



CEMUS



Sustainable Development – Project Management and Communication Fall 2017

Individual Assignment II

This assignment is closely related to the sustainable development and communication aspects of the course, as well as the following course goal:

- account for and critically relate to the practical and **ethical dilemmas** that can arise when working for sustainable development

Instructions

- Read the instructions thoroughly.
- The assignment should be **1500** words. Make sure you show the word count.
- Refer to pages 114-120 in Atkisson, A. (2011). “The Sustainability Transformation”, which is uploaded on the Course Website.
- Use other relevant references to course literature and other texts of your choosing.
- Put your name on the top of each page. For the file name of the document, use your name plus assignment number (e.g. ‘Name_Assignment 2’).
- Submit your assignment as a **PDF** on Studentportalen – you will find the link under “Submissions”, the deadline is **Sunday 19th November, 23.59**.

Grading

This assignment is graded **pass/fail**.

The grading criteria can be found on Studentportalen under Course Essentials.

Note

We will use the outcomes of this assignment in the **seminar** on **Tuesday 21st November, from 10-12**, thus it is essential that you hand this assignment in on time.



The Assignment

Part 1: Communication Critique

Watch **ONE** of the following videos and reflect on the presentation techniques used by the speaker. You may want to refer to the lecture material presented by Mika Hietanen.

Option 1: Peter van Uhm, *“Why I chose A Gun”*– 17.10 minutes (2011)

<https://goo.gl/UQrTT1>

Peter van Uhm is a retired 4-star general in the Royal Netherlands Army and former Chief of Defence speaking at the TEDxAmsterdam event. “TEDx was created in the spirit of TED's mission, ‘ideas worth spreading.’ It supports independent organizers who want to create a TED-like event in their own community.”

Option 2: Pamela Ronald, *“The case for engineering our food”* – 17.53 minutes, (2015)

https://www.ted.com/talks/pamela_ronald_the_case_for_engineering_our_food

Pamela Ronald studies plant genetics with the aim of making them more resistant to stress and disease. In this Ted Talk, she speaks of her decade-long quest to isolate a gene in rice, making it resistant to flooding for a prolonged period of time. She uses the example of the papaya in Hawaii during the 1990s to illustrate the need of modern genetics in advancing sustainable agriculture and food security for the world's growing population.

Evaluate the effectiveness of the presentation in question by answering the following questions:

- What is the message of the speaker? Summarise in one or two sentences.
- What are some presentation techniques that have been used effectively ?
- Who is the intended audience of the speaker? How do they consider the audience within their presentation?



Part 2: The ethical implications

Having analysed a talk in terms of its presentation qualities we now want you to examine the ethical implications of the content. In doing so we want you to reflect on the implications an effective presentation can have if the ethics of the content are debatable.

Using the presentation you analysed in Part 1 conduct an ethical analysis of the presentation. Choose two-three ethical perspectives to conduct your analysis. You may like to choose from the following approaches: Utilitarian Approach, Rights Approach, Justice Approach, Common Good Approach, Virtue Approach or another of your choosing. The lecture material presented by Thomas Lennefors will be useful in this section.

Answer the following questions as part of your analysis:

- What are the central ethical issues?
- What are the ethical implications of adopting persuasive rhetorical techniques?

Part 3: Ethical Implications of your project

In the book, *The Sustainability Transformation*, Alan Atkisson refers to a code of ethics for sustainability professionals (page 114-120). Answer the following:

- Critically analyse Alan Atkisson's ethical code. What does it include? What does it exclude?
- If you had to write your own code of ethics, what would it be? Include at least 5 ethical principles.
- Critically analyse your project and project communication using your own ethical code. Does your project align with your ethical principle?
- Reflect on what will happen to your projects when you finish the course. Do short term sustainability projects do more harm than good?



CEMUS



References

You must refer to Atkisson (2010) “The Sustainability Transformation”, available at the CEMUS library (not to borrow). Also use other relevant references to other course literature or other appropriate material. Make sure to make it very clear to the reader when you express your own ideas and opinions, and when you refer to other sources, like people’s opinions or research. Support all your arguments and basic facts with references.

Use either footnotes, i.e. the Oxford system or include the references in the text, i.e. the Harvard System; example: (Hornborg, 2001, p. 39). Make sure you are consistent with your referencing. You can find extensive guidelines for referencing online.