



# RUTGERS

School of Public Health

# GLOBAL MEGATRENDS, SUSTAINABILITY, & THE SDGs

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**Professor Wendy M. Purcell, PhD FRSA**

# Learning Philosophy

**EDUCATION IS THE  
KINDLING OF A FLAME,  
NOT THE FILLING OF A  
VESSEL.**

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*QuoteHD.com*

**Socrates**  
Greek Athenian philosopher  
(470 BC - 399 BC)

# Global Megatrends

TECHNOLOGICAL  
CHANGE

SIMPLICITY

CLIMATE  
CHANGE

GENERATIONS

POLITICAL &  
INDIVIDUAL CHANGE

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SUSTAINABILITY

UNEVEN  
GROWTH &  
INEQUALITY

TRUTH &  
TRANSPARENCY

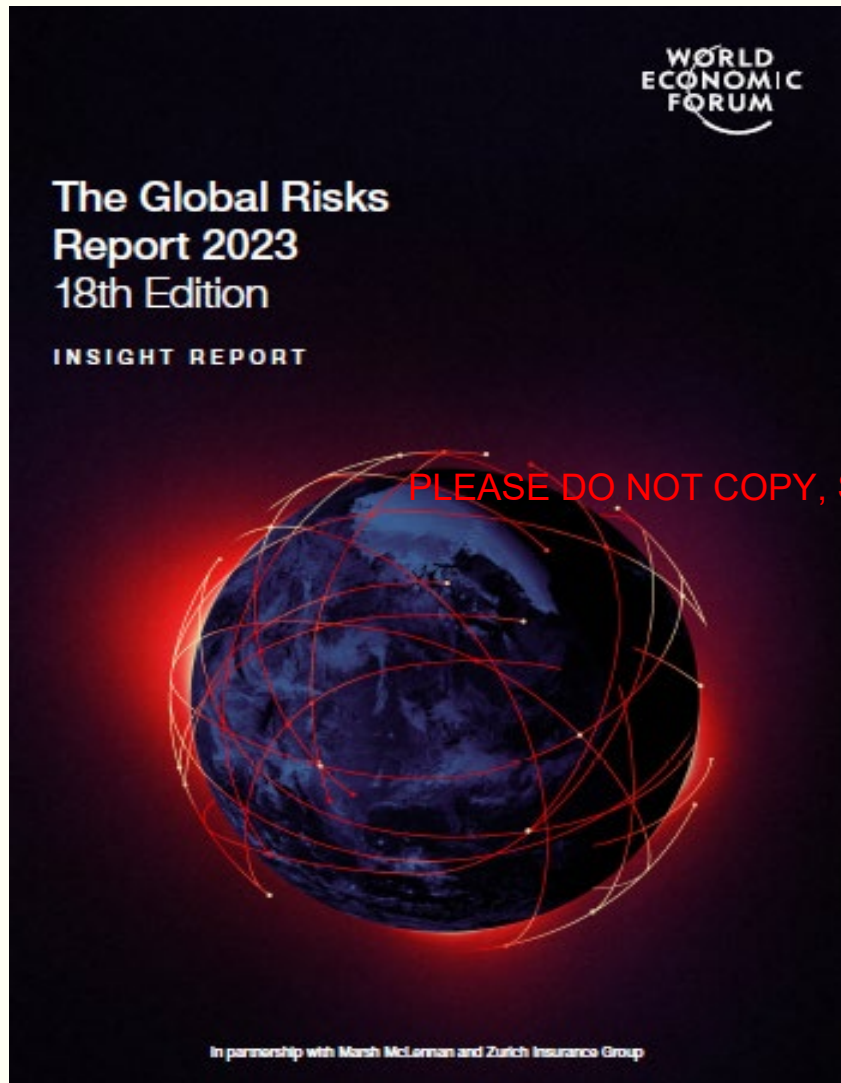
GLOBALIZATION  
& MIGRATION

POPULATION  
CHANGE

TRUST



# Global Risks 2023



“The 2023 edition of the *Global Risks Report* highlights the multiple areas where the world is at a **critical inflection point**. It is a **call to action**, to collectively prepare for the next crisis the world may face and, in doing so, shape a pathway to a more **stable, resilient world**.

<https://www.weforum.org/reports/global-risks-report-2023/>

# Global Risks 2023 – 10-years

1	Failure to mitigate climate change	6	Natural resource crises
2	Failure of climate-change adaptation	7	Erosion of social cohesion and societal polarization
3	Natural disasters and extreme weather events	8	Widespread cybercrime and cyber insecurity
4	Biodiversity loss and ecosystem collapse	9	Geoeconomic confrontation
5	Large-scale involuntary migration	10	Large-scale environmental damage incidents

