hub), Katy Wareing (Director of Strategy & Innovation, Ludgate Hub), Martin Johnson (Ecodiversity), Stephen Barry-Hannon (Circular Bio Economy Cluster, MTU)

[Supporting Links](#)

[Supporting Links](#)

[Supporting Links](#)

[Supporting Links](#)

The Target Circular event connects SMEs, advisors, and policymakers across the Northern Periphery and Arctic to drive circular economy adoption. Through workshops and digital tools, participants gain practical insights into sustainable practices, digitalisation of advisory services, and circular business solutions. This collaborative platform fosters knowledge exchange, enabling businesses to scale sustainability and align with global goals for a greener future.

Silver SMEs

The *SilverSMEs* research project aims to harness the economic opportunities arising from the ageing population by supporting the competitiveness of SMEs within the Silver Economy. It focuses on generating new services and products that improve quality of life for older adults, particularly in rural and remote areas. Through collaboration and knowledge exchange among EU partners, the project aims to address key challenges, including increasing employment rates for older populations, promoting public-private partnerships in R&D, and reducing social exclusion.

The *SilverSMEs* project successfully facilitated cross-border collaboration to enhance the competitiveness of SMEs targeting the Silver Economy. By focusing on regions with significant rural populations, the project identified and shared best practices, stemming innovative solutions to meet the needs of an ageing society. Its findings have helped shape regional policies to boost SME development, particularly in the areas of e-health, senior housing, and well-being. Additionally, the project provided valuable insights into the potential market power of older adults, opening new avenues for entrepreneurship and societal contribution.

Silver SMEs

The *SilverSMEs* project leverages the economic potential of an ageing population to boost SME competitiveness within the Silver Economy. By focusing on rural and remote areas, it aims to develop services and products that enhance the quality of life for older adults. Through cross-border collaboration, the project addresses key challenges such as increasing employment rates for older adults, aiding in public-private partnerships in R&D, and reducing social exclusion. By sharing best practices and generating innovative solutions, it shapes regional policies and opened new entrepreneurial opportunities in areas like e-health, senior housing, and well-being.

Department

Hincks Centre for Entrepreneurship Excellence

Learning Object Subject

Social Entrepreneurship, Sustainable Development, Elder Care, SME Development, Regional Policy

Educational Level

Adult learners, SME owners and entrepreneurs, Policy makers, University and research institution staff

Learning Outcome

Gain insights into the Silver Economy's impact on SME growth, identify opportunities in ageing societies, create effective strategies, explore public-private partnerships for innovation, and analyse challenges in rural and remote EU regions.

Interactivity Type

Active

Learning Object Description

This learning object includes various educational resources developed by the Silver SMEs project, such as research reports, SWOT analyses, thematic brochures, and a series of video content, aimed at increasing awareness and igniting collaboration within the Silver Economy sector.

[Supporting Links](#)

Research Conferences**Accelerate GDT**

The Accelerate GDT project aims to transform national and regional cluster policies by integrating green and digital transitions to enhance SME competitiveness. Through its collaborative approach, the project has enabled clusters to support SMEs in navigating these transitions, providing essential tools and resources to drive innovation and sustainability. By bridging public, private, and policy partners across Europe, the initiative has garnered cross-sector collaboration, empowering clusters to become key drivers of economic growth and environmental resilience.

Small and medium-sized enterprises (SMEs) are central to Europe's economic landscape, contributing significantly to employment and innovation. However, they also represent a major source of the continent's carbon emissions, accounting for approximately 63% of corporate CO2 emissions. To remain competitive in a rapidly changing global market, SMEs require comprehensive digital support, alongside solutions for reducing their environmental footprint.

The Accelerate GDT project seeks to address this challenge by equipping SMEs with the knowledge, resources, and strategic guidance necessary to navigate the green and digital transitions. By leveraging clusters—regional and national networks that connect businesses, academia, and governments—this initiative fosters collaboration to drive innovation, enhance competitiveness, and promote sustainable practices across Europe.

