



Anglia Ruskin
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\$OWHEAT?

ISSUE 7, SPRING-SUMMER 2016

WELCOME TO THE **GENDER ISSUE** OF *SO WHAT?*

We're proud that Anglia Ruskin was awarded the Athena SWAN Bronze award in 2015 for everything it does to achieve gender equality. We know it is the foundation for a peaceful, prosperous and sustainable world.

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SO WHAT?

SO WHAT? MAGAZINE is published twice a year by the Global Sustainability Institute at Anglia Ruskin University. It aims to highlight the University's activities related to sustainability in research and education.

Your contributions welcomed

If you have an article, feature or news item that you would like to contribute to a future edition of *So What?* please contact gsi-info@anglia.ac.uk.

People involved

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ABOUT THE GSI

The Global Sustainability Institute (GSI) was formed by Anglia Ruskin University in 2011 to bring together and build upon our work in the area of sustainability.

At the GSI we recognise that a range of perspectives are needed to tackle the sustainability challenges we face now and in the future – whether they be environmental challenges such as climate change and the scarcity of natural resources or social challenges such as inequality and social unrest.

We work to bring together the information needed to make decisions with the people able to implement action. This involves developing partnerships across academic disciplines within our University, and with leaders in business, government and beyond.

WHAT IS OUR RESEARCH ABOUT?

Our core research explores how the system influences the individual, and how the individual influences the system.

By 'system' we mean political, financial, industrial and social frameworks.

To examine this we draw on a range of disciplines including geography, economics, mathematics, computational modelling, sociology, climate science, education, building science, soil science, financial mathematics, psychology, technology, engineering and political science.

We have four broad themes of research:

- **Climate action & cultural systems**
- **Consumption & change**
- **Global resources & resilience**
- **Education for sustainability**

HOW DO WE DEFINE SUSTAINABILITY?

Different people think of sustainability in different ways, here's how we define it: "Sustainability envisages a just society of innovation, opportunity and wellbeing which manages the full diversity of environmental risks."



SUSTAINABILITY AND GENDER

CELEBRATING THREE KEY WOMEN IN THE SUSTAINABILITY MOVEMENT

By **Dr Aled Jones**

THE NUMBER OF
GIRLS STARTING
PRIMARY
SCHOOL IS
MUCH HIGHER
THAN IT HAS
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WE STILL HAVE
A LONG WAY
TO GO

WHILE WOMEN HAVE too often been left out of board rooms and the cabinet, it is good to report that there are three women who particularly stand out for being leaders in sustainability.

In 1962 **Rachel Carson** published *Silent Spring*, a book focusing on the use of pesticides and their devastating impact on bird populations. This book was significant as it was the first challenge to the ambitions of economic growth in defence of the environment. In the years after *Silent Spring*, regulations changed, charities were set up, and a global conscience stirred.

In 1983 the World Commission on Environment and Development (WCED) was set up and was headed by a woman: **Gro Harlem Brundtland**, the former Prime Minister of Norway. Shortly afterwards, the Brundtland Commission, as it became known, published *Our Common Future*, a report defining the term 'sustainable development' and calling for countries to work together for the common good.

In 2015 the world sent its political leaders to a conference in Paris to hammer out a deal to avoid dangerous climate change. **Christiana Figueres**, Executive Secretary of the UN Framework Convention on Climate Change (UNFCCC), led the process during the critical negotiations when the Paris Agreement was finalised, giving the world motivation to step up.

But leading the way is only half the story. For decades, gender issues have remained a major barrier to solving some of the world's problems, for gender inequality persists despite significant efforts to address it. In the late 1940s, the Commission on the Status of Women (CSW) was set up with the goal of promoting gender equality and the empowerment of women. However, over half a century later, many women around the world are still denied equality and are being persecuted.

One recognisable example is Malala Yousafzai, who in 2009 while 11 years old, wrote a blog about her views on education for girls and her experience of living in the Swat Valley under the Taliban. In 2012 she was shot in the head on her school bus. She has since won a Nobel Peace Prize for her work on human rights and women's education.

Clearly delivering gender equality is still not something we can tick off our to-do lists. That's why it's featured in the Sustainable Development Goals, launched at the United Nations in September 2015. These goals are intended to shape the world's political ambitions and priorities for the next 15 years.

Goal 5 looks to end all discrimination, violence, trafficking, and sexual exploitation against, to, and of women and girls. Goal 4 covers access to education for all - an aim that also looks to empower and create opportunities for women and girls.

Luckily, we're not starting from scratch. The number of girls starting primary school is much higher than it has ever been but we still have a long way to go. Even in developed countries like the UK we fall short on gender equality in the workplace, in society, and in leadership positions.

