

the Bugle

Issue 1 September 2005

Global Perspectives: sustainable development, diversity, equity & global citizenship

Bournemouth University Graduate's

Bid to Combat HIV/AIDS

A groundbreaking HIV/AIDS education project has been established in South African schools by former student Katherine Lee. Katherine graduated from Bournemouth University with a BA in New Media Production in 2002. Three years later she has successfully founded the charity 'The African Pulse.'



Katherine Lee right with colleague Jo Ward and children from the African Pulse Exhibition

Prior to charity status, a UK based training company, Growth International was the driving force that supported and developed the vision of The Pulse. Growth International has a strong commitment to global corporate responsibility through its work in the UK & South Africa. Katherine has developed innovative media-based teaching materials that aim to engage and inform young people about HIV/AIDS by promoting life skills and healthy living and also by empowering teachers with relevant materials and training for the classroom. The teaching materials include animated stories, entertaining activities and games for children between the ages of 11-13. Katherine says, 'sex education is occurring too late or not at all; young people, driven by curiosity or coercion, face their first sexual encounters at a very young age. The 11/12 year olds that I interviewed in a rural school in 2002 confirmed that lack of

information leads to premature sexual behaviour. Existing campaigns and programmes promoting HIV/AIDS awareness are predominantly targeted at teenagers who are already sexually active. A local teacher, Kathy McCabe commented about the project; *'I'm really very impressed by the whole package. It has enormous potential. Even in its present early form it's better than anything else I've seen for this age group - I haven't seen anything that includes an IT component like this.'*



Children in Africa using the animated learning programmes

Katherine is interested in working with members from Bournemouth University by creating a meaningful partnership. The charity could be helped in areas such as printing facilities, animation and funds. If you are interested email Katherine on katherine@growthinternational.com

editorial



Welcome to the first issue of The Bugle. We have produced this edition to highlight BU's work in developing global perspectives; to draw attention to activities taking place across the university and; to illustrate the 'global in the local' by providing examples of some of the interesting initiatives undertaken by students, alumni and staff. We hope that the publication will provide a useful resource and that it will inspire others to share their stories. We also hope that it will encourage staff and students to find ways to get involved in activities that not only provide personal learning and development but enhance life in our community and the wider world. BU is committed to developing an international curriculum that includes global perspectives and an understanding of sustainable development. Developing a global perspective not only enhances the development of those skills necessary to live in a globalised world but seeks to empower individuals to shape a more equitable future. Even small actions can contribute to transforming our world into a place where diversity is celebrated, and justice and sustainability are more easily achieved. We hope that during your time at BU you will have the opportunity to develop a 'global perspective' and to enhance your skills so that you feel that you are able to contribute to change. It would be inspiring if all students and staff were able to engage in activities that enhance our community, the learning experience and make a difference

Chris Shiel



a Step towards a Fair Trade University

To start this article I'd like to play a little make believe with you; the reader. I'd like you to imagine that you are overworked, that your working environment is appalling, that you are paid a pittance, that you could be laid off at any time and that you are taken for granted whilst people at the top of your organisation rake in huge salaries.

Imagine you could not afford to feed your family, send your children to school, afford a piece of land to call your home and that you are denied trade union representation. Imagine you are not even entitled to a minimum wage. This is the situation facing many people in the developing world every day and this is why the Students' Union is throwing its support behind the push to get Bournemouth to become a Fair Trade University.

The Fair Trade mark is a certification label awarded to products sourced from the developing world that meet internationally recognised standards of Fair Trade. By participating in Fair Trade, producers are able to use the additional income to strengthen their organisations and invest in social, environmental and business improvements. They are also able to learn about markets and marketing, and take more control of their lives.

There will be many steps to get the University to become Fair Trade such as creating a Fair

Trade policy, setting up a steering group as well as making sure Fair Trade products are available from all of the University's outlets. The students' union is willing to play its part through Dylans, D2 and the shops. I would encourage everyone to get on board. For more information on getting Fair Trade status for the University visit http://www.oxfam.org.uk/what_we_do/fairtrade/uniguide/index.htm and for more about Fair trade go to www.fairtrade.org.uk

Will Page
Outgoing SUBU President.



