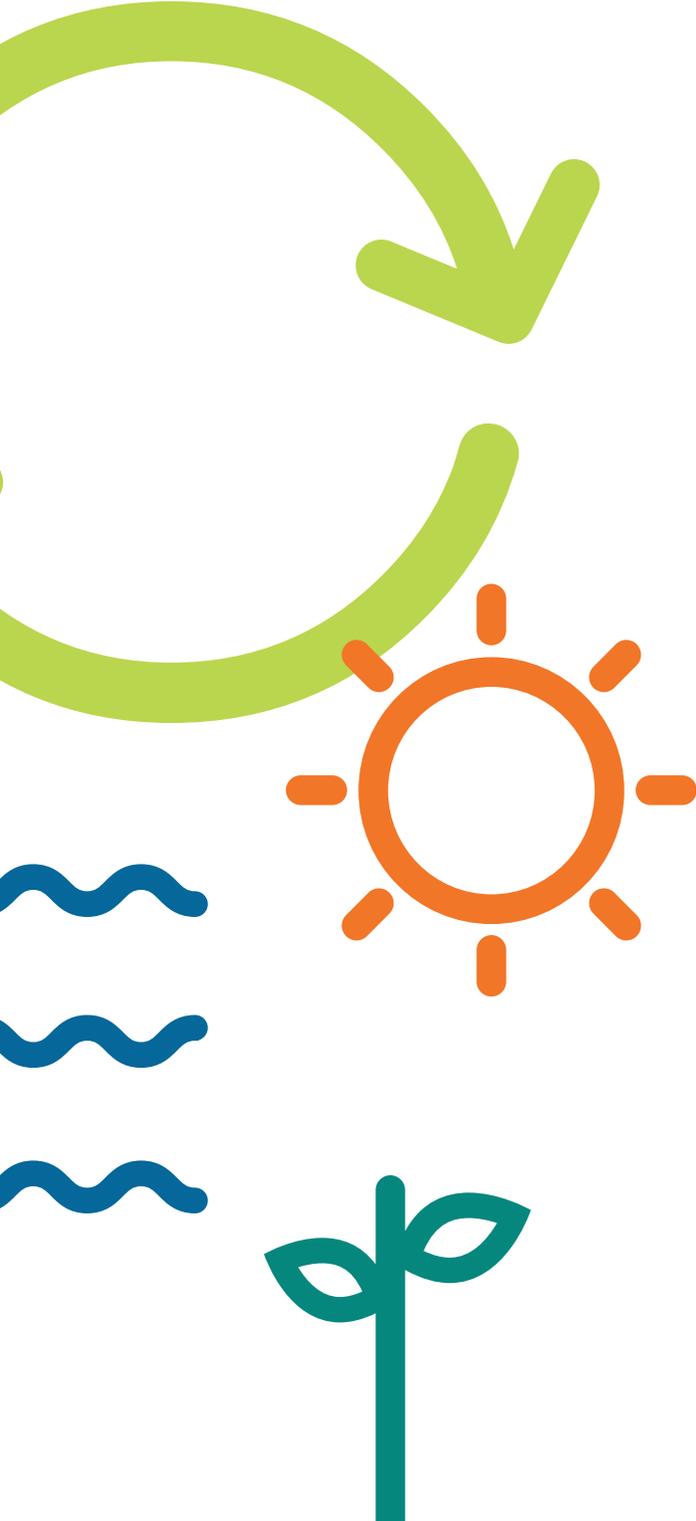


GREEN
SCHOOLS
PROJECT



CORPORATE
SPONSORSHIP
PROPOSAL

THE PROBLEM

Climate change is the greatest threat facing global society, and young people are going to be the most affected.

A Unicef poll found that three quarters of 11 to 16 year olds are worried about global warming and want the government to do more to tackle the threat.

However, only 5% of schools in England are studying in a school with an Eco-Schools Green Flag award.

Given the opportunity, young people have the energy and enthusiasm that can change attitudes and behaviour but the vast majority are leaving school ill-equipped to include environmental considerations in their everyday lives.

While students learn a small amount in Geography and Science lessons, they need to discover how they can put their learning into practice with actions that help them to lead fulfilling lives while minimising their impact on the environment.

THE SOLUTION

A youth-led approach that enables schools to provide an opportunity for their students to lead action on environmental issues.

This will see them gain vital skills through delivering projects, presenting assemblies, and developing innovative approaches to tackling problems.

Green Schools Project provides an online learning platform with high quality resources for teachers and interactive tasks for students providing the opportunity for competition with other schools.

This enables a school coordinator to motivate and train a group of student environmental leaders who will inspire the entire school community to go green.

We are an innovative, new programme that is already successful and have been featured in the Guardian - Pupil power: how students are turning schools green.

In order to grow we are looking for corporate sponsorship and are offering a range of packages from £5,000 up to £45,000+.



Year 9 students at Northumberland Park Community School introduce their new recycling system in the canteen

WE OFFER A WEALTH OF OPPORTUNITIES

To support our growth we would like to establish long-term partnerships with the right corporate sponsors.

