



GREEN FOR GO! EVALUATION



PREPARING THE NEXT GENERATION FOR IMPACT!

INTRODUCTION FROM CHARLOTTE WINDEBANK, FOUNDER OF FIRST AND TRACEY MOORE, GROUP DIRECTOR AT PNE GROUP

Green For Go! exists to engage the next generation of changemakers with the collective challenges we face. Challenges such as climate change, inequality and access to education. Its ambition is to empower young people to realise the impact they can have as ideas generators, action takers, organisers and as part of a collective force.

The exploration of entrepreneurship, as a way of solving social and environmental challenges, offers the perfect vehicle through which to capture this ambition: connecting key skills such as ideas generation, teamwork, research and public speaking, with the concept that businesses create an opportunity for a good idea to be scaled and create real, meaningful change.

At the centre of the programme, was an investment in growing the confidence, skills and experience of Level 2 learners; giving them the tools to realise their ambitions, whether that be for social change, environmental impact or individual success.

Green For Go! is testament to the power of collaboration, with the expertise and passion of partners FIRST (www.firstnetwork.co) and PNE Group (www.pne.org) invested in a shared vision. Beyond the partnership, the programme brought together four North East colleges, 172 students and over 50 members of the business community.

Our hope for the students on the Green For Go! programme is that it has given them an experience which will support them to fulfil their potential: in their careers, as part of a community and in their personal pursuits. But we also hope that if we encourage bright, young minds to believe they can change the world, and give them the tools to do it, some of them just might...

If you are interested in being involved with the next iteration of Green For Go! get in touch with Charlotte Windebank, Managing Director of FIRST at charlotte@firstnetwork.co or on 0191 691 7444.



**CHARLOTTE WINDEBANK
FOUNDER, FIRST**

**TRACEY MOORE
EXECUTIVE DIRECTOR, PNE GROUP**

INTRODUCING GREEN FOR GO!

THE GREEN FOR GO! PROGRAMME

Commencing in October 2019, the Green For Go! programme brought 172 learners from four colleges across the North East into a world of entrepreneurship and sustainable thinking; providing 58 hours of college based workshops and a one-day inter-college competition.

From October to December 2019, Level 2 learners from Gateshead College, Newcastle College, TyneMet College and Stockton Sixth Form were set the challenge of developing solutions to real problems faced by exciting local start-ups. The problems were designed to address one of the 17 UN Sustainable Development Goals, including gender equality, climate change, decent work and economic growth and access to education.

Through a mixture of fun and innovative activities, the programme introduced all the 'building blocks' for starting a successful business, including ideas generation, market research, business planning, networking and pitching. Through the activities learners developed their confidence, teamwork, research and public speaking skills.

A NOTE ON IMPACT

The programme gave the participants an opportunity to learn in different ways, connect with new peers, pursue achievements to help them build their CV and explore what their aspirations are for life after college.

As the programme developed, it was clear its impact was beyond professional development for many learners. Personal journeys took

place, including many students reporting they had grown confidence in their voice or feeling their own experiences were validated by the issues discussed, such as gender equality and mental health.

Whilst these journeys cannot be captured in the same way as the powerful statistics this evaluation contains, they remain a lasting legacy of the first Green For Go! programme.

THE PROGRAMME PROCESS

All learners participating in the Green For Go! undertook the following learning pathways:

Phase 1: All learners undertook an average 14 hours learning, which included skills building sessions on diverse enterprise related topics such as team-working, ideas generation, research and pitching, as well as a session on current social and environmental challenges.

As part of the workshops, students chose a challenge set by local start-ups and in groups thought up, developed and pitched a final solution. External judges, including the brief setting entrepreneurs, senior college staff and members of the business community, judged the final pitches.

Phase 2: All learners were invited to attend a Grand Final, in which the college winners would pitch in two rounds— sixteen groups pitched to tables of guests, then those who made the final round pitched to over 150 event attendees from the main stage.

PARTICIPATING COLLEGES



PHASE ONE: WORKSHOPS

THE GREEN FOR GO! PROGRAMME

Commencing in October 2019, Green For Go! launched with Phase One: the provision of 14 hours of learning to every student.

