

Advancing sustainable local enterprise through co-creation and ethical consumerism

About

Emma Connor has led an innovative co-creation project in partnership with a local artisan business in Greenwich, London. The initiative focuses on advertising strategy for sustainable production, ethical consumerism and local entrepreneurship.



Work

At the heart of this collaboration is the opportunity for students to design a creative advertising strategy that simulates the environment of a professional agency. Emma's project allows students to work directly with the artisan founder, a local entrepreneur deeply embedded in the Greenwich community, to develop an advertising and promotional strategy narrative that reflects the brand's commitment to ethical production, responsible sourcing and cultural heritage.

Through drama-based techniques, students learn how to engage audiences in the values of sustainability and ethical consumerism. This interactive approach enables students to experiment with storytelling, content planning brand engagement and creative communication while gaining hands-on experience in sustainable advertising.

Students have shared that the partnership has inspired them to consider how sustainability can help revive endangered crafts, how Victoria's workshops matter to connecting the Greenwich community and the resilience required by entrepreneurs to bring a sustainable business to life. view ethical consumerism and sustainable production as viable, impactful career paths. Moreover, this experience equips them with practical skills that are directly applicable to their future professions in advertising, marketing and beyond.

Emma's project exemplifies how academic institutions can drive sustainability through local partnerships. By bringing students into the fold of a sustainable, artisan business, Emma has provided a blueprint for how higher education can support responsible consumption and sustainable production at a community level. This collaboration underscores the importance of ethically sourced materials, small-scale craftsmanship and the cultural relevance of locally made goods, all while creating an educational environment that fosters respect for ethical consumerism.

SDGs