The SDGs must be met with the political will to change. This needs to happen in every country, every organisation and across every part of society. Otherwise we run the risk of missing the targets set out in these goals. The Millennium Development Goals that preceded the SDGs had included a commitment (goal 3) which called for the elimination of gender disparity in education by 2015. Unfortunately that goal was not achieved. So even though the sustainability movement has been greatly shaped by women in leadership positions, we've still got a way to go towards women's empowerment.

LATEST DEVELOPMENTS AT THE GLOBAL SUSTAINABILITY INSTITUTE

MILESTONES

On 1 March 2016, the GSI will be five years old. The Institute has developed successfully in half a decade, growing from the appointment of Dr Aled Jones as Director to a team of over 40 people.

NEW PEOPLE

Dr Nikoleta Jones joins us as a new Senior Lecturer in Sustainability. Nikoleta teaches and helps manage our MSc in Sustainability.

the purchasing of sustainable tourism products.

Linda Woods has started her Professional Doctorate exploring the implementation of the UN Guiding Principles on Human Rights by businesses.

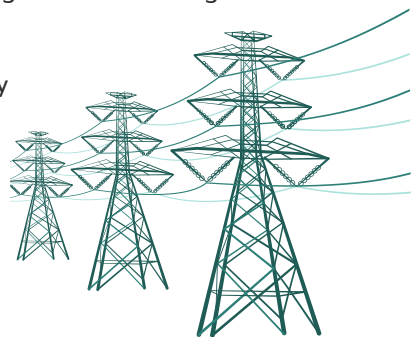
Stephanie Czicz is the new Communications Co-ordinator, joining the GSI-led Balance Network.

NEW PUBLICATIONS

Dr Rosie Robison edited the recent publication, *Sustainability: new questions, new answers*, a collection of accessible articles and artworks which

Climate Change. In it she finds that climate scientists could do a better job of communicating their work to local communities and of reigniting interest in climate change, and how local media outlets provide a unique opportunity to build a platform with scientists to tell their stories and to engage with people outside the 'climate bubble.' The Global Sustainability Institute has launched a new series of publications called **Working Papers**. Its first two papers are *Experiencing Eco Home Open Day events: hosting attending and learning* by Eric J Hendriksen and Dr Chris Foulds; and *Inequality of overconsumption: The*

ecological footprint of the richest by Dario Kenner. This new series is the place to read about the GSI's emerging research findings.



act now

You can buy Chris' book from Amazon and Rosie's from us. Contact gsi-info@anglia.ac.uk for details.

Dennis Badeen

is our new Marie Curie Visiting Fellow carrying out research into the influence of political ideology on our choices regarding energy generation.

James Phillips returns to the GSI as Project Co-ordinator for The Water Cluster, a platform for collaboration in the water industry.

Marina Martinez has started her PhD looking at sustainable food businesses.

give a new perspective on sustainability issues. They show how all parts of our lives – from our families to our cities – are bound to sustainability.

Dr Chris Foulds co-edited his new book with former colleagues from the University of East Anglia. *Building Futures: Managing energy in the built environment* takes an interdisciplinary approach to look at various case studies from around the world. It provides a resource for students and academics of energy-based subjects, as well as for construction and building management professionals.

Dr Candice Howarth published a commentary on local engagement in climate change in the journal *Nature*

GSI JOINS NEW 'SUSTAINABLE PROSPERITY' CENTRE

THE GSI HAS JOINED a major new research programme that will examine how all people can flourish without undermining the vital systems that support life, such as our climate system.

University of Leeds, Middlesex University, York University (Canada) and the University of Canterbury (Christchurch, NZ). Its work programme is organised around five themes:

- MEANING AND MORAL FRAME
- ART AND CULTURE
- POLITICAL ECONOMY AND INSTITUTIONS
- SOCIAL AND PSYCHOLOGICAL DIMENSIONS
- SYSTEMS ANALYSIS

The Centre will also feature the flagship Sustainable Prosperity Dialogue on the concepts of sustainable prosperity, chaired by Dr Rowan Williams.

Christina Toelkes

joins us as a new visiting PhD Researcher from Germany, working on how communication influences

WHEN WATER, POWER AND FOOD ARE UNDER THREAT GSI SETS UP 'NEXUS SHOCKS' NETWORK

THERE HAS BEEN a surge of interest in the idea of the 'nexus', a way of thinking about food, water and energy supplies and how they are inextricably linked. There are many interdependencies, tensions and trade-offs between them, which can mean efforts to improve sustainability in one sector without considering the others are inadequate. What is needed are more integrated approaches.

The nexus can experience shocks to one or more of its components. These are generally low frequency, high impact events that disrupt energy, water and food supplies. Shocks are due to become more frequent because of climate change and the state of the global economy, which are themselves pretty fragile and susceptible to unanticipated

change. This makes it more important than ever that decision makers are better informed about them.

