



Felicity Small is a Senior Lecturer in Marketing Charles Sturt University, Bathurst, Australia in the School of Business. She currently teaches Social and Sustainability Marketing, Agile Marketing in a Disrupted World and Consumer Behavior.

Her research and teaching interests focus on social and sustainability issues. Recent research projects include developing and testing marketing communication materials to activate consumer markets for soil stewardship, examining the efficacy of soil certification programs, disability and tourism, and renewable energy and adoption of green leases.

She shares with us:

How we think shapes our experiences in the world. Educators play a fundamental role in teaching students 'what and how' to think about concepts and experiences. The Sustainability Mindset adds another dimension by explaining 'why' we should think about our values and subsequent actions. This kind of mindset can lead to active engagement with social and sustainability challenges. For example, my colleagues and I have recently collaborated in the design and development of a Community and Pollinator Garden on our home campus. Our garden was created to support biodiversity needs, to provide habitat for our local pollinators, as well as encourage staff and students to go outside and engage with nature. By being able to implement and showcase such a visible act of sustainability we can bring to life the principles behind the sustainability mindset for all who work at or visit our university to see.

Being part of the PRME WG on Sustainability Mindset will enable me and my colleagues to connect and engage with others, and as stakeholders with the group, we can share our struggles, and strategies. fsmall@csu.edu.au