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# Disruption



# Climate Change is here!

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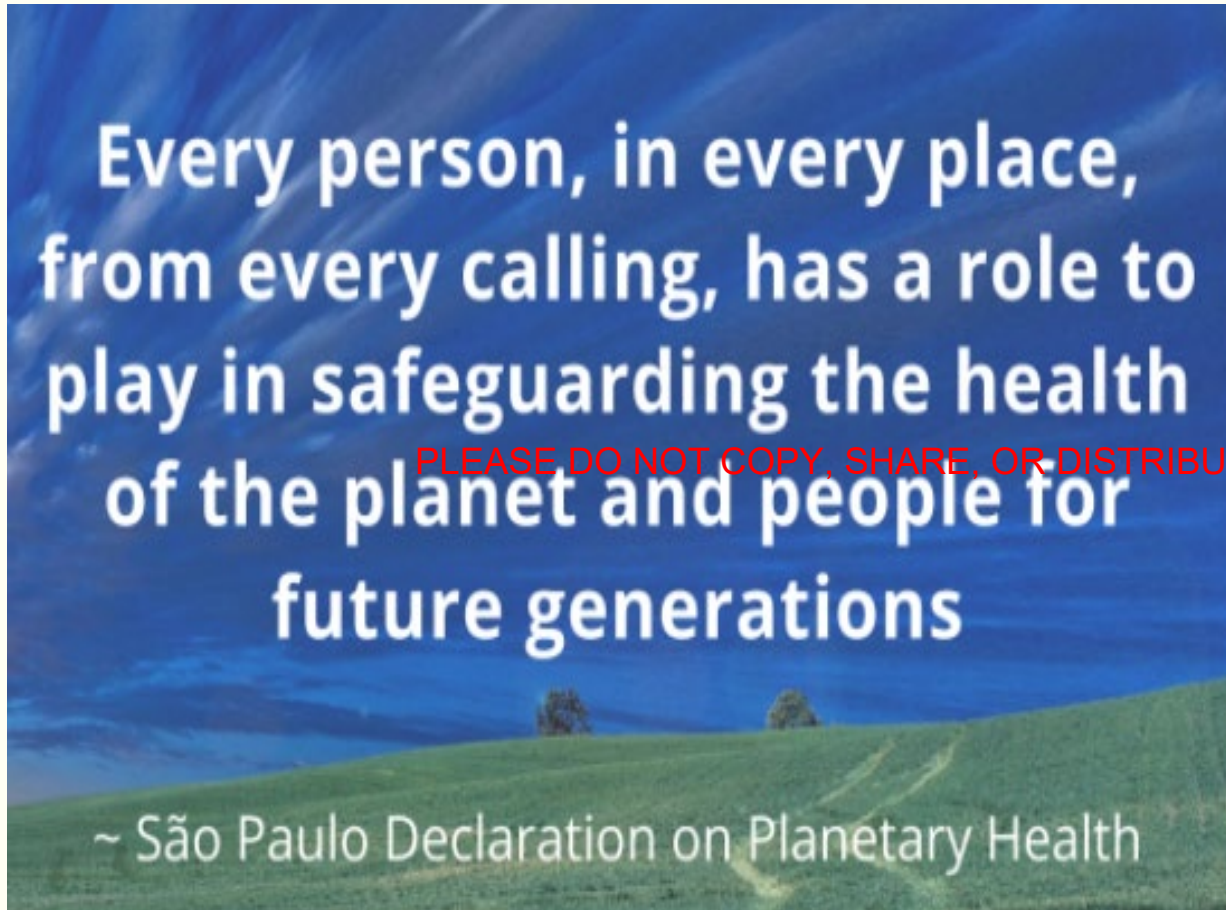


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The St. Johns River rises from storm surge floodwaters from Hurricane Irma on 11<sup>th</sup> September 2017, in Jacksonville, Florida, US. Sean Rayford / Getty

# Climate Crisis

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The climate crisis  
is a threat  
multiplier –  
exacerbating  
existing disparities  
in society

The São Paulo Declaration on Planetary Health outlines the steps to achieve the Great Transition: a just transformation to a world that optimizes the health and well-being of all people and the planet. It was produced by the planetary health community at the 2021 Planetary Health Annual Meeting and Festival (PHAM) in São Paulo, Brazil, concluding with a global consultation supported by UNDP.. <https://www.planetaryhealthalliance.org/sao-paulo-declaration>





# Lancet Countdown 2022

COUNTDOWN | [VOLUME 400, ISSUE 10363, P1619-1654, NOVEMBER 05, 2022](#)

# THE LANCET

The 2022 report of the *Lancet* Countdown on health and climate change:  
health at the mercy of fossil fuels

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[Marina Romanello, PhD](#)   • [Claudia Di Napoli, PhD](#) • [Paul Drummond, MSc](#) • [Carole Green, BA](#) •

[Harry Kennard, PhD](#) • [Pete Lampard, PhD](#) • et al. [Show all authors](#) • [Show footnotes](#)

Published: October 25, 2022 • DOI: [https://doi.org/10.1016/S0140-6736\(22\)01540-9](https://doi.org/10.1016/S0140-6736(22)01540-9) •



Check for updates

# Impact of Climate Change on Human Health



# Climate & Health

Leal Filho *et al.*  
*Environmental Sciences Europe* (2022) 34:45  
<https://doi.org/10.1186/s12302-022-00621-3>

 Environmental Sciences Europe





COMMENTARY

Open Access

## Handling the health impacts of extreme climate events

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Walter Leal Filho<sup>1,2\*</sup> , M. Balasubramanian<sup>3</sup> , Wendy Purcell<sup>4</sup>  and Shlomit Paz<sup>5</sup> 

### Abstract

This commentary provides an overview and summary of some of the health impacts of extreme climate events. It goes on to suggest some measures to increase the preparedness of the health sector to cope with extreme events associated with a changing climate.

