



# Socio-economic models for sustainable futures

12–6pm, 24 May 2023, Conor Lecture Theatre, Birley Building (BA), UU Belfast

A joint workshop by Ulster University Business School and the Centre for Sustainability, Equality & Climate Action,  
Queen's University Belfast

**11:45–12:00 Registration**

**12:00–12:05 Welcome**

**12:05–13:20 Session 1: Interrogating Sustainability** (chair: Amanda Slevin)

- 1. Resisting Blueprints: Prefiguring Sustainable Futures, 'Disfiguring' Ecocidal Capitalism**  
Calum McGeown, QUB
- 2. Wearing Your Ethics: The Sustainability Gap of Intentions Versus Actions. The Case of Generation Z Activism in Universities**  
Marc Duffy, UU
- 3. The Role of Communication in Providing Accountability through Sustainable Development Goals Disclosures: A Public Sector Case Study**  
Judith Wylie, UU
- 4. Sustainability Services Marketing: A Cross-Functional Investigation in the Museum Sector**  
Bronagh Magee, UU

**13:20–13:50 Lunch**

**13:50–15:05 Session 2: Collaborations and Leadership for Transformation** (chair: Amanda Slevin)

- 1. Changing Relations: Activism and Environmental Peacebuilding in Northern Ireland**  
Niamh Small, QUB
- 2. Innovation for Sustainable Transitions**  
Shirley Davey, Michael Brennan, UU; Charlie Tuxworth, Celsio Ltd. & Innovate Island
- 3. Learning from Alternative Organisations: How Stakeholder-Oriented Governance Facilitated Transformative Responses to COVID-19**  
Anne Marie Ward, UU
- 4. Reorientating Leadership for Sustainability and a Better Future**  
Amanda Platt and Janette Sheerman, UU

**15:05-15:30 Panel Discussion: What do Socio-Economic Models for a Sustainable Future look like?**  
(chair: Shirley Davey)

John Barry, QUB; Rachael Singleton, NI Innovation Lab; Michael Brennan, UU; Charlie Tuxworth, Celsio Ltd. & Innovate Island

**15:30-16:00 Tea/Coffee**

**16:00-17:15 Session 3: Rethinking Growth and Sustainability** (chair: Amanda Slevin)

**1. Green Tree Thinking**

Roy Nelson and Kathryn Nelson, QUB

**2. The Societal Impact of Entrepreneurial Leadership through SME Growth**

Nikki McQuillan, UU

**3. Business in a Post-Growth Economy - 'Pie in the Sky'?**

Antje Otto, UU

**4. Challenges and Opportunities for a Post-Growth Transition in Northern Ireland**

Seán Fearon, QUB

**17:15-17:45 Keynote: The Role of Finance in Driving a Just Transition to Net Zero across the Globe and in Northern Ireland**

**Brendan Curran, Senior Policy Fellow (Sustainable Finance), Grantham Research Institute on Climate Change and the Environment, LSE** (chair: Stuart Henderson)

**17:45-18:00 Reflections and Next Steps**

**18.00 Close**



Online registration is required by 12 noon on 17 May 2023 via the following link: <https://www.eventbrite.com/e/socio-economic-models-for-sustainable-futures-tickets-631505498947>

Please send any event queries to: [s.henderson1@ulster.ac.uk](mailto:s.henderson1@ulster.ac.uk)