

### What is it?

Outdoor Classroom Day is a global campaign to celebrate play and learning outside the classroom, and to inspire teachers, schools and parents to make outdoor learning and play part of every day.



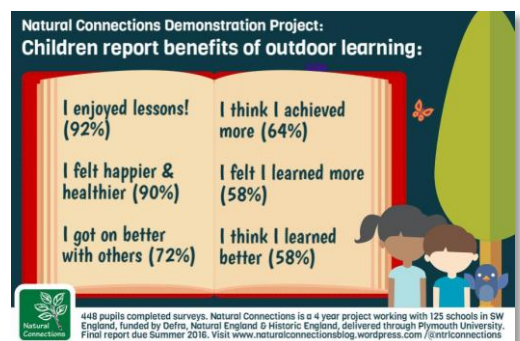
The campaign builds on the highly successful Outdoor Classroom Day 2016, when children in over 3,600 schools across 52 countries spent at least one lesson playing and learning outdoors. Over 80 per cent said they want to make this a more regular part of their school day!

**In 2017, Outdoor Classroom Day aims to reach one million children aged between 3 and 12 years old, in at least 70 countries, and we hope to reach five million!**

To achieve this, we need lead partners to reach out to schools through their established networks.

### Why get involved?

- 🔍 Do you believe it's important that children play outdoors during the school day?
- 🔍 Do you support outdoor learning?
- 🔍 Do you want children to care about the environment and love nature?
- 🔍 Do you want children to have time to make strong friendships, to have fun, to develop their self-confidence, self-awareness and resilience?
- 🔍 Do you want to help schools make the most of their outdoor environments, playgrounds and local communities?
- 🔍 Can you inspire schools to hold lessons outdoors and take recess/break times seriously on Outdoor Classroom Day?



## If you answered YES to any of the above, we need YOU!

Project Dirt, a UK-based social enterprise are looking for nationally and internationally recognised organisations in our priority countries (see p.3) that have an education, play or environment focus, to help implement the campaign. You also need to have pre-existing links with a large number of schools across your country and experience in national campaigning – ideally online campaigning. We want to build on your existing activities and campaigns, and use your strong social media presence to help you strengthen your message. By working together, we believe we can support schools everywhere to make the best use of their outdoor environments, to bring learning to life, and to make real play part of every day.

We are working with Unilever’s Dirt is Good (DiG) global team, the brands behind Persil, Skip, Omo and other market-leading washing powders, to roll this campaign out globally. The Dirt is Good teams in every country are making play, real play, a priority.

## Benefits of being involved

- Reach more children in schools across your country (or countries) and help them to join a growing international community promoting the importance of learning and playing outdoors.
- Pioneer a leading campaign which aims to achieve:
  - 🔍 over 10 million children playing and learning outdoors by 2020 – and stretch goal of 50 million!
  - 🔍 policy change across the world, increasing access to break time and outdoor learning;
  - 🔍 culture change in communities, building recognition of how essential outdoor play is to a happy childhood.
- Connect to the most influential education leaders, including Sir Ken Robinson (official spokesperson for Outdoor Classroom Day), Dr Stuart Brown, Tim Gill, