



**Bournemouth
University**

“Raising awareness of this and other global issues in an interactive way, you will inspire young people to take action and make a difference.”

Gaynor Smith



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BUGLE

Bournemouth University Global Local Education

www.bournemouth.ac.uk/about/the_global_dimension/global_perspectives.html

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Would you like to join The British Red Cross Humanitarian Ambassador Project?

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Make a difference ...



There are 300,000 child soldiers around the world, some as young as eight

“For evil to take place, the acts of a few people are not sufficient; the great majority also has to remain indifferent. That is something of which we are all capable.”
Tzevetan Todorov

“Raising awareness of this and other global issues in an interactive way, you will inspire young people to take action and make a difference.” states Gaynor Smith, British Red Cross Young Persons Development Worker. The British Red Cross, the hub (Bournemouth University Student Union), and the Global Perspectives Group have launched a project, which provides BU students with an opportunity to get involved in activities to raise awareness of humanitarian crisis across the globe. The project is seeking volunteers with an interest in humanitarian issues.

At an introductory session held in February, Gaynor said, “We

consider enthusiasm more important than knowledge. Please come along and use your creative talents!” Full training and resources will be provided by the British Red Cross. Suggested activities are as follows:

- Delivering fun and dynamic workshops to groups of young people in schools and youth organisations.
- Developing games and activities that will explore subjects such as International Humanitarian Law, Refugees, and Child Soldiers.

This is a fantastic opportunity for BU students to gain experience in presentation skills and to build self-confidence while spreading the humanitarian message.

“Not only will you get to have fun and make a difference, this will also look great on a CV, especially if you are considering project management, youth work, teaching, or international development, as a career.”

Editorial

Welcome to the fourth edition of the BUGLE.

The BUGLE continues to highlight the variety of activities that fall under the banner of ‘global perspectives’ at BU. Increasing our understanding of global processes, global issues and sustainable development, seems vital if we are to secure a more harmonious and equitable world. Developing a global perspective is also a very important aspect of preparing graduates for global employability.

A range of educational events took place during Fairtrade Fortnight. Parents and prospective students were particularly interested in the Fairtrade stand at Open Day. One potential BU student commented: ‘I want to thank you. It may not seem much to you but Fairtrade makes a substantial difference to us in the Windward Isles.’ Making a difference to someone, somewhere, in another part of globe is something that we are not generally conscious of when we make decisions at the local level. However, developing an understanding of the impact of the local on the global and vice versa, could lead to better decision making.

As we mark the Bicentenary of Britain’s abolition of the Transatlantic Slave Trade, we cannot ignore the fact that 200,000 children from West and Central Africa are sold into slavery each year (UNICEF) and as many as 500,000 women are annually, trafficked into Western Europe alone (the International Organization for Migration). We hope that this issue of the BUGLE will trigger reflection on significant issues and inspire others, to champion change.

Chris Shiel
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“This campaign has the potential to make a substantial impact on the quality of healthcare in developing countries”

DR Tiki Pang of the WHO in supporting the international, regional and national co-operation aspect of HIFA 2015.

THE BIG LINK-UP

Academic Services (AS) and Partnerships in Health Information (Phi) held a workshop in December 2006 around the theme of Health Information and International Communities, drawing together delegates with an interest in global health information development.



Attending 10th AHILA Congress, Mombasa, Kenya
(Left to right) Jean Newman (Kenya Partnership Coordinator and Librarian Elizabeth Blackwell Library Government Office for the South West), Anne Marie Vincent (Library Officer, University of Sierra Leone), Shane Godbolt (Director, Phi), Nance M'jantu-Sie (Medical Librarian, University of Sierra Leone), Emma Stanley (Programmes Officer, Phi)

Current initiatives, such as the Health Information for All by 2015 Campaign (HIFA2015) and the recent Association of Health Information and Libraries in Africa (AHILA) conference in Kenya, provided the background to a workshop that explored the potential for joined-up activity to support the provision of health information on the ground in Africa. In supporting the international, regional and national co-operation aspect of HIFA2015, Dr Tiki Pang of the World Health Organisation said, “This campaign has the potential to make a substantial impact on the quality of healthcare in developing countries”.

Subscribing to the concept that harnessing international and local networks is key to success in maximising limited funding and reaching as far as possible with health information, many of the real challenges of working in partnership and in an African context were identified. The role that could be played by librarians in issues of health, disease and poverty was explored and the individual health workers' needs for skills, equipment, information, structural support, medicines, incentives and communication was discussed.

