The 1st Forum on Sustainable Development (SD) in Higher Education (HE)

21st July, 2015, Hong Kong SAR

Organised by
Hang Seng Management College (HSMC), Hong Kong and

Co-organised by
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Supporting organisations:
- Corporate Ownership & Control
- Fuji Xerox
- Hong Kong Quality Assurance Agency
- Junior Chamber International
- Kalmar
- The Hong Kong Institute of Bankers
- Virtus Interpress
President’s Message
HSMC Forum on Sustainable Development in Higher Education

Sustainability or sustainable development (SD) is not a new concept; it has been embedded into our cultures and daily lives in different forms and names. It means a caring not only for ourselves, but also for our future generations. SD usually covers 3 aspects: Socio-cultural, Environmental and Economic, which are also known as the Triple Bottom Line of businesses.

In Hong Kong, it is the long-term goal of the SAR Government to achieve SD by making HK a clean, comfortable and pleasant home, and this direction would require, not just more green rules and measures, but a fundamental change of all stakeholders’ mindset and behaviour. All parties have to work together in partnership to improve our quality of life while reducing the environmental burdens we put on our neighbours and tomorrow's generations.

Currently, education has been accorded the highest priority for SD in many economies including Mainland China and HK. The global initiative of the UN Decade of Education in Sustainable Development (DESD) (UNESCO, 2005) aims to integrate the SD concepts and practices into all levels and dimensions of education. The DESD plan covers more than the eco-centric concerns but also focuses on the quality of human (not individual) life. These issues include human rights, climate change, disaster risk reduction, biodiversity, cultural diversity, poverty reduction, sustainable consumption, and social justices. The plan also promotes HEIs to undertake SD experimental works in teaching/learning, research, student development, community engagement, institutional management and campus planning.

As one of the advocates for green campus in the region, HSMC always upholds the principle of sustainability in its educational activities, management, and campus development. For instance, by extensively using bamboo material and adopting other green measures, we are proud for having the first academic building in Hong Kong receiving the Hong Kong Green Building Council's 'Platinum' rating (BEAM Plus version 1.1).

However, although many university students have a deeper understanding of sustainability and green campus than before, they are still restrained by the narrow mindsets of environmental protections. Many of them still do not see how they can fit into the environment themselves proactively by embracing other social and economic factors. Also, they seem to rely too much on modern green measures to reduce energy/resources use, not on themselves by changing their own values and daily habits.

To further promote education for SD, we hope that this Forum on Sustainable Development in Higher Education provides an international platform for exchanging relevant ideas and experiences. We also hope this would help to pass on the torch of sustainability to the future generations.

I trust this will be an inspiring and productive Forum.

Professor Simon S. M. Ho
President, Hang Seng Management College
Dr. Libing Wang
APEID Coordinator & Senior Programme Specialist in Higher Education
UNESCO Asia-Pacific Regional Bureau for Education
Bangkok, Thailand

Sustainable development is one of the most important cross-cutting values and principles for all activities of higher education institutions (HEIs), including their three main functions of teaching and learning, research, and social engagement, as well as institutional planning and management.

First, HEIs can equip learners with the knowledge, skills, capacities, and values that are required to ensure sustainable development. It is therefore important for HEIs to think of developing new study programmes or reorienting existing study programmes in favor of sustainable development, as well as introducing innovative pedagogies to promote participatory learning and fundamental/generic skills, such as learning to know, learning to be, learning to do, and learning to live together.

Second, HEIs can contribute to sustainable development by reprioritizing their research activities and providing quality research outcomes in, but not limited to, the various dimensions below, as identified by UNESCO: biodiversity, climate change, disaster risk reduction, and cultural diversity.

Third, HEIs can apply the values and principles of sustainable development in their social engagement activities, including advocacy and awareness raising activities, technology transfer and incubation activities, and community engagement and empowerment activities.

I am particularly pleased to see the inclusion of sustainable development in the institutional planning and management of HEIs at this forum. I wish you a fruitful and productive meeting!
Mr. Allen Lee is the Chairman of Pacific Dimensions Consultants Ltd and Jada Electronics Limited. He is currently an Independent Non-executive Director of a number of public companies in Hong Kong. He graduated from University of Michigan, U.S.A. Bachelor of Science in Engineering Mathematics and holds an honorary degree of Doctor of Laws from the Chinese University of Hong Kong and an honorary degree of Doctor of Engineering from The Hong Kong Polytechnic University. In the political aspect, he was formerly a member of the Hong Kong Legislative Council from 1978 to 1998 and also a member of the Executive Council from 1985 to 1992. During 1988 to 1991, he was the Senior Member of the Hong Kong Legislative Council. He was a deputy of HKSAR, the 9th and 10th National People’s Congress, PRC. from 1998-2008. Now, he is currently the television programme host of Radio Television Hong Kong, Legislative Council Review and Now Television, Blowing Your Horn.

