



## **DR ANN HINDLEY INTERVIEW**

### **Senior lecturer at Liverpool Business School.**

**SUMMARY:** Dr Ann Hindley is a Senior lecturer at Liverpool Business School working in the area of sustainability, ethics and responsibility. Dr Ann Hindley describes how there are now green jobs within every industry: 'There are plenty of jobs out there for sustainability staff. Just decide on the organisations that you would like to work for, and you will find them'. She discusses how one of the best skills to have is knowledge of issues within the field, because whilst there is the opportunity to be trained within companies, you are more likely to be hired if you show knowledge and enthusiasm on the topics. She is also particularly passionate about the benefits of Carbon Literacy Training.

### **INTERVIEW:**

**IP: Hi Ann, could you start off by talking a bit about where your interest in sustainability and green careers came from?**

DAH: I'm Dr Ann Hindley, I am a senior lecturer at Liverpool Business School. I spent a lot of time within the travel industry and that's when I found out about sustainable tourism and responsible tourism. I then went on to do my MBA in International Tourism with sustainability being one part of that, and I picked it up again with my PhD, where I was then able to pick out examples from my own experience which then fitted with the theory. My PhD is in Responsible Tourism and thesis was related to tourism and climate change, that was what got me interested in the first place and it links back to my earlier career.

However, I felt that I wasn't doing enough which is why I started doing more research in the background about the issues to do with climate change and then looking into carbon literacy. Having better knowledge about what goes on with carbon emissions helps us make some decisions and my decision was to dedicate the rest of my career to helping students and colleagues understand what's carbon literacy is and how we can turn this climate change issue around.

**IP: Could you tell me more about the Carbon Literacy training?**

DAH: Carbon Literacy training can be a one-day one day course that gives you an amazing outline of what the issue is with climate change. Even just having that one-day course, and a £10 certificate that goes with that, will take you a long way and allow you to discuss the issues of climate change within interviews for example.

This training was set up about 10 years ago by the Carbon Literacy Project, who are based in Manchester. The idea of it is that it breaks down into about four different sections; what is climate change, what's the science behind it, and then it moves all the way through to the end of the day where you actually make some decisions about what you would do as an individual and what you could do with a group. The Carbon Literacy Project ultimately asks us to think about our actions and what we could do as individuals to reduce our carbon emissions; perhaps by changing our diet slightly because we know that cows produce lots of methane and so on, it also starts to make a difference quite quickly within the workplace as well if you have got support.

So that training is available for individuals, businesses, organizations, and charities. Through the efforts of lots of different people, there are now different courses available by the Carbon Literacy Project that are aimed at particular sectors. Once anyone has done their Carbon Literacy training and has their certificates, they are encouraged to then go and teach others what they've learned.

**IP: What are your thoughts on the Green Sector at the minute? What skills are expected from graduates wanting to enter the Green Sector?**

DAH: Green careers all sort of come from the same idea that we should all be moving towards a low carbon economy. This means that we reduce the amount of carbon emissions, therefore the slowing the warming of the planets and consequently improving the longevity of the planet. I think it was only this week that was mentioned the UK is now in the bottom 10% of the world in terms of biodiversity.

The reason for helping students understand about climate change, carbon literacy, and biodiversity is that you will be our future leaders, you are our future managers, and industry is saying that they are welcoming in with open arms graduates who have knowledge and not necessarily all the skills. Knowledge and passion about sustainability goes a long way. So, the jobs are there, it is easier to take in graduates with the knowledge than it is to retrain the whole of the workforce. This is why it is important to teach about green skills and transferable skills. It doesn't matter which job you're looking at or which industry, there are opportunities for green jobs in all sectors.

**IP: What does the university do to promote sustainability? In both taught degrees and university-wide? Could more be done?**

DAH: I know the university is looking at Carbon Literacy at the moment, so it's not actually functioning, but I think the idea is that maybe by next semester or the new academic year that it might start to be run in a small scale to begin with. The Business School, along with the student union, has set up a new sustainability group that will be focusing on sustainability, how we do things, and how we can do things differently.

We know that there is research done every year with students coming into university; about their interests with sustainability, and every year it comes through showing a very high level of interest across the board. I don't necessarily think that it is matched with what they get in lectures. As lecturing staff, you tend to get employed based on your expertise, so you haven't necessarily got sustainability knowledge or sustainability expertise. Really, we should see sustainability being embedded across modules. So, I think whatever you're studying, there is this opportunity to have sustainability within it, but that will only appear if you've got somebody who is passionate about it or because the system then says you must have sustainability in your modules. I think a lot of academic staff are doing things around sustainability they just don't realize they are, so I think it's also about helping them understand where they can tease some of these things out.

**IP: What modules do you teach on? How do you incorporate sustainability into the business curriculum?**

DAH: I am on the corporate social responsibility module and I'm just finishing off risk and resilience in a changing world, that is part of our business management program. Then last semester I did sustainability and the circular economy, that was also on a business management program as well. So, sustainability is being focused on through those and then I know next year I'll be teaching on sustainability within the MA program as well, so we are trying to stretch it across all levels. I think the idea in terms of any research we do is that it should be able to feed into the curriculum.

We see from research consistently that students say that they're interested in sustainability, but then when you put events on the attendance is not very good which is frustrating because they're so beneficial. I think that there is an idea that something like sustainability should only be in a geography department. That still persists in some ways in terms of business schools, and I think trying to get people engaged and change people's behaviour can be a challenge. What we've started doing on our course is creating that awareness; over time we should be able to build on that. The university itself has a climate action program, so what we're doing in the business school is actually helping to inform the wider university activities. Then ultimately, we should have a running climate change center. I think that that would encourage people from different faculties who join, to do interdisciplinary activities and research.

**IP: What advice do you have for students wanting to enter the Green Sector?**

DAH: I don't necessarily think that students going out there often think about sustainability in terms of the job. I want them to go into industry, it doesn't matter which one, not accepting the status quo when they get their job because it's the only thing that will make things change. Don't accept the status quo and speak out! There are loads of jobs out there for sustainability staff. Just decide on the organisations that you would like to work for and you're going to find them, but you must do the research.

I think there's a few things that they can do to just improve general knowledge; they could follow on social media some of the organisations that are doing a lot of work. Attending some of the events that the university does because they're put on to try and help in a gentle way to provide more knowledge. Then there are also a few green jobs websites that you can look at. I think beyond that it's probably thinking about what you would like to do for a career, and how does sustainability fit with that area. You can then start looking for the jobs and seeing how your soft skills can be beneficial if you don't have any of the hard skills that more environmental degrees will have.