The workshops were centred on a single challenge: develop and pitch a business idea that fitted one of four briefs set by local entrepreneurs. All the briefs were aligned with a social or environmental issue. They were:

- Come up with new, saleable product that can be made with recycled plastic
- Create a business that will help improve the gender gap in the creative sector
- Produce a business plan for a social enterprise donating educational resources to schools in Africa
- Develop a business which will empower other businesses to be more inclusive of workers with disabilities

Students were supported to tackle the challenge with a diverse range of sessions designed to develop their ideas generation, problem-solving, teamwork, research and public speaking skills.

The sessions were delivered in a high-energy, interactive format, breaking away from the traditional classroom experience and engaging a diverse variety of learning styles.

COMPETITION

A competition between teams provided the finale for the workshops, with one team working on each brief going on to the Grand Final to compete against other colleges. At least one of the brief-setting entrepreneurs judged, alongside senior college staff and invited members of the business community.



A SPECIAL TAKEAWAY

Wanting to give the students something to take away for reflection, inspiration and further learning, a small 'goodie bag' was presented to every student. It included a certificate evidencing their learning, a set of Sustainable Development Goal 'pledge' postcards and Greta Thunberg's book 'No one is too small to make a difference' - the title capturing the intended sentiment of the programme and the author providing an inspiring story of how one person can lead change. All students were given the opportunity to use the Green For Go team as a reference on their CV.

UNSEEN IMPACT

Green For Go informally recorded some extra outputs, including a business start through a student attending PNE's business start-up course and one student securing employment using the reference offer.

STUDENT FEEDBACK FROM THE WORKSHOPS

116%

INCREASE IN STUDENTS REPORTING THEY FEEL 'A LOT' OR 'VERY' CONFIDENT SPEAKING IN FRONT OF AN AUDIENCE

271%

INCREASE IN STUDENTS REPORTING THEY FEEL 'VERY EMPOWERED' TO HELP SOLVE PROBLEMS LIKE CLIMATE CHANGE

138%

INCREASE IN STUDENTS REPORTING THEY FEEL 'A LOT' OR 'VERY' CONFIDENT THEY COULD SET UP A BUSINESS

79%

OF THE STUDENTS GAVE THE WORKSHOPS 7 OR MORE OUT OF 10

COLLEGE STAFF FEEDBACK ON THE WORKSHOPS

Learners have benefitted enormously from the Green for Go! project. It has provided them with the opportunity to develop skills, knowledge and behaviours for employability, such as teamworking, problem solving, public speaking and creativity. The project pushed many learners out of their comfort zone, and in doing so has led to an increase in confidence. It is exactly the type of project we are looking to get our learners involved in to be able to prepare them for employment.

SARAH THRAVES
TEACHER OF BUSINESS AND LEADERSHIP
NEWCASTLE COLLEGE

One student actually said to me yesterday after the presentation, "Thank you, I have felt something change inside of me and I can actually speak now" - which was so uplifting to hear as she lacked confidence to communicate with others and share her ideas in lessons. The staff from PNE and FIRST were very supportive and interacted well with the learners to ensure understanding.

SARAH MORLEY
NEWCASTLE COLLEGE

Engaging with the Green For Go! project has developed social conscience and enabled our students to develop many skills including their communication, problem solving, and interpersonal skills. In their groups, they needed to learn to delegate tasks, working with people they may not normally work with, and create something they felt confident enough to do in presentations.

This project was great, led by brilliant facilitators who were encouraging and committed, this definitely helped the students to get involved.

LUCY WHIBLEY
PASTORAL TUTOR, TYNEMET COLLEGE

PHASE TWO: GRAND FINAL



THE GRAND FINAL

On 13th February the Green For Go! Grand Final took place in the Great Hall of the Discovery Museum, Newcastle City Centre. 110 students from the four colleges came together, 55 to compete for one of the top spots in the pitching competitions, another 55 to connect with the business community and to cheer on their peers.