Dr Candice Howarth set up the Nexus Shocks Network in 2015 to identify how to better inform decision making in response to nexus shocks. The Network is funded by the Economic and Social Research Council (ESRC) Nexus Network. It brings together different experts from a range of fields and industries, including over 300 stakeholders from academic, business, government and not-for-profit organisations.

Its aim is "to facilitate intelligent and constructive conversations on how to build meaningful research and establish connections with relevant stakeholders to co-design solutions to energy, food and water risks."



In autumn 2015, the GSI co-hosted five workshops inviting people from different sectors to question how they can contribute to better decision making processes around nexus shocks.

These were:

- **KNOWLEDGE PRODUCERS:**
THE MET OFFICE
- **INFRASTRUCTURE:**
ATKINS
- **FINANCE AND**

- INSURANCE:**
WILLIS RE AND LLOYDS
- **LOCAL ECONOMY:**
CLIMATEUK
- **GOVERNMENT:**
CHATHAM HOUSE

A symposium was then held in London, which drew together lessons from the five workshops. It explored common themes, barriers and approaches to decision making around nexus shocks.

GSI INVESTIGATES NEW METHODS FOR DEVELOPING CLIMATE POLICY

CLIMATE CHANGE IS an urgent challenge that our society must face by finding creative ways to engage everyone in being a part of the solution.

One thing that is proving to be a challenge is the way that people receive scientific information: they tend to absorb it from scientists in a complex, and often linear, way.

Dr Candice Howarth is leading research at the GSI that focuses on a potential solution: co-production. Co-production is a method that looks to move beyond the current way of doing things so that the wealth of information about climate change – research, reports, news articles, and blogs – can be made more useful to people who need to make decisions. There are different ways to go

about co-production, but the crux of it is that those who will use the information are invited to design the aim and method of any relevant research project. This means that the user is included, right from the off. When this happens it ensures project aims are fully aligned with the needs of decision makers and so it is more likely to succeed. What is more, long term, trusting

relationships between the people involved can be built, ensuring solutions can be put in place faster when needed.

Dr Howarth has been testing the approach with the Intergovernmental Panel on Climate Change. She has been looking at how non-academic evidence can better inform the scientific advice that is included in the Panel's reports.

ENVIRONMENTAL MELANCHOLIA

INTERVIEW WITH RENEE LERTZMAN*

What is environmental melancholia?

It is a way of understanding the less-obvious psychological dimensions of becoming engaged with environmental issues. It describes the underlying sense of loss that is part of developing an environmental awareness. Losses range from species to how we use energy at home.

Environmental melancholia is a variation of melancholia, a clinical condition where we are not able to fully mourn a loss. I argue that a huge majority of people are experiencing a form of this, and we must factor this into our work.

What are some of the impacts or consequences of this melancholia?

It means that we must rethink and reframe how

we design our engagement methods, strategies and communications, in order to take account of how people may actually be feeling about changes in our environment over the past hundred or so years. It also directly impacts on what can be called “anticipatory loss” – how we imagine and make sense of potential losses ahead. If we take this on-board, genuinely, it involves considering the fact that people may find it difficult to engage in environmentally protective or restoring activities.

How would we then change our practices?

This work, which comes out of psycho-social research, a form of psychologically-oriented social science, challenges the prevailing assumptions that if we focus on people’s beliefs,



Lertzman's new book is *Environmental Melancholia: psychoanalytic dimensions of engagement*.

attitudes, values or behaviours we can gain insight into how to best engage and communicate about sustainability. The implications are multiple, including our need to generate strategies that account for the fact that environmental topics can bring up acute and often unconscious conflicts, dilemmas and experiences for people. Our abilities for understanding these conflicts,

dilemmas and so forth is what will inform how effective we are at communicating and engaging with different communities and populations. I think of this as applying what I call *The Three A's* – Anxiety, Ambivalence and Aspiration.

What is your advice for someone engaging in research on sustainability?

Two-fold: first partner with those in psychological professions and explore collaborations, to gain deeper insights into how we can more effectively reach people.

Secondly, innovate our research methods to account for less conscious dimensions of how people experience contemporary environmental challenges.

*Author and GSI Visiting Fellow

FILM REVIEW: HANDS ON

HANDS ON
DOCUMENTARY 2014
RED LIZARD MEDIA
FIVE WOMEN DIRECTORS

HANDS ON introduces us to five women activists across the world. We learn about the challenges and barriers they face and what they are doing about it.

The women are Silje from Norway, Maheshvari from India, Jose and Jasmine from Canada, and Annabell from Kenya. Through interviews we learn how they are leading



Watch the film for free (48 minutes) at redlizardmedia.com/climateandgender/. Why not **share** with your friends too?

protests, teaching others and redefining their roles.

