

MOOC “Business and Human Rights”

Report



Angela Melchiorre

Online Programmes Manager

Manuela Pegoraro

E-learning Expert

I work with communities affected by projects financed by international financial institutions and implemented by companies who violate human and environmental rights.

This course will make me more confident in my profession.
(participant)

I have observed human rights violations in my company, as well as in the companies where my friends work.

It is beneficial to get to know mechanisms and instruments to tackle and/or prevent these violations.
(participant)



Co-funded by
the European Union



Executive summary

Key information

Dates:

18 Jan. 2021 – 21 Feb. 2021 (5 weeks)

Estimated effort:

5+ h/week

Access:

[edX platform](#)

Presentation & promotion:

[Dedicated page](#) on the GC website, [video-teaser](#) and social media campaign

Features:

9 experts from 5 regions; 10 video lectures and 3 webinars; introductions; readings

Engagement & evaluation:

6 discussions, 5 quizzes, 2 polls, 2 surveys



Highlights

- For the first time, many participants from the business world
- Various GC regional Master's programmes used it a component of their curriculum
- Pressing topic and up-to-date, free courseware, very difficult to find it elsewhere
- Accessible to any audience (inceptive/'crash-course' and in-depths materials)
- Excellent, durable reference materials that will be used in the participants' work
- Cutting-edge and well-balanced mix of theoretical and practical approach (case studies, field-experts)
- Participants' enthusiastic willingness to spearhead change in their sector thanks to the MOOC



Statistics

Enrolment:

2271 participants (target: 1000)

Age & gender:

Mainly 25-34 (45,24%) and 35-44 (18,58%)
Female (69%), male (29%), other (2%)

Country of origin:

All GC regions + North America (see p.4)

Professional profile:

Varied, mainly student/researcher (33%),
NGO/human rights professionals/defenders (37%); business professional (10%)

Surveys:

904 (welcome); 428 (participant-experience)

Certificates issued:

362 (16% of enrolment; target: 10%)

Top viewed videos:

CSR and mandatory due diligence (O'Brien);
Corporate accountability
in Africa (Kwesiga)

*edx, youtube, surveys



Recommendations from participants

- Very intensive course: allow for additional time (esp. for workers)
- Shorter and more engaging videos (lecturers not reading nor repeating what was already covered)
- More interaction among participants (beyond the forums): teamwork, peer reviews, live discussions
- More engagement through further student-expert interaction, case studies, [kahoot style](#) exercises
- Summaries, glossary, captions for webinar videos





A snapshot



Zdzisław (Dzidek)
Kędzia



Claire Methven
O'Brien



Maria José
Veramendi



Arnold Kwesiga



Ana Zbona



Ravi Prakash



Nkatha Murungi

Our lecturers

The corporate responsibility to respect human rights is

- ☐ A legal duty on corporations under international human rights law
- ☐ An ethical duty
- ☐ An aspect of "corporate social responsibility" (CSR)
- ☐ Implied by international human rights treaties and given effect to by national laws

SUBMIT

Poll 1

In your opinion business and human rights:

Results

- ☐ have still a long way to go before fulfilling the duties and responsibilities set by the UN Guiding Principles **78%**
- ☐ have come a long way in collaborating for a more sustainable world **18%**
- ☐ have only a voluntary type of relationship: businesses cannot and should not be forced to respect human rights as they are private actors **2%**
- ☐ are worlds apart that will never genuinely work together **2%**

