

## ***Fifteen excellent students wanted for training in UK-China environmental management skills***

### ***You will get:***

- Hands-on skills in environmental business consultancy training from the World's First MBA in Carbon Management, world's top energy and environmental experts in a Sino-UK context
- Cross-cultural experience with fellow students from leading Chinese and UK Universities
- Compete for prestigious British Council Global Award
- Fully funded fees and accommodation (and travel for Chinese students)
- Unique CV opportunity for your experience and profile Dissertation project for this year (runs Apr-May 2010)

## ***Climate change solutions through action***

### **Summary**

'Climate change solutions through action' is a ground breaking new initiative - a programme initiated by the British Council China (operated as the Cultural and Education Section of the British Embassy in Beijing, British Consulate General in Shanghai, Chongqing and Guangzhou) in partnership with China Science and Technology Exchange Centre of the Ministry of Science and Technology in China, and with Forum for the Future and the University of East Anglia, through the Tyndall Centre in the UK. It will bring together Chinese and British post-graduate students in a multi-disciplinary project-based programme, to develop innovative solutions to specific climate change challenges facing businesses operating in China and the UK. In doing so, it will develop a multicultural network of young people providing solutions leading to action on climate change mitigation and adaptation. It will also create a powerful learning experience for the students and an exemplar of UK/China cooperation for sustainable development.

### **How will it work?**

Three teams consisting of a mix of Chinese and British postgraduate students will work together intensively over two months, via online conferencing and a workshop in the UK to develop energy efficiency and carbon reduction plans for their sponsor business. Projects will be designed to be relevant, timely, tractable and challenging for students working at this level, but also with a connection to the operational needs of participating businesses, to create a portfolio with credibility, variety and some newsworthiness. Examples are likely to include a supply chain challenge facing a retailer, or a product eco-design challenge.

### **When will it take place?**

We plan to pilot the scheme with 15 students consisting of 3 groups of 5 (7 or 8 students from each country) in the academic year 2009/10, and scale the programme up in subsequent years to bring it to a larger cohort of students and supporting organisations. (See timeline below)

### What key roles will the partners have?

The partners in this initiative are the British Council, CSTECC, Forum for the Future and the University of East Anglia through the Tyndall Centre. Together we will ensure students with the right skills are recruited and inducted, briefed and supported through the process. We will help the company 'fine tune' the climate change problem to be tackled and analyse the skill-set and experience of the student team required. We will oversee the student selection process and then ensure the students are briefed and inducted into the project as well as supported in the international team-working element.

- The British Council China is the overall project manager and is funding the project, with the remaining income coming from business partners.
- China Science and Technology Exchange Centre is the partner in China, who will work together with the British Council China for the overall implementation of the project.
- Forum for the Future is manager of business partner, Kingfisher plc.
- The University of East Anglia/Tyndall Consortium is the key academic partner and together with the British Council will engage with and recruit students from the following partner universities.

- United Kingdom

Tyndall Consortium Universities

University of Cambridge  
University of East Anglia  
University of Oxford  
University of Manchester

- China

Fudan University  
Peking University  
Tongji University  
Tsinghua University

B&Q China/Kingfisher plc, as the business partner is integral to the project. They will help ensure that the student team produce a plan, which addresses the company's specific climate change challenge.

### Timeline

Mid Dec 2009

- Students of the eight universities are informed of the project
- Application starts

Dec 2009 – 1<sup>st</sup> March 2010

- Students to submit applications
- Application deadline is 1<sup>st</sup> March 2010.

15 – 30 March 2010

- Academic committee to select students from applicants
- Successful applicants to be informed

Apr – May 2010

- Student teams meet for induction (1 week) in UK
- Company contact and visits by students
- Student teams work on 'challenges' intensively

By 9 May 2010

- Students submit report/presentation to judging panel

May – June 2010

- Final competition event (events in China and UK linked by live video)
- Evaluation and reporting back to business partners

### **British Council**

The British Council connects people worldwide with learning opportunities and creative ideas from the UK and builds lasting relationships between the UK and other countries. Our purpose is to build trust and engagement for the UK through the exchange of knowledge and ideas between people worldwide. The Climate change solutions through actions project will strengthen relationships and networks between the UK and China, leading to action on climate change mitigation and adaptation. [www.britishcouncil.org.cn](http://www.britishcouncil.org.cn)

### **China Science and Technology Exchange Centre**

China Science and Technology Exchange Centre is an institution under the Ministry of Science and Technology of the People's Republic of China, specializing in international science and technology exchange. Its aim is to promote the cooperation in the fields of science and technology and economy between Chinese and foreign scientific and technological and industrial circles, and promote China's economic construction and social progress as well as friendly intercourse with various countries. <http://www.cstec.org/>

### **B&Q China / Kingfisher plc**

B&Q China is the market leader in home improvement industry in China and one of the largest western retailers in the country. The first B&Q store was opened in Shanghai in 1999 and during the last ten years, B&Q China has provided innovative products and professional services to customers and has grown a strong, loyal customer base.