**Keywords:** Climate change, Health impacts, Extreme weather events



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# IT'S A VUCA WORLD

Leading in Complexity

Volatile | Uncertain | Complex | Ambiguous



# Sustainable Development Goals

17 PARTNERSHIPS FOR THE GOALS

“Creating a world that leaves no one behind.”

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1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

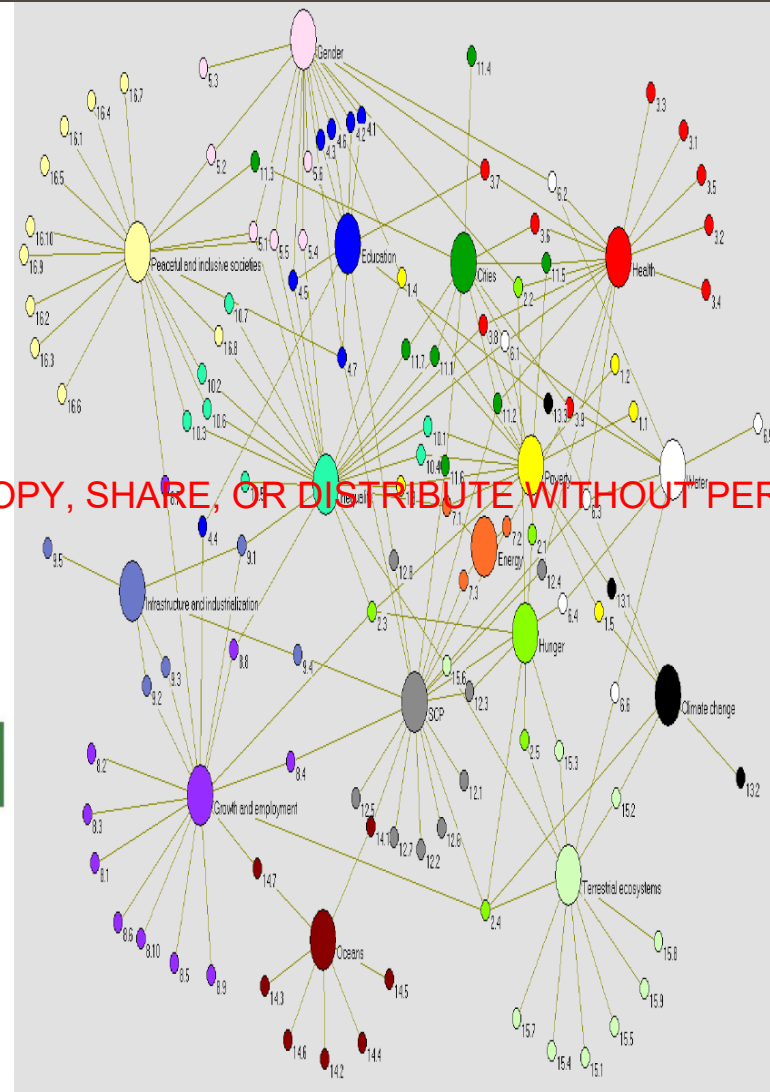
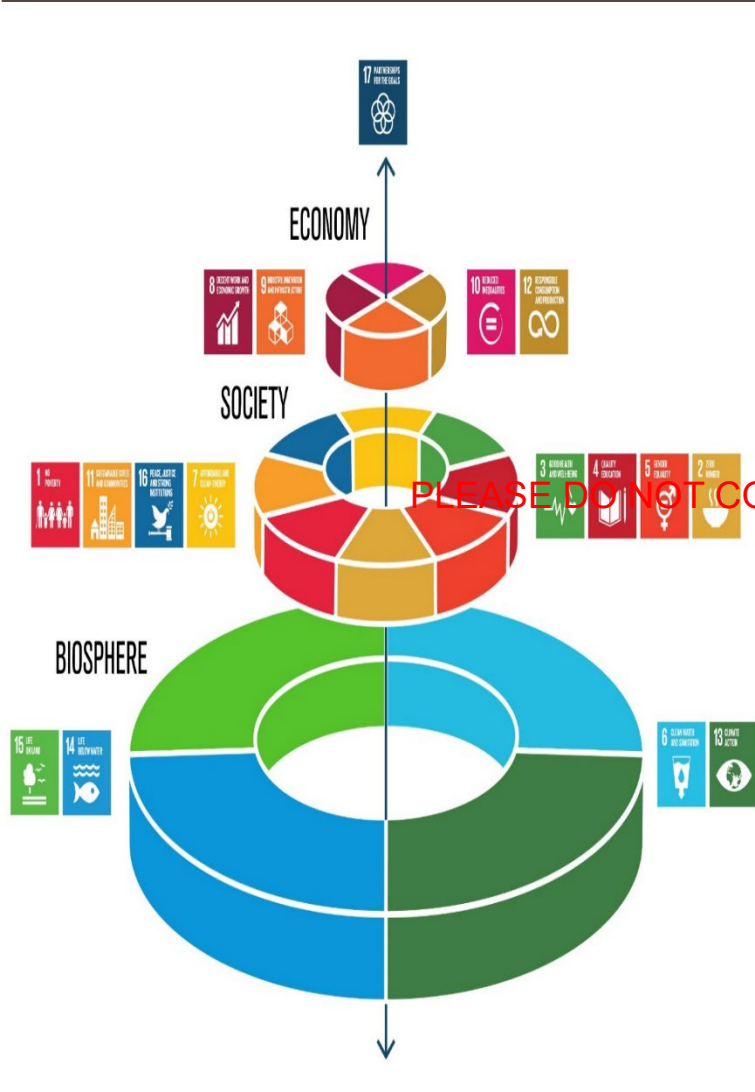
16 PEACE, JUSTICE AND STRONG INSTITUTIONS