The Big Lottery Fund offers access to an International

Programme strand of funding for projects that tackle the causes of poverty and deprivation and make a long-term difference to the most disadvantaged people globally. Delegates concluded that a mechanism to improve mother and child health in Africa through repurposing health information and disseminating it through current technology would create a sustainable means of providing health information.

Kenya has a rapidly expanding technology with a growth in the number of mobile phones from one million to 6.5 million in only five years. A proposed BU/Phi initiative using wind-up

computers, solar printers, mobiles and an international network of health information providers forms the basis for the concept of developing a health information template for use in Kenya and suitable for rolling out into Africa as technology develops.

Further information
Please contact Pat Gargan (Project and Business Development Manager) at Academic Services on ext. 65476 pgargan@bournemouth.ac.uk

“Like anything, change can be a challenge. People think they are restricted but most of us are creatures of habit... start the same time, leave the same time... but we are flexible as well.”

Su Kensley

Contributing to Sustainable Development

Car Sharing

Staff and students at BU are increasingly taking up the challenge to reduce their impact on the environment by sharing their car journeys.



Car-sharing provides you with company during your commute to the University, helps reduce traffic congestion, pollution and pressure on parking and it is increasing in popularity.

Here at Bournemouth University we have our own Car Share Scheme within the liftshare network. With over 100 members now signed up, there is more chance than ever of finding a suitable match.

Su Kensley, Customer Support Team Leader in IT Services, is a member of the BU Car Share Scheme and shared her journey to work for over a year before her car share partner retired.

“It worked really well. We agreed that I would drive - she sold her car! We were both flexible in that if one of us needed to stay a bit later it wasn't a problem. If it was difficult, then my sharer went by bus or borrowed her husband's car for the day. I actually miss the company now!” said Su.

Su was contacted by her car share partner through the University car share scheme and would recommend it to others: “Like anything change can be a challenge. People think they are restricted but most of us are creatures of habit... start the same time, leave the same time... but we are flexible as well.”

As Debbie Fereday, an IHCS student on the Advanced Diploma in Mental Health Nursing explains, car sharing can also save you money: “The reduced outlay of money for parking, fuel and wear and tear on the car is an added bonus, but car sharing also allows us to share information about the course and chat which makes the journey less tedious. So far we have had no drawbacks and I would personally recommend it to others,” Debbie added.

For more information about the BU Car Share Scheme or to sign up, just visit the following web site:
www.liftshare.org/subsiteentry/bournemouthuni.asp

BU Bike User Group

Did you know that Bournemouth University has a Bicycle User Group? In fact the Group now represents the interests of more than 150 members.

If you want more say in what facilities are provided for cyclists at the University and throughout Bournemouth and Poole, want to meet up with other cyclists or simply get further advice on cycling, why not join BU Bike User Group (BUBUG).

Membership is free. Benefits include regular meetings, discounts at many Dorset cycle shops, a free Hi-Visibility jacket, plus access to offers, news, events and much more!

BUBUG members also automatically become members of Dorset Cyclists Network, giving you access to more discounts and input into local authority cycling plans.

To find out more, or to join the group, please contact the Chair, Martin Handford
Email: BUBUG@bournemouth.ac.uk Tel: +44 (0)1202 967334.

Further information is also available on the BUBUG website:
www.bournemouth.ac.uk/bubug





“it was clear that our confusion was a source of great amusement to the Chinese customers”

©Wendy Glyde

Enter the Dragon

Since 1998, Mark Ridolfo, Course Leader for BA (Hons) Business Studies in IBAL, has also been a visiting ‘professor’ to the prestigious China-Europe International Business School (CEIBS) in Shanghai. He has witnessed at first hand an array of culture clashes in the city where ‘East meets West’. In the first of a series of vignettes, Mark recounts some of his personal experiences . . .



