

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

RESEARCH

Strategic Impact of CSR

The paper '[Value of Corporate Social Responsibility for Multiple Stakeholders and Social Impact – Relationship Marketing Perspective](#)' by Prof. Aviv Shoham, from the [School of Business Administration](#), in the *Journal of Business Research* delves into the strategic impact of Corporate Social Responsibility (CSR). The study shows that by aligning CSR efforts with employee-focused initiatives and societal trends like diversity and inclusion, relationships with customers and employees are enhanced, benefiting both society and business. The findings emphasize targeted CSR efforts for specific stakeholders and highlight differences between Small and Medium-sized Enterprises (SMEs) and larger firms in their approach to relationship quality.

Self-Organized Ride Sharing

Dr. Sharon Shoshany-Tavory is a cyber-physical systems expert with 30+ years of industrial experience in defense and transportation systems.



Riger Café, Main Building (Credit: University of Haifa)

Dr. Shoshany-Tavory wrote her PhD in Natural Resources and Environmental Management at UofH on the topic of self-organized ride sharing. She recently published, '[A cross-cultural study of nonprofit self-organized ridesharing](#)', together with NREM faculty member, Prof. Tamar Trop. The article, published in *Transportation*, explores the potential of nonprofit ridesharing for sustainable transportation by analyzing eight diverse self-organized ridesharing (SORS) cases, highlighting recurring patterns, contextual factors, and policy recommendations for fostering SORS growth and diffusion.

PUBLIC ENGAGEMENT

Clothing Exchange

Students and faculty were invited to a [clothing exchange initiative](#) ahead of the High Holidays. They were asked to clean out their closets and bring clean, gently used clothing to the designated booth on the 7th floor for sorting and redistribution.

Give and Take Market

The Administrative Staff Organization launched

a collaborative project together with students from the School of Political Science in pursuit of social and environmental sustainability. The give-and-take market offers an opportunity to exchange unused items at no cost.

Hosting the market during the Passover season, a time in which people often buy presents for loved ones, bolsters a campus culture that promotes healthier consumption practices.

ATVs Harm to Soil

All-terrain Vehicles (ATVs) are becoming more popular in Israel, where preserved natural landscapes are limited. Department of Natural Resources and Environmental Management graduate student, Aya Shalmon, worked with her supervisors, Prof. Ofira Ayalon and Dr. Moshe Gish, to analyze the [financial consequences of ATVs harm to soil and plants](#) and published their findings in the *International Journal of Environmental Research and Public Health* to encourage regulation and oversight in Haaretz.

LEARNING AND STUDENTS

The Environment and Education for Sustainability

The course focuses on the contribution of environmental education to the improvement of the environment. It opens a window to activities in these areas in local authorities in Israel and around the world. [The course addresses](#) perceptions and challenges in the field of environmental and sustainable education in the community. It will expose the student to key concepts in the field of place-based education, common heritage, social resilience, and

sustainable communities in Israel and globally.

MA in Environmental Resources Management

The purpose of the [Environment Management Program](#) is to broaden professional knowledge of the interface between human activity and the environment. The program draws on relevant knowledge from the fields of social sciences, and management, and equips students with knowledge and tools to cope with environmental problems. Additionally, the program aims to influence policy-making and decision-making regarding the conservation and cultivation of the environment and sustainable development.

OPERATIONS

Digital Pay Slips

As part of our commitment to sustainability, we aim to promote [digital pay slips](#) and reduce printed ones. Employees were asked to choose a preferred method: digital slip with an email link or printed slip. After just a month, approximately one-third of all UofH employees joined this new initiative, and we expect many more to join by the end of this year.

Fresh Cup: A Pilot Program

In alignment with the university's commitment to waste reduction through the elimination of disposable cup use for personal purposes, [the university's encouragement of reusable water jugs](#) that can be filled at designated coolers across campus. In line with these efforts, a pilot program has been launched. As a key component of this initiative, ten compact dishwashers for cups have been placed in select kitchenettes throughout campus, to allow for a quick, economical solution. This initiative was based on research findings that indicate a 35% cost savings compared to the procurement of disposable cups.