



Welcome to this session:

**Open Session:**  
*Strategic Leadership  
in Action*

**The session will start shortly...**

Any Questions?  
Drop them in the questions section.





# Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles  
Designated Safeguarding  
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a  
safeguarding concern



or email the Designated  
Safeguarding Lead:  
Ian Wyles

[safeguarding@hyperiondev.com](mailto:safeguarding@hyperiondev.com)



## Democracy

*Every person's opinions matter.*

## Respect

*We look after each other.*

## Tolerance

*We accept each other's differences.*

# British Values

## Rule of Law

*We keep to the rules.*

## Liberty

*We are free to make choices.*



A group of diverse people, including men and women of various ethnicities, are shown from the chest up, giving thumbs up. They are smiling and looking towards the camera. The image has a teal overlay.

# HOUSEKEEPING

# Leadership & Management Live Lectures – Housekeeping

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- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
  - **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

## Leadership & Management Live Lectures – Housekeeping

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- For all **non-academic questions**, please submit a query:  
[www.hyperiondev.com/support](http://www.hyperiondev.com/support)
- Report a safeguarding incident: [www.hyperiondev.com/safeguardreporting](http://www.hyperiondev.com/safeguardreporting)
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).

# LEARNING OBJECTIVE





## Learning Objective

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- Equip students with actionable insights into how strategic leadership can **assist Arla Foods in effectively rolling out Bovaer**, a methane-reducing feed additive, while **integrating ethical decision-making and strategic change management**.

# BACKGROUND



## BACKGROUND ON BOVAER AND RUMIN8

- **Bovaer:** A feed additive that reduces methane emissions from cows by **approximately 27%**. Arla Foods has partnered with retailers like Morrisons and Aldi to trial Bovaer on 30 farms. The initiative aligns with Arla's sustainability goals of **cutting supply chain greenhouse gas emissions by 30% by 2030**. However, scaling the program requires addressing cost and operational challenges
- **Rumin8:** Inspired by natural compounds like red seaweed, Rumin8 develops similar methane-reducing supplements such as Bovaer with a **focus on affordability and scalability, ensuring broad access for farmers worldwide**.

A man with a beard, wearing a cap and an apron, is kneeling in a barn and feeding a cow. The cow is looking at him and eating from his hand. Other cows are visible in the background, standing in their stalls. The scene is dimly lit, with light coming from the side.

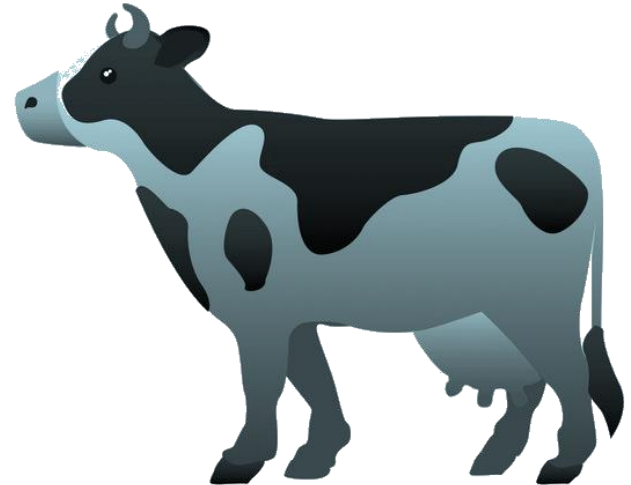
# ETHICAL LEADERSHIP IN SUSTAINABILITY

# ETHICAL LEADERSHIP IN SUSTAINABILITY

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## Balancing Environmental Impact With Economic Feasibility.

- Arla Foods aims to achieve ambitious sustainability goals by reducing methane emissions while **staying economically viable for farmers**. Methane reduction strategies like Bovaer are promising but come at a high cost, which can burden farmers already struggling with rising operational expenses.





