

# Bringing sustainability to the classroom

March 2014



# About Hopscotch



Hopscotch is a communications agency that specialises in education, learning and schools



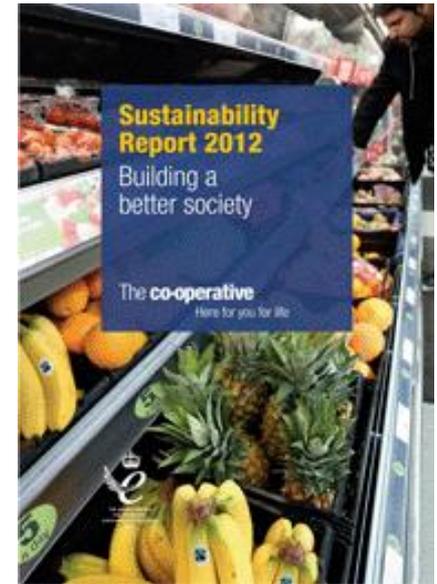
Our campaigns, resources and programmes reach and inspire young people and their families to deliver our clients' marketing and PR goals



We believe wholeheartedly in enhancing the education and learning experience

# The Co-operative and sustainability

- The Co-operative has always had a purpose beyond profit, and recognises that some things are plainly unjust and need to be tackled
- The business is guided by the values of self-help, self-responsibility, democracy, equality, equity and solidarity
- Its Ethical Plan sets a clear goal - to be the most socially responsible business in the UK



# Vision



## The challenge was to:

- Create an impactful CSR programme, bringing existing community and social programmes together
- Develop a programme that provided a meaningful link between stores, membership and local communities
- Support the Ethical Plan; specifically the commitment 'to inspire young people to lead a more sustainable life'

## The response:

Green Schools Revolution

# Objectives



## Green Schools Revolution:

- Promotes the sustainability agenda to young people
- Reaches children, their teachers and families through schools
- Spreads awareness of the ethics behind the co-operative movement
- Puts The Co-operative brand at the heart of local communities

# Sustainability themes



# Target audiences and desired outcomes

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## Target audiences

- Primary and Secondary teachers
- Young people aged 4 – 18
- Colleagues at The Co-operative
- Co-operative members
- Parents and the wider community

## Desired outcomes (end 2013)

- To have 7,000 teachers registered
- To reach 1 million Primary and 0.5 million Secondary pupils
- To give 6,000 children the opportunity to learn outside the classroom

# Delivering Green Schools Revolution

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In the classroom



Competitions and  
diary dates



Trips, visits and  
volunteering



# In the classroom

## Teachers

- Welcome pack
- Website
  - 200+ lesson plans
  - Assembly presentations
  - Bite-sized activities
  - Interactive games

## Parents

- Competition entry forms
- Book bag flyers



# Competitions and diary dates

- Green Schools Revolution Week
  - Local and store level activity
- What's YOUR Green Schools Revolution?
  - £18,000 prize fund per year
  - £3,000 to 2 winning schools
  - £1,000 to 12 regional runners up
  - Best in class awards
- Promotions with other Co-operative businesses e.g. Christmas card competition
- Other partner dates
  - Fairtrade Fortnight & producers tours



**WHAT'S YOUR  
GREEN SCHOOLS  
REVOLUTION?**



# Trips, visits and volunteering



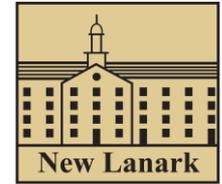
- Fully funded school trips to partner venues supporting sustainability themes
- Walking bus kits for Primary schools
- From Farm to Fork and wind farm visits at 9 sites across the UK
- Store visits exploring ethical logos
- Co-operative volunteers visiting schools
- GSR Live!

**GREEN SCHOOLS  
REVOLUTION  
LIVE!**





# Sustainability partners



- 916 items of coverage achieved with AVE in excess of £0.5m

## Eco-friendly pupils showcase their green credentials

PUPILS ARE gearing up to showcase their eco-credentials this week.

Kippax North Junior, Infant and Nursery School will be part of a big green wave sweeping the country's schools this week as part of the Green Schools Revolution Week.

Schools are being challenged

to complete a range of sustainability activities every day to promote biodiversity, healthy eating and water-themed activities.

