

Green Heroes

big changes, little hands.

Submission Title:

Green Heroes –
Big changes, little hands.

Client Name:

Berrywood Primary School

Submission Date:

November 2018

For publication



berrywood
primary
school

The Canopy

Executive summary

Green Heroes is a unique, first-of-its-kind educational and environmental project designed to enhance children's knowledge and awareness of environmental issues. The project empowers young people to care for both their school eco-system and have a meaningful impact in the fight against climate change. Currently, children are not taught about climate change as part of the standard UK curriculum, and Green Heroes encourages new ways of learning beyond the remit of the standard educational model.

What began with offering to help the Berrywood pupils with the creation of an environmental film, proved to be the green shoots of a much wider movement.

Offering hands-on environmental learning and the opportunity to create a vibrant, sustainable and inspiring school environment, children participating in the Green Heroes initiative are encouraged to develop their critical thinking skills regarding the world we live in, and to take small steps to affect big changes in the way in which we safeguard our planet for future generations.

Green Heroes is a lesson for our young people. It is a warning for us.

A warning that if we don't start making changes to improve our environment, however large or small, we may be causing catastrophic and irreparable damage to our planet.

This is our turf now

Green Heroes
big changes, little hands.





Our strapline

big changes, little hands

demonstrates the way in which our children are increasing their awareness of environmental damage, and taking ownership for improving their planet. Accompanying copy headlines such as "The future's no playground." Highlights the seriousness with which our young students are approaching this topic and their determination to enact lasting and impactful change.

We offered our services as creative consultants with a brief intended to help change the entire outlook of the school. The Green Heroes project and its impact on the entire school was the inspiration for a redesign to its interior layout. We wanted to create spaces that supported the school ethos, and help to build a beautiful environment in which the children could learn, develop and grow. The project is also gaining wider national and governmental interest through the Royal Horticultural Society and The Parliamentary Review.

By encouraging active pupil, parent and educator participation and engagement, our project aim was to cultivate a holistic environment in which children would feel inspired by learning and empowered to participate in changing their school surroundings, whilst creating a meaningful, lasting impact in the wider community.



15%

increase in school environment approval rating by parents

9.40 out of 10 from a survey of 210 parents 2018¹ vs. 8.22 in 2017.²

One

permanent job creation

New Environmental Learning Leader role created with applicants from as far as California and Greece.

30

attending schools

RHS environmental development courses run at Berrywood highlighting the impact of Green Heroes.



Royal
Horticultural
Society

Featured in the Parliamentary Review³

The Parliamentary Review

[Click to view](#)

12

new schools in participation

6 Local schools (Within Hampshire).

6 National schools (Outside Hampshire).

150

Green Heroes

Number of pupils who have actively participated in environmental studies and helped change the schools environment since Jan 2017.



Outline of Brief

We were initially commissioned to create an environmental film showcasing the hands-on work the pupils of Berrywood School were undertaking to improve both their school environment, and learning about the wider issues of climate change.

We recognised the potential of a wider opportunity to build a distinctive social and environmental awareness educational brand around their school projects, thus Green Heroes was born.

Our short term aim was to create a campaign and identity that had a positive impact on the ways children are learning, to challenge the narrow confines of primary education and to effect a culture change on a micro level. With this as a starting point we were then asked to encapsulate the spirit and guiding ethos of Green Heroes into a school identity and new physical learning environment.

On a macro level, we were asked to create a campaign capable of inspiring widespread creativity through environmental learning with the potential for global recognition. The long-term aim of Green Heroes is to act as a call to arms, using young people as a catalyst to take action against climate change, to light the way and to carry the torch for future generations.

Key objectives

1.

Create a bold, unique and distinctive brand that raises awareness of the Green Heroes project and ethos.

2.

Showcase the way in which children can have a meaningful and lasting impact in the way we tackle climate change. Create a brand and mantra to support the first primary school project of its kind in the UK, and demonstrate that it's never too early to encourage children to think critically and participate actively in climate change discussion and action.

3.

Encourage widespread media coverage, institution and school participation to affect wider change in school environments and climate change projects. Raise the profile of the school's conservation initiative - Showcase the way in which children can get involved in conservation and have a meaningful and lasting impact in the way we tackle climate change.

4.

Redesign learning zones to create a school environment and identity that excites children's imaginations, and helps encourage collaborative and creative thinking, working and problem solving, as well as helping children to identify with real environmental and social issues.