# ETHICAL LEADERSHIP IN SUSTAINABILITY



## The Cost of Sustainability:

- The cost of using Bovaer as a feed supplement for farmers in the UK would be approximately **£45 to £82 per cow annually**, based on current exchange rates.
- **Changes in feeding routines requiring training or adjustments.**

## ETHICAL LEADERSHIP IN SUSTAINABILITY

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- Farmers may also **benefit from financial incentives**. For instance, participating in carbon credit markets or receiving government conservation program grants **could provide an annual return of around £20 or more per lactating cow**, helping to offset the cost of the supplement. Such programs reward methane reduction efforts and provide an additional income stream from sustainability practices.
- **Possible partnerships with retailers** like Tesco or Aldi to help absorb costs and how Arla can lobby for government support for sustainable practices.

# ETHICAL LEADERSHIP IN SUSTAINABILITY

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## Ethics Of Fair Access:

- Arla's cooperative structure means decisions must **respect the diverse economic realities of its members.**
- **Explore potential disparities:** Larger farms may afford Bovaer, gaining competitive advantages, while smaller farms struggle to compete.



# ETHICAL LEADERSHIP IN SUSTAINABILITY

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## Building Trust Through Support:

- **Educational Initiatives:** Training programs for farmers to integrate Bovaer effectively.
- **Financial Assistance:** Grants, loans, or subsidies provided by Arla to ease adoption.
- **Transparent Communication:** Open dialogue to address farmer concerns and adapt strategies accordingly.

# ETHICAL LEADERSHIP IN SUSTAINABILITY

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## Highlight Examples Of Ethical Business Models:

- Danone's initiative to support regenerative agriculture by offering funding and technical expertise to farmers.
- Australia's methane reduction programs, which prioritise farmer consultation.



## DEMOCRACY & MUTUAL RESPECT

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- Decisions at Arla involve farmer cooperatives, where every member has a say.
- Respecting farmers' diverse needs and financial constraints builds trust and collaboration.



## Time To Reflect

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1. What ethical responsibilities does Arla have toward both farmers and the environment?
2. How can Arla ensure fair decision-making processes involving all stakeholders?

A man in a dark suit is seen from the chest up, reaching his right hand towards a large, light blue fish cutout. The fish cutouts are scattered across a dark background, with the largest one being the central focus of the man's attention. The fish cutouts have a simple, stylized design with a black outline and a small black circle for an eye.

# STRATEGIC PLANNING FOR CHANGE MANAGEMENT

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## Role Of Retailers In Change Management:

- Retailers act as key stakeholders, **influencing both supply chain practices and consumer behaviour.**
- They **can serve as advocates for sustainability** by educating consumers on Bovaer's environmental benefits and ensuring its adoption aligns with corporate social responsibility goals.

# STRATEGIC PLANNING FOR CHANGE MANAGEMENT

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## Strategic Objectives Of The Trials:

- Test Bovaer's efficacy in real-world conditions and **across diverse farm sizes**.
- Collect data to **refine the implementation strategy**.
  - **Showcase tangible environmental benefits** to build a case for broader adoption.





# STRATEGIC PLANNING FOR CHANGE MANAGEMENT

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## Stakeholder Engagement:

- **Farmers:** Farmers are at the center of this change. Engaging them through regular communication, workshops, and feedback sessions ensures their needs and concerns are addressed.
- **Government Bodies:** Public-sector involvement is vital for subsidies or policy adjustments supporting methane-reducing technologies.
- **Consumers:** Education campaigns can help consumers appreciate the link between sustainable dairy farming and product prices.

# STRATEGIC PLANNING FOR CHANGE MANAGEMENT

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## Operational Adjustments:

- **Supply Chain Realignment:** Integrating Bovaer into feed production and distribution networks requires logistical adjustments.
- **Training and Resources:** Providing farmers with resources, such as best-practice guidelines and expert support, ensures smooth implementation.
- **Measuring Impact:** Invest in tools to measure the environmental and financial outcomes of Bovaer usage to demonstrate ROI to stakeholders.

