

HIGHER EDUCATION AND SUSTAINABILITY LEADERSHIP MASTERCLASS



2

Days
Masterclass



14-15 April 2025
London (Online)

Accelerate **Universities Role**
for **the Implementation** of the
**United Nations Sustainable
Development Goals 2030**

<https://academy.wasd.org.uk/listing/universities-sdgs-masterclass/>

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It is a pleasure to open the 22nd World Association for Sustainable Development International Conference. I would like to express my gratitude to WASD for organizing this event at a crucial moment, as we approach the 2030 target. I am particularly pleased to see on the agenda of the conference the emphasis on the vital role of educational institutions in driving forward the implementation of Agenda 2030. Universities and academic institutions are not only centers of learning but also hubs of innovation, research, and community engagement. They play a pivotal role in equipping the next generation with the knowledge and skills needed to achieve sustainable development.”

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**H.E. Dr Tatiana
Valovaya**

Director-General
United Nations Office at Geneva
Palais des Nations, Geneva Switzerland
22 July 2024

FACILITATORS

The Programme is designed and will be delivered by top and renowned experts in Higher Education from across the world:



**Prof. Liisa
Laakso**

Nordic Africa Institute,
Finland



**Ambassador (Ret)
Dr Petru Dumitriu**

Diplo Foundation,
Switzerland



**Prof. Beverlee
B. Anderson**

California State University
San Marcos, United States



**Prof. Manuel
Frutos-Perez**

Cambridge Education
Group, United Kingdom



**Prof. Wendy
Purcell**

Rutgers University,
United States



**Dr Mohamed
Hassan-Sayed**

University of Southampton,
United Kingdom



Overview

The masterclass has been designed to introduce a variety of new perspectives for **Higher Education (HE)** institutions (**universities, colleges and research institutes**) to accelerate their role in helping countries achieve the **United Nations Agenda 2030 for Sustainable Development** and its **17 Sustainable Development Goals (SDGs)**. The masterclass will explore various top professional standards and guidelines for teaching and research in the UK and other leading countries such as the UK Higher Education Advanced Professional Standards Framework. There will also be great focus on issues relating to **teaching excellence**, including teaching quality, learning environment, continuous professional staff development and other important issues relating to student support and career development.

What will you learn?

The masterclass aims to enable university leaders and decision makers to introduce fit-for-purpose leadership styles and approaches to their institutions, and transform their teaching and research towards achieving the **UN Agenda 2030 for SD** and its **17 SDGs**. To accelerate their role in achieving the UN SDGs, participants will learn how to ensure all academic programmes are embedded and aligned (designed/revalidated) with the **17 SDGs**. The aim is to ensure future graduates are fully aware of the subject of sustainability and, accordingly, are able to engage on a global scale to address future global challenges and find ways for sustainable solutions.

The following **key objectives** will be developed during the workshops:

- How universities can reposition and rebrand themselves as an excellent provider of transformative education, and achieve the UN SDGs 2030.
- How universities can effectively handle the changing expectations of governments and society to help national and international efforts for growth and development, particularly in the post-COVID-19 era.
- How to ensure universities are confident about their future.
- Understanding the 17 SDGs, targets and indicators.
- Discussing the challenges universities face in the implementation of the various SDGs.
- Acquiring the essential knowledge and relevant social science concepts and theories required for any university to implement the SDGs.
- Learning how universities formulate policies and strategies for the implementation of SDGs and how policies for the overall 2030 Agenda are made.
- Finding new ways of thinking and problem-solving including working and influencing dynamics in universities, effective team and networks development.
- During the workshop, participants from different universities will discover new dimensions in leadership and management practices that will help them lead their universities' initiatives to implement the SDGs.

Target Participants

The masterclass covers materials for all levels from supervisory through to senior level.

- Academics, including vice chancellors, deans, heads of departments, researchers and students who are interested in leadership and in being part of an engaging educational experience that explores the challenges and opportunities that universities face.
- Government officials: ministers, undersecretaries, directors, etc.
- Students, youth, NGOs (voluntary) and civil society groups (public).
- Private sector: CEOs, managers, and directors responsible for transformation, project, programme, performance, excellence, knowledge, innovation or change management.
- Experienced managers who have significant futures-oriented management responsibilities, and who are interested in reflecting on their own experience and discovering new ideas.
- Professionals, SMEs, Start-ups, and other stakeholders.