©Wendy Glyde

The first time I went to Shanghai, the beautiful CEIBS campus in Pudong had not yet been built, so we were based in the district of Minhang, south of Shanghai, and taught our classes in rooms leased from Jiao Tong University. Staying in self-catering apartments and accompanied by a colleague from University College Dublin, I decided one evening to do some food shopping and cook a meal for us both. We went to the local supermarket and scoured the aisles. The problem however was that everything was in Chinese, with very rudimentary labelling, no way of telling whether the contents were animal, vegetable, mineral or other, and no English-speaking staff! As we examined with blank expressions the contents of various plastic containers, it was clear that our confusion was a source of great amusement to the Chinese customers, who soon began to try to explain to us what we were looking at. Confusion led quickly to frustration, which in turn gave way to resignation. We left empty-handed!

One thing that did strike us about our visit to that supermarket was the absence of ‘stuff’. Although we could not tell what things were, we nevertheless knew deep inside that everything in that supermarket was both necessary and unfettered by unnecessary packaging. Imagine my feelings five years later, when, based at the new Pudong campus, in the emerging export processing zone of Jinqiao, I made my first visit to the recently opened ‘Carrefour’ hypermarket. In aisle after aisle were perplexed Chinese shoppers examining with the intensity of key-hole surgeons a vast array of products they had no idea they didn’t need! Role reversal in all its glory!

Tribe of Doris

Each year, around the time of the August full moon, a caravan of the world’s music, dance and ritual wends its way to a field just outside the town of Wellington in Somerset. This is not a festival this is the Tribe of Doris, a week long intercultural summer school. People come to learn about other cultures.

Yvette Staelens, part-time Senior Lecturer in the School of Conservation Sciences is there. Yvette also works as a community musician and natural voice practitioner and she joins a group of teachers who teach from their own culture.

Doris is a phenomenon unlike any other. As a sample, here’s some of what the 2006 Doris had to offer; drum and dance from Guinea, djembe (Ivory Coast), brekete, songs and ceremony (Nigeria), M’Bira songs and ceremony and gum boot dance (Zimbabwe), Pandero (Brasil), Konnacol vocal percussion (India), drum, dance, songs and ceremony (Korea), dance, rhythm and ancestral sounds (Colombia), Bharatnatyam dance (South India), Capoeira (Brasil), Sabar and dance (Senegal), Arabic dance, Taiko (Japan), Orishas (Cuba), Xylophone (Uganda), Cherokee songs and music (USA), Dervish dance and ceremony (Indonesia), and the



traditional English folk songs that Yvette teaches. Children scamper with playmates from many cultures and languages and accents mingle in the cultural microcosm that is Doris.

This is spiritual refreshment unlike any other and it is the reason that 1,000 people come each year to take part. It also gives hope to everyone for the future, as we see our children recognise that they are part of a BIG world of wonderful people, people not quite like them and yet so. Certainly all those there believe that Doris is a small

step towards a world that values difference and it also exemplifies the power of music in the creation of inter-cultural understanding. See you there.

Yvette Staelens
Senior Lecturer Heritage and Museums
School of Conservation Sciences
ystaelens@bournemouth.ac.uk

Links
www.tribeofdoris.co.uk
www.rootsquartet.com (my music website)

"Looking back, it dawns on me that I have gained more in this one year than I could have ever imagined - satisfying both personal and professional goals and giving me an incredible insight into the world at large."

Lois Sellwood

Experience Europe with Socrates - Erasmus



Justyna Tarwid (3rd from left) with other students from BABSL

Justyna Tarwid, a 2nd year student on Business Studies with Languages (BABSL) carried out a study exchange in Germany:

My Erasmus exchange at FH Coburg in Germany was a memorable experience which turned my 4th semester of university into the most enjoyable, funny and rewarding period of my education.

Meeting people was the key aspect of this exchange. During these 5 months of my stay in Coburg I made friends with many wonderful people from all over Europe that I will never forget, learned a lot about their cultures, and became even more internationalised and open to new experiences than I have ever been. I have also improved my academic skills among which improving my language skills was the most crucial for my degree. And, finally, I got to travel around Germany and experienced the World Cup 2006, which could be compared to an Erasmus Exchange on a global scale.

Justyna received funding which was organised through the International Office at Bournemouth University to help support her living costs whilst she was overseas.

International Exchange Team Email: Studyabroad@bournemouth.ac.uk Tel: +44 (0)1202 965 824

English Girl in New York

Living in America for a year seemed, at first, just a happy distraction from the stresses and strains of University life...As a hospitality student, I have always been taught to make the most of opportunities available to me in order to give myself a career advantage, so my placement year seemed the perfect opportunity to fulfill some of my most important professional objectives.