Before the main event, the competing students were given a confidence boosting workshop on pitching. The student guests participated in a workshop on networking, to help them make the most of their time connecting with guests from the business community.

TIMELINE OF EVENTS

The Grand Final brought together inspiring speakers, including words of advice from the start-ups who had set the challenges, fun networking activities and two pitching competition heats.

In the first heat, the teams pitched to tables of guests, teachers and peers, who voted for their favourites based on criteria including creativity, teamwork and passion.

Those who made it to the final heat pitched from the main stage, in front of over 150 attendees. It was a challenge which every single student accepted, demonstrating how far the group had come since day one!

PHASE TWO: GRAND FINAL

BUSINESS COMMUNITY, MEET THE NEXT GEN...

An important part of the programme was connecting the students into the local business community, allowing them to gain insight of the world of work and business, to increase their confidence networking and even access further opportunities like work experience.

The Grand Final provided the perfect safe space for this to be realised on scale—with each table mixing students and a variety of guests. Guests were chosen for a range of reasons, including their being strong role models and champions of young people. They were given a helping hand to make the most of the opportunity with a networking workshop and planned icebreaker activities encouraging them to connect with their table guests.

GUEST FEEDBACK

"The energy in the room was brilliant. It was wonderful to see the powerful developmental impact the experience had on those that participated. It's a very clever idea to link sustainability with pitching to build self-confidence."

LUCY HATT, SENIOR LECTURER
NEWCASTLE BUSINESS SCHOOL

"Green For Go! has helped me grow more confident. It was fun and I enjoyed it. I think it will help with getting a job in the future."

JOSH, STOCKTON SIXTH FORM



"Green for Go! has helped me feel confident speaking in front of an audience. Getting through to the final and winning for the college was the best thing I have ever achieved."

KAY, STOCKTON SIXTH FORM

Inspiring young adults to meet, their full potential is great to see, and programmes such as these can make a huge impact on their futures, by giving them confidence."

IRENE ALLCROFT, DIRECTOR, CAPACITY
GREEN FOR GO! FUNDER BOARD MEMBER

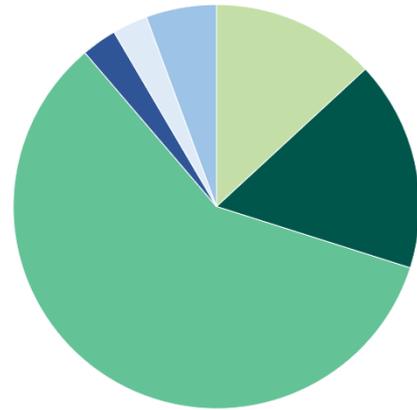
PROFILE OF A LEARNER

SUBJECT GROUPS

Across the four participating colleges, Green For Go! worked with a diverse mix of students from a range of disciplines, including Business School students (Gateshead College), STEM (Newcastle College), Health and Social Care (TyneMet), English, Maths, Digital Marketing and Finance (Stockton Sixth Form). Several groups of learners were put forward by their colleges as they were unlikely to progress into tertiary education or faced barriers to progression, such as retaking a year.

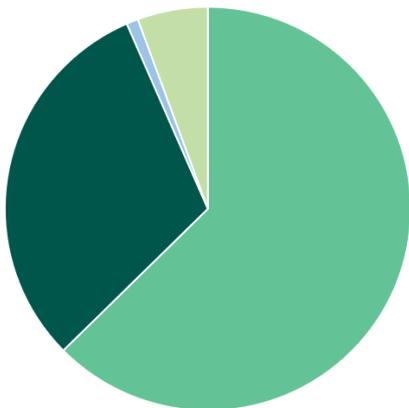
EQUALITY AND DIVERSITY PROFILE

As part of its commitment to equal opportunity, Green For Go! captured data on learner profiles. All data relating to learner profiles was provided voluntarily and anonymously by participants.