‘Transforming Our World - the 2030 Agenda for Sustainable Development’  
containing the Sustainable Development Goals (SDGs)

*Sustainable development: economic development that is socially inclusive, and environmentally sustainable*

Resolution of UN General Assembly, adopted 25 September 2015

# Interdependent



Global  
Economic  
Challenges

Global  
Social  
Challenges

Global  
Environmental  
Challenges

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# Challenges & Opportunities

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***Sustainability,  
a goal for today***

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2030 is 2,248 days  
away...  
and counting!

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# Connecting Self to Sustainability

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My Planet

Me

My Species

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My  
Family

My  
Work

My  
Community

My  
Culture

My  
Nation

*... my personal actions matter to the world!*

# Change for sustainability ...

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... must be led

# Adaptive Leadership

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*Mobilizing people to face  
into the new reality*

See the problem in the round

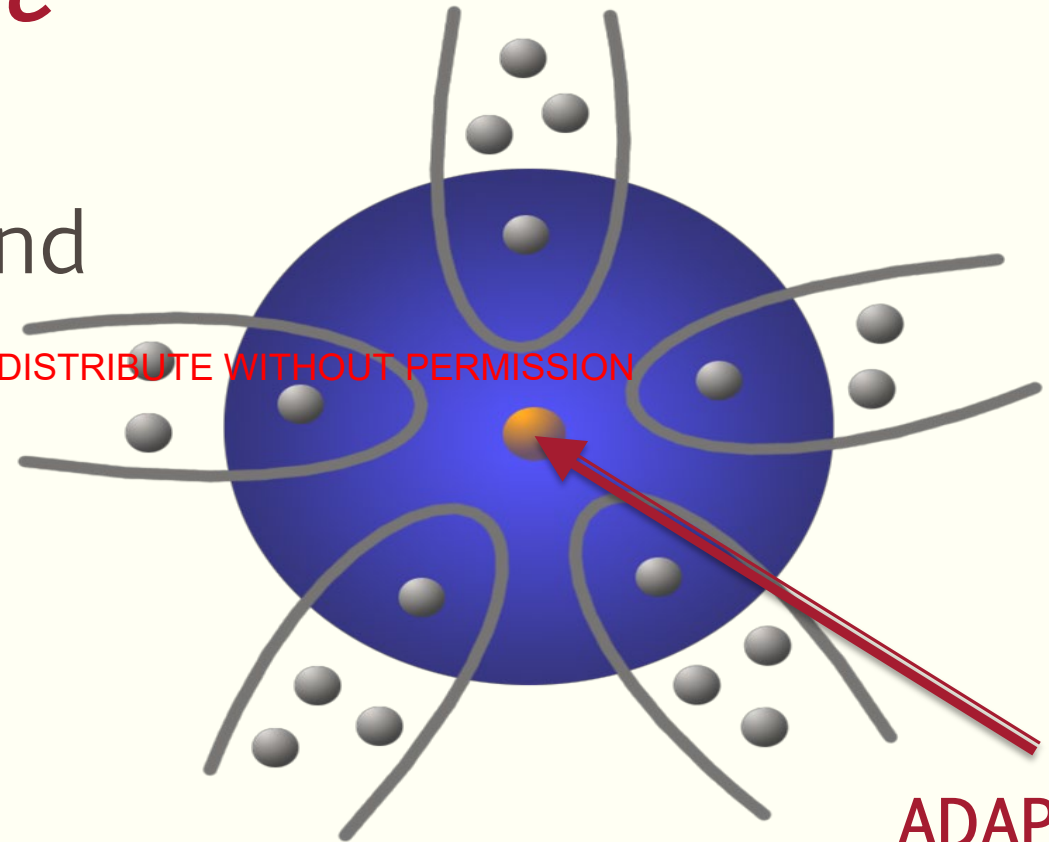
Mobilize others

Understand the loss

Exercise compassion

Honor the heritage

*Purpose drives adaptation*



**ADAPTIVE  
CHALLENGE**

# Strategy is about ...

# STRATEGY



# Alignment with the SDGs



Global CEO Study  
2020

# Sustainability Journey



Reduce waste, costs and risks



Redesign products, processes and functions  
to optimize performance

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**STRATEGY IS ABOUT  
SHAPING THE FUTURE**

