

The background of the entire slide is a vibrant sunset or sunrise over a calm ocean. The sun is a bright, glowing orb in the upper right, casting a shimmering path of light across the water's surface. The sky transitions from a deep orange near the horizon to a lighter, hazy yellow at the top. Large, stylized silhouettes of yellow flowers are positioned in the corners: a large one in the top left, a smaller one in the top right, and a large, detailed one in the bottom right. The overall mood is warm, hopeful, and inspiring.

THE SUNRISE PROJECT

INSPIRING STUDENT SUSTAINABILITY RESEARCH



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WELCOME TO THE SUNRISE PROJECT.

What started as a British Council-funded collaboration between Bournemouth University and Universiti Sains Malaysia has grown from successful hybrid conferences into an inspiration for sustainability research. SUNRISE is a celebration of student participation, cross-cultural learning, and the power of sustainability research to connect people, places, and purpose.

Over the course of a year, our teams worked together – across borders, disciplines and time zones – to deliver a rich programme of digital mobility. Students and staff came together to share research, exchange ideas, and explore new ways of thinking about global challenges.

This book tells the story of **SUNRISE**. It captures the journey, celebrates the people involved, and showcases some of the impressive work produced along the way. We hope it serves as both a record of what was achieved – and a source of inspiration for what's possible next.



PROJECT CONTRIBUTORS

DR MILENA BOBEVA, DR VINA TAN PHEI SEAN,
 PROFESSOR FIONA COWNIE,
 DR REENA VIJAYAKUMARAN, DR NG THEAM FOO,
 DR ROBERTA DISCETTI, DR DAISY FAN, MS ANN KEE,
 MR IBRAHIM AWAWDEH, MS ANETA POSTEK-MIODUSZEWSKA,
 DR SIOK YEE CHAN, DR NURUL IZZAH ABDUL SAMAD,
 DR ZAFIRAH MOHD NOR, AND DR MOHD SHUKRI SHAFIE

OUR TEAM

Without a team of dedicated, inspirational people, **SUNRISE** would have remained nothing more than an idea. Thanks to all those who joined us on this journey.

Dr Vina Tan Phei San

Project lead (USM)
vina@usm.my

Associate Professor

Dr Ng Theam Foo

Deputy project lead (USM)
tfng@usm.my

Dr Reena Vijayakumaran

Deputy project lead (BU)
rvijayakumaran@bournemouth.ac.uk

Associate Professor

Dr Milena Bobeva

Project lead (BU)
mbobeva@bournemouth.ac.uk

Professor Fiona Cownie

Co-I with core responsibility
for communications and staff
showcasing event lead
(BU)
fjcownie@bournemouth.ac.uk

Dr Roberta Discetti

Co-I with core responsibility
as a student conference lead
(BU)
rdiscetti@bournemouth.ac.uk

Dr Daisy Fan

Co-I with core responsibility
as a student conference lead
(BU)
dfan@bournemouth.ac.uk

Ms Ann Kee Lee

SUNRISE Project manager (USM)
leeannkee97@student.usm.my

Mr Ibrahim Awawdeh

SUNRISE Research and
project assistant (BU)
iawawdeh@bournemouth.ac.uk

Ms Aneta Postek-Mioduszevska

SUNRISE social media assistant (BU)
apostek@bournemouth.ac.uk

Dr Siok Yee Chan

Co-I with core responsibility as SUNRISE
sustainability competition jury lead
sychan@usm.my

Dr Nurul Izzah Abdul Samad

Co-I with core responsibility as
student conference lead (USM)
izzahsamad@usm.my

Dr Zafirah Mohd Nor

Co-I with core responsibility as
coordinator Deaf workshop – Health
zafirah.mohdnor@usm.my

Dr Mohd Sukri Shafie

Co-I with core responsibility as coordinator
Deaf workshop – Sustainability
mohdsukri@usm.my

SETTING THE STAGE

The **SUNRISE** project officially began in November 2023, backed by the British Council's UK–Malaysia Going Global Partnerships Grant. Designed as a 15-month collaboration between Bournemouth University (BU) and Universiti Sains Malaysia (USM), **SUNRISE** set out to explore how digital and hybrid student mobility could build research capacity in sustainability.

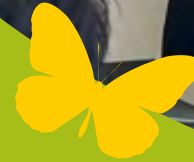
Preparations began immediately: partnership roles were confirmed, timelines agreed, events planned, and ethics reviewed. The team began curating themes aligned with the UN Sustainable Development Goals (SDGs) – including gender equality, sustainable food practices, tourism, marketing, and employability.