**Topic**
Service Leadership and Civic Engagement through Team-based Service-learning

**Abstract**
Developing civic-mindedness in undergraduates is an essential aspect of providing education for sustainable development. Although service-learning has become a well-established platform for fostering civic-mindedness, business students undertaking team based service-learning projects can sometimes miss this point, preferring to focus all their attention on practicing employability skills and meeting academic requirement. Based on extensive qualitative case study research, this paper identifies five key characteristics of the service-learning experience, which, if present, are likely to increase the impact on business students’ civic-mindedness. First, the students must be assigned projects that allow them to address real community needs as service leaders, and this requires a basic level of inter-institutional trust between the partner organizations and the University, and sufficient flexibility to change tack if initial terms of reference for the projects turn out to be inappropriate. Second, in the context of course-embedded, co-curricular projects, the content of the project must be clearly aligned with at least some of the academic learning goals of the course, and students may also need to receive additional preparatory training to equip them to make a difference. Third, even with ‘strategic’ projects, it is important for the students to come into direct contact with grassroots-based beneficiaries, in order to understand their needs and hardships. Fourth, the projects undertaken should provide opportunities for students to receive affirmation, through sincere feedback and/or direct observation, that they have been able to make a tangible difference. Fifth, the projects should be perceived by the students and their project stakeholders as steps in the evolution of deeper collaboration between the campus and the wider community. We shall illustrate these five characteristics with stories taken from focus group interviews with students, and from students’ self-reflective reports submitted as coursework assignments.

**Keywords:** service-learning, service leadership, civic engagement, civic-mindedness, business education
Ken Loh is Head of Kalmar Asia-Pacific, responsible for overseeing the global provider’s regional operation. Ken began his career in Kalmar Singapore as a Management Trainee in 1987. Believing in the new market development in China, he started his adventure into China establishing a small business in 1989 and grew it into a regional business in 20 years. Over the years, he has gained profound experience and knowledge in container shipping business and executive management. He believes that ‘the satisfaction of customer and employee is the key success for company’, and thus has carried out a series of service and management programmes, including his ‘Partnership Towards Total Satisfaction’ model, to enhance the relationship between stakeholders. Mr. Loh won the Asia Pacific Business Excellence Standard’s Strategist of the Year award in 2009 for his successful management. Ken is committed to social responsibility. He leads various charity projects and encourages employees supporting local communities through volunteerism. Additionally, he devotes his time as a leadership mentor by sharing expertise in Hang Seng Management College. Ken holds honorary Doctor degree in Management and a FMBA.

**Topic**
Responsible Management with Innovation and Humanization for Realizing the Change with Impacts on Equity of Communities

**Abstract**
Over the past 20 years, the changing of global trend has made a huge impact on economic growth and market environment in the world. Here in Asia-Pacific, we have gone through dramatic changes in the container handling business. The Perfect Competition and forever-changing business environment have urged Kalmar to make continuous innovation over the years. This presentation shares Kalmar’s experience of leading our regional team through multi-level development, especially with people management, when facing significant challenges in the market. As an international corporation, the workplace embraces diversity and our workforce consists of people from different generations, from baby boomer, generation X to Y. It’s important to recognize the great differences in the way of working. The presentation details some signature programmes that we have tailored to develop our team through collaboration and sustainable learning. The influence of digital age is also shown in the presentation as we adapt to new communication tools, data platforms and recruitment channel. The last part of the presentation explains our hiring trend: what kind of young talent we, as a specialized global technical solution provider, is looking for. Innovation is the key factor for youngsters to stand out for success. Innovation in the new age is not only about product development, but also customer service and personal productivity. To develop the innovation spirit that we value, you should be people oriented, have the curiosity for the world, and appreciate the beautiful things in life.