We will tailor a package for your organisation that could include opportunities such as:

- **Branding and logos** added to the Green Schools Project website.
- **Employee engagement** scheme through volunteering opportunities in schools.
- **Mentoring** for disadvantaged students.
- **Networking** opportunities with sustainability-minded opinion formers.
- **Reputation enhanced** by supporting a high profile, innovative scheme that benefits education and the environment.



CORPORATE SPONSORSHIP PROPOSAL



We are seeking to raise at least £45,000 in the next 12 months in order to fund our ambitious growth plans.

This will cover:

Existing school project delivery

- **School visits:** at least twice per year for complete members.
- **Programme development:** improvements to modules and resources, new projects added, in-depth research into customers and potential customers to create a service that meets the needs of schools.
- **Impact measurement:** surveys carried out and analysed.
- **Corporate partnership:** sponsor employee engagement programme coordinated.
- **Web development:** improvements to online learning platform

New school recruitment

- **Marketing campaign:** social media, PR, events, mailing list, blogs.
- **Attending conferences**

We are looking to partner with organisations that match our values of being **ethical, innovative, enthusiastic, fun** and **environmentally responsible**. We are a young, dynamic and adaptable organisation that is open to mutually beneficial partnerships that will help us to deliver maximum impact and help you meet your objectives.

Students at Kingsmead School celebrate gaining an Eco-Schools Green Flag award



ALREADY A SUCCESSFUL PROGRAMME



Green Schools Project started with **3** pilot schools in September 2015, and we now have **26** schools running the programme.

- **300** students leading environmental projects
- Over **23,000** students studying in Green Schools Project partner schools

Current projects running include:

- Energy saving
- Growing vegetables
- Improving recycling

94% of coordinators said that they would recommend the programme to other teachers.

83% of students involved in the Eco-Teams thought that they had improved their leadership, communication, teamwork and problem solving skills.

In March 2017 we held a public event: '**The Environment in Brexit Britain**' featuring an MP, the editor of Business Green, a lead campaigner of Friends of the Earth and students from Northumberland Park Community School.

'Leading these projects has changed our perception of the environment and allows us as a school to take steps to achieve a sustainable future.'

Michael Morris, Year 12, Skinners' Academy

'Green Schools Project has enabled students to run projects that have had a big positive impact on the school, it's helped us to save money and gain awards.'

Yvonne Barry, Headteacher, Kingsmead School



OUR
AMBITION IS
TO GROW
QUICKLY

Green Schools Project is ready to grow rapidly in order to increase its impact. In the next 3 years we want 300 schools to be running the programme.

In order to grow we need investment to build our capacity to achieve our vision:

Vision

Every school in the UK is a model of sustainability, developing young people that live in an environmentally responsible way, helping to drive the transition to a sustainable society.

Mission

To enable young people to fulfil their potential by providing resources and support to schools to engage them in environmental projects, building their skills and aspirations while encouraging them, their community and wider society to live in a more sustainable way.

We are proud to be endorsed by [Jeremy Leggett](#), Chairman of [Solar Century](#), [Solar Aid](#) and [Carbon Tracker](#), author and public speaker:

‘Green Schools Project has the potential to play a leading role in helping young people to take action on environmental issues. I strongly encourage organisations to get involved with this initiative which inspires the next generation to play their part in tackling climate change.’



THE FOUNDER

Henry Greenwood is the Founder and Managing Director. With his experience as a teacher and environmentalist he is uniquely placed to help schools to motivate students to get involved with environmental issues and inspire change in their communities.

Henry trained as a Maths teacher as part of the first cohort of Teach First in 2003.

While teaching at Kingsmead School in Enfield he created and developed the role of Sustainability Coordinator.

He assembled a group of enthusiastic Year 12 students who embarked on an energy saving campaign that saved the school £37,000 over 3 years, started a recycling competition in which 93% of forms took part, installed solar panels, created a vegetable garden and carried out various other projects for which they were awarded the Eco-Schools Green Flag.



Packages available

	Bronze	Silver	Gold
Investment	£5,000	£25,000	£45,000+
Package	Logo on website. Inclusion in blogs. Invitation to events.	As per bronze plus: Employee engagement programme, volunteering and mentoring. Branding on selected programme materials.	As per silver but exclusive rights as sole sponsor.

These options are a starting point, and a package can be tailored to the requirements of any sponsoring organisation. They will provide the following benefits.

Schools	Green Schools Project	Corporate Sponsor
<ul style="list-style-type: none"> Improved skills for students Money saved through reduction in energy usage Improved environmental education Experiential learning opportunities 	<ul style="list-style-type: none"> Increased capacity to create 3500 young environmental leaders 265,000 extra students learning in schools where the environment and sustainability is a priority 	<ul style="list-style-type: none"> Improve employee engagement through a programme that is helping young people to learn about how to protect the environment Improve public perception of your organisation by aligning it with a values-led, impact-driven social enterprise

CONTACT DETAILS

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FURTHER INFORMATION

Green Schools Project Impact Report 2016-17

Case Study – Kingsmead School

www.greenschoolsproject.org.uk

SOCIAL MEDIA

www.facebook.com/greenschools1

www.twitter.com/Greenschoolsuk