Clusters serve as effective vehicles for delivering targeted support to SMEs by facilitating knowledge exchange, resource sharing, and collaboration on industry-specific challenges. Through the Accelerate GDT project, national and regional cluster policies are being updated to integrate strategies that support the digital and green transitions, ensuring SMEs are well-positioned to meet European sustainability and digitalisation goals.

The project has conducted extensive analyses of the current industrial and cluster ecosystems in its partner regions, providing valuable insights into the levels of cluster development and available support. By highlighting the importance of the twin transition—digitalisation and sustainability—the project is already making an impact through a series of workshops, seminars, and policy engagements. With over 220 representatives from 150 organisations participating in these activities, and additional engagements at key European conferences, Accelerate GDT is advancing the policy dialogue and ensuring that clusters become pivotal in driving SMEs towards a sustainable and digitally inclusive future.

ACCELERATE GDT

ACCELERATE GDT is a 4-year Interreg Europe-funded project on a mission to reinvent national and regional cluster policies, aiming to support the twin green and digital transitions and enhance SME competitiveness. The project is coordinated and led by the V-LINC research group in the School of Business, Munster Technological University. The Project brings together 8 public organisations, and 4 associated policy partners from across Europe, to provide supports to ensure that clusters can guide and be bridge builders for SMEs to collectively meeting Europe's digital and green transition goals.

Date

August, 2023 - August, 2023

Location

MTU Cork, Bishopstown Campus

Speakers

Dr John Hobbs, Munster Technological University Professor Eleanor Doyle, UCC. Gillian Slattery, Enterprise Ireland Dr Eoin Byrne, Cluster Manager Cyber Ireland, and MTU Siobhan O'Carroll, Department of Enterprise, Trade and Employment Claudia Soncin, TCI Network. Natalia Gutierrez, TCI Network. Mr Gerard O'Donovan, Head of Faculty of Business and Humanities, MTU Dr James Wilson, Research Director at Orkestra Mr Alberto Pezzi, Senior Manager Cluster Policy, ACCIÓ

[Supporting Links](#)

[Supporting Links](#)

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Munster Technological University and associate Partner the Department of Enterprise, Trade and Employment, hosted representatives from 7 partners for the official launch of the Interreg Europe funded project Accelerate GDT on the 27th and 28th of April. The purpose of Accelerate GDT is to reinvent national and regional cluster policies to support the twin green and digital transitions and SMEs competitiveness.

MTU-Accelerate-GDT-252-2048x1385

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Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Partnership Approaches for RME

Munster Technological University partners with external stakeholders to advance responsible management education through 2 different approaches:

Knowledge Translation and Dissemination

Funds Academy Conference – ESG and Sustainability Fireside Panel Discussion

The School of Business hosts an annual conference each year for students and external industry partners. In 2024 and 2023 we held two panel sessions on ESG.

In 2023 we held a fireside discussion session around the topic of ESG and sustainable finance, with John Casey in conversation with Dr Sheng Zhu, investment manager and risk analyst with a CFA Certificate in ESG and Sustainable Finance. Topics and a sample of the questions and areas discussed were:

- - ESG is a fast-moving area at the moment with a lot of legislation, regulation and "voluntary" requirements placed on the industry:
 - what has changed over the past few years?
 - if you are not directly involved in this area, what are the key changes that you need to keep on top of?
 - what are the key challenges facing the industry?
 - Would it be unfair to observe that a lot of the additional regulatory impacts of ESG to date has fallen on ManCos - what have been the most onerous requirements (or is it that no one requirement on its own is overly complex, it is just the volume of requirements)?
 - What has the impact (and the likely short-term impact) on costs and resources to comply with these requirements?
 - Data availability was originally highlighted as an issue: do you see advances being made in this regard and where are the current data blind-spots?
 - For people in this audience that are interested in moving into a role with ESG related aspects, what are the key skills required?