MAX MCKEOWN  
PICTUREQUOTES.COM

Integration of sustainability into corporate  
strategy



Differentiation and creation of a new  
business model

# Reflections & Insights

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# RUTGERS

School of Public Health

# UNIVERSITIES DRIVING SUSTAINABILITY IN PARTNERSHIP

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**Professor Wendy M. Purcell, PhD FRSA**



**What we do here matters!**

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# Megatrends 2030



WEBINAR + REPORT

<https://www.studyportals.com/2018-megatrends-higher-education-webinar/>

Host: **StudyPortals** | Media Partner: **University World News**

Envisioning  
pathways to 2030

Megatrends shaping the future of global higher education  
and international student mobility



- 1) Aging world
- 2) Labor market shifts
- 3) Skills mismatch
- 4) Rapid urbanization
- 5) Stricter immigration
- 6) Economic shifts
- 7) Capacity imbalance
- 8) Budget pressures
- 9) Hybrid campus
- 10) Digital future
- 11) Personalization
- 12) Value creation

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**Dr. David Finegold**  
President  
Chatham University, US

**Dr. Fernando León García**  
President  
CETYS University System, Mexico

**Dr. Wendy M. Purcell**  
Emeritus President & VC  
Plymouth University, UK

**Dr. Rahul Choudaha**  
EVP of Global Engagement  
StudyPortals

# Purpose & Values

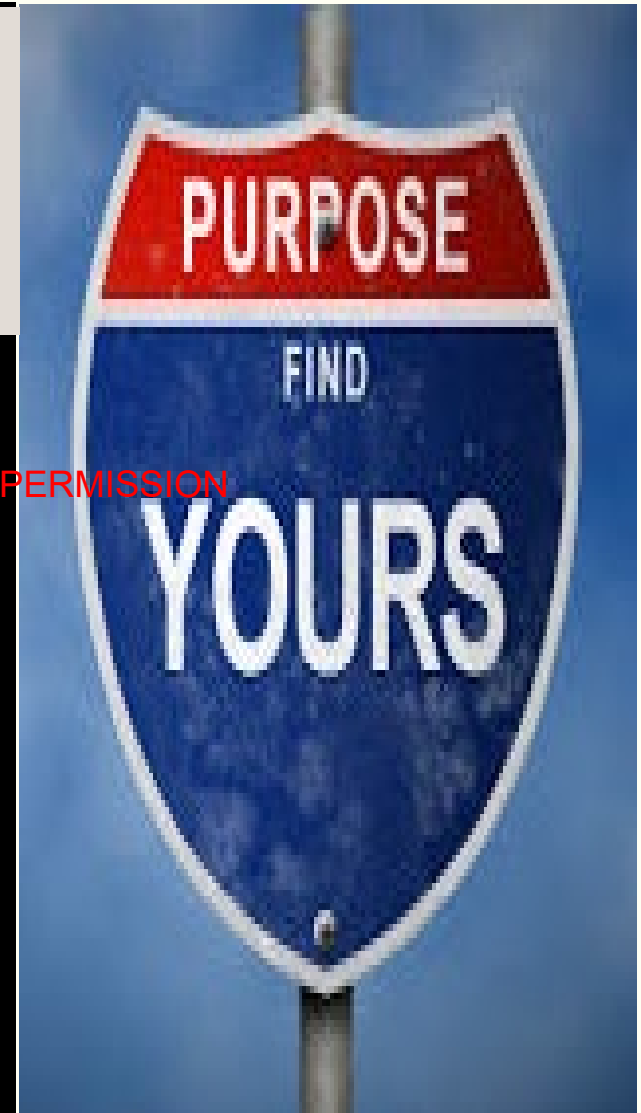


Millennials, Seeking Purpose Is the New College Major



**PURPOSE IS THE  
COMMITMENT TO CREATE  
VALUE BY CONTRIBUTING  
TO THE BENEFIT OF  
SOCIETY**

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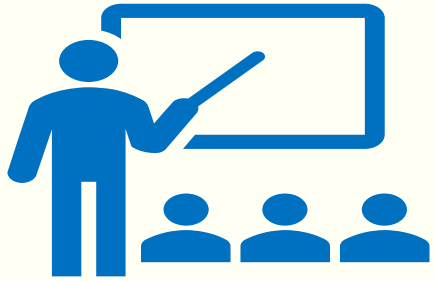