GOING LIVE

The first event, Celebrating Staff Excellence, kicked off on 24 April 2024, spotlighting impactful research from academics at BU and USM. Hosted simultaneously at both institutions and linked via Zoom, it showcased diverse sustainability themes, including safeguarding children on social media, preserving cultural heritage through design, and exploring the work-life balance challenges faced by women in public health. Six projects were selected for live presentations, while all submissions were shared via a co-created Padlet showcase – allowing asynchronous access and opening the door to future collaborations.





STUDENTS TAKE CENTRE STAGE

Next came Celebrating Student Innovation on 9 May 2024 – a student-led research conference highlighting undergraduate and postgraduate projects. BU Event Management students helped plan and host the event, gaining real-world experience while shaping the event's creative direction. At USM, a campus-wide call led to five student presenters sharing their projects, matched by five student presentations from BU, fostering interactive online engagement between the universities.



BUILDING BRIDGES THROUGH INCLUSION


On 26 May 2024, the Deaf-Hearing Workshop on Sustainability took place, introducing over 30 participants – including 11 from the Deaf community – to the SDGs through interactive, hands-on activities. This workshop sparked meaningful dialogue around accessibility and sustainable practices, laying the ground work for deeper engagement with the Deaf community.

FACILITATING STUDENT MOBILITY

Some BU students who had produced outstanding work were supported to apply for Turing grants, which helped them to visit USM in Malaysia. They immersed themselves in local initiatives ranging from social entrepreneurship and mental health support to indigenous living practices. This visit exemplified SUNRISE's ambition to embed sustainability within experiential student mobility. Reciprocating the experience, three USM students visited BU from 18–30 October 2024, opting for slow travel methods to minimise their carbon footprint. Their journey – partly by air with carbon offsetting and partly by train and bus – became a living case study on sustainability in action.

SUNRISE STUDENT SUSTAINABILITY CHAMPION AWARD

As students and staff showcased their research, we developed a recognition scheme for students, giving students evidence of their achievements around sustainability. The SUNRISE Student Sustainability Champion Award was rolled out at BU providing academics with a route to nominate students who had engaged with sustainability. The scheme was then extended to USM students.



CELEBRATING COLLABORATION

The final event, Inspiring International Collaboration, brought together postgraduate researchers, student mobility participants, and invited guests to reflect on their **SUNRISE** experiences. Accessibility, inclusion, and sustainability remained at the forefront, highlighting initiatives such as BU's assisted learning support services and USM's engagement with the Malaysian Deaf community. This gathering further strengthened connections and inspired ongoing dialogue around sustainability.

CONTINUING INCLUSIVE ENGAGEMENT

Building on the success of earlier inclusive workshops, the **SUNRISE** Inclusive Health Workshop for the Deaf and Hearing Community on 28 June 2025 focused on healthy ageing, nutrition, and strength exercises. This event, held at USM in Kuala Lumpur, brought together 30 Deaf and 11 hearing participants in interactive sessions designed to empower attendees through practical knowledge and inclusive communication.

INSPIRING COMPETITION

June 2025 saw the launch of the **SUNRISE** sustainability competition, encouraging students from BU and USM to share their sustainability projects on social media. The competition highlighted practical sustainability actions, awarding prizes both to individual participants and sustainable organisations of their choice.



LOOKING AHEAD

As **SUNRISE** drew to a close, it left a powerful legacy:

- A blueprint for running inclusive, hybrid sustainability research events
- A growing network of students and academics committed to the SDGs
- A recognition scheme to celebrate student-led impact
- A digital showcase (via Padlet) that lives on beyond the project

SUNRISE demonstrated the possibilities when student mobility is reimagined for a digital-first, sustainability-conscious world. Crucially, it showed that co-creation, trust, and collaboration can transcend institutional boundaries – and illuminate the path for future global partnerships.

A SHARED SUSTAINABILITY FOCUS

At the heart of **SUNRISE** was a commitment to sustainability as a tangible framework for research, collaboration and action. The project focused on five interlinked themes, each chosen for its relevance across both Malaysian and UK contexts.

Underpinning everything was a dedication to managing the project in an agile manner, which allowed us to stay attuned to opportunities to expand the scope of the project. One examples was the organisation and delivery of events to the Deaf community in Malaysia, highlighting an emerging theme we will recommend for adopters of our approach to consider: Inclusive and equitable education for all.



