

Dr Claire O'Neill

Cork University Business School, UCC.

- Research interests –
 - ‘everyday’ sustainable consumption
 - environmental education & children's perspectives on sustainability
 - social marketing
 - corporate social responsibility (CSR)
- Platforms – H2020 EU project – [2018 – 2021]
Prof Mary McCarthy & Dr Shadi Hashem
 - food sustainability in terms of supply and consumption





Sustainability Initiatives – Business

- Large & small companies taking a variety of actions
- Why?
 - Sprung from moral obligation or because of the ‘business-case’
 - Moving from niche to mainstream
- Main themes?
 - Plastic reduction targets and packaging re-design
 - Alternative energy (e.g. electric cars)
 - Enabling consumer sustainability (e.g. clothes recycling facilities)
 - Transparency
- Take home message?
 - More needs to be done
 - The demand argument (consumer-side)
 - The supply argument (CSR)
 - Governance, including legislation

Contact:
claireoneill@ucc.ie