Change and the ability to change quickly are the features that make a good retailer a great retailer. Accordingly, starting from 2009, B&Q China has taken the lead to revolutionize the China home improvement retailing model based on the Chinese customers needs. This includes revamping all existing 42 stores before 3rd quarter 2010, developing new ranges and products and the service we

offer. We are aiming to offer more eco products for our customers to choose such as energy-saving light bulbs, energy-efficient appliances, water-saving devices, and certified timber so as to enable our customers to build an eco-friendly home and at the same time, help to reduce carbon footprint.

B&Q China is part of Kingfisher plc, the leading home improvement retail group in Europe and Asia and the third largest in the world. Kingfisher operates 820 stores in eight countries. They employ over 80,000 people and nearly 6 million customers visit their stores each week.

### Forum for the Future

Founded in 1996, Forum for the Future is an independent, non-profit organisation with a mission to promote sustainable development. We believe there is a practical route to a better future where we – and generations to come – can prosper, sharing the resources of one planet. And we believe business and public service providers have a vital role to play in creating that future.

Our partner organizations are some of the best-known brands in the world, including giants like BP, Pepsico, Vodafone and Kingfisher. By working with us they commit to playing a leading role in achieving a sustainable future, to reengineering their operations, and to changing attitudes and behaviour among their customers, suppliers and staff. The Forum has been providing leadership development programmes in sustainability since 1996. These include a master programme in Leadership for Sustainable Development, with the aim of building a community of sustainability champions who have both the competence and confidence to become leaders for sustainable development.

[www.forumforthefuture.org](http://www.forumforthefuture.org)

### University of East Anglia (Tyndall Centre for Climate Change Research)

UEA is regarded as internationally pre-eminent in the field of climate change and integrated environmental sciences. In these fields, it has been described by Professor Sir David King (Government Chief Scientific Adviser) as “the best in the world”. In 1972, UEA set up the first institute anywhere in the world to study climate change: the Climatic Research Unit has made a greater contribution to our understanding of the nature and impacts of climate change, than any other single institution in the world. UEA is delighted to deliver this ground-breaking project via the following UEA internal partners:

**The Tyndall Centre** brings together scientists, economists, engineers and social scientists, who together are working to develop sustainable responses to climate change through robust trans-disciplinary research and dialogue on both a national and international level - not just within the research community, but also with business leaders, policy advisors, the media and the public in general.

**The Low Carbon Innovation Centre** was formed in 2008 to manage the low carbon programmes already well established at the UEA. These include the Carbon Connections venture capital fund and the CRed community engagement tool. It has run additional programmes of carbon support for a number of large companies and agencies, including the Department for the Environment, Food and Rural Affairs (DEFRA), the National Endowment for Science, Technology and the Arts (NESTA) and IBM. The Centre has particular expertise in creating bespoke programmes of low carbon development support for businesses.

**The Norwich Business School:** According to RAE 2008, 90% of the research in the Business School is of international quality, with 45% of all its research defined as ‘world-leading’ or

‘internationally excellent’ in terms of originality, significance and rigour. Multi-disciplinary in nature, the School is well known for its ability to innovate with programmes such as the Strategic Carbon Management MBA. Its commitment to developing consultancy skills had led to the School being shortlisted by the Institute of Business Consulting for the Most Outstanding Centre 2009 award.

For further details on UEA, Tyndall Centre, LCIC and NBS, please visit: [www.uea.ac.uk](http://www.uea.ac.uk)  
[www.tyndall.ac.uk](http://www.tyndall.ac.uk)  
<http://www.lcic.com/>  
<http://www.uea.ac.uk/nbs>

For further information or to learn more about getting involved in Climate Change Solutions Through Action, please contact:

Dr Rebecca Nadin  
Director, Environment and Science  
British Council, China  
[Rebecca.Nadin@britishcouncil.org.cn](mailto:Rebecca.Nadin@britishcouncil.org.cn)

Yang Di  
Science Manager  
British Council, China  
[Yang.Di@britishcouncil.org.cn](mailto:Yang.Di@britishcouncil.org.cn)