

Laudato Si' Goals
Ecological Education—brought to you by the SEED Fellows

Ecological Education refers to the need to re-think and re-design curricular and institutional reform in the spirit of integral ecology to foster ecological awareness and action.

The **SEED Fellowship** is a year-long sustainability leadership program hosted by the Anderson College of Business' **Sustainable Economic and Enterprise Development (SEED) Institute**. The SEED Fellowship is one example of how Regis is transforming business education to honor humanity and our planet's life support systems. Today's activity is a taste of the kinds of topics and activities with which you could engage as a SEED Fellow. You will also be able to meet some outstanding SEED Fellows!

Instructions:

- The SEED Fellows will divide you into approximately 12 groups of 5 people
- Each group will be asked to take the perspective of one of the following stakeholders
 - **CEO:** The Chief Executive Officer is a corporate executive responsible for managing an organization and maximizing the value of a business.
 - **Employee:** Employees contribute labor and expertise to an organization in exchange for monetary and other forms of compensation.
 - **Shareholder:** A shareholder (or stockholder) of a corporation is a person or legal entity that is a legal owner of shares of the share capital of a corporation. Shareholders can influence company decisions but are not liable for the corporation's debts.
 - **Supply chain member:** Supply chain members are businesses or individuals that help bring products to consumers. They include manufacturers, distributors, wholesalers, retailers, etc.
 - **Consumer:** A consumer is a person or group that intends to purchase and use goods and services.
 - **Local community member:** Local community members live near the business that is operating and may or may not be customers of that business. The local community also includes the natural environment that surrounds the business.
- Read the scenario below and, as a group, discuss the following questions through the lens of your assigned stakeholder:
 - How will this decision impact you?
 - As a decision-maker in relation to McDonald's, what kinds of considerations do you need to take into account? What would you do and why?
- You may want to explore the UN's 17 Sustainable Development Goals to understand the many issues that constitute sustainability: <https://sdgs.un.org/goals>
- Assign one person in your group to take notes and another to report out when we come back as a large group.

Scenario:

McDonald's is thinking about sourcing all of its food products locally from organic farms. Doing so would reduce emissions and support local producers and organic farming practices, but menu items would be more expensive, at least in the short-term, and the restaurant caters to price-sensitive consumers. Should McDonald's make this transition, and if so how? Please refer to the two questions above when responding.