Nursing on a Global Scale



A Chinese dragon made of recycled drinks cans in the grounds of Chiang kai Chek's memorial

I was privileged to attend the 23rd Quadrennial Congress May 2005, in Taipei, which was intensive and stimulating in the extreme. There were 4000 participants from over 140 different countries. The venue made it particularly attractive both to the host country and to adjacent Asian countries. Thus many of the concurrent sessions and poster presentations pertained to problems of nursing in the East with which the West and particularly Europe has less experience. Particularly poignant were the presentations on the effects of SARS, of earthquakes and hurricanes and of course over all of the effects of the AIDS epidemic in Africa.

The keynote speech was emotionally delivered by the UN special envoy for HIV/Aids in Africa. His description of conditions in African Hospitals was heart-rending. The death rate amongst nurses was significant in adding to the burden. In a hospital in Lesotho 18 out of 30 nurses died and were not replaced. ICN awarded him the Health and Human Rights award for his work.

This situation in Africa linked to the global movement of nurses and the shortages which are compounded by such events. Europe and North America have 20% of the world's population but 59% of its health care workers. The result of this is an increasing need to take stock of the overall picture. Attendant concerns were of the need to integrate immigrant nurses and to consider regulatory processes.

Other sessions covered everything from advanced practice nursing to nursing in disasters and in extreme conditions as in Nazi Germany; it considered traditional Chinese medicine and the need to regulate nurse/patient ratios. It is difficult to give a true impression of such a vast programme.

Eileen Richardson
International Project Officer, IHCS

Volunteering

with the Students Union

The Volunteer Office in the Students Union run two core volunteering programmes which demonstrate the concept of global citizenship and how it can be practiced at a local level.

The Community Champions programme offers 12 volunteer students the chance to take part in a two term programme of scheduled activities, focused on giving them the opportunity to learn and practice a variety of community and citizenship skills. The scheme has attracted a diverse range of students.

The 'Making a Difference' programme (MAD) is open to any student or staff member who wishes to take part. MAD Days are 'bite-sized' volunteering projects, a chance to experience volunteering in your spare time whilst 'Making a Difference' in the local community. Projects are usually one day events, held at weekends, making them accessible to

those who have little spare time but would like to volunteer and contribute in some way. Projects range from garden makeovers, to painting and to conservation work with the National Trust. A total of 9 MAD Days have now been held with many more planned for the academic year 2005-6. The MAD Days provide a fun and enjoyable way to experience new activities, meet new people and make a difference to the lives of the local community or environment, a further example of global citizenship in practice at a local level. For more information see <http://thehub.subu.org.uk/>



Community Champions 2005



Bournemouth University staff at work and play with refugees and asylum seekers

B-friends is a voluntary scheme jointly operated by Bournemouth University and the Red Cross to work with Refugees and Asylum Seekers in the Bournemouth area. We meet weekly to develop friendships with refugees and asylum seekers through fun activities, for example, by playing games and cooking together, as well as through activities with a more serious purpose.

Working with Refugees & Asylum Seekers

So far, we have mostly been working with young male refugees/asylum seekers helping them gain confidence in their use of English. We help them with their general orientation to the area, we have visited local libraries together and we provide help in terms of locating support services, doctors, shops, etc in the town. We also have a weekend in the New Forest booked to work together on a First Aid weekend to help us develop these useful and important skills.

In the summer of 2005, a new phase of the scheme will commence. With a more recreational emphasis, it will involve many international students as volunteers, as well as members of the wide community. Many of these young people have had little opportunity to develop themselves academically. We therefore also work with them to help them gain their Youth Achievement Award through the Red Cross. For example, we are working with one young

refugee who arrived here 18 months ago with no spoken or written English. He is now almost fluent in spoken English and has gained a place at the local FE College to learn to be a chef. Part of the Youth Achievement Award challenge for him is to improve his English writing skills. The young people record their progress in log books which then count towards their award.

It's rewarding, and interesting work. It's fascinating and humbling to learn about people's experiences of living through crisis and helping them make sense of their new environment.

**For any further Information contact:
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student insight

Muireann McMahon and Maria Escobar are two industrial designers who, after living the 'reality' of the design industry (Muireann in Ireland and Maria in Columbia) both developed concerns about current practices in terms of environmental, ethical and social responsibility.