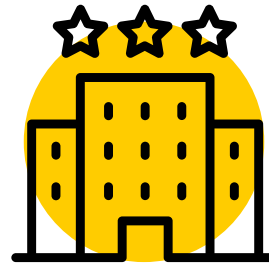
FOOD, NUTRITION AND EATING BEHAVIOUR

Exploring health, consumption and the cultural dynamics of sustainable diets



GENDER EQUALITY

Investigating equity in education, employment and community participation



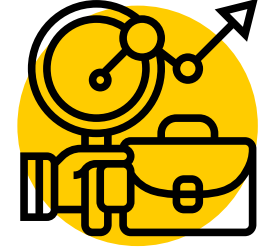
TOURISM AND HOSPITALITY

Understanding sustainability in travel, culture and local economies



SUSTAINABILITY MARKETING AND COMMUNICATION

Examining how sustainability is framed, communicated and perceived



SUSTAINABILITY AND EMPLOYABILITY

Linking green skills, values-driven work, and future graduate opportunities



These themes guided the structure of all three **SUNRISE** events and shaped the selection of student and staff showcases. They also reflected the interdisciplinary strengths of both universities – from health sciences and social justice to business, media, and tourism.

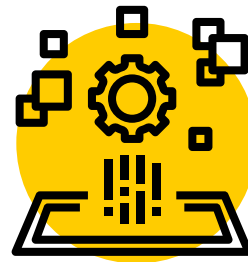
A HYBRID MOBILITY MODEL

Rather than defaulting to physical travel, SUNRISE took a hybrid approach. This meant:



HOSTING THREE MAJOR EVENTS

Each held simultaneously at BU and USM, with livestreaming and online participation



USING DIGITAL PLATFORMS

Including Padlet, Zoom and Teams – for presenting, networking and archiving work



SLOW TRAVEL

A small group of Malaysian students visited BU with their carbon footprints offset.

The theme of inclusive and equitable lifelong education for all (SDG 4) guided the structure of all **SUNRISE** events and shaped the selection of student and staff showcases.

This approach was a pedagogical statement: sustainability begins with how we collaborate. By modelling low-carbon, inclusive exchange, **SUNRISE** extended the work on collaborative online international learning (COIL) projects and set a precedent for future student mobility initiatives.



AN INCLUSIVE, STUDENT-LED ETHOS

SUNRISE wasn't something done to students. It was co-created with them.



BU Event Management students helped design and run the second conference



Student research projects drove the content and discussions



Accessibility and inclusion were integrated from the start, with attention to neurodiversity, disability, language, and cultural context. In particular, **SUNRISE** benefitted greatly from the input of Deaf participants – ensuring everyone had access to the knowledge created through the project was integral to every output.

This participatory ethos helped **build trust, deepen engagement, and spark creative outcomes**—many of which went beyond the project brief.

Drawing from **SUNRISE**, we define collaboration as

“Working together to a joint aim bringing different skills, perspectives and knowledge to conceptualise, construct and implement activity around sustainability. Collaboration is underpinned by trust and characterised by a desire to learn, adapt and be agile facilitating valued unanticipated aims and practice.”

(Cownie and Bobeva 2025)

A LEARNING BLUEPRINT

Alongside the events, the team developed a working blueprint for inclusive, sustainable research mobility. Based on lived experience and refined through feedback, it includes:



**Checklists and planning
tools for hybrid
events**



**Recommendations for
balancing digital access and
in-person connection**



**Strategies for recognition,
motivation and long-term
collaboration**



**Reflections on what
worked – and
what didn't**



This blueprint, along with the rest of the outputs from this project, will be shared with UK-Malaysia University Consortium members and wider networks, offering practical guidance for institutions looking to adopt similar models.

November 2023

Project launch

- **SUNRISE** officially begins following successful British Council grant award
- Kick-off meetings, roles agreed, hybrid infrastructure planned
- Themes aligned to the UN Sustainable Development Goals (SDGs)

April 2024

Hybrid Event 1 – Celebrating Staff Excellence

- Staff from BU and USM present research on sustainability themes
- Event livestreamed across both campuses
- 42 participants

First wave of Padlet content published

- Kickstarts cross-institutional interest in showcasing sustainability work

June 2024

PRME Conference, Exeter

- Interim **SUNRISE** outcomes presented to an international audience
- Positive feedback fuels ideas for future partnership expansion

SUNRISE

NOVEMBER
2023

FEBRUARY
2024

APRIL
2024

MAY
2024

JUNE
2024

MILESTONES

The **SUNRISE** project unfolded across 15 months, guided by a shared ambition: to create meaningful student engagement with sustainability through hybrid, cross-border collaboration. Here are the key milestones that shaped the journey.