Jasmine Thomas of the Saik'uz First Nation, Canada, leads a movement against the tar sands oil pipeline being built across her community. The tagline of the movement is 'power shift', expressing how Thomas and her fellow activists are challenging those in government to shift power to them and their communities. She explains: "We are not just another stakeholder, we are the sovereign people of these

territories." She adds that she thinks it is her "duty as a woman" to stand up and protect the environment for her people and future generations. The planned pipeline will cross 1,000 rivers and streams, risking oil spills and threatening water security.

Behind the camera is a parallel story, as the creators are also all women standing up against climate change. The documentary practices what it preaches: women creating and leading hands-on strategies against climate change.

THE PARIS AGREEMENT

UN MEETING SETS 'RADICAL' TARGET OF 1.5°C

AT DECEMBER'S UN Climate Change Conference (COP21) a plan was made by 190 countries to keep global temperature rise to 1.5 degrees above pre-industrial levels. The 'Paris Agreement' has been heralded as radical by many, not least because it would have seemed unthinkable a year ago. The goal is a big leap below the 2°C limit agreed six years ago in Copenhagen. 1.5°C is the point where there is a real danger of serious 'tipping points' in the world's climate. We have already hit 1°C.

Green groups are not all singing 'hallelujah,' though. While the Sierra Club in the USA are praising it, calling it a "turning point for humanity", Friends of the Earth UK are less satisfied. CEO Craig Bennett said: "We still don't have an adequate global plan to make this a reality. However, this is still a historic moment. It clearly shows that fossil fuels have had their day - and that George Osborne's outdated, backward energy policies must be reversed if he wants to be on the right side of history."



At the GSI, we think on balance we're better off with it than without it. As a legal instrument it has problems but as an umbrella call to action it may be effective. We are also

acutely aware of the need for it to engage women. UN research finds that women are disproportionately affected by climate change and can be powerful agents of change.

UK FLOODS: WHAT WAS THE CAUSE?

PARTS OF ENGLAND were devastated by storms with 16,000 homes flooded in the wettest December for over a century. Were these caused by climate change or just bad weather?

Studies of individual weather events are complex. Scientists need to be able to combine vast amounts of data and local knowledge to know for sure whether or not these rare events are becoming more common. Scientists at the University of Oxford have found, however, that human-caused climate change means that heavy rains from storms such as Desmond are around 40% more likely than in the past.





SUSTAINABLE SAINJI

EACH YEAR OF SECONDARY SCHOOL CAN ENHANCE A GIRL'S POTENTIAL INCOME BY 25%, BUT TOO MANY GIRLS IN THE WORLD ARE NOT GETTING AN EDUCATION. **DR ALISON GRIEG** TELLS THE STORY OF ONE VILLAGE'S EFFORTS

LAST SUMMER, I stayed in the village of Sainji, a rural community in the foothills of the Himalayas typical of this part of North West India.

The 400 or so villagers live by growing a range of crops on the steep, terraced hillsides and from money sent to them by family members living in cities and abroad. However, as the impacts of climate change bite, villagers are increasingly struggling to grow enough crops to provide for their families. They told me how the monsoon

rains are becoming less predictable, making their crop yield less reliable. This is why families are often in need of extra income to get by. An education, whether basic or more advanced, can really raise an individual's income level.

However, even though great strides have been made in recent years in achieving universal education in India, high dropout rates mean that only 71% of children complete their first five years of primary school.

Although government-funded schools throughout India are free, the quality of the education they provide, especially in remote rural locations, is often very poor. For instance, the average reading ages of children is two years below what it should be. The parents I got to know explained that poverty traps them; few can afford the school fees and cost of transport.

Unfortunately the low standard of government education affects girls even more than boys because many poor families are less likely to invest in a daughter's education than in a son's. Girls also tend to leave school early – one in five girls who enrol in school never finish, a trend common across developing countries.

"Why are boys' education prioritised?" I asked Kunwar Choudhry, my host and local headman, to which I was told that when families are struggling to feed themselves, they put their sons first who, it is thought, will be able to provide an additional income one day. Many also assume that their daughters will marry and leave them. Of course, Sainji is sadly not the only community facing this problem: this happens in developing countries the world over, where the average is that one in seven girls will marry before they are 15 years old.

Yet research shows that educating girls is a highly effective way of lifting a whole community out of poverty. As well as their knowledge benefiting the immediate community, the 'multiplier effect' means educated women provide better health care and education to their children, which passes down the generations.

