Creating Sustainable Problem-Solvers:
Teaching Sustainability in the Business Classroom
Panelists

Anne Mitchell Wood

Bio:
Born and raised in Charlotte, NC, Ms. Wood attended the University of the South, Sewanee and graduated with a Bachelor of Arts degree in German Literature. She moved to NYC after graduation and spent a year at Fashion Institute of Technology, receiving an Associate of Science in Fashion Buying and Merchandising, where she spent the next 25 years working in the fashion industry, mainly in color and trend forecasting and product development for companies like Cotton Incorporated, Saks Department Store Group, Lane Bryant and Cato Corporation, which brought her back to North Carolina. She received a Master of Science in Consumer, Apparel and Retail Studies and now teaches at the University of North Carolina at Greensboro in the same department, where she is a Lecturer and Director of the Internship Program.

VFVC Project Summary:
Curating a Sustainable Apparel and Textile Library
The purpose of this library was to create a hands-on immersive learning resource for students to understand sustainable apparel and fabrics. The new library allows students to 1) analyze apparel construction as it relates to sustainable design, materials and production 2) experience hands-on garment evaluation of sustainable textiles and 3) evaluation of various sustainable companies online marketing from a consumer perspective using the Connectivism teaching strategy, which encourages a technology enabled environment.

Melanie Carrico

Bio:
Melanie Carrico is an Associate Professor in the Department of Consumer, Apparel, and Retail Studies and teaches apparel design courses. Her creative scholarship focuses on zero waste pattern cutting, and she has started using 3D visualization to create some of her work. Professor Carrico shares her knowledge of sustainable ways to create apparel with students in garment construction and patternmaking courses.
VFVC Project Summary:  
*Design for Sustainability in Garment Construction*

This project focused on revising the projects in APD 251, Studio 1: Garment Construction, to reflect the design for sustainability (D4S) strategies outlined in The United Nations Environment Programme report *Design for Sustainably: A step-by-step approach*. The last garment constructed this semester, a vest, was designed with the strategy of optimization of product lifetime to create a reversible garment, and grant funds were used to purchase vest materials for the students. Design for disassembly strategies were discussed in another project but not required. Finally, students completed virtual garments in VStitcher, a virtual prototyping software, to gain an understanding of the new technology that will help reduce wasted resources in the fashion industry.

Dr. Jin Su  

Bio:  
Dr. Jin Su is an Associate Professor in the Department of Consumer, Apparel, and Retail Studies (CARS) at UNCG. Her research interests include global supply chain management and global sourcing strategies in the textile, apparel, fashion, and retail industries, sustainability and sustainable consumption, and brand marketing. Her teaching interests include dynamics of the apparel and retail industries and markets. She teaches Retail and Consumer Studies courses at both undergraduate and graduate levels.

VFVC Project Summary:  
*Applying a Supply Chain Perspective to Understand Sustainability in CARS*

Four professors from two different departments (CARS and ISSCM) participated in this grant project. I incorporated relevant sustainability content in the Advanced Retail Analysis class. Sustainability related class activities include students’ reflection on their sustainability knowledge and specifically apparel sustainability knowledge, class discussions about apparel sustainable labels and fast fashion retailers’ and luxury fashion retailers’ sustainability initiatives. A new project on developing a business plan for a socially responsible fashion retailer was added in the class in Spring 2021.
Dr. Vidyarayna Gargeya

Bio:
Dr. Vidyaranya B. Gargeya is a Professor in the Department of Information Systems and Supply Chain Management in the Joseph M. Bryan School of Business and Economics at The University of North Carolina at Greensboro. He has published articles in journals such as *Journal of Operations Management, International Journal of Production Research, Omega, International Journal of Quality and Reliability Management, Case Research Journal, Clothing and Textiles Research Journal,* and *Decision Support Systems.* He co-authored a book titled *Customer Relationship Management: A Global Perspective.* Dr. Gargeya has received, for his contributions to teaching, numerous awards including The University of North Carolina Board of Governors Award for Excellence in Teaching (2008), UNCG Alumni Teaching Excellence Award (2006), and the Wick Skinner Award for Teaching Innovation from the Production and Operations Management Society (2003).

VFVC Project Summary:
*Applying a Supply Chain Perspective to Understand Sustainability in CARS*
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Dr. Dianne H. B. Welsh

Bio:
Dr. Dianne H.B. Welsh is the Hayes Distinguished Professor of Entrepreneurship and Founding Director of the Entrepreneurship Programs at The University of North Carolina Greensboro. Dianne teaches numerous courses in the Entrepreneurship area, including Feasibility Analysis, Family Business, Global Entrepreneurship, Global Franchising, and Start Something Sustainable! She won the Legacy Award from the Global Consortium of Entrepreneurship Centers and the Barbara Hollander Award for Lifetime Contributions to Family Business from the Family Firm Institute as well as the NC Governor’s Teaching Award.

VFVC Project Summary:
*ENT/BUS 300 Feasibility Analysis: Idea to Sustainable Opportunity*
The focus of the class was changed to include sustainability issues, which is integral to consider in the early stages of starting a business for its success. This class is required for
all Entrepreneurship majors, minors, Arts Administration majors that choose the Entrepreneurship track, and is the prerequisite for the Business Plan class. Methods used is including sustainability components in all five sections of the template and readings, including examples of sustainable feasibility analysis in different industries. The outcome is the student’s feasibility analysis has required sustainability components.