**Keywords:** continuous innovation, multi-level development, digital age, personal productivity.
Professor Young is a Special Advisor and Director Emeritus of the University's School of Professional and Continuing Education, or HKU SPACE for short, where he had served as Director for ten years from 1997-2008. During this period, which Professor Young described as the most rewarding years in his career, he established HKU SPACE as a leader in continuing education in Hong Kong, mainland China and the rest of the world. He was Chairman of the Federation of Continuing Education in Tertiary Institutions in Hong Kong from 2002 to 2007. He was elected Vice-President of the East Asia Forum for Adult Education in 2005, Vice-President of the Continuing Education Branch of the China Higher Education Association, and President of the Hong Kong-Macau Group in 2008.
**Speaker 1**

**Ms. Susanna Lee**

Senior Registrar (Head of Consulting)  
Research, Consultancy & Training,  
The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), Hong Kong

Ms. Lee has over 20 years management and teaching experience in tertiary and arts education. She is currently Senior Registrar and Head of Consulting of the functional area of Research, Consultancy and Training of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). She has ample experience in research, consultancy, training and support to specialists, and internal and external quality enhancement. Major projects under her leadership includes Comparative Study of Veterinary Qualifications, Review of the HKCAAVQ Accreditation Model, Development of the Accreditation Model for Non-local Learning Programmes, moderation of industry competency standards, Qualifications Framework (QF) level determination, knowledge management, credential recognition, technical feasibility of aligning trade tests under the HKQF, etc. The study targets cover the higher education sector and the vocational education and training sector in HK; and the education systems, accreditation and recognition systems and higher education institutions of various areas including the People’s Republic of China, Taiwan, Europe, the United Kingdom and the United States of America.

**Topic**

The Role of Quality Assurance in Sustainable Programme Design

**Abstract**

In December 2002, the United Nations General Assembly, through its Resolution 57/254, declared a Decade of Education for Sustainable Development (DESD) (2005-2014). DESD aims to integrate the principles, values and practices of sustainable development into all aspects of education and learning, in order to address the social, economic, cultural and environmental issues in the 21st century. One of the four priority areas of action for the Decade is to reorient and revise education programmes from nursery school to university to include explicitly the study and comprehension of problems linked to the social, economic, environmental and cultural sustainability of our planet, emphasizing interdisciplinary approaches (UNESCO, 2005: 3-4) to cover a wide spectrum of strategic perspectives as follows.

Keywords: Quality assurance, sustainable development in higher education, programme design, interdisciplinary and transdisciplinary approaches

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**Source**

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http://unesdoc.unesco.org/images/0013/001393/139369e.pdf
Ms. Leonie Ki Man Fung
SBS, JP, CPPCC member (National and Yunan Province)
Hon. Fellowship, The University of Hong Kong
New World Development Company Limited, Hong Kong

Ms. Ki, Executive Director of New World Development Company Limited (HKSE17), has joined the New World Group since November 1997. Ms. Ki has held a number of key positions within and beyond the Group, including Managing Director of New World China Enterprises Projects Limited and Director of several subsidiaries of the Group, Director of Chow Tai Fook Charity Foundation. She is an Independent Non-Executive Director of two Hong Kong public listed companies, namely Clear Media Limited (HKSE100) and Sa Sa International Holdings Limited (HKSE178).

Ms. Ki has more than 40 years of experience in integrated communication and marketing services. She was the Founder, Partner and Chairman/Chief Executive Officer of Grey Hong Kong Advertising Limited and Grey China Advertising Limited. Ms. Ki is committed to community and public services. She was the first Chief Executive of The Better Hong Kong Foundation from 1995 to 1997. She also served as Council Member of UNICEF Hong Kong Committee from 1991 to 2014. Last year (2014), Ms. Ki spearheaded an all-territory campaign ‘Bless Hong Kong’ for the Societal Engagement Task Force of the Commission on Poverty, HKSARG. She is currently a Trustee Member of Ocean Park Conservation Foundation, Honorary Secretary of Wu Zhi Qiao Charitable Foundation, Executive Committee Member of Youth Outreach and Director of PMQ Management Company Limited. Ms. Ki is dedicated to education. She serves as Advisory Board (Asia) Member of Cheng Yu Tung Management Institute, Richard Ivey School of Business (University of Western Ontario, Canada), Advisory Board Member of EMBA Programme of The Chinese University of Hong Kong, Council Member of The University of Hong Kong and Vice Chairman of the Overseers of Morningside College of The Chinese University of Hong Kong. She was awarded Honorary University Fellowship by both The University of Hong Kong and The Open University of Hong Kong, and Chapter Honorees Award by CUHK Chapter of Beta Gamma Sigma in recognition of her business and managerial leadership.