BENEFITS OF IMPROVING A GIRL'S EDUCATION

- **GIRLS WHO STAY IN SCHOOL FOR SEVEN OR MORE YEARS MARRY FOUR YEARS LATER AND HAVE TWO FEWER CHILDREN.**
- **EACH ADDITIONAL YEAR OF SECONDARY SCHOOL EDUCATION INCREASES A GIRL'S POTENTIAL INCOME BY BETWEEN 15 AND 25%.**
- **EACH YEAR OF A MOTHER'S SCHOOLING CUTS THE RISK OF HER CHILD DYING IN INFANCY BY 5-10%**
- **WHEN 10% MORE GIRLS GO TO SCHOOL, A COUNTRY'S ECONOMY GROWS BY 3%.**

COSTAS ANTON DIMITRESCU/SHUTTERSTOCK.COM



**IN
DEVELOPING
COUNTRIES
ONE IN SEVEN
GIRLS WILL
MARRY
BEFORE THEY
ARE 15
YEARS OLD**

In response to the poor quality of education available in the Sainji area, Kunwar Choudhry and his wife Lori Mcfadyen set up an educational charity in 2006 called the Garhwal English Medium School (GEMS). The school now has over 200 children. Even though only around 60 of its students are girls they hope this number will grow as the benefits of educating girls become apparent to the community and, when I next return to Sainji, I hope to see more girls in the classrooms.

In August 2016 I will be leading a team of staff, students and alumni from Anglia Ruskin as part of a mission to help Kunwar and Lori in what they are doing: education to foster sustainable development in this community. The team will be working with children and adults, helping them learn about basic nutrition and hygiene in order to stay healthy enough to attend school and work. We will also be working with teachers to help improve the quality of the teaching they deliver to their pupils long after we leave. As part of this, our ARU students will also be learning lots, developing their expertise and transferrable skills, as well as developing the values and attitudes that will help them become responsible global citizens.

Data included in this article is from USAID and UNICEF.



WORKING HARD OR HARDLY WORKING?

ARE YOU A 24:7 WORKER OR DO YOU STICK TO A TRADITIONAL WORK-LIFE DIVIDE? TECHNOLOGY IS MAKING ALL KINDS OF CHANGES TO THE ROUTINES OF BOTH MEN AND WOMEN.

STEPHANIE CZICZO EXPLAINS

WE ONCE BELIEVED that advances in technology would give us more time for leisure, with robots and other technologies taking over all the hard work, freeing up our time for friends and fun.

But the dream of 'less work, more life' does not seem to have become a reality. On the contrary, we've seen our working hours increase. Constant access to email and mobile phones also brings new expectations that our boss can always reach us 24 hours a day, seven days a week.

What's more, many of us can relate to not being able to unplug from our devices, either from our work emails, from facebook or from those cute cat videos. As a result, our work-life balance has shifted.

IF WE PAID
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FULFILLING

To investigate these shifts in work-life balance and understand what they mean, researchers at the GSI are leading the [Balance Network](#), funded by the Engineering and Physical Sciences Research Council (EPSRC). This is a new platform where experts can share their learning on the topic of our digital society.

Balance Network researchers are looking into the positive changes brought about by technological shifts. For example, shifts in who is able to work and study, as well as when and how. Carers, older workers, the disabled, and new parents are just some groups who now have the option to work and study from home, or part-time. For these people, technology is far from being a nuisance or a distraction: it enables them to fit working and studying more fluidly around other parts of their lives.

That's why some researchers looking at these issues use terms like work-life 'blend' or 'integration', rather than seeing the two domains as separate.

Traditional approaches to gender saw women at home looking after children and men going to work. However significant societal shifts and changing expectations have led to many more women returning to work after maternity leave. Interventions such as shared parental leave for new mums and dads means that men and women are able to adjust their work-life balance in ways they had not been able to before. Figures released



act now
Attend one of the
Balance Network's
2016 events
(see opposite)



from the Office of National Statistics show that the number of stay-at-home dads has more than doubled over the last 20 years.

We also know that non-paid 'work' makes a significant contribution to our society. For instance, according to the Institute for Volunteer Research, around 42% of us in the UK have consistently volunteered our time to causes that we care about over the last few years, and around 27% of us do it regularly, suggesting that we aren't just motivated to work for money but also to do good.

Some of those activities are known to increase wellbeing. Some would argue they could also reduce our need for more 'stuff' if they replaced activities aimed at economic growth, which often undervalue natural resources. If we are investing our time in what we find personally fulfilling, perhaps 'work' can feel less like work and also be good for the planet.

Perhaps, though, we also need to revisit how we think about 'leisure.' As Oliver Burkeman, columnist for the *Guardian*, explains: "it may be work, not leisure, that fulfils us more," and says we are more likely to feel 'in the zone' when engaged in a work task. He points to suggestions that if we paid as much attention to planning our evenings and weekends (or whenever we choose to have our 'non-work' time) as we do to our careers, this non-work time could be more fulfilling.