A Tale of Two Designers

The following words are the collected thoughts of two Industrial Designers who became friends at Bournemouth University. Their backgrounds and experiences, although very diverse, have become almost parallel after one year spent studying a Masters in Sustainable Product Design. Realising that our design experiences were colloquial and very much focused in our own countries and cultures, we began our individual international searches for answers. Finally we found that Sustainable Design provided a holistic global platform by which to explore these issues. Through the course, individual research and endless passionate conversations over cups of 'coffee', we became aware that Sustainable Design is a massive subject which incorporates much more than materials, product forms, cleaner technologies, production methods and environmental impacts (to name a few!). Instead it requires a complete reappraisal of the way we use and consume the products in our lives. We have learned that, as Designers, we play an important role in altering people's behaviour and attitudes. Just as we encouraged the creation of a product/status driven society; so too can we bring about changes towards a more balanced way of life that involves rethinking and respecting the products from an Environmental, Social and Economic perspective.

This experience has brought up a multitude of moral questions for us. Not only have we learned from books and lectures, but simply by being here, we have met a diverse range of people from different countries, cultures and value systems who have provided us with a wider understanding of the world we live in. How can we continue to design with the knowledge we now possess? How can we return to designing products that pollute our

environment and society? How can we design products that result in the exploitation of other nations when we have made friends from these countries?

In the present, we both ask ourselves how to live design in the full. We understand that big changes take time, but in the interim, we feel we can make a positive start with small steps on the path to our sustainable future.

Muireann wants to continue in education, moulding the minds of impressionable young students, so as to create a new breed of ethical and responsible designers who never forget the fun of design. Carolina dreams of finally making her contribution through the design of affordable sustainable projects that above all spread the seeds of a better world!

Muireann McMahon, Maria Carolina Escobar.

BU Student Helps Deliver Aid

This is the story of how a student on his placement year from Bournemouth University helped distribute aid in Banda Aceh, after the Tsunami struck and before the UN arrived. James Leach works for Air Charter Service, a company owned by his father, that organises worldwide passenger and air cargo charters. Over the New Year, James spent two weeks in Indonesia. His company was contacted by the Department for International Development to help distribute aid to the stricken areas of Asia, following the Tsunami, that struck on Boxing Day. James was on the scene before the UN relief process had begun. Based on his findings/ observations, he produced a report identifying where helicopters and their crews should be located in order to distribute aid most effectively. While he remained in Indonesia he continued to co-ordinate the distribution process on the ground. Through this experience James has gained a much better understanding of the aid process and the factors that impact it UK government, UN, Aid Agencies, Indonesian Military.



Diversity at Bournemouth University

Cultivating a global perspective amongst staff and students is to cultivate a predisposition towards celebrating diversity. That diversity includes Religion and Belief - the rainbow of all religions and beliefs, including those who profess none.

Religion and Belief are the primary energy of a community that provides meaning and depth to life. This energy can and should be a positive energy that can lead to gathering, dialogue, celebrating difference, insight, co-operation and community. Unfortunately it can also be a divide deep within us that creates "us" and "them" - those who support Chelsea or Arsenal, those who confess one God as maker of all, or those, whose Gods are called by many names and bear many faces. This primary energy has sadly often exploded into violence and bloodshed, and to this day justifies segregation and exclusion.

The University, as a pre-eminent Higher Education institution, has the privilege and responsibility of engaging this positive energy, harnessing it for the building of a multi-cultural society where dignity, diversity and equality are celebrated. Education is a fundamental provider of this positive approach.

We have at our disposal staff and students who are seeking to serve society through leadership that is informed by values and ethics which promote dignity and diversity. Religion and Belief must be seen as resources that can animate all our learning and teaching, research and knowledge transfer: not to proselytize towards exclusion, but to enrich, resource, animate, and fill with passion our



Faith Centre, Talbot Campus

belief in and commitment to a society where all are valued; where dignity, diversity and equality are the currency that drive every encounter, every exchange, every relationship.

Reverend Dr David Hart
University Chaplain

The Localisation of Learning: Globalisation in Action

Globally it could be argued that Higher Education trends are moving towards a model of the rationalisation and standardisation of provision. There is a realigning of models of post 16 education towards a further entrenching between the division between 'academic' and 'vocational' provision. Coupled with a notion of social justice and inclusion the past eight years have seen significant and more explicit shifts towards the widening inclusion and participation within Higher Education.

With these policy shifts in mind I am looking to address, within the context of post-industrial rationalisation and globalisation, the role of Bournemouth University in promoting inclusion and widening access to Higher Education. Bournemouth University is a key player in the provision of Higher Education in the South West of England in partnership with Further Education colleges. Thus, rather than blanket standardisation, with partners, Bournemouth University can 'localise' Higher Education not only in terms of geographical area but also in terms of niche areas of studies.