Challenges

Dealing with the many facets of an educational establishment meant we were faced with many individual challenges, however, our primary challenges consisted of:

- Challenging a standard education and curriculum model designed to promote test results above creative and critical thinking.
- Work within the confines of Berrywood School and local authority budgets.
- Work around strict timescales to ensure the interior build could be carried out without impacting the children's education.
- Demonstrate the value of conservation and environmental learning in a way that changes parent mindsets.

Scope of work

We were given the opportunity to create a vibrant, sustainable and inspiring school campaign, overarching identity and learning environment that reflected the school's unique ethos and wonderful outside spaces.

In addition to aiding their everyday curriculum, we were challenged to redesign interior spaces to encourage the children of Berrywood to develop their critical thinking skills regarding the world we live in, and to take small steps to affect big changes in the way in which we safeguard our planet for future generations.

The aim was to redesign the school's interior learning environments with a clear identity that promoted an ethos whilst fostering a sense of community and inclusion around both Berrywood and the Green Heroes initiative.

Strategy

The Green Heroes brand was born from a conservation project that was already well underway at Berrywood School. What began as a small initiative to combine both creative and environmental learning, progressed into helping the children shoot and edit a short environmental awareness film. The creation of this film formed the nugget of an idea to create an instantly-recognisable environmental and educational awareness brand, built around the idea that children are our future.

From the initial shoots, our brief widened to include a design overhaul of the Berrywood School identity and redesigning the interior learning areas. The ultimate aim was to create an interior that reflected Berrywood's unique 'school within a garden' setting, and to enhance learning and further encourage the development of critical and creative thinking on both educational and environmental topics.

It soon became clear that Green Heroes had potential to reach far beyond the confines of Berrywood School. Green Heroes is a call to arms that resonated with all ages and audiences, we were able to engage and raise environmental awareness amongst children of primary school age and help to create lifelong patterns of behaviour that can only serve to create positive changes in the future.

Description

The Green Heroes initiative was developed around the concept of 'a school within a garden'. This transformation of their beautiful environment has brought children's learning to life through first hand experiences and has helped them to explore, develop and enjoy the science and vitality of life in the fragile environment in which we live.

Green Heroes is driven by the belief that when children are inspired by a beautiful environment, empowered by knowledge about climate change and provided with opportunities to think critically about the world, they proactively seek solutions and willingly make a positive contribution both in their school and in their wider communities.

Utilising participants from Berrywood School in the photography, artwork and video, we encouraged active participation and engagement. The children were thrilled to have the opportunity to document the entire process.

From adding colour and interest to the school gardens and grounds, by planting pollinator-friendly plants, sustainably growing fruit and vegetables, making bug homes and adding goodness to the soil to encourage wildlife, the children have taken a hands-on approach to transforming their wonderful school surroundings. They have begun to question how dependant we are upon the world's natural resources, and how important it is for us to look at how we can be more sustainable and kinder to our environment.



Outline of Design Solution

Green Heroes

Green Heroes - Big changes, little hands

We created a bold and striking brand and campaign story that resonated with all ages and audiences. The brand helped to activate and engage environmental awareness amongst children of primary school age whilst cementing lifelong patterns of behaviour that can only serve to create positive changes in the future.

Our colourful, distinctive brand identity resonated with both pupils and adults, and we have been able to raise awareness of the Green Heroes project and ethos.

All brand communications carry an image of one of our young volunteers from Berrywood School, accompanied by an impactful headline highlighting the importance of the project.

Ideas such as **"This is our turf now"** and **"Our future's no playground"** demonstrate the serious emotional connection our young volunteers have when it comes to raising awareness of the project and the long term consequences if we don't begin to make small changes in the way in which we care for our world.

At Berrywood, alongside their regular curriculum studies, children develop skills in conservation, sustainability, and entrepreneurship as part of the Green Heroes initiative. The brand represents a unique hands-on environmental learning project that empowers the children with the opportunity to grow their own produce, nurture their colourful urban gardens, and care for their own bees and free-range chickens.

The strong and distinctive brand identity has helped inspire more Berrywood pupils to take an active role in the fight against climate change, and acts as a call to action as we attempt to safeguard our planet for future generations.

Environmental video and première

Working alongside the children we co-produced a powerful environmental film that aimed to bring the Green Heroes project to a global audience.

[2018: Watch the video here](#)

[2017: Watch the video here](#)

Berrywood Primary School logo breakdown

 A single pupil

 A group of pupils

 A school of pupils

 **berrywood primary school**

Key Facts

Green Heroes Launch: July 2017

School Environment Redesign: Summer 2018

A web platform to promote the campaign

We designed and built a distinctive Green Heroes website to act as a platform through which to promote the initiative.