Quizzes & Polls



Webinars: Surya Deva and Giulia Di Tommaso



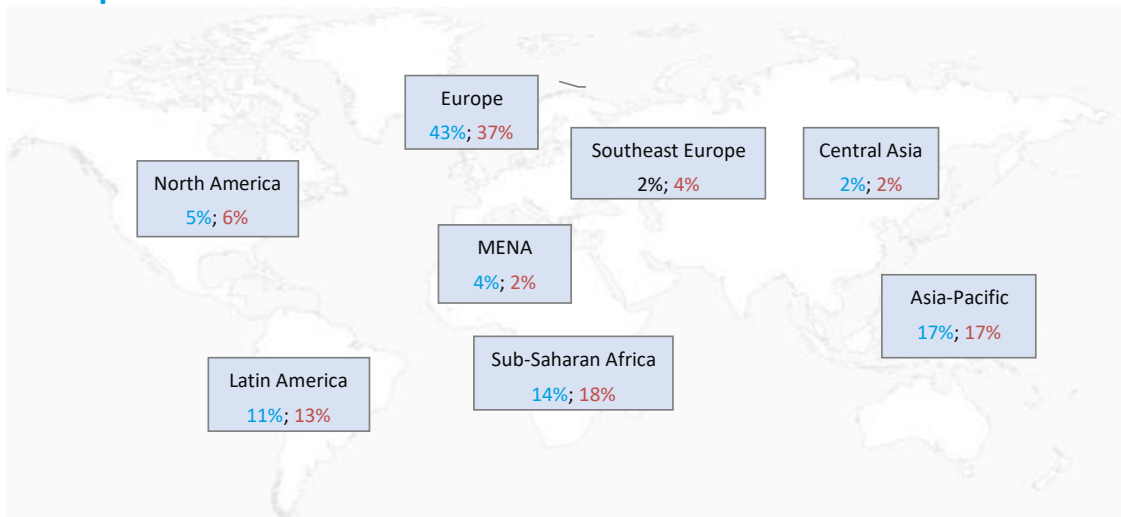
A deep-dive into our audience

It has been truly fascinating to learn about new or not-yet-fully-analysed audiences enrolled in this MOOC. In our surveys we certainly saw the ‘usual’ profiles: current or prospective students and researchers in human rights (or in other areas where a human rights approach is seen as an added value); educators; professionals who are seeking to make a shift in their careers or looking for/applying to a job; legal experts; officers of the UN, EU and other international institutions; NGO practitioners, activists/defenders and human rights campaigners; journalists and bloggers; volunteers; trainees.

On top of these, this course has genuinely interested also professionals from other areas: conservationists and environmental experts; specialists working with multinational corporations on the SDGs (including members of the [2021 Luxembourg initiative](#)); engineers and entrepreneurs in mining, water, farming, oil and apparel companies; business strategists and experts dealing with supply and value chain, social and environmental sustainability, and multi-stakeholder dialogue settings; corporate advisors and business analysts; policy makers; young entrepreneur planning their business; procurement experts; legal professionals working in litigation, criminal, corporate and climate law; proposal writers; marketing researchers; even a Nigerian producer of an advocacy serial drama for their national television (in collaboration with National Human Rights Commission of Nigeria) which aims to fight against the caste system.

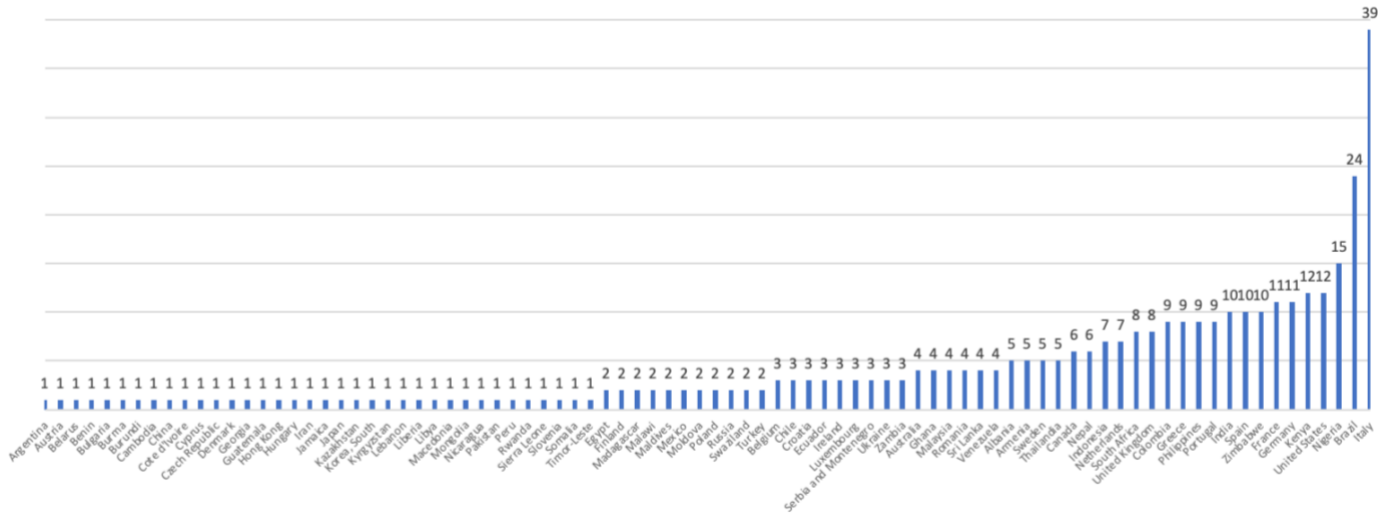
Our participants bring their own cross-sectionality (migration, work in conflict zones, health, gender, diversity, children, human trafficking, refugees) and are active in countries such as Albania, Nigeria, Argentina, Honduras, Brazil, Peru, China and Palestine where they work on specific projects around human rights in the private sector.