# Sustainability/SDG Goggles



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# Link to Mission



Teaching/  
Learning



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Research/  
Innovation



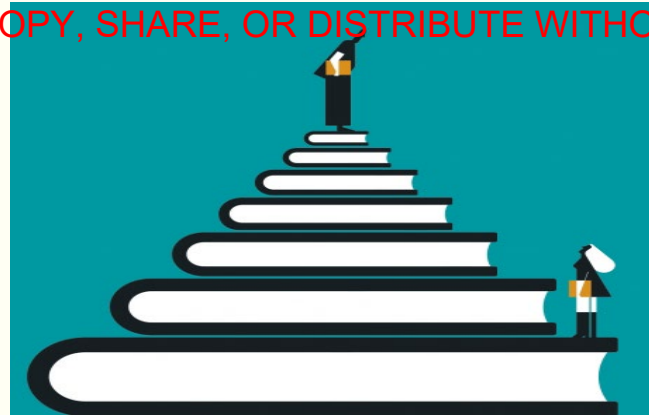
Other

*Use the lens of  
Sustainability/  
SDGs to look at  
what we do here*

# Teaching & Learning



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living labs, co-operative programs, education for sustainable development, curricula & programs

# SDG4 Quality Education



## Target 4.7

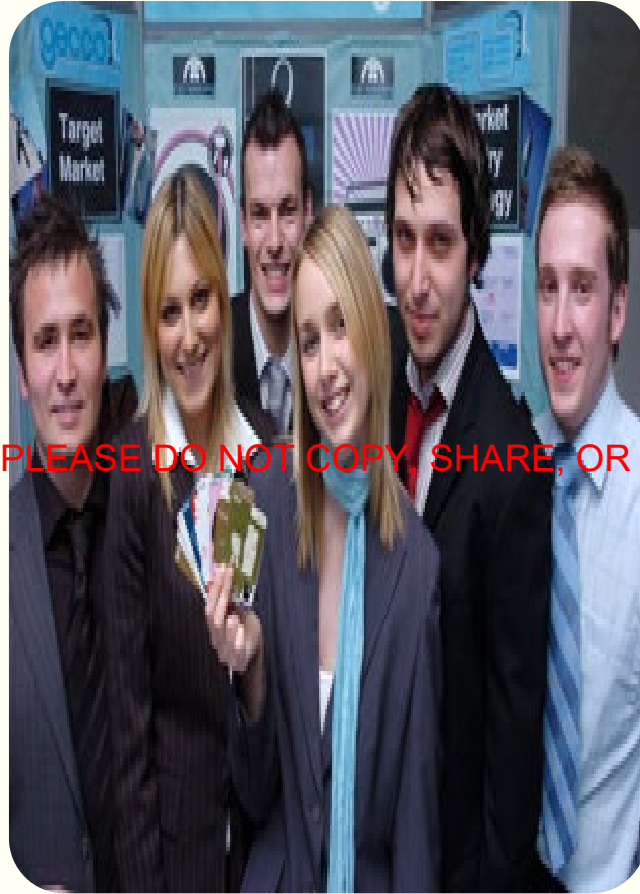
By 2030 ensure all learners acquire knowledge and skills needed to promote sustainable development, including among others through **education for sustainable development** and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development



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# Students as Partners



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a force for innovation – lifelong relationship

# Employability



## Student Consultancy, Placements & Internships



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### GLOBAL UNIVERSITY EMPLOYABILITY STUDY

HIRE ME

Communication skills

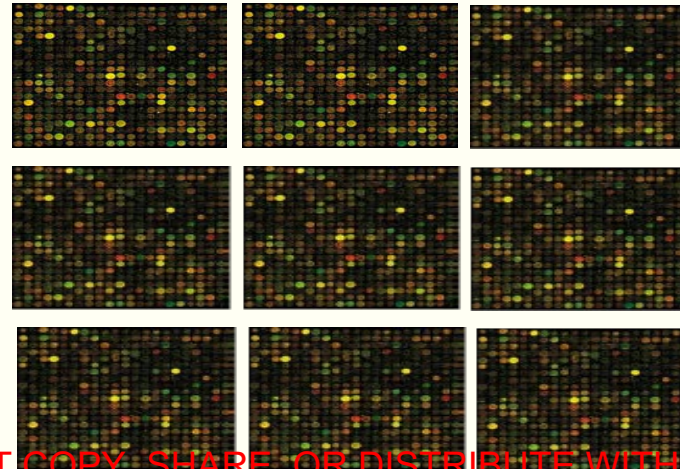
Motivation

Adaptability

Ability to work in a team

Flexibility

# Research & Scholarship



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global challenges seeking local solutions

# Civic & Community



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connecting campus, community, city,  
country & beyond

# Living Labs Examples



## Universities as the engine of transformational sustainability toward delivering the sustainable development goals

### “Living labs” for sustainability

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Wendy Maria Purcell

*Department of Environmental Health, Harvard T.H. Chan School of Public Health,  
Harvard School of Public Health, Boston, Massachusetts, USA*

Heather Henriksen

*Office for Sustainability, Harvard University, Cambridge, Massachusetts, USA, and*

John D. Spengler

*Harvard T.H. Chan School of Public Health, Harvard University, Cambridge,  
Massachusetts, USA*



