

Joint ODA and UWTSD Lecture 2024

To be delivered by
Jo Ashburner, MSc

**The must-have imperative of Social Value.
Causal effects of globalisation and reflections
on the future of ethics in business.**



Wednesday 2nd October

Dynevor Lecture Theatre 1 at 6.00pm

(Refreshments in the Conference Room from 5.30pm)

My personal, professional and academic interest in Social Value stems from working within the social enterprise sector for over 20 years.

When in 2004 I set up an independent manufacturing business in Vietnam based on principles of ethical, sustainable and fair manufacturing policies, I was for the large part humoured for being conscientious by suppliers, retailers and consumers. There was rarely a week when I wasn't asked what I was trying to communicate in practical terms.

When I returned to the UK and established a further registered social enterprise manufacturing business on home turf in South Wales in 2011, the term "Social Value" - whether in terms of ecologically, ethically or person-centred relevance – was still in its infancy and, from the perspective of front-line business, a relative unknown for consumers when considering their purchasing decisions.

Although commercial perception of Social Value in

business has moved on and grown into its own ambitions, I know that, rather like driving a car when I first passed my driving test, I was driving without understanding how the machine was put together, how it functioned and what I should learn before it broke down or what to avoid before I had an accident or did damage with my new found enthusiasm and freedom.

This year I have graduated with distinction in a Masters in International Innovation Management from University of Wales Trinity St David. My thesis focussed on 'The must-have imperative of Social Value. Causal effects of globalisation and reflections on the future of ethics in business' and I look forward to sharing my thought process and conclusions, repugnant and otherwise with no holds barred reflections on my life adventures since leaving Dynevor in 1982.



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