Programme Structure

The masterclass facilitators will provide participants with the best scientific and management solutions to implement effective policy and strategy in their universities to achieve the **17 SDGs** of the **UN 2030 Agenda**. The facilitators will be on hand to guide you through the workshop and will expect you to bring personal experience and reflection on the topics covered.

There will be an activity or set of activities for each session that are designed to help you engage with the introduction to the theories and concepts explored within the workshop.

Group work will be required for participants to engage in the workshop. Such activity allows participants to embed the new knowledge within their experience through active discussion and challenge.

The following **key topics** will be discussed during the masterclass:

- Introduction to the course and SD.
- Introduction to the university as an organisation (theories and concepts).
- Re-thinking the role of the university in society.
- Understanding Who/What determines the purpose of your institution.
- What is the UN system?
- UN development agendas in an historical perspective.
- Other UN global agendas.
- Evolution of the concept of development in the UN system since 1945 (from growth to SD).
- Understanding the UN 17 SDGs, targets, indicators and data.
- Managing internal knowledge resources in the UN system.
- Re-connecting universities with the national policies and strategies for a knowledge-based economy.
- Universities' teaching and research of AI, DS and DT to achieve SDGs and future insights.
- New leadership model for HE: SDGs and the civic university in the digital era.
- Academic mobility and the role of universities to achieve SDGs 4 and 16.
- Global experiences, lessons learned and country-specific case studies including study visit to leading universities in the UK (face-to-face):
 - *Advancing sustainability in chemical engineering teaching at University of Southampton, UK*
 - *Evaluating the quality of HE programmes in the Kingdom of Saudi Arabia*
 - *Embedding SDGs in universities' teaching and research at California State University San Marcos, USA*
- Managing the change and transformation process for SDGs.
- Reconnecting universities with the discourse of community development.
- New leadership model for HE: managing, leading and following.
- Measuring universities' performance towards the UN SDGs.
- Discussion and next steps.

Programme Day 1

Monday 14th April 2025

ONLINE

08:45 - 09:00 Registration and networking

SESSION 01 09:00 - 10:00 Professor Allam Ahmed

Introduction to the course, SD and the university as an organisation

SESSION 02 10:05 - 11:05 Ambassador (Ret) Dr Petru Dumitriu

The evolution of the concept of development in the UN system from growth to SD

11:05 - 11:15 Tea/Coffee Break

SESSION 03 11:15 - 12:15 Professor Allam Ahmed

Understanding SDGs, targets, indicators and data

SESSION 04 12:20 - 13:20 Professor Beverlee B. Anderson

Re-thinking the role of the university in society

SESSION 05 13:25 - 14:25 Professor Wendy Purcell

Adopting the SDGs for Transformational Change in Higher Education

Programme Day 2

Tuesday 15th April 2025

ONLINE

08:45 - 09:00 Registration and networking

SESSION 06 9:00 - 10:00 Professor Manuel Frutos-Perez

New leadership model for HE: SDGs and the civic university in the digital era

SESSION 07 10:05 - 11:05 Professor Liisa Laakso

Academic mobility and the role of universities to achieve SDGs 4 and 16

11:05 - 11:15 Tea/Coffee Break

SESSION 08 11:15 - 12:15 Dr Mohamed Hassan-Sayed

Advancing sustainability in chemical engineering teaching at University of Southampton, UK

SESSION 09 12:20 - 13:20 Professor Beverlee B. Anderson

Embedding SDGs in universities' teaching and research at California State University San Marcos, USA

SESSION 10 13:20 - 13:45 Professor Allam Ahmed

Concluding discussion and next steps

More Details and Registration

For more details about the masterclass please visit:

<https://academy.wasd.org.uk/listing/universities-sdgs-masterclass/>
and to register/enquire about this Programme, please contact the Programme Director Prof. Allam Ahmed and WASD International Coordinator Mrs Janet Snow : admin@wasd.org.uk.



**Mrs Janet
Snow**



**Prof. Allam
Ahmed**