UK, EU, USA  
Context matters  
Local/strategic  
Value creation

<https://www.emerald.com/insight/content/doi/10.1108/IJSHE-02-2019-0103/full/pdf?title=universities-as-the-engine-of-transformational-sustainability-toward-delivering-the-sustainable-development-goals-living-labs-for-sustainability>

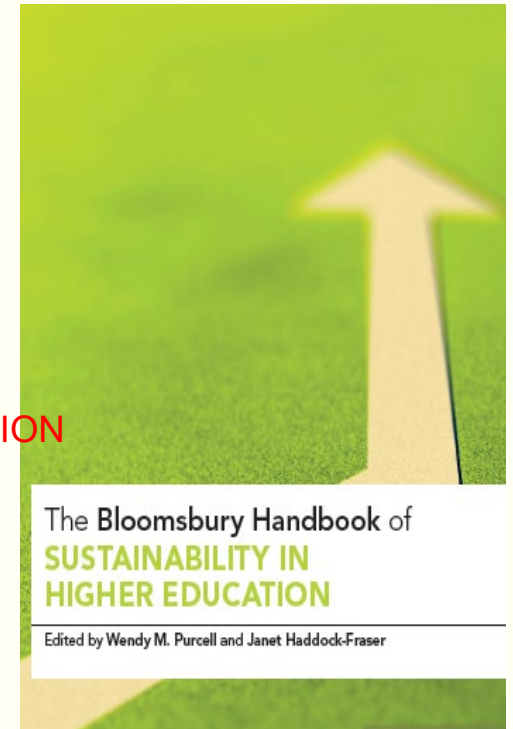
# New Book



## THE BLOOMSBURY HANDBOOK OF SUSTAINABILITY IN HIGHER EDUCATION: AN AGENDA FOR TRANSFORMATIONAL CHANGE

Editors: Wendy M. Purcell & Janet Haddock-Fraser

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BLOOMSBURY  
LONDON • OXFORD • NEW YORK • NEW DELHI • SYDNEY



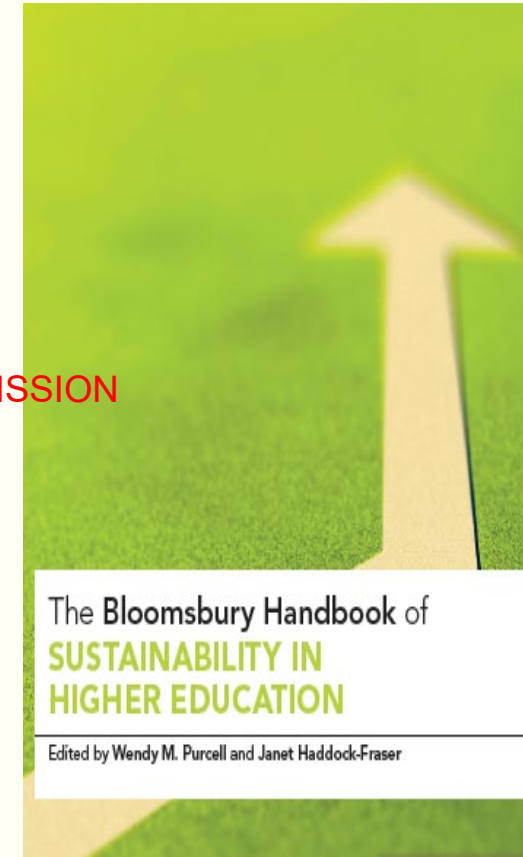
Published February 2023

# Handbook of Sustainability

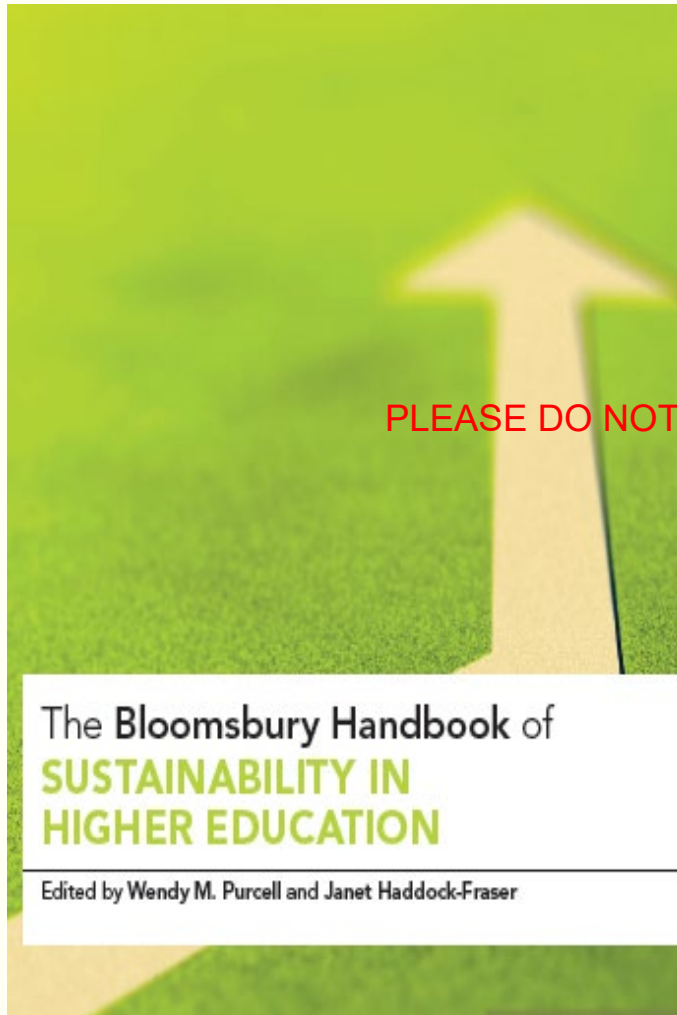


Universities *per se* and higher education in general are essential to catalyze and action the transformative change needed for sustainability and delivery of the SDGs.

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# Driving Change



- Driver of change *within* HEI
- Driver of change *beyond* HEI

*On a journey –  
no HEI yet arrived*





# Manifesto for Change



6. *Communication, dialogue and inclusion matter* – unlock head, heart, & hand



7. *Community building and partnerships matter* – radical collaboration for impact and scaling

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8. *Critical analysis and reflection matter* – academic inquiry to challenge the status quo



9. *Size does not matter* – small-scale efforts can make a big impact



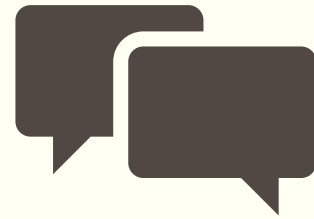
10. *Universities and higher education matter!*

# 17 Books HE & SDGs



Series Editor: Wendy M. Purcell

## Student Voice



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## Higher Education and the Sustainable Development Goals



# 17 Rooms



BROOKINGS

AI TRANSITION 2021 CITIES & REGIONS GLOBAL DEV INTL AFFAIRS U.S. ECONOMY U.S. POLITICS & GOVT MORE

REPORT

**17 Rooms: A new approach to spurring action for the Sustainable Development Goals**

Tuesday, February 23, 2021

