

A SUSTAINABLE FUTURE

The Green Business Movement

COMPANY PARTNER: DORSET WILDLIFE TRUST
THE SUSTAINABLE BUSINESS LEADERS GROUP
(Bournemouth Borough Council)

- Social media and its impact
- Creating social awareness
- Corporate environmental responsibility

**COURSE 8 - A SPLIT COURSE, 2 STUDENTS
COMPLETED STAGE 1 IN 1 WEEK FULL-TIME
4 STUDENTS COMPLETED STAGES 1 & 2 IN 2
WEEKS FULL-TIME**

4-15 March 2019

STUDENT PROFILE: 9 students

2 x German, 2 x Venezuelan, 1 x Saudi Arabia, 1 x Japanese

STAGE 1 WORKSHOPS

Young People's Index - Identifying and developing 21st Century skills and learning how to use your own unique skill set to complement others' as a part of a team.

Design Thinking - Learning how to improve creative and critical thinking, as well as how to conduct research, develop prototypes and articulate ideas.

Time Management and Project Planning - Undertaking a series of activities that highlight the importance of thorough planning and working to deadlines.

Presentation Skills - Enhancing ability to organise content and engage an audience when giving a presentation.

G Suite - An introduction to all elements of Google Drive, including the basics of Google Slides and Google Sites.

Social Media Management - Learning how to craft attention grabbing posts, where and when to post them, and which tools are out there to assist in doing so.

STAGE 1 PROJECT

A Social Awareness Campaign - Students did background research looking at existing social awareness campaigns and investigated how to post successfully on social media. Based on what they had learned they then created their own campaign based on a topic that they had a strong personal connection to. In the final stage the students gave a presentation of their research and campaign.

All of the students learned from the project about teamwork, time-management and gained confidence in giving a presentation in English and the two students that left at the end of the first week were very positive about their achievements. When asked what she had enjoyed and learnt from the week Saskia from Germany said: *'To work with different cultures together and how you can describe and tell your ideas in a different language.'* and *'To be relaxed and to speak in english for a presentation.'* and Michele *'about different types of "working" personalities' and that the course was 'a good chance to learn about yourself and develop useful skills for (your) business-future'.*



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STAGE 2 PROJECT with Dorset Wildlife Trust and The Sustainable Business Leaders Group

The students were tasked with finding out to what extent corporate volunteering activities impact on the mental well-being of those that take part. From research into this the group created a questionnaire and then took part in a volunteering activity on Upton Heath with Dorset Wildlife Trust.

On the day they not only conducted their questionnaires with the other volunteers from various local businesses, but got stuck in as volunteers themselves, helping to clear the area after a devastating fire and prepare it for rejuvenation. They then collated and analysed their findings into a final presentation which was delivered at Bournemouth Town Hall in front of The Mayor and Mayoress alongside representatives from Dorset Wildlife Trust and Bournemouth Borough Council's Sustainable Business Leaders Group.

COURSE SUMMARY

This course allowed the students to not only improve their communication, teamwork and creative skills, but also gave them the opportunity to tangibly and immediately have a positive effect on the local environment. The combination of researching, planning and delivering a presentation and being involved physically at ground level gave this course a unique feel, and the students felt a huge sense of achievement due to their direct involvement.

They said about the volunteering day that it was 'beneficial because it helps me with future experiences' (Valery) and that it gave an opportunity 'to improve my speaking and learn something about the environment. (Arellys) as well as being 'a nice opportunity we cannot have on other courses.' (Estuko)

STUDENT FEEDBACK

'The highlights for me were 'creativity and presentation skills' and my English communication improved because 'I needed to talk with other people to accomplish the project.'

(Etsuko - Japan)

'It was an amazing course and I am very proud of my team because we did a good job presenting our project in front of important people which it was a bit scary and we had nerves but at the end we made ourselves understood'

(Valery - Venezuela)

'The skills I learnt were To feel more confident when I am talking in english and not to think about the correct grammar that much. To describe my own ideas understandably.'

(Saskia - Germany)