The Co-Operative is co-ordinating the activities and offering educational resources and activities to teachers and parents.

David Luckin, membership manager for The Co-operative

in the North region, said: "Last year hundreds of school up and down the country took their environmental work to new levels during Green Schools Revolution Week, and the feedback we had was fantastic.

"This year we were keen to bring together many of the themes covered by programme

and give practical suggestions for activities, which present an easy-to-use structure for the week.

"Collectively, schools down the country will bring a powerful statement of support of the environment."

Over 5,000 schools entered with the program

- An award winning programme



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# Jessica has brush with card contest

OTTERSASH PUPIL SCOOPS CHRISTMAS DESIGN PRIZE

A TALENTED 10-year-old proved she is full of festive flair when it came to getting her creative juices flowing in a national Christmas card design competition.

A pupil at Ottershaw C of E primary school, Jessica Hillier's design for a large retail chain was chosen from more than 1,500 other designs by children around the country.

Her creation (below) was one of only four winning entries chosen by a panel of judges, and all four will be reproduced as Christmas cards.

By Rachel Baker

As a school with an Arts Council Award, we aim to develop and celebrate the arts skills of all our children, and we hope this will inspire others to embrace their talents.

The Co-operative's Georgina Kuar said: "This competition was part of our Green Schools Revolution programme and we were delighted with the number and quality of entries we received. Jessica's design really stood out - we think it will resonate with our



ROYAL VISIT

## 'Rather splendid'

What the Queen said about Tracey's pupil-inspired artwork

By SAIQA CHAUDHARI saiq.chaudhary@ngnw.co.uk

AN artist can now proudly say her work is "rather splendid", after receiving the royal stamp of approval.

The Westhoughton-based artist, Tracey Eastham, met the Queen when she officially opened the Co-operative's new head office in Manchester.

It is where her pupil-inspired artwork hangs in One Angel Square, the address of the building, said to be the world's greenest office.

The 30-year-old artist worked with Greater Manchester schoolchildren as part of The Co-operative's Green Schools Revolution programme to look at the concepts of sustainability, community, co-operation and environment.

She used their ideas and imagery for the 2.6 metre wide piece of artwork. She said: "I am delighted and proud to have taken part in this incredible project, which I never imagined would culminate in meeting the Queen."

"The creativity and imagination of the children is truly inspirational. Their ideas and images about environment, landscape and sustainability are captured within the finished piece.

"To have had the opportunity to inspire young minds to think about safeguarding our environment whilst developing their creativity, has been amazing."

"The whole experience has been an absolute honour to be a part of. I can now say that my work is "rather splendid", according to the Queen herself."

The Queen was in Manchester last month, accompanied by The Duke of Edinburgh, to tour One Angel Square.

She then unveiled a plaque to mark the formal opening of the 14-storey building confirmed as the world's most environmentally friendly. The Co-operative's Green Schools Rev programme is available to all primary and secondary schools to inspire children in their schools, homes and local communities.

For details go to greenschools.coop

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Tracey Eastham with the Queen and the pupils she worked with



GREEN PRIZE Oystermouth Primary school pupil Jo Brodie celebrating the school's national environmental award.

GREEN school is top of eco class

OYSTERMOUTH Primary School has won a national Green Prize for its environmental achievements after creating their green credentials. More than 4,000 schools nationwide took part in the competition after creating their green credentials. They had been doing since the beginning of the scheme, to win their green credentials. The school's green credentials impressed judges with their range of activities which included planting the school, to win their green credentials. The school's green credentials impressed judges with their range of activities which included planting the school, to win their green credentials. The school's green credentials impressed judges with their range of activities which included planting the school, to win their green credentials.

# Outcomes

- Over 7,300 teachers in the UK are registered
  - 1,150 Secondary schools
  - 5,050 Primary schools
- Over 600 walking buses have been set up, resulting in 1,100,000 car journeys saved, equivalent to 184.1 tonnes CO<sub>2</sub>
- 8,200 children have experienced learning outside the classroom through fully funded school trips
- 90,000 children have benefitted from resources and visits provided through the From Farm to Fork programme



Over to you

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**How would you create a national  
consumer facing campaign for  
Green Schools Revolution?**

**GREEN SCHOOLS  
REVOLUTION**  
from The Co-operative



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