## Time To Reflect

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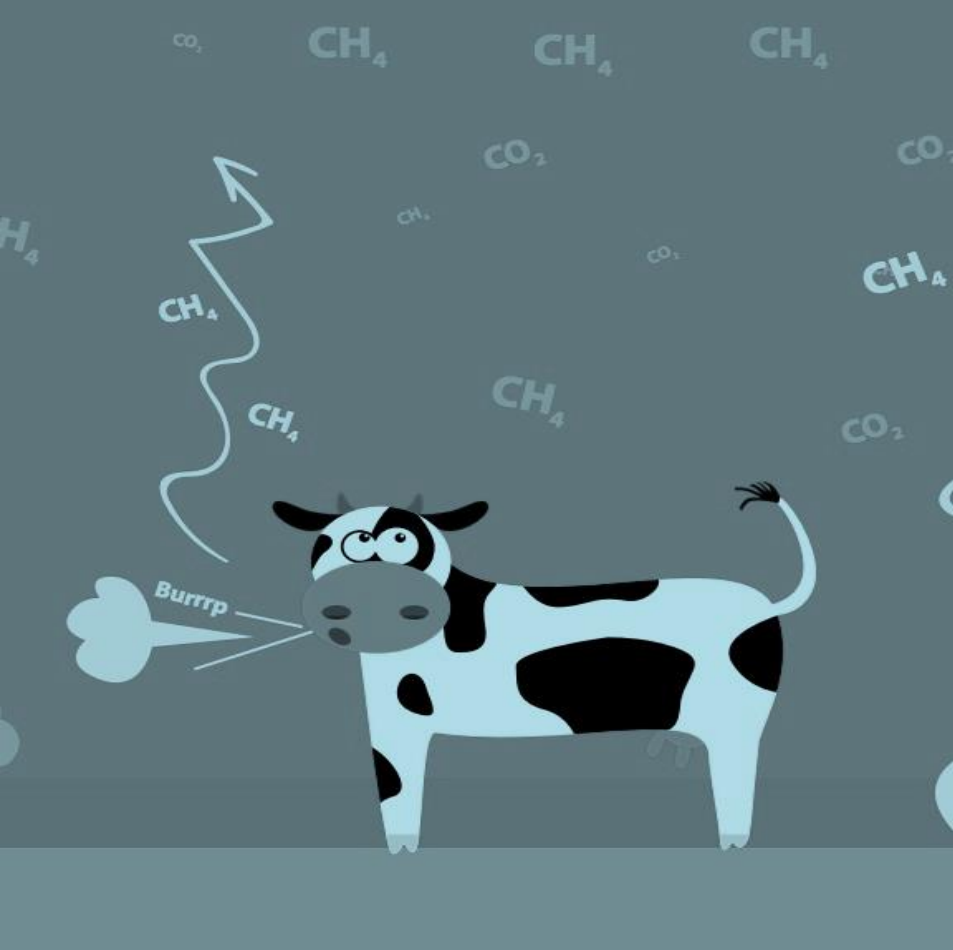


1. What strategies can Arla use to build trust and engagement with farmers hesitant to adopt Bovaer?

# CONCLUSION

A film strip with the words "THE END" in bold, black, sans-serif capital letters. The film strip is horizontal and has sprocket holes on both sides. It is overlaid on a dark, textured background that features a large, metallic film reel. The reel has several circular frames and a central hub. The overall image has a vintage, cinematic feel with some scratches and dust visible on the film strip.

**THE END**



## Closing Points

- The importance of collective action in reducing agricultural emissions.
- How strategic leadership navigates ethical dilemmas and drives impactful change.



# Time To Reflect

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1. What are your biggest takeaways about ethical leadership and sustainability?
2. How can leadership inspire stakeholders to embrace sustainable innovations while respecting individual choices?

# Thank you for attending



**CoGrammar**



Department  
for Education