An important part of this work is in building a culture of acceptance of students from Widening Participation backgrounds. Two of the key aspects of this process have been firstly to engage senior management in driving the Widening Participation agenda and secondly to evidence the progression of the university through the production of annual reports. But, the successes in Widening Participation notwithstanding, two groups still remain on the Higher Education margins, asylum seekers and young people leaving care. Recent research has shown that only a small percentage of care leavers and asylum seekers access Higher Education. This is an ongoing research project and I will be reporting back through various media on progress.

Dr Nadeem Hai
Research Fellow, PACE.

comment

Can you save AFRICA without Africans?



Home Industry in Ghana

Development Education in Dorset (DEED) is a local education charity working to support education professionals' teaching and learning about developing countries.

Teachers come to us with ideas for 'African Arts Weeks' and 'fundraising to help the poor.' Africa becomes this black hole that endlessly absorbs our pity, our money and our curiosity about the 'exotic.' Stereotypes are created in the media. But who knows that the Green Belt Movement has helped rural women plant 30 million trees in Kenya, or that Botswana has used diamond wealth to provide an education and health service for all, or that Lesotho successfully stopped the bribes of overseas companies that were building Africa's largest dam? (Global Express Ed. No. 40)

DEED aims to raise awareness of the bigger picture; of Africa as a continent of 54 countries, with deserts and snow, with rainforests and savanna, cities and villages, industries and many natural resources that should be making it richer, such as gold, oil and diamonds. But undoubtedly most countries in Sub-Saharan Africa, excluding South Africa, are ranked as low-income and therefore experience the most extreme poverty. The reasons for this are numerous as are the possible solutions but the people who live and work in the countries, their opinion, their expertise, their solutions should be heard as much as the artists at Live 8, and the politicians at G8. We can only save Africa with Africans.

For more information about our work locally please contact Louise Boston-Mammah deed@gn.apc.org, www.deed.org.uk

On a global scale we are consuming resources at an unsustainable rate. If everyone in the world consumed resources at the rate we do in Europe, three planets would be needed to support us. A North American lifestyle for all would require five planets.

The One Planet Living Programme (OPL), the joint initiative from the World Wildlife Fund (WWF) and Bio Regional Development Group, plans to build a worldwide network of sustainable communities to demonstrate how people can live within the boundaries of a fair share of the earth's resources.

The OPL project hopes to demonstrate how 'one planet living' could become the norm. By 2006 the aim is to establish OPL communities in at least five countries, focusing on the UK and Portugal, China, South Africa, Australia and North America.

Each of the communities will adopt ten guiding principles, including zero carbon, zero waste, local and sustainable building materials, sustainable transport, sustainable water, equity, fair trade and natural habitats. All will include homes, workplaces, schools, and health, leisure and transport facilities.



Work on the first development, the Mata de Sesimbra OPL community and eco-tourism project in Portugal, is already underway. The programme team, which is also involved in helping to make the 2012 London Olympics the greenest games yet, recognises that one planet living must be affordable and attractive; it must address human needs and be made easy. This ambitious project reflects that, while the worldwide network will help disseminate the idea far and wide. Work out your ecological footprint: <http://www.bestfootforward.com/footprintlife.htm>

Amanda Williams, Research Assitant,
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The university's annual Diversity Week took place for its third year running in April 2005.



Diversity Week

The aim of the week is to celebrate diversity and to raise awareness. One aspect of this activity is to organise events that challenge our thinking and to enable participation from the diverse range of cultures and interests that comprise the BU community.

International students made a valuable contribution by sharing insights into their cultures through food, dance, music and film.

It is hoped that next year more home students will also participate. Diversity is the celebration of variety in culture, gender and religion.

HUNGER for Justice

Thursday April 21 a group of volunteers from Christian Aid performed their three year running road show Hunger for Justice in the Allesbrook lecture theatre. Through sound, music, visual effects and commentary they transported the audience to the heat and the hope of Ghana, and took them on a journey in search of the hopes and struggles of people as they 'Hunger for Justice'.

The theme of the performance was the unfair trade policies designed by Western countries and global institutions and the negative effects these policies have on poor countries; they focused on Ghana. The musicians, wrote the lyrics and music themselves and used a combination of Western instruments, guitars, violin and synthesisers and African drums.