"IT MAY BE
WORK, NOT
LEISURE, THAT
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MORE"

BALANCE NETWORK EVENTS 2016

17 FEBRUARY: DESIGN-LED EXPLORATIONS: MATERIAL DESIRES, AT GOLDSMITHS, LONDON. EXPLORING SHIFTS IN DOMESTIC / WORK LIFE, WITH FOCUS ON GENDER.

FEB-APRIL: LIFE-SWAP WORKSHOPS IN NOTTINGHAM, LONDON, BIRMINGHAM. HOW MIGHT SHARING DATA OFFER NEW BEHAVIOURAL INSIGHTS?

3 MARCH: PROLONGING WORKING LIFE THROUGH ICT: THE ROLE OF CROWDSOURCING. UNIVERSITY OF WARWICK SEMINAR.

9 MARCH: 'GOING OFF THE GRID': CAN EMPLOYEES REALLY SWITCH OFF DURING TRAVEL? ONE-DAY EVENT AT BOURNEMOUTH UNIVERSITY'S TOURISM DEPARTMENT.

21 APRIL: A TRANS-DISCIPLINARY APPROACH TO BUILDING E-RESILIENCE. LONDON CONFERENCE HOSTED BY BRITISH PSYCHOLOGICAL SOCIETY'S SWITCHED ON CULTURE RESEARCH GROUP.

27 JUN: BEYOND BALANCE. OLIVER BURKEMAN GIVES THE KEYNOTE ADDRESS AT THE NETWORK'S CULMINATION EVENT IN LONDON. REGISTER ONLINE FROM FEB.

Open to academics, professionals, the public and students. For full details, and to join the mailing list, go to <http://balancenetwork.bimserver2.com> or follow @BalanceNetwork.



DO MEN USE LESS ENERGY THAN WOMEN?

DR CHRIS FOULDS QUESTIONS THE ASSUMPTION THAT MEN AND WOMEN CONSUME ENERGY DIFFERENTLY

MOST OF THE energy we use to keep our lights on, heat our homes, and charge our phones still comes from burning fossil fuels like coal and gas. The need to reduce the amount we use is well known. It's not so clear how to go about doing it.

Policymakers and researchers have been scratching their heads to figure out a strategy. To find the answer, they often ask whether men and women differ in the way they consume energy. The hope is that a tailored solution taking into account the differences between the sexes will be more effective at changing behaviour.

There is a key issue with the question though. Our research shows that a person's sex does not really influence the way they consume energy. While it might be true that men and women typically live and think in different ways, that's not down to our how we are 'biologically wired' but down to what society expects of them. Any generalisation that says, 'men use less energy than women,' is therefore missing the point.

We're much better off asking what people actually do in their daily lives, as part of their pursuit of wanting to seem 'normal'. Even the most mundane activities that are often taken for granted can be explained by thinking about the social expectations. It's not a natural given that your gender dictates what you do.

WE'RE MUCH BETTER OFF ASKING WHAT PEOPLE ACTUALLY DO IN THEIR DAILY LIVES, AS PART OF THEIR PURSUIT OF WANTING TO SEEM 'NORMAL'

This is a problem for behavioural change strategies that are trying to get us to use less energy. Society considers different activities as 'normal' for males, such as responsibilities linked to household investment and technologies. Areas like insulation, boiler replacement, and renewable technologies are considered *masculine* and so would be marketed towards men.

However, as with any assumption, there are going to be exceptions to the rule. What we think of as normal for men, and thereby, what we consider *masculine*, changes over time and depends on the specific context. It's not just a matter of saying 'males always do this' and 'females always do that'. The reality is that there are all kinds of clashes and crossovers.

Recent studies backs this up: findings from US research organisation Pew show that fathers now spend three times as much time with their children as they did in 1965, and that they spend double the amount of time doing household chores than they did. I know that I am a prime example of a husband who does many tasks that 50 years ago would have been considered 'women's work' - and rightly so. To truly change behaviour and impact consumption decisions based on energy, we therefore need to be mindful of generalisations about what men and women do.



TACKLING DISCRIMINATION STARTS AT WORK

ARU HAS BEEN ACKNOWLEDGED FOR HELPING TRANSGENDER STAFF BY THE UK GOVERNMENT IN A RECENT REVIEW

FOR MOST PEOPLE their gender identity matches the sex they were born and they don't feel a need to question it. However, some people innately feel that it does not represent them: their sex at birth does not reflect who they really are. These are transgendered people.