Topic
Using Service-Learning in Educating for Sustainability in Higher Education Institutions: Example of Wu Zhi Qiao Project

Abstract
The need to embed Education for Sustainable Development (ESD) in higher education curriculum is well recognized in international sustainable development dialogues. ESD is, according to UNESCO, a process of acquiring knowledge, skills, attitudes and values necessary to shape a sustainable future. It also requires participatory teaching and learning methods that motivate and empower learners to change their behavior and take action for sustainable development. This presentation describes the experience of a service-learning program, namely the Wu Zhi Qiao (Bridge to China) Project, which aspires to enhance university students’ understanding of the Chinese Mainland and assists to develop commitment to respect, preserve and promote local culture and ecological environment through bridge building in remote rural areas of China. As a social service and project-based learning opportunity, Wu Zhi Qiao Project sheds new lights on how participatory educational approach could add value to sustainability education in terms of curriculum development and pedagogy.

Keywords: service-learning program, Wu Zhi Qiao (Bridge to China) Project, participatory educational approach
Mr. Martin Tam graduated 45 years ago from the Faculty of Architecture of the University of Hong Kong, and has played crucial roles in the planning, design and delivery of a broad range of projects, many of which have landed prestigious awards including the annual awards presented by the HKIA, the Beijing Top 10 Architecture Prize, China Construction Luban Prize, and various environmental awards. Mr. Tam has served as council member of the HKIA and the Professional Green Building Council, Task Force Members of Buildings Department of the Hong Kong SAR Government, an advisor to the Business Environmental Council, Chairman of Bamboo Industry Committee and member of the General Committee of the Federation of Hong Kong Industries. Mr. Tam’s focus in recent years is on designing buildings with zero-carbon foot print and sustainable development with particular emphasis on innovative materials for building use, waste reduction/material recycling, energy utilization of alternative sources, water conservation, refuse collection, and air quality improvements.
**Professor Chan** is an expert in air pollution, mechanical engineering, fluid mechanics, computational fluid dynamics, carbon fibres with teaching experience on fluid mechanics, air pollution and applied mathematics. His research interest is on air pollution dispersion modeling, computational fluid dynamics, theoretical fluid mechanics, carbon fibres.

**Dr. Yeung** is a recognized RABQSA, US Quality Management System (QMS) Auditor and recognized IRCA, UK QMS Auditor with re-appointment from HKCAAVQ, HK as Subject Specialist since 2012 and as AQIP Assessor, US since 2007. Dr. Yeung has published over 55 articles in the past few years on quality-related disciplines, covering Quality Management System (QMS), Six Sigma, Sustainability/ Corporate Social Responsibility (CSR), Quality Assurance (QA) in Higher Education, Marketing and Management. In 2014, Dr. Yeung was nominated for Wenhuī (文輝) Award for Educational Innovation 2014, UNESCO, APEID, and invited as Research Committee Member of Virtus Global Ctr for Corporate Governance, Virtus InterPress and served as Editor for the International Journal of Development and Sustainability (IJDS). In 2013, she was invited as “Guest-Editor” for the Special Issue of the International Journal of Six Sigma & Competitive Advantage (IJSSCA).

**Topic**
Environment Creation for Sustainable Learning?

**Abstract**
Urban cities have been complained of poor air quality due to the density of its building array. On the other hand there are a number of dense cities that enjoy good air quality in spite of the consummate use of land. This paper investigates the flow field and pollutant dispersion using computational simulations in various building array geometries, similar to realistic estate situations. The pollutant dispersion characteristics are studied for various canopy aspect ratios, building height ratios, cross-road locations, building size ratios and the like. As expected, the wind flow and mode of pollutant dispersion is strongly dependent on the various flow geometric configurations and that the results can be different from that of a single canyon system. For example, It is found that the pollutant retention value is minimum when the canyon height-to-width ratio is approximately 0.8, or that the building height ratio is 0.5. However it is also found that sustainable air quality can be achieved through various increasing building densities, provided that some flow conditions are met. Various rules of thumbs on urban canyon geometry have been established for achieving sustainable air quality in urban areas. With the advance of technological development and growing concern in sustainable development, quality of delivering innovative teaching and learning activities is a hot issue in the higher education sector. Moreover, the speed of introducing new concepts, for example, transversal skills (non-cognitive skills), including skills of languages, interpersonal, digitization, and cultural awareness to learners need to match the expectations of employers and the community. Hence, this study is to demonstrate how to adopt an innovative assessment method – video shooting for transversal skills. Based on detailed project guidelines on current issues in supply chain management/logistics management and video production training on story-telling /high concepts for a group of BBA-Supply Chain Management senior year students, students have learnt how to select, criticize, analyze relevant materials with group members through on-going dialogue, how to use digitization methods and software with word power to highlight the importance of current issues in Hong Kong and Greater China, for example, third party logistics for value-added services in warehouse, demand chain management in retail stores and waste management in catering industry. Based on the experiential learning of learners and the teacher, it is recommend establishing a strong collaboration among business partners, NGOs and local/ faculty members for enhancing the transversal skills of learners.