In 2024 we held a further panel session titled 'The S and G of our own Funds Industry – Diversifying the Sector', with guest speakers Eibhlin Johnston and Breda Kenny. This panel was moderated by a Masters student.

Hearing from invited guests from industry and MTU staff, students had the opportunity to hear the asset management perspective on ESG and the importance of integrating sustainability factors into fund risk management and portfolio allocation decisions in the first conference, and in the second conference were able to consider the importance of diversifying the fund sector talent pipeline.

Our Masters students also contributed to the development of the questions for the panel speakers on the day, which allowed them to consider sustainability issues and considerations in respect of both topics.

International Accounting Day

This was an education blitz held for our current students and our partners including alumni and guests to celebrate International Accounting Day. The focus was on new influences on the accountant's role concentrating mainly on AI and sustainability measurement.

Sustainability measurement and AI was very much to the fore at our annual Accounting Conference which catered for 350 students, 28 staff, 30 alumni and guests. Nine invited experts spoke to the groups which was followed by panel Q&A sessions. Speakers represented experts from both industry (Very, Green Rebel, Pebble, MASV) and accounting practice (Deloitte, Crowley DFK, O'Connor Pyne, Forvis Mazars). There was opportunity for students and alumni to network with each other and invited guests and forge opportunities for their futures.

Cantillon 2024: Transforming to Secure a Sustainable Future

Cantillon is an annual business conference organised by MTU and is named after Richard Cantillon, the Irish-French economist and philosopher who first coined the term 'entrepreneur.'

Born in County Kerry in the late 17th century, Cantillon's economic insights would become the cornerstone of modern entrepreneurship theory. His work, "Essai sur la Nature du Commerce en Général" (Essay on the Nature of Trade in General), published in 1755, laid the foundation for understanding the role of entrepreneurship in economic development during times of change and uncertainty.

Our 2024 conference attracted business leaders from across Ireland and focused on:

- Exploring innovative solutions and strategies for building a sustainable future through engaging presentations, panel discussions, and networking opportunities.

- Collaborative initiatives, such as cross-industry partnerships and public-private collaborations, are emerging to accelerate the adoption of sustainable practices globally.
- The one-day conference in Co Kerry highlighted the urgent need for policymakers to develop and implement sustainability-focused policies, emphasizing the economic necessity for organizations to undergo a transformative shift toward sustainability.

In an era marked by unprecedented challenges and global imperatives, industries worldwide are at the crossroads of transformation. The imperative to secure a sustainable future has emerged as a catalyst for change that not only affects businesses but also shapes economies, necessitates new policies, and demands a dynamic talent pool for the future.

Cantillon 2024 Transforming to secure a Sustainable Future brought together over 180 industry leaders, policymakers, scholars, and innovators to explore innovative solutions and strategies for building a sustainable future.

The conference featured a series of engaging presentations, interactive panel discussions, and networking opportunities, providing a platform for collaboration and knowledge exchange. The keynote speakers together with the exciting panelists presented the need to embrace this paradigm shift that is impacting every industry, economy, policy, and talent development at a global level. Recognising the interconnectedness of these transformations, collaborative initiatives are emerging. Cross-industry partnerships, public-private collaborations, and knowledge-sharing platforms are fostering a collective approach towards securing a sustainable future. These initiatives aim to accelerate the adoption of sustainable practices and amplify the impact on a global scale.

Cantillon 2024 discussed these practices as key business leaders told us how they have and continue to lead their organisations through the complex transformation process. The speakers will share their organisation's journey towards a secure and sustainable future seen as a collective responsibility that transcends individual businesses and industries.

Cantillon 2024 evidenced the need to embrace this transformation as not only a strategic imperative but a commitment to a resilient, and prosperous world for generations to come. Attendees heard of the urgency within Government and regulating bodies for the need to develop and implement policies that foster sustainability. From carbon emissions reduction targets to incentivising green innovations, policymakers are crucial players in steering industries towards a secure and sustainable future.