February 2024

- Digital infrastructure and outreach
- Padlet showcase platform created
- Social media campaign launched across BU and USM
- Call for student and staff project submissions goes live

May 2024

Hybrid Event 2 – Celebrating Student Innovation

- Student-led research conference organised by BU Event Management students
- 88 participants from both institutions
- Fast-paced Pecha Kucha-style presentations, breakout rooms, and a sustainability quiz
- New ideas surfaced for future staff-student co-creation

Deaf-Hearing Workshop on Sustainability

- 30+ participants including 11 Deaf attendees
- Introduced SDGs and explored inclusive practices through hands-on sessions

October 2024

- USM student visit to BU
- Slow travel used to reduce carbon footprint
- Students documented sustainability practices observed en route and at BU
- **SUNRISE** legacy work begins

Hybrid Event 3 – Inspiring International Collaboration

- Final **SUNRISE** event brings together staff, students, and alumni
- Focus on inclusivity, accessibility and digital mobility
- Presentations by PGRs and mobility participants
- BU's ALS team and USM's Deaf Community initiative featured
- Personal reflections from travelling USM students shared in video diaries

June 2025

SUNRISE Sustainability Competition

- Students from BU and USM share their work via social media
- Winners announced in early July; prizes support students and sustainability-focused NGOs

Inclusive Health Workshop for Deaf and Hearing Community

- Focus on healthy ageing through nutrition and strength-based activities
- 40+ participants engage in hands-on sessions and inclusive dialogue

JULY
2024

July 2024

- BU student visit to USM
- Immersive experience covering social entrepreneurship, public health, and cultural sustainability themes



OCTOBER
2024

JANUARY
2025

January 2025

Student mobility

- Wrap-up and legacy building
- Development of SUNRISE blueprint begins
- Final Padlet entries collated and archived
- Internal evaluations and planning for future mobility initiatives
- Final reporting and communications to British Council

JUNE
2025

July 2025

Presentation at PRME and CAN conferences

- Dissemination
- This **SUNRISE** digital artefact published – celebrating outcomes, stories, and recommendations – is shared with stakeholders and partner networks

JULY
2025

STUDENT AND STAFF SHOWCASES

One of the most powerful elements of the **SUNRISE** project has been the opportunity to spotlight research, projects and practice that connect students and staff across cultures, disciplines, and institutions. These showcase entries reflect the diverse ways participants have engaged with the UN Sustainable Development Goals (SDGs), bringing fresh insight, creativity and impact to complex global challenges.

Each project selected for this section was originally shared via the **SUNRISE Padlet exhibition** or presented during one of the hybrid events. We've grouped them around the project's six thematic areas:



Food, nutrition and eating behaviour



Gender equality



Tourism and hospitality



Sustainability and employability



Sustainability marketing and communication



Other sustainable projects

For each theme, we've highlighted two projects that reflect a balance of perspectives, disciplines and approaches. Some are student-led. Others feature academic research, live briefs or field-based studies. All demonstrate what's possible when learning, research and sustainability come together with purpose.



FOOD, NUTRITION AND EATING BEHAVIOUR



Plant-based meat alternative of the future

Author: Dr Tauheed Ramjaun (Bournemouth University)

This Master's-level branding project challenged students to look beyond today's market and imagine the plant-based meat alternatives of tomorrow. Developed in collaboration with a specialist food-sector brand agency, the brief required students to conceptualise an innovative brand and product range, then reflect critically on sustainable marketing practices in the food industry. The assignment's dual structure – brand development plus an individual think piece – combined creative thinking with academic rigour. Feedback from both students and the partner agency highlighted the success of the format in enhancing understanding of SDG 3 (Good Health and Wellbeing) and BU's sustainability goals.

Orange kombucha leather – a nutritious and sustainable snack

Author: Ms Joanne Teng Bing Hwa (Universiti Sains Malaysia)

This innovative project explores the creation of a probiotic-rich fruit leather made from excess oranges and kombucha SCOBY. Vacuum drying retains the probiotic benefits, while the product offers a healthy, child-friendly alternative to sugary snacks. High in fibre and vitamin C, the snack promotes digestive and immune health, aligns with zero-waste principles, and helps reduce food surplus. With clear relevance to SDGs 2, 3 and 12, this project is a compelling example of how simple innovations in food design can support healthier diets and more circular food systems.



GENDER EQUALITY



Women between home and work responsibilities

Author: Dr Sukanya Ayatakshi and Dr Jiselle Steele (Bournemouth University)

This qualitative study explores how women entrepreneurs navigated the intensified pressures of home and work life during the pandemic. Drawing on interview data, the research reveals that many women relied heavily on informal social relationships in the absence of formal support systems. It highlights how domestic labour continues to shape women's professional opportunities and decisions, particularly in crisis contexts. The project adds depth to ongoing conversations around gender equity, entrepreneurship and resilience – providing insights that can inform policy, workplace support structures and future crisis planning.

Youth disability activism in East Africa

Author: Dr Catalin Brylla (Bournemouth University, Co-Investigator)

Part of an AHRC-funded collaboration, this project supported young disabled women in Tanzania to run digital advocacy campaigns that challenged gender – and disability-based discrimination. The first campaign trained youth in Zanzibar on how to use social media for employability and rights advocacy. The second, based in Dar Es Salaam, used music and video storytelling to shift public attitudes towards people with disabilities. These creative campaigns embody inclusive, student-led communication for social justice – amplifying voices often marginalised and modelling how media can drive cultural and structural change.