It is concluded that sustainable impacts well depend on the flow of elements (e.g. building densities or shots arrangement) immersed in an environment.

**Keywords:** flow conditions, sustainable air quality, innovative assessment method, transversal skills.
Mr. Keith Tsa
Managing Director & Co-Founder,
Apptask Limited, Hong Kong

Keith has been in the ICT industry for 20 years and instrumental in leading the company to become one of HK’s premiere software house specialized in mobile enterprise application development. Keith is also a serial entrepreneur with successful experience in managing startups in HK, China and U.S. He is also Vice President of TeamNote Inc., with primary business in the research and development of “TeamNote”, HK’s first instant messaging mobile app in enterprise world.

Keith specializes in product development and IT service delivery. Previously he served in the HKSAR’s OGCIO as Product Manager and Stepstone Solutions (now Lumesse) as Greater China’s Principal Consultant. He has also spent seven years in JobsDB.COM serving in several senior management roles, including Head of the Product Team and IT Service Team.

Keith received an MBA from University of Texas and a BSc in Information Systems Management from University of Massachusetts.

Topic
Mobile Technology for Sustainable Learning with Case Studies

Abstract
Even though it isn’t the case in Hong Kong nowadays, but historically access for teachers and students in some countries to ICT has been limited. This posed a major barrier to the advancement of education. Now however, the continuously development of mobile internet technology as well as the software that underlies mobile learning are about to change that reality. In many well developed countries such as Hong Kong, when almost 100% of generation Z now owning smartphones, educators and education institutes alike are exploring how latest mobile technology can supplement the traditional delivery method, or improving its operation efficiency. No doubt that the elevation of internet speed and significant drop of mobile device prices have been greatly facilitating distributed learning and field activities in our learning institutions and even commercial corporations. When the iPad first came out in 2011, there were already international commercial bank making use mobile app MPub to deliver training so that employees may study anytime anywhere. There are also higher education institution in HK using the TeamNote as major communication tool with students to facilitate a deeper engagement. All in all, the emergent of mobile internet has opened up a new window of opportunity to make conventional learning more sustainable while at the same time posed challenge to education and ICT practitioners in how to utilize it in a creative and positive way.

Keywords: mobile technology, mobile internet, mobile learning, MPub, TeamNote.
Ms. Katherine Lau is the General Manager, Corporate Quality & Sustainability of Fuji Xerox (Hong Kong) Limited. Overseeing the Department, Lau dedicates to deploy the Japan Quality Award quality award based total quality management model with high governance and sustainability through the realization of its company vision to be a “Good Company” for balancing the perspectives of “strong”, “kind” and “interesting”. She is a key member in the Board of Examiners of the Hong Kong Management Association Quality Award since 2007, an advisor for the green Manufacturing Network of Hong Kong Productivity Council and a member of the advisory group for ESG, Waste Management and Energy of Business Environmental Council 2013-2015. With her leadership, Fuji Xerox Hong Kong has won more than 100 prestigious quality and sustainability awards in the past few years.

Lau holds a Master degree in Quality Management, a Bachelor degree in Business Communication, and a certified Six Sigma Black Belt.

**Topic**
Good Practice in Higher Education on Carbon Reduction for Responsive Management and Student Engagement

**Abstract**
With the increasing threat of climate change, various governments are aiming to substantially reduce their carbon emissions. In the United Kingdom all new schools and domestic buildings are required to be ‘zero-carbon’ from 2016 while in Hong Kong ‘Eco-School Model’ has been promoted in government supported green recognition programmes. In schools, electricity and paper management are generally regarded as the key environmental aspects generating significant carbon footprint. Nowadays, Information, Communication & Technology (ICT) is a huge part of life and this will only increase in the future; teachers and students need to be able to adapt to new ICT approaches and equipment hopefully they will be on the way to becoming great users not just for improving learning process but also contributing the establishment of an ever green school campus. Fuji Xerox (Hong Kong) is committed to being the trusted ICT partner in document and communication services enabling ‘Next-Gen Intelligent Office’ of every stakeholder. In education sector, we have been promoting “paper-less campus” for a decade and recently focus on advocating carbon management tools as value-added part of our unique ICT solutions.

For more information, please refer to our Sustainability Report: http://sr.fujixerox.com.hk/

**Keywords:** carbon emissions, ICT approaches