

Presentations MA programme in Sustainable Management 2024

Room: B51

12:00

Welcome

12:10- **Fashion Forward: Balancing Profit and Purpose in Swedish Second-Hand Fashion Businesses**
12:45 /Bronwen Baratt and Maria Nordin

Heidelberg Materials Cement's role in net-zero carbon emissions: the intricacies of social sustainability on the local community /Robert Berglund and Julius van Beek

Seeds of Ethics: Exploring the Principles of Organic Farming /Tassilo Pieting

Why Consumers Bias? Shanghai Consumer Intention Towards Remanufactured Electric Vehicle Batteries Adoption Resistance

/Yiling Duan and Chenxi Li

13:00-

Banking without Money: Rethinking Sharing Business Models

13:40

The Story of Fritidsbanken (Leisure bank), a Non-Profit Sharing Organisation

/Amanda Hörnberg and Zeng Xin

Intrapreneurship in Action: Intrapreneurship & Its Influence on Sustainable Innovation – An In-depth Analysis of Visby's Stora Coop on Gotland

/Carlotta Alby and Toms Oskars Gross

The Notion of Sustainable Fashion: Sustainable Perspectives, Attitudes, and Knowledge within the Fashion Industry /Emma Heikkilä

The Urgency of Ethical Fashion: On Mindfulness and Minimalism

/Rachneet Kaur Randhawa

Sustainable Plastic?: A Case Study on Site Zero, the Largest Plastic Packaging Waste Sorting Centre in Europe /Sijing Li and Jian Pen

14:00-

To be or not to be (emotional) - the "Iron Ladies" of Gotland

14:30

An exploratory case study on gender and identity construction in female politicians

/Daria Aliena Chorus and Ioanna Sidiropoulou

What a waste! A case study on Gotland's packaging waste collection and perception on a new ordinance on responsibility

/Weiwei Wang and Thanyaphorn Nilasinthop

Imagining beyond the (k)now – Creating a shared space for planting seeds of imagination

/Linnea Henriks and Inga Schleicher

14:45-

15:00

Closing words

Presentations MA programme in Sustainable Management

Abstracts

12:10-12:45 Presentations

Fashion Forward: Balancing Profit and Purpose in Swedish Second-Hand Fashion Businesses /Bronwen Baratt and Maria Nordin

Overconsumption in the fashion industry is a large contributor to the environmental crisis. But can we separate consumption from production? The second-hand sector offers a promising solution. Our thesis examines the sustainability practices of four Swedish second-hand businesses through the lens of Margorie Kelly's Five Core Elements of Generative Ownership Design and Kate Raworth's Doughnut Economics.

Developing Green Cement in Slite, Gotland - Heidelberg Materials Cement Sverige AB's role in net-zero carbon emissions through CCS on Gotland and the intricacies of social sustainability on the local community. A case study on stakeholder analysis. /Robert Berglund and Julius van Beek

A case study exploring the social sustainability impact of an upcoming eco-innovation mega-project in a small community on Gotland, focusing on stakeholder perspectives. It utilized a qualitative approach guided by Stakeholder Theory and Social License to Operate.

Seeds of Ethics: Exploring the Principles of Organic Farming /Tassilo Pieting

This master thesis delves into the ethical foundations that support organic farming, through an engaging and detailed case study of Lilla Bjers—a remarkable organic farm, restaurant, and store situated on the island of Gotland. The research aims to uncover how ethical theories are not just theoretical concepts but are actively brought to life in the everyday practices of an organic farm.

Why Consumers Bias? A Quantitative Study about Shanghai Consumer Intention Towards Remanufactured Electric Vehicle Batteries Adoption Resistance /Yiling Duan and Chenxi Li

The study examines the obstacles that deter Chinese consumers from using remanufactured electric vehicle batteries (REVBs). By employing innovation resistance theory and incorporating environmental awareness as an additional factor, we aim to identify the reasons behind the reluctance of Chinese electric vehicle (EV) consumers to adopt REVBs. We hope to provide strategies to enhance the acceptance of using REVBs through authentic data, thereby supporting sustainable practice in the EVB industry.