TOURISM AND HOSPITALITY



Encouraging tourists to use public transportation in tourist destinations

Author: Mr Wookjun Lee (Bournemouth University)

This study examines the transport habits of South Korean tourists visiting the UK, exploring how public transport usage shifts in new cultural and infrastructural contexts. Applying motivation theory and social practice theory, the research investigates behavioural drivers, policy interventions and the attitude-behaviour gap. By promoting sustainable travel at the destination level – not just the journey to it – this work contributes to more climate-conscious tourism planning and highlights how tourist mobility choices intersect with global sustainability goals.

Innovative approaches in soil exploration for sustainable infrastructure

Author: Mr Dick Mbuotidem David (Universiti Sains Malaysia)

This project brings cutting-edge geophysical and machine learning methods to soil and site assessment – an essential, but often overlooked, foundation of sustainable tourism infrastructure. Accurate soil analysis helps ensure safety, accessibility and resilience in hospitality and tourism development, particularly in geologically complex regions. By combining seismic and electrical imaging with AI-driven classification models, the study supports smarter decision-making for hotels, trails, eco-parks and resorts. It offers real benefits for sustainable tourism design, environmental impact mitigation, and the long-term viability of built assets in emerging tourism destinations.



SUSTAINABILITY AND EMPLOYABILITY



Career storytelling for the Sustainable Development Goals (SDGs)

Author: Dr Karen Cripps, Dr Cathy D'Abreu, Associate Professor Milena Bobeva (Bournemouth University)

This co-created masterclass series aimed to help students recognise and communicate how their career aspirations align with the UN SDGs. Delivered across 18 UK campuses to over 800 students, the sessions embedded sustainability competencies, employability frameworks, and narrative techniques to equip students with tools for articulating purpose-driven career stories. Each participant created a personalised storyboard to use in applications and interviews, supported by a digital resource hub for educators. The project demonstrated how framing careers as a 'call to action' can boost confidence, foster sustainability mindsets, and prepare graduates for meaningful, values-led employment.

Bee-lieve it or not – Stingless bee farming for a healthier, greener future

Author: Ms Nurin Ramlee (Universiti Sains Malaysia)

This initiative explores the environmental and economic potential of stingless bee farming as a sustainable livelihood model. These bees play a crucial role in pollination and ecosystem balance, while their cultivation creates employment opportunities in rural communities. The project combines scientific innovation, training and capacity-building to enable scalable, responsible apiculture. In doing so, it not only enhances biodiversity and food security but also opens new markets for bee-derived products with health, research and commercial value. The programme exemplifies how green entrepreneurship can drive both sustainability and economic inclusion.



SUSTAINABILITY MARKETING AND COMMUNICATION



Promoting sustainability through behavioural messaging

Author: Dr Rutherford (Bournemouth University)

As part of a live brief, MA Advertising students were challenged by BU's Sustainability Office to design creative messaging that would shift student attitudes and behaviours around environmental and climate issues. The question: *"If you wanted to prompt BU students to change their behaviour, what would you say? How would you say it?"*

Encouraging students to think both strategically and emotionally, the project fostered critical engagement with real-world sustainability goals and applied marketing techniques in service of social change. The output exemplified how communications education can support SDG-aligned behavioural change within university communities.

Purposeful and unintentional greenwashing in Higher Education

Author: Professor Fiona Cownie (Bournemouth University)

This pilot research investigates the prevalence of greenwashing – both intentional and unintentional – within UK higher education institutions (HEIs). Drawing on findings from marketing and sustainability departments, it highlights how a lack of sustainability literacy and weak cross-departmental collaboration can result in misleading communications, even when well-intentioned. The work proposes further research and policy guidance to help HEIs promote genuine sustainability practices, strengthen green trust, and equip students with models of responsible communication. It's a timely contribution to both institutional accountability and the training of ethically aware marketing professionals.



OTHER SUSTAINABILITY PROJECTS

Aligned with a range of UN SDGs through research, policy, education and practice beyond traditional categories

Mass grave protection, investigation and engagement (MaGPIE)

Author: Ms Emily Fisher (Bournemouth University)

MaGPIE is a groundbreaking five-year research project tackling the global, under-examined issue of mass graves. These sites hold vital evidence for truth, justice, and accountability following conflict, disaster, and systemic violence – but to date, no universal human rights framework exists for their protection. This project responds directly to SDG 16 (Peace, Justice and Strong Institutions) by developing a globally applicable rights-based approach to mass grave protection. Through international collaboration, public engagement and policy development, MaGPIE aims to shape how nations and communities address one of the most sensitive and urgent sustainability challenges of our time: the ethical stewardship of the past in pursuit of a just future.