<https://greenheroes.berrywood-pri.hants.sch.uk/>

A school identity and learning environment to empower critical and creative thinking

We designed a school identity that matched the ethos of the Green Heroes movement and provided equally inspiring interior learning spaces.

Taking the school's original logo of a tree as our starting point, we designed a modular logo that when broken down can represent a single pupil, a group of pupils, and a school of pupils. We feel this captured the school's core values and inclusive, nurturing ethos, as well as fostering the idea of working and growing together.

Harbouring a new strapline 'Growing a brighter future' We redeveloped the entire main school building in conjunction with Hampshire County Council to encourage collaborative working whilst fostering a sense of community and inclusion.

<https://www.berrywood-pri.hants.sch.uk/>

Overview of market

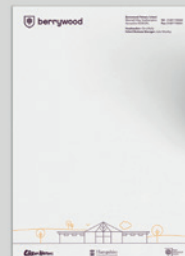
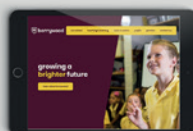
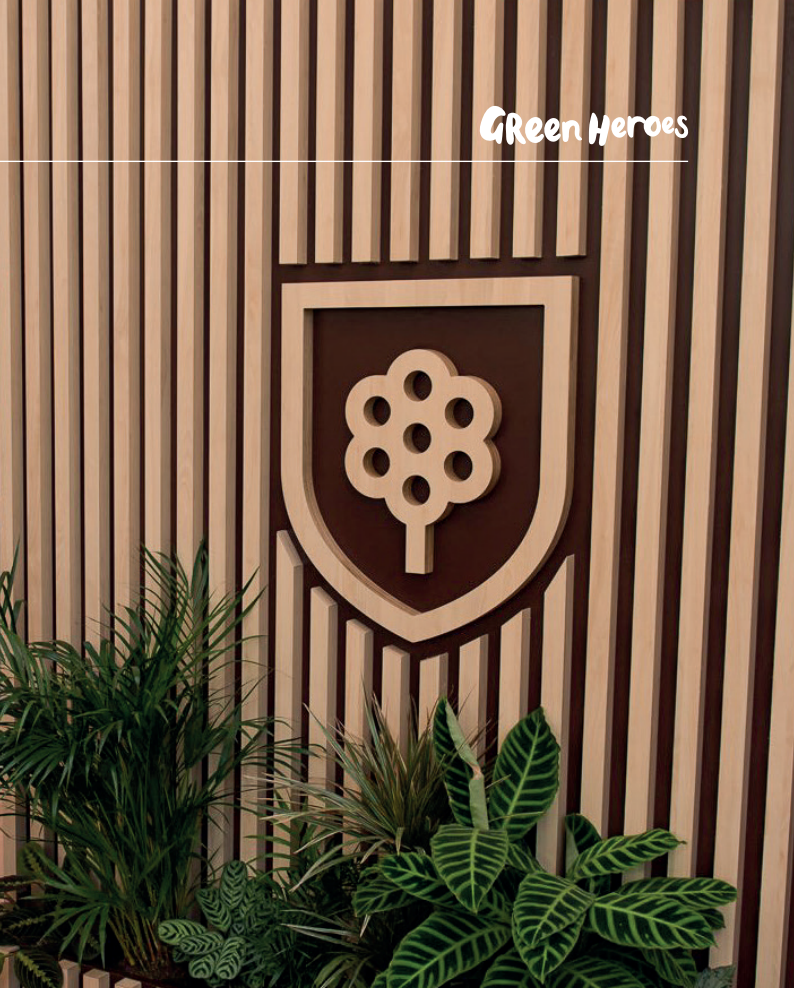
Berrywood School is one of the larger primary schools in Hampshire with around 640 children. There are a total of 428 schools under the jurisdiction of Hampshire County Council. Environmental and conservation studies are not currently taught as part of the National Curriculum for primary schools.

Creative Design Fees: £16000

Pro Bono (40hrs): £3500 (Estimate)

big changes, little hands

Green Heroes



Results

Engagement with Internal Stakeholders

- Over an 18-month period, over 150 Green Heroes have been engaged and inspired to take part in the project at Berrywood.
- In creating an inspiring environment in which to learn, develop and grow, the reception, atrium, learning zones, and welcoming interior spaces of Berrywood School were all transformed in keeping with the school's wider ethos.
- We were able to create a seamless transition between the outside concept of a "school within a garden" and interior learning spaces designed to encourage free thinking and inspire creativity.