Participants’ location and issued certificates





Certificate by country of origin



Michael Ojo • 3rd+
10th ECOSOC Youth Forum at United Nations
2mo •

Being a passionate social entrepreneur with a drive for sustainable responsible and human centered business, and a vision to work in, with and for multibillion and multilateral organizations, it was a great experience to be part of this MOOC on BUSINESS AND HUMAN RIGHT by [Global Campus of Human Rights](#) . It has open me up to the need for responsible business

...



22 • 2 comments



Karla Drpić • 3rd+
Project Manager (Business & Human Rights) at UN Global Compact Netw...
2mo •

I really enjoyed completing the Business and Human Rights MOOC offered by the [Global Campus of Human Rights](#). A great opportunity to learn more about so many fascinating (and very useful!) [#BizHumanRights](#) topics—including the links between business and human rights defenders, case law, and the protection of children's rights in business—from a wide range of global perspectives, case studies, and expert guest speakers.



Global Campus
of Human Rights



This Project is
co-funded by
the European Union

This is to certify that

Karla Drpić

has successfully completed
the Global Campus MOOC on
Business and Human Rights

17 February 2021

Małgorzata Nowak
GC Secretary General

Verónica Gómez
GC President

28

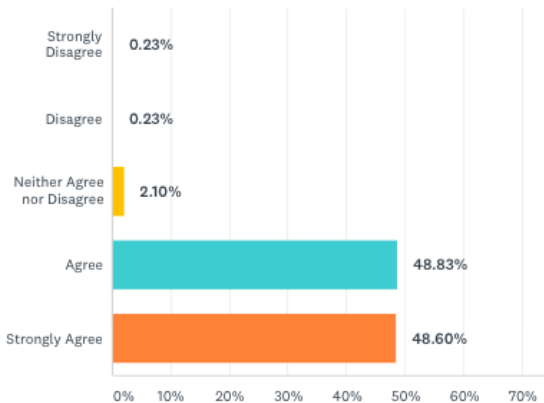
Increased no. of students posting their certificate on social media



Feedback of participants (428 respondents, 19% of enrolled)

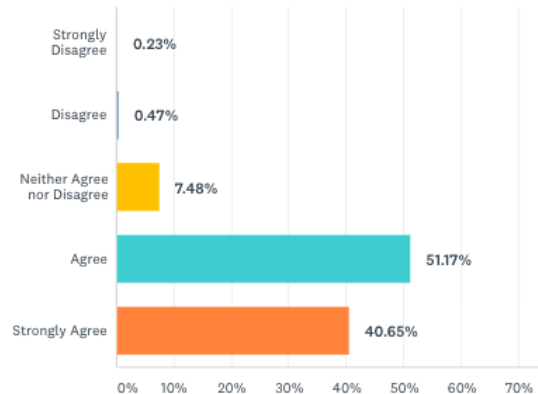
Positive impact of materials: 97% agrees

How strongly do you agree or disagree with the following statement: The course materials (lectures, videos, documents) have had a positive impact on my learning experience.



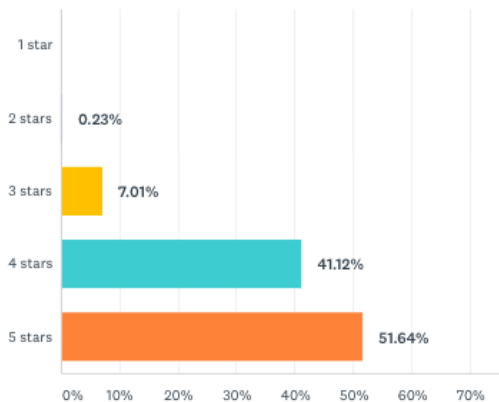
Positive impact of activities: 92 % agrees

How strongly do you agree or disagree with the following statement: The course activities (discussions, quizzes) have had a positive impact on my learning experience.