Sustainable production of high-quality duckweed feedstock using inland fish farm wastewater

Author: Associate Professor Dr Derek Chan Juinn Chieh (Universiti Sains Malaysia)

This research addresses one of aquaculture's biggest challenges: wastewater pollution. Duckweed – a fast-growing aquatic plant – was trialled as a phytoremediation tool to filter and absorb pollutants while simultaneously producing nutrient-rich biomass. The study demonstrated duckweed's ability to remove up to 99% of harmful compounds while generating high-value feedstock for animal feed and biochar. By turning waste into resource, the project supports circular economy principles, strengthens food systems, and reduces aquaculture's environmental footprint – all key actions under SDGs 6, 12 and 13.





FOOD, NUTRITION AND EATING BEHAVIOUR

FULL PROJECT INDEX

Active doctors, active patients – physical activity consultations for health

Ms Lee Ann Kee (USM)

Are French adults consuming soft dairy products? A study exploring dairy intakes and eating patterns among French adults aged 18–44 years old

Ms Caterina Franzon (BU)

Banana finger millet energy drink

Ms Komaala Balasubramaniam (USM)

Efficient micropropagation of white strawberries for sustainable agriculture

Mr Ayyagari Ramla (USM)

Exploring food insecurity & sustainable food in rural India

Dr Reena Vijayakumaran (BU)

Exploring seaweed as a sustainable source of bioactive compounds

Mr Ahamd Fakhzan (USM)

Little Antartica microbe cleaning up mercury pollution

Mr Jiei Kobe (USM)

Orange kombucha leather – a nutritious and sustainable snack

Ms Joanne Teng Bing Hwa (USM)

Plant-based meat alternative of the future

Dr Tauheed Ramjaun (BU)

Rice bran – transform from waste to valued, non-synthetic food emulsifier

Ms Nurul Najihah Ilias (USM)

Sustainability in every sip

Ms Lois Betts (BU)

Sustainable solution to food and nutrition security

Dr Musfirah Zulkurnain (USM)



GENDER EQUALITY FULL PROJECT INDEX

British girls' comics

Dr Julia Round (BU)

Women: between home and work responsibilities

Dr Sukanya Ayatakshi-Endow and Dr Jiselle Steele (BU)

Gender and bias in crowdfunding

Dr Sukanya Ayatakshi-Endow (BU)

Impact of LGBTQ+ representative mock-juries on mock-juror bias guilty verdicts in transphobic hate crime cases

Mr Amrik Singh (BU)

Understanding women's experiences on menopause in the UK

Ms Jodie Ball (BU)

Youth disability activism in east Africa

Dr Catalin Brylla (BU)



TOURISM AND HOSPITALITY FULL PROJECT INDEX

Encouraging tourists to use public transportation in tourist destinations

Mr Wookjun Lee (BU)

Innovative approaches in soil exploration

Mr Dick Mbuotidem David (USM)

Preparedness of geo-tourism facilities in disaster mitigation

Mr Tomi Agfianto (BU)



SUSTAINABILITY AND EMPLOYABILITY

FULL PROJECT INDEX

Action towards sustainability

Ms Izzy Chalk (BU)

Bee-lieve it or not – stingless bee farming

Ms Nurin Ramlee (USM)

Career storytelling for the Sustainable Development Goals (SDGs)

Dr Karen Cripps, Dr Cathy D'Abreu, Associate Professor Milena Bobeva (BU)

Child domestic work in Nigeria: a holistic contextualisation

Dr Sachiko Takeda, Dr Maureen Kehinde, and Professor Gbola Gbadamosi (BU)

Disability support and interventions

Mrs Aziean Binti Jamin (BU)

Exploring key factors for quality education projects by NGOs

Ms Sidra Shahid, Associate Professor Dr Martyn Polkinghorne, Associate Professor Dr Milena Bobeva (BU)

Making CLT relevant to university students

Ms Shenel McLawrence (BU)

Speed-you-up

Dr Esther Anwuzia (BU)

The emergence of membership models

Ms Mary Hogarth (BU)



SUSTAINABILITY MARKETING AND COMMUNICATION

FULL PROJECT INDEX

BCP/BU air quality – particulate matter animation

Mr Joseph McMullen (BU)

Climate, creatives and change

Dr Kathryn McDonald (BU)

Enhancing students' marketing communications knowledge and skills

Associate Professor Kaouther Kooli and Dr Ediz Akcay (BU)

Impact of AI-shopping tools on consumer wellbeing

Nora Theresa Campbell (BU)

Interactive digital narratives

Dr Lyle Skains (BU)

Local cinema and filmmaking

Dr James Fair (BU)

Promoting sustainability

Dr Rutherford (BU)