Industries ranging from technology and energy to healthcare and manufacturing are witnessing a seismic shift towards sustainability. As these industries transform and evolve, so too must the workforce. The demand for a new breed of professionals with expertise in sustainability, environmental science, and technology is growing exponentially. Organisations are seeking individuals who can navigate the complexities of sustainable development, drive innovation, and contribute to the creation of a resilient and future-ready workforce.

The transformation required by every organisation to secure a sustainable future is no longer a matter of choice; it is becoming an economic necessity. Boards and Investors and consumers alike are increasingly prioritising businesses that demonstrate a commitment to sustainable practices, influencing market trends and investment strategies.

Chapters

The Cantillon Academy – supporting connections, curiosity and cross discipline conversations.



The Cantillon Academy – supporting connections, curiosity and cross discipline conversations.

There are 2 pillars to *The Cantillon Academy*:

1. 1. Cantillon Networking Fora
2. Cantillon Discovery Lab.

Background

Richard Cantillon is author of the *Essai sur la nature du commerce en general* (1755) and is considered by many to be the earliest writer on economic matters. In his book, Cantillon dealt with many of the topics subsequently of concern to classical and neoclassical economists. Among these topics were the role of the entrepreneur (which he was the first to isolate); banking operations, the financing of trade; the response of exchange rates and the price structure to changes in the supply of money. Cantillon's analysis of the impact of increases in the money supply and economic influences in general were particularly insightful.

Positioning

Building on this ethos and insights we have and will continue to position Cantillon as a leading-edge conference targeted at a growing national and international audience of global oriented businesses, researchers and innovators. We have hosted, grown and continue to grow our annual Cantillon conference - A Forum for Fresh Thinking for the last 12 years- last year's line-up available through following link <http://cantillon.ie> (currently needs a total revamp).

Schedule

9.00AM WELCOME REMARKS

MC Ms Grett O Connor Video Producer and Presenter

9.05AM PRESIDENT'S ADDRESS

Professor Maggie Cusack – President, Munster Technological University

9.10AM KERRY COUNTY COUNCIL ADDRESS

Ms. Niamh O Sullivan – Director of Economic & Community Development and Tralee MD Manger, Kerry County Council

SETTING THE SCENCE

9.15 – 9.40AM Transforming to Secure a Sustainable Future – A Corporate Perspective

Keynote

Mr. Shane McGibney Chief Business Transformation Kerry Group

9.40 - 10.00AM Transitioning for Sustainable Transformation: A Multi Stakeholder Engagement Process

Keynote

Ms. Gemma Corrigan, Head of Policy and ESG Integration of Federated Hermes Limited.

10.05-10.30AM Future Transformation Requirements: A Global Economic Outlook

Mr. John Fahey – Senior Economist AIB

Keynote Economist

11.30AM PANEL DISCUSSIONS

11.30AM-12.30PM PANEL 1

Security a Future through Transformation: A Challenge and Opportunity to Every Sector

- - Ms. Ruth McCarthy Fexco: *Financial Compliance for Sustainable Transformation*
 - Mr. Pdraig McGillycuddy, CEO Ballygarry Estate Hotel: *Transforming the Business Model for a Secure Future*
 - Ms. Sheena Dymsey Executive Vice President and Chief Solutions Officer at Indivi.: *Navigating Transformation in a Complex Digital Health environment.*
 - Mr. Cathal Foley CEO, PACE; CCO, Fexco Drive: *Platforming to analyse Carbon Emissions in the Air!*

12.30PM – 1.30PM PANEL 2

Sustainable Transformation through People: Time to Rethink

- - Dr Assumpta O'Kane Business Psychologist: *Workforce of the Future: The Competing Forces shaping 2040 and beyond!*
 - Mr. Dave Flynn Executive Director Skillnet: *Time to embrace Reskilling Revolution for Transformation*
 - Mr. Tom O Connor JRI: *Leading through Transformation with a Secure Mindset*
 - Dr Alison Hampton, Ulster University: *Transformation through the lens of the Zillennial and AI!*

QUESTIONS AND ANSWERS

1.35PM Disruption 2040 and Beyond: Where to Next?

