

## **Sustainability education through cinema**

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Sustainability is one of the most discussed topics in management today. Instructional videos and more general feature documentaries on this topic abound. However, some educators who wish to use video will often use thematic commercial movies: current or classic, Hollywood or Indies. These are particularly useful for introducing a topic; jump starting discussions, and sustaining interest. While a number of recent and vintage films deal with sustainability, there is to date no systematic treatment for their use in the management curriculum. The presentation attempts to partially meet this need.

The presentation first frames sustainability movies into context. Present emphases on sustainability are in part a cyclical revival of the Earth Day environmental movement, which in turn revived the conservation focus of Aldo Leopold in the New Deal, which in turn partly mirrored the conservationism of Muir, Pinchot, and Teddy Roosevelt, which reflected still earlier trends and movements. The cinema of each era reflected and to some degree guided the popular and scholarly views – especially in regard to business. Concrete suggestions for using film clips are provided, along with a listing of useful movies and references for the various business courses. There is also a hand on demonstration of use of short video clips with ordinary equipment in sub-optimal conditions.