13:00-13:40 Presentations

Banking without Money: Rethinking Sharing Business Models

The Story of Fritidsbanken (Leisure bank), a Non-Profit Sharing Organisation /Amanda Hörnberg and Zeng Xin

What if we could transform our communities by sharing instead of spending? In this study, we delve into the transformative potential of sharing economy models, focusing on Fritidsbanken, a community-based, non-profit organisation. Join us to explore how sharing can contribute to a more equitable and sustainable society?

Intrapreneurship in Action

Intrapreneurship & Its Influence on Sustainable Innovation: An In-depth Analysis of Visby's Stora Coop on Gotland/ Carlotta Alby and Toms Oskars Gross

The master's thesis explores the impact of intrapreneurial initiatives on sustainable change within Stora Coop in Visby, Gotland. It emphasises the importance of fostering an organisational culture that nurtures intrapreneurship to enhance sustainable innovation.

The Notion of Sustainable Fashion: Sustainable Perspectives, Attitudes, and Knowledge within the Fashion Industry /Emma Heikkilä

This thesis aims to explore sustainable perspectives, value propositions and opinions within multiple sustainable fashion companies and how these impact companies' objectives, business practices and strategies used. It studies drivers and barriers of fashion companies implementing a sustainable approach.

The Urgency of Ethical Fashion: On Mindfulness and Minimalism /Rachneet Kaur Randhawa

A fashion company's unwavering commitment to a sustainability ethos is a recent phenomenon. More than ever corporations are fervently appealing to convince us of their economic, social and environmental responsibility bespoken by the arising paradox of hyperconsumption depicting hypocrisies in our damage control society. This thesis explores the utmost importance of a fashion brand's core values unveiling the ethical code of conduct as they embark towards their euphoric vision of being, doing, and acting sustainably.

Sustainable Plastic? A Case Study on Site Zero, the Largest Plastic Packaging Waste Sorting Centre in Europe /Sijing Li and Jian Pen

Can you imagine all Swedish household plastic packaging waste being sorted under one roof? Through Site Zero's innovative solution for high-quality plastic recycling, this thesis explores how the plastic industry attempts to legitimise this controversial yet essential material. The increasing concerns about plastics have reached a tipping point. Do we have different perspectives in addressing the plastic dilemmas? Join us in unpacking the answers.

14:00-14:30 Presentations

To be or not to be (emotional) - the “Iron Ladies” of Gotland

An exploratory case study on gender and identity construction in female politicians /Daria Aliena Chorus and Ioanna Sidiropoulou

This thesis is a case study examining the challenges faced by female politicians on Gotland and their identity perceptions. Using a feminist approach, feminist political and identity theories, it highlights issues such as motherhood, double standards, and the paradox of Women vs Women. Based on 13 interviews, the findings underscore systemic, problematic gendered structures and how these women navigate and challenge the political landscape.

What a waste! A case study on Gotland's packaging waste collection and perception on a new ordinance on responsibility /Weiwei Wang and Thanyaphorn Nilasinthop

This study aims to investigate the perceptions of the new ordinance and the implementations of packaging waste collection system on Gotland. Sensemaking, interorganizational coordination, and CRS lens are employed to explore the policy change on packaging waste management from different perspectives.

Imagining beyond the (k)now - Creating a shared space for planting seeds of imagination/ Linnea Henriks and Inga Schleicher

Do you describe yourself as a realist? What do you actually know about the future? We have been wondering why we do not use our imagination more vividly, as it has been found out that imagination can be very helpful to moving towards a sustainable future. How do we feel when we imagine and what does that do to us? We investigated how people relate to imagination in their everyday lives through hosting a workshop.

Kontakt / Contact

MA programme in Sustainable Management:

**For questions about the Summer Symposium
& inquiries about the MA programme**
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