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# 17 ROOMS

A new approach to spurring action for the Sustainable Development Goals

Convening based on:

<https://www.brookings.edu/17rooms/>

- All SDGs get a seat at the table
- Take a next step, not a perfect step
- Engage in conversations, not presentations

# SDSN Network Guide



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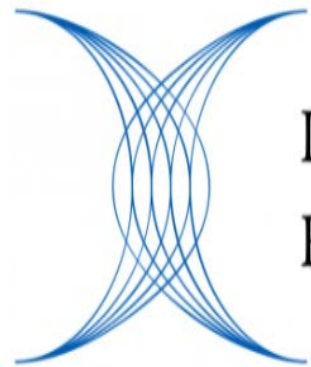
## ACCELERATING EDUCATION FOR THE SDGS IN UNIVERSITIES

A GUIDE FOR UNIVERSITIES, COLLEGES, AND TERTIARY AND HIGHER EDUCATION INSTITUTIONS



<https://resources.unsdsn.org/accelerating-education-for-the-sdgs-in-universities-a-guide-for-universities-colleges-and-tertiary-and-higher-education-institutions>

# SDG Mapping Exercise



INTERNATIONAL ALLIANCE OF  
RESEARCH UNIVERSITIES

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## Global Priorities, Educated Solutions:

*The Role of Academia in Advancing the Sustainable  
Development Goals*



# Voluntary Review



## 2020 Voluntary University Review of the Sustainable Development Goals



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<https://www.cmu.edu/news/stories/archives/2020/september/sustainable-development-goals-report.html>; <https://www.cmu.edu/leadership/the-provost/provost-initiatives/cmu-vur-2020>

# React-Respond-Reimagine-Renew



Discover Sustainability



Higher education and the COVID-19 pandemic:  
navigating disruption using the sustainable  
development goals

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Wendy M. Purcell  & Julio Lumbreras

*React  
Responded  
Reimagine  
Renew*



# Invite – December 8, 2023



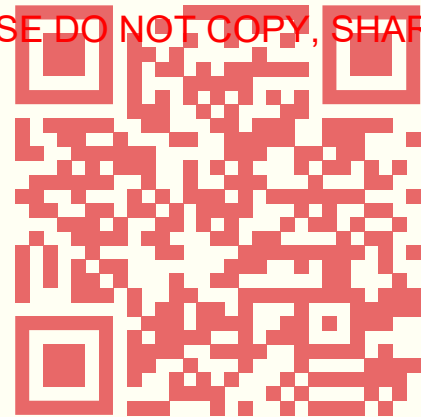
*World Climate Day – Global Day of Action*

## Calculate Your Carbon Footprint

Reduce greenhouse gas emissions of student communities by 50% by 2023



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Led by ULiège Green Office, Belgium

<https://forms.office.com/e/4tZwyawAHX>  
<https://www.footprintcalculator.org/home/en>

# Reflections & Insights



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