Purposeful and unintentional greenwashing in higher education

Professor Fiona Cownie (BU)



OTHER SUSTAINABILITY PROJECTS

FULL PROJECT INDEX

A novel creative strategy to increase the acceptance of adopting recycled plastic

Mr Saud Sulaiman (BU)

A socio-legal comparative study of safeguarding for children on TikTok

Mr Macdonald Amaran (BU)

Curriculum design and sustainability in Higher Education practice

Dr Uma Patel and Dr Ben Goldsmith (BU)

Developing SDG-13 climate action awareness in Vietnamese Higher Education

Associate Professor Milena Bobeva (BU)

Exploration of the meaning of participation for older adults from diverse cultural backgrounds: participatory action research

Ms Büşra Yildiz (BU)

Factors that influence the purchasing decisions for sustainable fashion

Ms Mabel Suglo (BU)



OTHER SUSTAINABILITY PROJECTS

FULL PROJECT INDEX

Integrating journalism education and the sustainability agenda

Professor Fiona Cownie and Dr Michael Sunderland (BU)

Investigation into the work-life balance of female employees in the public health sector

Ms Princess Tetteh-Cudjoe (BU)

Involvement of elderly in different cultures

Ms Büşra Yildiz (BU)

Mass grave protection, investigation and engagement (MaGPIE)

Ms Emily Fisher (BU)

Quests of the earth's future: a transport perspective

Mr Rama Permana (BU)

Reusing 'single-use' medical devices in the UK

Mr Matthew Edge, Dr Sid Ghosh and Dr Danni Liang (BU)

Semiotic Analysis and Design Strategy for Preserving Cultural Heritage In Najd Door Motifs

Ms Afnan Batterjee (BU)

Sprout: PGR sustainability collective

Professor Fiona Cownie (BU)

Sustainable production of high-quality duckweed feedstock

Associate Professor Dr Derek Chan Juinn Chieh (USM)

WHAT WE LEARNED

SUNRISE was an dynamically evolving, organically adaptive experiment in cross-institutional collaboration, fostering student agency and engaging with sustainable practice. Along the way, we encountered challenges, celebrated successes, and uncovered valuable lessons that will shape future mobility and sustainability initiatives.



Hybrid works – but needs designing well

Hybrid delivery offered flexibility and reach, but it wasn't frictionless. Time zones, bandwidth issues, integration and compatibility challenges, and digital fatigue were real barriers – especially during interactive sessions. Success relied on:

- ***Thoughtful scheduling and testing***
- ***Support roles for technology and moderation***
- ***Padlet as a persistent, low-barrier space for sharing work***



Co-creation builds community

Student involvement was central to the success of **SUNRISE**.

Co-creation helped build ownership, deepen engagement and bring fresh energy to the events.

- ***BU Event Management students helped run the May conference***
- ***Project assistants were active Student co-authors of the submission for the 12th Change Agents Network conference (27, 29 May 2025):***
"Students as agents for inspiring and building capacity for sustainability research"
- ***Participant feedback inspired the creation of the SUNRISE Student Sustainability Champion Award***



Recognition matters

Celebrating student achievements wasn't a side benefit – it was a catalyst. The **SUNRISE** Student Sustainability Champion Award gave visibility to important work and boosted student confidence and employability. All nominees received certificates, with top winners awarded prizes. The SUNRISE Sustainability competition showcased students' ideas, proudly presenting their work through their chosen social media channels, amplifying their voices and inspiring others to take actions for causes they believe in.



Inclusivity must be built in – not bolted on

SUNRISE actively addressed inclusivity from the start, prioritising accessibility tools, diverse voices, and user-friendly digital spaces. Engagement with BU's ALS services and USM's Deaf community workshops surfaced practical insights into making content and events accessible to neurodivergent students and those with different abilities, ensuring all participants could fully engage with **SUNRISE** activities.

HOW DID WE DO?

The **SUNRISE** project was ambitious in scope, aiming to reimagine international collaboration through hybrid mobility while building research capacity in sustainability. Feedback from participants highlighted both achievements and areas for growth across the project's four key objectives:



1. Leveraging student mobility for sustainability research and action

SUNRISE successfully enabled students to participate in sustainability-focused research activities, with several showcasing work aligned to the SDGs. Engagement was consistent across both institutions, though some noted the potential for deeper integration of sustainability themes in future iterations.



3. Exploring hybrid mobility as a sustainable alternative

The hybrid model offered clear benefits – reduced travel, increased access and flexibility – but also revealed challenges around digital fatigue and participation equity. Participants valued the approach but highlighted the need for clearer guidance and support to make it more effective.



2. Providing a platform to showcase student and staff research

This was one of the strongest outcomes. Events like the Celebrating Student Innovation event and PRME Global Forum presentation created meaningful opportunities for visibility, confidence-building and interdisciplinary exchange.



