

Vlog Script

Sustainable Leadership: The Engine of Carbon 6's Impact



Assessment 1 Leading Sustainability Change

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Time	Display & Sound	Audio
[0:00 - 0:30]	Display: [Insert short clip of Carbon 6 logo] Sound: [Upbeat Non copyright music] Sound (Transition to a more serious tone)	Intro Host: (Energetic greeting) Hey everyone, my name is Qahtan Al-Mahrooqi and welcome to the channel! Today, we'll delve into the realm of sustainability leadership through a case study of Carbon 6. Carbon 6 is an amazing organization that empowers young minds to become circular economy champions, by equipping them with the fundamental tools to create sustainable business models. This fosters a more sustainable future by promoting conscious consumption and responsible business practices within the community. However, as with many non-profits, Carbon 6 faces three crucial leadership challenges in ensuring long-term stability. Hence, this video will explore the sustainable leadership challenges, its impact on Carbon 6's mission, and potential solutions.
[0:30 - 1:30]	(Images and videos showcasing Carbon 6's workshops, students, and project presentations)	Carbon 6: Building a Greener Future Host: Carbon 6 is on a mission to revolutionize how young people approach business. Through their crash courses in sustainable ideation, business pitching and circular business models which are nurturing a generation of environmentally conscious entrepreneurs. This is also done through public sustainable talks that Carbon 6 hosts with decision makers. Carbon 6 equips young minds with the knowledge and skills to design businesses that minimize waste and keep resources in use for as long as possible. Carbon 6's impressive impact can be seen in the remarkable alumni network exceeding 2,000 individuals, encompassing influential decision-makers, professionals, graduates, and enthusiastic

	Sound (Transition to a more serious tone)	students. Through their impactful workshops, they have demonstrably inspired the creation of over 68 circular economy concepts. This translates to a significant ripple effect, fostering a more sustainable mindset within the community, with a focus on responsible consumption choices. It is a fantastic concept, and the positive impact is undeniable. But here's the thing: despite Carbon 6's remarkable achievements, Carbon 6 faces critical sustainability leadership challenges. To gain deeper insights, let's dive deeper into the topic.
[1:30 - 2:30]	(Transition music)	The Leadership Challenge Host: Carbon 6, like many non-profits, relies heavily on volunteers. While their passion is commendable, it can be challenging to maintain consistent leadership and strategic direction. Here's how this lack of sustainable leadership can impact Carbon 6: 1. Volunteer Management and Burnout: Volunteers have limited time and energy. Without a clear plan to share responsibilities, burnout can lead to decreased engagement and impact. • While volunteers are the backbone of many non-profits, Carbon 6 faces inconsistencies in both quality and workflow due to the involvement of untrained volunteers, primarily students or recent graduates.
[2:30 - 4:00]	(Transition music)	2. Reliance on Sponsorship: • While sponsorships are vital for non-profits, donors and sponsors are more likely to invest in organizations with a leadership structure and vision that aligns with their goals and priorities.

	Sound (Transition to a more serious tone)	- Carbon 6 currently relies heavily on securing sponsorships from both local and international entities, encompassing governmental and private organizations. While sponsorships can be beneficial, an overdependence on them can restrict strategic flexibility and hinder program development. Fluctuations in funding might force Carbon 6 to reduce workshop frequency, limit participant capacity, or even restrict the scope of their curriculum. For Carbon 6, this might mean tailoring workshops or focusing on specific aspects of the circular economy based on sponsor priorities, potentially hindering their overall educational goals. - Additionally, securing sponsorships is a time-consuming process, diverting resources from core activities. This weakens their overall impact on the community and hinders the creation of a new generation of sustainability leaders.
[4:00 - 5:00]	(Transition music)	3. Strategic Planning and Resource Acquisition: Another challenge stems from dependence on public partners for venues. This disrupts strategic planning and hinders the organization's ability to control its own space. Carbon 6's dependence on public partners for workshop venues creates logistical hurdles and disrupts strategic planning.

	Sound (Transition to a more serious tone)	Like the financial challenge of complete sponsorship reliance, strategic partners offering their venues will also tailor Carbon 6 activities to meet their priorities and targets, eventually hindering Carbon 6's overall impact goals.
[5:00 - 5:30]	(Transition music)	Conclusion Host: Carbon 6 exemplifies the passion and dedication at the heart of the sustainability movement. Carbon 6 is an inspiring example of a non-profit organization making a real difference. By addressing the sustainability leadership challenges through proper leadership of volunteers, exploring new sustainable funding models, and forming better strategic partnerships, Carbon 6 can secure a sustainable future for itself and the planet.
[5:30 - 6:00]	(Upbeat royalty-free music fades out)	Outro Host: Thanks for joining today! Until next time, stay informed, stay inspired, and take action to create a more sustainable world! Bye! (End screen with Carbon 6's contact information and social media handles)

Link to Video VLOG:

https://youtu.be/mdm2ftM_5pg

Bibliography

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