Transgenderism has been talked about a lot in the media over the last year. Sometimes coverage has been sympathetic, as when *Glamour* magazine awarded woman of the year to Caitlyn Jenner, the retired Olympic gold medal-winning decathlete and American television personality. Often, though, it has not - as when Jeremy Clarkson wrote an article in the *Sunday Times* entitled "Transgender issues are driving me nuts". Although Clarkson came under heavy criticism for his comments, especially on social media, it highlights that what it means to be transgender is often poorly understood, and that discrimination remains a problem. Margaret Unwin, Chief Executive of PACE, the LGBT+ mental health charity promoting the emotional wellbeing of the lesbian, gay, bisexual and transgender community, said: "While society's attitudes towards transgender people are changing, it is still not fast enough and the negative impacts on trans people's mental health every day are huge."

Research from PACE has found that their lack of visibility and acceptance by society has contributed to shockingly high figures in attempted suicide in trans people, particularly those under 26 years old. The survey found that nearly half (48%) of trans-people under 26 said they had attempted suicide. This compares to the 6% of all under 24 year olds who say that they have attempted suicide, according to the Adult Psychiatry Morbidity Survey.

In the UK the average amount of time we spend at work equates to 10.2 years of our lives. This means there is a huge opportunity to make a difference

NEARLY
HALF (48%)
OF TRANS-
PEOPLE
UNDER 26 SAID
THEY HAD
ATTEMPTED
SUICIDE



in the workplace. For someone who is suffering from discrimination or is hiding who they really are, their experiences of work can be very negative. But, for someone who is working in an environment that is understanding and accepting, the positive impacts on personal wellbeing have the potential to be life changing.

To help employers look after their transgender staff, the British Government's Minister for Women and Equalities, Nicky Morgan, has released a new [set of guidelines](#) that call for better treatment of transgendered employees in private businesses. The report, *The recruitment and retention of transgender staff* was created with support from Anglia Ruskin University. It serves as a guide to help employers create a more inclusive culture for all staff. The guidelines suggest various policies employers should put in place: "A trans person should be free to select the facilities appropriate to the gender in which they present... Where employers already offer gender-neutral toilets and changing facilities, the risk of creating a barrier for transgender people is alleviated."

At Anglia Ruskin, we have been proud to pursue these principles. Policies have been recently passed by the Student Union which include gender-neutral toilets and transgender participation in sport.

act now
Students who have
been affected by the
issues in this article
can contact the
University's Welfare
Support Team.

GENDER EQUALITY MEANS BETTER BUSINESS

WHAT CAN BUSINESS SCHOOLS DO TO IMPROVE GENDER EQUALITY? OR IS IT NONE OF THEIR BUSINESS? **GRACE PHILIP** INVESTIGATES



YOU WOULD BE forgiven for thinking that with as many women as men in middle management positions and with women achieving more high quality degrees than men that there would be diversity in the board rooms and senior management teams. But, according to data published in the New York Times, there are more CEOs named John than there are women CEOs. This impacts more than just individual women – it also compromises potential profits for businesses too. Research from Catalyst found that stronger than average results prevail in companies that have at least three women on their board of directors.

To properly understand what gender inequality actually means, and what business schools as institutions that deliver the next generation of business leaders should be doing about it, I met with two people from the Lord Ashcroft International Business School: Dr Marina Boz, Senior Lecturer in Organisational Behaviour and Human Resource Management, and Dr Nadia DeGama, Lecturer in Human Resource Management.

THERE ARE MORE CEOs NAMED JOHN THAN THERE ARE WOMEN CEOs

Grace: How relevant is gender equality to business schools in 2016?

Nadia: “It’s super relevant... I always think that a business school should be a microcosm for the corporate world. What is interesting is that you see a lot of females enrolled as students in the business school but then that doesn’t translate into the real world in terms of the number of females entering the workforce.”

Marina: “...” There is also an issue around the perceptions of gender among some students. I had an interesting experience last year, on International Women’s Day. I decided to bring information about gender in management to my lectures. And I got comments in the written evaluation for that saying it was a ‘waste of time’... someone even said that it was offensive to some of the students, suggesting that the lecture was being forceful about gender politics.”

Nadia: “It’s because of the gap between what is discussed in the classroom with undergrads and what they experience in the real world. That connection isn’t there and can’t be because they are not experiencing it yet.”

Grace: Do women and men have different skill types that makes them suitable for different roles?

Nadia: “It depends, if you take a very social constructivist approach on behaviour in general, you could assume that certain behaviours can be labelled as either masculine or feminine, regardless of the sex of the human being – we see this time and time and again.”

Marina: “Females being assertive, for example. We have evidence that this is seen negatively because it’s incongruent with what people expect from their sex.”

A study from Harvard and Carnegie Mellon University, for example, found that men and women are received differently while negotiating



deals. The study found that even when men and women do the same thing, women are penalised either because they come across as too nice or too demanding.

Grace: What is the key challenge for your female students graduating in 2016?

Nadia: "It's that the problem [gender inequality] is systemic... It might be that they [students] don't come across someone being directly discriminatory against them, but that it's just within the system."