KeyNote

Mr. Aidan McCullen: *The Undisputable Mindset*.

2.00PM LUNCH & NETWORKING

Funds Academy Conference – ESG and Sustainability Fireside Panel Discussion

Conference web page, Conference held at Hotel Minella, Cashel, Tipperary, Ireland.

Date

April, 2024 - April, 2024

Location

Hotel Minella, Cashel, Tipperary, Ireland.

Speakers

The conference included guest speakers from Waystone, State Street, KPMG, BNY Mellon, MTU, Grant Thornton and Irish Funds,

[Supporting Links](#)

Funds Academy Conference – ESG and Sustainability Fireside Panel Discussion

Cantillon 2024: Transforming to Secure a Sustainable Future

Schedule of speakers at Cantillon 2024.

Date

March, 2024 - March, 2024

Location

Ballygarry Hotel, County Kerry, Ireland.

Speakers

Please see conference schedule link

[Supporting Links](#)

[Supporting Links](#)

Cantillon Conference 2024

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International Accounting Day

Future of Accounting Schedule

Date

November, 2024 - November, 2024

Location

MTU Bishopstown Campus

Speakers

Louise Patrick, Green Rebel Donna Gould & Shane Moloney, Crowley DFK Barry Doyle, Chartered Accountants Ireland Tomas O Connor, O Connor Pyne Accountants Karla Elmes, Very Ciarán Tracey, Deloitte David O Sullivan & Fiona Byrne, Forvis Mazars

Learning community event that was a collaboration between university staff, accounting professionals, alumni and students. The event saw partners work together to examine best practice in sustainability reporting and measurement. This was very beneficial to all as the landscape is evolving so much in practice and from a regulation perspective.

Future of Accounting IAD

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MTU International Regenerative Tourism Conference

International Regenerative Tourism Conference schedule

Date

November, 2024 - November, 2024

Location

Dingle Skellig Hotel, Dingle, Co. Kerry, Ireland

Speakers

See conference schedule

[Supporting Links](#)

[Supporting Links](#)

International Regenerative Tourism Conference

International Regenerative Tourism Conference

The International Regenerative Tourism Conference combined the final event of the CE4RT (Circular Economy for Regenerative Tourism) EU co-funded project and #THRIC2024 (Tourism and Hospitality Research in Ireland academic conference) which aimed to explore the future of sustainable tourism through a regenerative lens.

The event was designed to bring tourism businesses, academics, policy makers, destination management organisations, tourism bodies, climate leaders and local authorities together. Attendees were invited to consider examples of a more holistic, balanced approach to tourism development, which will deliver net positive benefits for businesses, communities and the environment.

The conference featured an engaging mix of international keynote speakers, academic papers, panel discussions, practical workshops and tours, as well as social and networking events over two inspiring days on the Wild Atlantic Way in west Kerry.

The framework for regenerative tourism developed through the CE4RT project was discussed in the panels and discussions, including the 5 themes under which businesses can assess themselves:

- - Tackling Climate Action
 - Benefitting Host Communities
 - Empowering Visitors
 - Championing Local Places
 - Long term sustainability & profitability of the business

Collaborative Problem Solving



Practice

We adopt responsible and accountable management principles in our own governance and operations.

RME Policy Implementation

Munster Technological University has implemented 3 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Employee equity, diversity, inclusion

Student equity, diversity, inclusion

Institutional Aspiration Targets

Munster Technological University has set aspiration targets in 2 different areas:

- ❖ GHG Emission Targets
- ❖ Travel Reduction Targets



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Munster Technological University operates with the following approach:

No Performance Disclosure

SIGNATORY

Munster Technological University



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