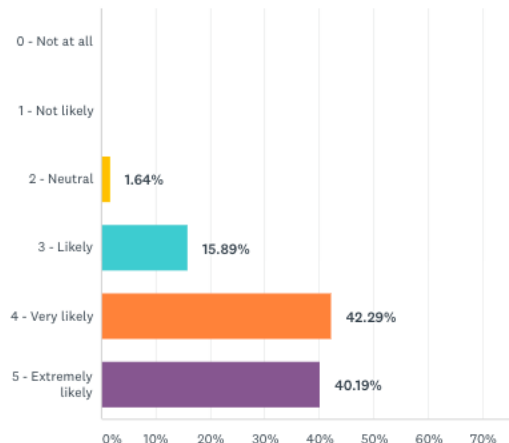
Overall rating: 93% gives 4 - 5 ★

Please give this course an overall rating on a scale of 1 to 5 with 1 being the lowest and 5 being the highest rating



98 % would recommend it

How likely are you to recommend this course to a friend?



Beyond lifelong learning: enabling change

This MOOC hit a niche area that sparks a lot of interest (over 2271 people enrolled, 16% of which obtained the certificate) and where opportunities for creating impact are huge.

Participants states their eagerness to put the course' knowledge at work: not only NGOS, international organisations, officers of national institutions working on policy and national



action plans, experts dealing with evaluations of development cooperation projects; but also, representatives of companies and multinational corporations valued the tools they gained to build capacity and catalyse action for change in their sector (*“my organization is developing its own Human Rights Due Diligence process and building up new services for businesses going beyond certification and auditing”*). They intend to prevent and redress human rights violations by working with their leadership, members, suppliers, clients and community stakeholders.

Participants’ comments also reveal that, despite the very intensive nature of this MOOC, they not only were eager to study in depth, but also to share their questions and experiences with the MOOC community. Moreover, many stated that they will hand the courseware to their staff/colleagues to build capacity in their work environment, and hope more free courses and even degrees could be offered in this topic.

The success in terms of enrolment was also made possible by the considerable support we received from our lecturers, who joined the Global Campus in spreading the word via their own network. Working in advance with our speakers, and specifically in terms of promotion, definitely pays off; this is an approach we will keep on employing in all our future MOOCs.

More than a MOOC

Participants’ feedback shows that Global Campus MOOCs are perceived as “non-standard MOOCs”: the quantity and quality of the global interaction, willingness to share with peers, academic support, and tutors’ encouragement go way beyond what open massive education usually offers. Such a result cannot be achieved without sustained work and dedication from the Global Campus staff; we are looking forward to keep these expectations high in our forthcoming MOOCs.

Selected comments

POTENTIAL FOR CHANGE

It exceeded my expectations in terms of depth of knowledge made available. It felt more like a full-time course. But I learnt more than I thought I would. Possibly the most robust online course I have done do far. Didn't feel spoon fed. Loved the design.

ACTIVE LEARNING

Reading a book on this subject is not the same as taking an interactive online course with quizzes and discussions. This format allows me to remember more points and to deal in a different way with the topic.



Impact

NGO PROFESSIONAL

The course has also allowed me to reflect on the current political climate in the Philippines which perpetuates violation of human rights and violence against HRDs. It moved me to want to do more, and be more, so that I can also take an active part in promoting and protecting human rights in my country.

CHILDREN'S RIGHTS ACTIVIST

With this knowledge, I will make sure that abused children who have been taken into forceful labour will get the needed help by engaging NGOs, social media and other policy makers.

CHANGING THE NARRATIVE

I'm very excited about the shift in human rights discourse, and bringing this to the round-tables of my clients. What works with multinational corporations, is talking about what is to come... this can be switched in motivation to integrate HRs into their strategies, and practices.

I deal with serious human rights violations on a daily basis, most of them as a result of exploitation of resources. I want to reconcile the business aspect with the respect of human rights and how to promote accountability.

BUSINESS WORLD

Knowledge from this course hopefully can give me a better and faster decision-making process in checking compliances of my members.

My work is about promoting accountability of international financial institutions; thanks to this course I am more aware of the risks that these institutions private financing arms might pose.

As an employee of international company and a Human Rights enthusiastic, it helped me open my mind to the real issues that must be considered and what is the real duty of big companies in order to achieve a more egalitarian world.

Coming from a business background, I strongly believe workers on this field should take this kind of course to understand the impacts and the responsibilities of what we do.