Marina: "For example, we already know from the evidence that there are all sorts of decisions around promotions and succession planning based on the expectation that someone will get married and have children. Before we [women] even have the chance to decide if we want to prioritise work, the perceptions of others in that group have assumed that we won't, and then we are labelled like that."

Grace: Is there an opportunity in business schools to influence your students?

Nadia: Coming to university is not just your ticket to having a degree, it's a chance to think in different ways that you may not have thought about before."

Marina: "University isn't training. We're not saying these are things you have to do. Our role as lecturers is to help students entertain a different reality or a different paradigm, to give students the opportunity to at least consider alternatives."

Grace: We've focused a lot on women, but what are the challenges for men?

Nadia: "I think with respect to entering the workforce - in that regard - males and females are quite similar. While studying business, they have to get 'job ready' but we can't control what's going on in the world, what your passport is, or even if you can stay in the UK. I feel very empathetic to those entering the workforce - there is hyper-competition in the global world."

To help our students, ARU has signed up to the NUS' Responsible Futures Initiative to embed social and sustainability issues like gender discrimination into teaching, giving students the knowledge and skills to help them tackle challenges and become effective change agents for a fairer future. Teaching gender in business courses should be the first step.

GSI SEMINAR SERIES: SPRING TERM 2016

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3 FEBRUARY, 1-2PM

CAMBRIDGE CAMPUS, LAB027
RECLAIMING SUSTAINABILITY. A TALK BY RAY CUNNINGHAM, FREELANCE WRITER, BASED ON THE BOOK 'SUSTAINABILITY: A CULTURAL HISTORY', BY ULRICH GROBER

17 FEBRUARY, 1-2PM

CAMBRIDGE CAMPUS, LAB006
SUSTAINABILITY IN PERFORMING ARTS: "SO SHINES A GOOD DEED IN A NAUGHTY WORLD". JAMES PHILLIPS, GLOBAL SUSTAINABILITY INSTITUTE

23 FEBRUARY, 1-2PM,

CAMBRIDGE CAMPUS, LAB107
CHANGE AGENCY: WORKING WITH DIFFERENCE AND CONFLICT. LAURIE MICHAELIS, LIVING WITNESS

9 MARCH, 1-2PM

CAMBRIDGE CAMPUS, LAB107
NIGERIA: ENERGY PAST TO CLIMATE FUTURE. NORBERT EDMAN AND ALEX KAZAGLIS, GLOBAL SUSTAINABILITY INSTITUTE AND VIVID ECONOMICS

16 MARCH, 12-2PM

CHELMSFORD CAMPUS, MAR102
CHARACTERISING THE ENERGY-WATER NEXUS: DEVELOPING A NEW FRAMEWORK AND STRATEGY FOR INNOVATION IN EUROPE. MICHAEL GREEN AND CHRIS FOULDS, GLOBAL SUSTAINABILITY INSTITUTE

4 APRIL, 1-2PM

CAMBRIDGE CAMPUS, LAB112
TITLE TBC, STEVE BOWYER, OPPORTUNITY PETERBOROUGH

22 APRIL, 1-2PM

CAMBRIDGE CAMPUS, LAB307
TITLE TBC, ANGELA DRUCKMAN, UNIVERSITY OF SURREY CENTRE FOR UNDERSTANDING SUSTAINABLE PROSPERITY (CUSP)

Seminars are open to all: staff, students and members of the local community. Free lunch is provided.

act now

To find out more and get involved in Responsible Futures, contact Grace: grace.philip@anglia.ac.uk.

WHICH SDG IS YOUR FAVOURITE?

The UN recently set out 17 sustainable development goals (SDGs) – a new list of universal aims that member states of the UN are expected to use to frame their policies over the next 15 years, with the hope of transforming the world for the better. At the GSI we all have our favourite SDGs. Which one is yours?



Dr Aled Jones
Director



Dr Alison Greig
Director of Education for
Sustainability



Dr Candice Howarth
Senior Research Fellow



Dr Rosie Robison
Senior Research Fellow



Dr Chris Foulds
Senior Research Fellow



Dr Michael Green
Research Fellow



Dr Nikoleta Jones
Senior Lecturer



Dr Bob Evans
Visiting Fellow



Nigel Cooper
Visiting Fellow



Alex Phillips
Research Assistant



Katie Hiscok
Project Manager WE@EU



Grace Philip
EIS Co-ordinator



James Phillips
Project Co-ordinator



Stephanie Cziczko
Communications
Co-ordinator



Davide Natalini
PhD student



Roberto Pasqualino
PhD Student



Efundem Agboraw
PhD Student



Obehi Frances Sule
PhD Student



Clifford Mai Ndecham
PhD Student



Christina Toelkes
Visiting PhD Student