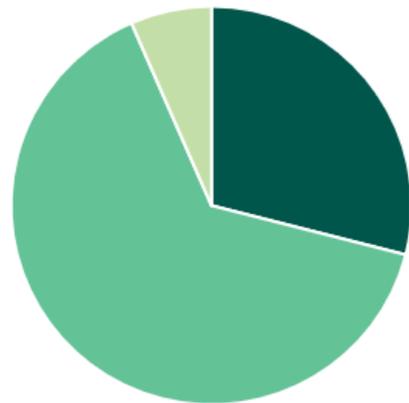
ETHNICITY

- White
- Mixed/Multiple Ethnic Groups
- Asian
- Prefer not to say
- Other Ethnic
- Black/African/Caribbean/Black British



GENDER

- Female
- Male
- Trans
- Prefer not to say



IDENTIFIES AS HAVING A DISABILITY

- No
- Yes
- Prefer not to say

Of those who identified as having a disability, 55% reported mental ill health, social interactions (20%), visual impairment (16%), learning (16%), speech (10%), hearing impairment (6%).

MEET THE DREAM TEAM!

The Green For Go! pilot would not have been possible without the knowledge, skills, passion and innovation of our delivery dream team. Thanks to everyone who supported the programme, with special mention to...

SIMON NOBLE, FIRST COMMUNITY ENGAGEMENT OFFICER

Delivering Green For Go! enterprise skills workshops and supporting project delivery, Simon works with FIRST to offer young people career development opportunities.

KATHERINE HURST, PNE GROUP PRE-START TRAINER AND ADVISOR

Providing specialist learning on sustainability and supporting workshop delivery, Katherine is a pre-start business trainer and one-to-one advisor with PNE Group.

ALICE HOLLIDAY, FIRST EDUCATION COORDINATOR

Overseeing the Green For Go! programme and leading its delivery, Alice is responsible for planning, designing and managing FIRST's business education programmes.



SPECIAL THANKS:

Kasia Lipka, Jackson Knowles and all the staff from Gatehead College, Newcastle College, Stockton Sixth Form and TyneMet College who enabled the project to take place.

ZOE MAYLAM, FIRST BUSINESS ENGAGEMENT OFFICER

Awards coordinator and event manager on the Green For Go! project, Zoe supports FIRST to engage with and empower businesses, start-ups and young people across the North East.

BILLIE JENKINS, PNE GROUP BRAND DEVELOPMENT

Supporting Green For Go's creation, coordination and impact measurement, Billie develops and promotes a range of enterprise interventions with PNE Group.

MEET THE PARTNERS

FIRST



FIRST (firstnetwork.co) is a learning and development agency that cocreates and delivers fun and innovative activities to connect sectors, communities and individuals. We do this by working with education, public bodies, charities and businesses to develop confidence and people skills for early stage founders, junior staff and young people. If you are looking to develop confidence and skills in your team/group/cohort then contact Charlotte Windebank.

charlotte@firstnetwork.co | 0191 691 7444

PNE (pne.org) offer business support, training and guidance to aspiring entrepreneurs, start-ups and established businesses; providing confidential advice, workshops, events, coaching and access to funding. To date, we have supported over 10,000 businesses to start-up and in 2018 were named National Enterprise Network’s Enterprise Team of the Year. To learn more about how you can work with PNE to support the next generation of businesses to start, succeed, and grow contact Billie Jenkins.

billie.jenkins@pne.org | 07789073287

MEET THE LOCAL START-UPS



MANDY BARKER
SAIL CREATIVE

Sail Creative (sailcreative.co.uk) is a branding and design studio set-up to work with organisations that have a positive social impact.



CHRIS NUTMAN
MY CLOUD COACH CIC

My Cloud Coach (mycloudcoach.org) provides digital education resources in marginalised communities through a digital platform and unique off-grid technology.



**NATASHA BOULDING,
SCOTT BUSH, PHIL BUCKLEY**
PLASTECH INNOVATION

Plastech (plastechinnovation.co.uk) takes post-consumer waste plastic which isn’t currently being recycled and turns it into an aggregate that can be used to make concrete.



EMMA QUINN
PIFFY AND EGG

Piffy and Egg (piffyandegg.co.uk) is an ecommerce business selling art products to support the mental health charity MIND.