Looking back, it dawns on me that I have gained more in this one year than I could have ever imagined - satisfying both personal and professional goals and giving me an incredible insight into the world at large.

I was fortunate enough to travel extensively during my placement and this added hugely to my experience, introducing me to a huge range of people from many of walks of life. Every City and Town I visited has given me a new perspective from which to view the world and I am so pleased that I took a risk and tried something new.

It seems to be a common misconception that moving anywhere in the developed Western World, especially English-speaking countries, is a very easy transition and requires little adjustment. This was proved untrue for me in the beginning. Living with 7 other British students, working in a British themed Pub, you would think I would have felt right at home - yet at times I felt disconnected and lost amongst a sea of new people, places and experiences.

Public opinion may be that the USA and UK are great allies - this does not mean we share the same culture. I have had my eyes opened to many differences, from religious commitment, law, social etiquette and education.



I have seen first hand the contradiction between the image of a country and its reality. With such an abundance of diverse religions and cultures, it seemed to me that many American citizens were still ignorant to the social problems facing their peers and were unable to understand the differences between people from different backgrounds.

This observation allowed me to address my own perceptions and I have learnt some very valuable lessons as a result - the most important being that no matter where I go, there will always be friends to be made - I am now a global citizen.

Lois Sellwood – BA (Hons) Licensed Retail Management Year 4

Lois was awarded a BU travel bursary to support her overseas placement. If you are interested in funding opportunities for working overseas visit www.bournemouth.ac.uk/international or email studyabroad@bournemouth.ac.uk

Stand out from the crowd ... volunteer at thehub

These days you need more than a great degree to stand out from the crowd, volunteering is one way of turning a good CV into an amazing CV!

Register as a volunteer on thehub and open up a world of possibilities from one off voluntary events to regular placements, there is something



to suit your interests, or degree course and, the amount of spare time you have to give.

One off events include

- MAD days (Make A Difference days) - one day events where you can make a difference to your local community by doing environmental work, painting and decorating, beach cleans or community art work.
- Campaigns - mental health, plagiarism and sexual health.
- Fundraising with RAG - hitch to Dublin, pizza eating competition and general dressing up and larking about all in aid of good causes.

Regular volunteering placements

- Befriending a disabled young adult
- Events organiser for various charities
- PR committee - writing articles, designing advertising materials and promoting events.

For more information register online at www.the-hub.org.uk
Or contact Alexia Tel: +44 (0)1202 965772
Email: abrowning@bournemouth.ac.uk

The Global Seminars

The Global Perspectives Group organised a seminar series during the autumn term 2006, including the following:

Cedi's Ghanaian Beads: Environmentally Friendly Craftsmanship (23 October 2006)

Nomada Djaba ('Cedi'), Chief bead-maker from Odumase-Krobo, Ghana, explained and demonstrated his bead-making, which used recycled powdered glass from bottles and fascinating traditional techniques. The seminar taught us about the significance of cultural conservation and environmental sustainability.



What has poverty got to do with us? (22 November 2006)

Louise Boston-Mammah from DEED, Development Education in Dorset, talked about poverty in the world and its relationship with our daily lives. In this increasingly interconnected world, poverty is not other countries' problem. What we do affects people in other countries and what they do affects us.

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Fair Trade: Its Positive Effects (7 November 2006)

Jennie Rake from Set Fair 4 Trade (a Fair Trade shop in Blandford Forum) came to talk about Fair Trade and the work of Tear Fund. She shared with us her travelling experience to India and Peru, where she had seen the positive effects of Fair Trade in practice.



HIV/AIDS in the Local (29 November 2006)

Emma Stephens, the Diversity Officer of Bournemouth University, talked about HIV/AIDS and various surrounding issues. We often hear the word HIV/AIDS in our everyday lives but how much do we know about the pandemic? This highly informative seminar answered many of our questions.

During Fairtrade Fortnight 2007 (26 February – 11 March), a number of events were held on campus



Global Cinema “An Inconvenient Truth”

On 21 February 2007, the day the Australian government announced that they were to phase out incandescent light bulbs in favour of energy efficient bulbs in order to reduce emissions of greenhouse gases, the Global Cinema Group and Skills for Life team dedicated an evening to addressing the issue of the global climate crisis. Incredibly, 160 BU staff, students and members of the wider community turned up to watch ‘An Inconvenient Truth’, the biggest Global Cinema audience to date! Sally Cooke from Dorset Agenda 21 (www.dorsetagenda21) kindly agreed to introduce the film and

share her perspective on some of the issues raised. Emily Bullock from Dorset Energy Advice Centre (www.padeac.org.uk/) ended the evening with a talk and Q+A session.