4. Building global networks

While connections were formed between individuals and teams, this was identified as an area for development. Short project timelines and limited overlap between groups made it harder to sustain deeper collaborative relationships.

OUTCOMES

- Creation of a framework for inclusive, hybrid sustainability events
- Increased student participation in cross-institutional global sustainability discussions
- Emerging cross-cultural academic exchange, with scope for longer-term partnerships
- Wider visibility of student sustainability research inspiring wider public engagement.
- The development of the SUNRISE sustainability card game, designed for a hybrid and collective online international learning environment

RECOMMENDATIONS

For institutions or partnerships looking to adopt or adapt this model, we offer six key recommendations:

1

Design hybrid from the ground up

Don't retrofit face-to-face events – plan for digital-first participation, with clear backup plans.

2

Make students collaborators, not just contributors

Involve students in design, delivery and reflection. Co-creation strengthens commitment and produces better results.

3

Invest in asynchronous engagement tools

Platforms like Padlet offer flexible access, visual storytelling, and long-term visibility for sustainability research.

4

Embed inclusion into every stage

Consider language, time zones, access needs, and digital equity. Consult early with learning support services.

5

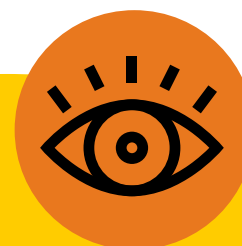
Celebrate and share success

Recognition schemes and digital artefacts extend project life and amplify its impact.

6

Allow more time and repeat requests

This will help to accommodate target audience workloads and milestones.



LOOKING AHEAD

SUNRISE has shown what's possible when student mobility is reimagined through a sustainability lens. We've seen new networks form, research ideas take flight, and confidence grow – especially among students who may never have participated in a traditional mobility programme.

Our hope is that others will take this blueprint, adapt it to their own contexts, and continue the work of connecting students across borders to tackle the global challenges of our time.

SUNRISE was never just a project. It was a spark – now let's keep the fire going.

My presentation at SUNRISE was an energising milestone in my journey to integrate sustainability into UK healthcare innovation. I had the opportunity to share insights on reprocessing single-use medical devices, backed by lifecycle analysis and eco-design principles. I witnessed genuine curiosity from students and staff regarding sustainable practices to reduce carbon footprints without compromising patient safety.

Matthew Edge, BU student

The SUNRISE program has been a truly inspiring initiative that exemplifies the power of collaborative research to advance sustainability science while fostering meaningful academic and human connections across institutions and borders. The partnership between Bournemouth University and USM has not only created a dynamic platform for addressing pressing food, environmental and societal challenges but has also catalyzed an interdisciplinary exchange of ideas, values, and innovations

Fira, USM Lecturer

Attending the SUNRISE Sustainability event was truly inspiring. I was impressed by the creativity and passion students showed in addressing sustainability issues through engaging social media content. It's a refreshing way to communicate research and real-world impact, and I left the event motivated by how youth-led initiatives can spark genuine change.

Dr Derek Chan, Associate Professor, USM

Presenting my research on gender issues and entrepreneurship at the SUNRISE Sustainability Conference at Bournemouth University was a truly rewarding experience. The conference provided an excellent platform to share ideas, deepen understanding, and explore interdisciplinary perspectives. I appreciated the supportive environment and the opportunity to highlight the importance of gender equity in entrepreneurial ecosystems.

Dr Sukanya Ayatakshi-Endow, Principal Academic, BU

SUNRISE SUSTAINABILITY SOCIAL MEDIA COMPETITION WINNERS

Click on the project title to find out more.

As part of the **SUNRISE** project, we encouraged students to share their work via social media.
Here we celebrate the winners from each university.



First prize winner

**The consciousness of sustainability in the K-Pop industry:
A case study "Selling albums waste"**

Chanaradee Taiyaijeed

Second prize winners

Dress to invest – A charity auction event

Madison Morters

Vinted Connect

Natasha Turple

Third prize winner

CRYOSPHERE: A Public Meltdown

James Killick

The Deceptors: Trust No One

Nicola Anstiss

An exploration into delegate well-being experiences:

**Developing a subjective well-being model for association
conferences**

Brianna Ryder-Maki



First prize winner

Plastic waste audit at River Prai
Nivetha Kannan

Second prize winners

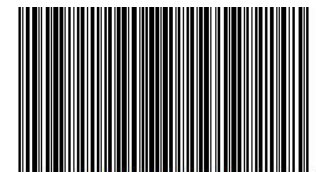
Papaya research

Rukayat Ibiwumi Ajetunmobi-Adeyeye

Third prize winner

Mealworm waste

Kearthika Thanabalan



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