The extent of harm and poverty caused by unfair trade policies was evident in their portrayal of their own journey across Ghana. What did the people of Ghana, in their struggle for life and daily survival want them to do? They wanted their stories to be told and for their voices to one day be heard by us here in the West. Why? Because we are not aware of how our trade policies take away their right to life. One family's livelihood was completely destroyed because of the cheap import of rice from the USA that undercut their own prices. Small farmers in Ghana cannot compete with rice produced by large subsidised companies.

They portrayed the ingenuity and resourcefulness of a people constantly fighting for survival yet somehow managing to survive. Overall an excellent performance. For information about trade justice see www.christianaid.org.uk/campaign/trade/basics.htm

What's the World got to do with ME?

Researchers from the Global Perspectives Group conducted a series of focus groups and questionnaires with students. The aim was to find out what students thought about the world and about how the world relates to them at BU.

Results indicated a range of global issues that concerned students. The most common were global poverty, the environment terrorism and health. Amongst many others a large proportion were concerned about racism, human rights, politics, economic stability, globalisation, Third World debt, corruption, USA dominance, violence and media bias. 69% of students said that BU was a very global/international University, out of those that said this, 33% said it was because of the international students and 6% said it was because of course content. Does this mean that the curriculum does not offer students enough of a global perspective? What does it mean to have a global perspective? When studying a subject it is important to be aware of its overall context. What if a student graduated from the Business School whilst being unaware of the wider processes of globalisation and the negative implications? How do the policies developed by global institutions effect business and society? When the economies in East Asia crashed why was our economic stability threatened in the UK?

What opportunities can I seek and what should I be aware of when conducting myself in a global economy? Within every subject, there are global aspects. If a nursing student is not aware of the perspectives of others, how is it possible to work in a multicultural environment successfully? Do I know how to care for a person who is dying if they are of the Hindu religion? Or perhaps they are Jewish, Muslim, Buddhist, Sikh, Christian or Bahai? As a result of globalisation—the global exists in almost every aspect of the local. How equipped are modern graduates to cope with this new world? For more information about seeing the global in the local see the Global Perspectives web page (below).

Sarina Mann
Research Assistant

what's on



Global Cinema

The International Office, together with Global Perspectives Group are initiating a Global Cinema at Talbot Campus starting September 2005.

We aim:

- to show films that are not generally available at Cinemas in Bournemouth and that reflect a global perspective
- to provide a social space for students, staff and local community to meet
- to stimulate thought through film and comment.

We will be showing a combination of popular and art house films from all over the world and covering a wide range of themes and issues from love

“ Juxtaposing a person with an environment that is boundless, collating him with a countless number of people passing by close to him and far away, relating a person to the whole world, that is the meaning of cinema. ”

- Andrei Tarkovsky

Cinema Coming Soon...

and loss to asylum, war and world politics. We humbly hope our choice of films will entertain, inspire, make you curious and hungry for more...

Films will be shown in the Allesbrooke lecture theatre most Wednesday evenings at 6.30pm. Look out for the programme.

Nicola Peacock
International Office.

Developing a Strategy for BU

Chris Shiel, who is championing the global Perspectives agenda, is currently developing a new strategy for BU to extend global perspectives.

The first strategy was put together in June 1999 and was entitled 'A Global Vision for Bournemouth University.'

The strategy will present the rationale for the GP agenda, findings from research conducted with staff and students, stakeholders, an audit of what has been achieved so far and recommendations.

BU is committed to the introduction of GP into the curricula. The aim is that by 2010 all graduates will be confident in dealing with issues relating to GP and sustainable development.



Resources for Staff & Students

There are many resources available for both staff and students. Staff can find relevant teaching activities related to Global Perspectives and more on our web page:

www.bournemouth.ac.uk/global_perspectives/

Students can also find web page resources for information on global issues on the web page above. We also offer a resource base for students needing help with projects or dissertations on topics that concern global and environmental issues. Contact Chris Shiel:

cshiel@bournemouth.ac.uk or Sarina Mann:

smann@bournemouth.ac.uk

Opportunities to Engage

Global Perspectives staff will have a stall at the Fresher's Fair and support from Student Union members to encourage and facilitate student activities in the global and the local domains. Students can try some fair trade chocolate and discover what it means to be a fair trade university. The University's Environmental Officer Amanda Williams will also be involved in informing students about the environment and helping them to get active.

Contact

Sarina Mann

smann@bournemouth.ac.uk

This is a newsletter for independent comment and news—all students, staff and those working with BU are invited to contribute. We will be looking for contributions for our next Spring edition.