‘An Inconvenient Truth’ features Al Gore who reminds us he ‘used to be the next president of the United States’ but has, he claims, always been passionate about environmental issues. Though described by some critics as ‘terrifying’, the film is not intended as a story of despair but rather a rallying cry to protect the one earth we all share...’. Several members of the audience commented afterwards that though the film had a powerful emotional and intellectual impact the ‘call to action’ was weak. Emily went some way to re-addressing this: though nervous of being upstaged by the charismatic Al, she successfully re-engaged



us as actors in the process by encouraging all (with the help of colourful balloons) to consider ways in which we might reduce our own carbon footprint and in return for a written pledge we each received a free energy saving lightbulb.

Responding to the interest in the event, the Global Cinema Group and Skills for Life Team hope to provide more regular opportunities in the near future for staff, students and the community to get together and discuss how we might take action locally to reduce the impact of global warming.

Fairtrade Fortnight

During Fairtrade Fortnight 2007 (26 February – 11 March), a number of events were held on campus to celebrate the success of Bournemouth University in achieving Fairtrade Status in 2006.

The theme of this year’s national event was **Change Today, Choose Fairtrade**. With over 2000 Fairtrade certified products now available, it’s easier than ever to choose Fairtrade products, and in turn make a positive change for the lives of millions of farmers and their communities in developing countries.

The events on campus included:

Fair Trade Stand:

DEED (Development Education in Dorset) together with the Global Perspectives Group had a Fair Trade Stand in Poole House and Bournemouth House.

Homemade Fair Trade Biscuits & Puddings

Hospitality Students (Group 3) produced homemade biscuits and puddings using all Fairtrade ingredients, which were sold in the Staff Common Room.

Fairtrade Grower Visit

Fairtrade Grower and Coffee Taster Fatima Lopez, from Prodecoop in Nicaragua, visited the Talbot Campus on 1 March.

During the drop-in session, Fatima answered questions and discussed how Fairtrade benefited her community.



Fatima Lopez (2nd from left)

Why isn't what I am doing featured in BUGLE?

It could be! If you have any items of research news that you would like included in BUGLE, contact email: stakeda@bournemouth.ac.uk

This is a newsletter for independent comment and news – all students, staff and those working with BU are invited to contribute. We will be looking for contributions for our next issue.

Don't forget to recycle your BUGLE!

ANNOUNCEMENT

**2nd International Conference
Education for Sustainable Development:
Graduates as Global Citizens
Monday 10 - Tuesday 11 September 2007**

As we move forward into the UN Decade for Education for Sustainable Development, Bournemouth University is excited to host the Second International Conference on 'Education for Sustainable Development: graduates as global citizens'. We hope to build upon the success of the 2005 conference by continuing to focus on curriculum development but also extending participation in 2007, to include contributions from those who deal with the environmental aspects of university management. A holistic approach that encompasses all aspects of university life is important, if higher education is to contribute effectively to global sustainability.

The conference aims to bring together participants who are developing approaches to take forward sustainable development and global citizenship within the context of Further/Higher Education. This may be through learning, teaching and assessment strategies, student support, extra curricular activities, and corporate initiatives that demonstrate to students and staff, that universities are addressing their responsibility for sustainable development.

All contributions that demonstrate relevance to addressing global perspectives and sustainable development in FE/HE will be considered. Perspectives that show how these issues are dealt with in other countries are particularly welcome.

For more information and updates, please see the conference web-page: <http://www.bournemouth.ac.uk/globalcitizens>

Those who wish to attend the conference without presenting a paper, please book your place through the conference web-page listed above.

Contact: Chris Shiel cshiel@bournemouth.ac.uk;
Sachiko Takeda stakeda@bournemouth.ac.uk

Global Cinema – Watch out for the summer term programme!

The International Office and Global Cinema Group would like to invite all of you to come to the Global Cinema and enjoy films from all over the world. Films will be screened on the Talbot Campus on most Wednesdays, always at 6:30pm, always FREE, open to everyone. Summer term programme is to be announced soon. Watch out for more information.



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