Engagement with External Stakeholders

- From 210 responders to the Berrywood School annual parents questionnaire:
- The school received an average 9.4/10 approval of the educational environment.
- 9.5/10 parents stated that they were proud their child attended Berrywood.
- 139 of 210 responders rated the Berrywood School learning environment 10/10.

150
Green Heroes

participants

Incremental increase in young school environment custodians since Jan 2017.

9.4/10

school learning environment rating

12.17% increase in learning environment satisfaction - School Annual Survey 2018¹ vs. 8.38 in 2017.²

139

parents rated the school learning environment

10/10

Survey of 210 Parents - School Annual Survey Oct 2018.¹

9.5/10

Sense of pride in attending Berrywood Primary School

15.57% increase in level of pride - School Annual Survey 2018¹ vs. 8.22 in 2017.²



Increased Media Awareness and Participation

Since our involvement in the school redesign, Berrywood has garnered both local and national press coverage, and in 2018 has featured in both The Parliamentary Review, and on the Royal Horticultural Society website as examples of best educational practice. It is hoped that the Green Heroes brand will be adopted by more schools locally, with the long-term aim of creating a nationwide association of participating schools. Therefore, we have created a distinctive, powerful and effective brand with the potential for national roll out, and has the capacity to prove effective on both a large and small scale.

Sustainability Improvements and Social Impact

- As well as raising awareness of climate change, the Green Heroes project encourages children to care for and improve their school grounds, creating a greener, more pleasant and more eco-friendly environment, and resulting in a lower carbon footprint.
- The purchase of a composter with the Tesco Bags of Help grant has resulted in lower waste, with kitchen peelings recycled to create compost for the flowerbeds and homegrown fruit and vegetables.

Featured in the Parliamentary Review

The Parliamentary Review

[Click to view](#)

30 Attending schools

2 RHS environmental development courses run at Berrywood highlighting the impact of Green Heroes as model for environmental learning.



Royal
Horticultural
Society





Job Creation and Expansion

- Due to the success of the Green Heroes project, the school has since created and appointed the full time position of Environmental Learning Leader.
- This dedicated job role received applications from around the world, with applicants from as far afield as California and Greece, inspired by our Green Heroes environmental film.

Rollout of Design Solution and Uptake of Model

- Berrywood has been visited by 6 Hampshire local authority schools and 6 national schools as part of replicating the Green Heroes project following inspiration from the film and campaign.
- The Royal Horticultural Society has run two course in 2018 attended by over 30 schools citing Green Heroes as a scalable environmental learning model.
- Hampshire County Council ran a course with 20 Deputy Headteachers using Berrywood as an example of best practice for aspiring Headteachers to replicate.

One

permanent job creation

New Environmental Learning Leader role created with applicants from as far as California and Greece.

12

new schools in participation

6 Local schools (Within Hampshire).
6 National schools (Outside Hampshire).

20

local education leaders

Involved in Hampshire County Council courses at Berrywood Primary School designed to use Green Heroes as a model for environmental learning.

Existing Education Model Improvements

Under the leadership and long-term vision of Headteacher Chris Reilly, Berrywood has transformed from a school requiring improvement in a February 2014 Ofsted Report to one rated 'Good with Outstanding Management' at its last inspection in May 2016. These improvements were in transition pre the 'Green Heroes' and school identity changes, and could have had a positive impact to stakeholder outlook in parallel to the initiatives of the campaign work.

Location Factors

Berrywood's 9.5 acre site has made the large scale of Green Heroes possible, however, the nature of the project allows it to be replicated as space allows. Not all schools have the luxury of a site this large, however the campaign has been designed so that even a small patch of unused school grounds could be utilised as a flower bed or vegetable patch and provide the seed of mindset growth within a school.

Parent School Association and External Funding

Berrywood Primary School received upwards of £20,000 in fundraising from the 'School Parent Association' and a grant of £4500 from the 'Tesco's bags of help' campaign. This additional funding helped to facilitate and accelerate the momentum of Green Heroes and the changes to the environment.

Resources

- ¹ Berrywood School - Parents evening questionnaire 2018
- ² Berrywood School - Parents evening questionnaire 2017
- ³ The Parliamentary Review - A year in perspective 2017/18 (Primary Education: South of England) - <https://www.theparliamentaryreview.co.uk/editions/primary-education/primary-education-south-of-england>

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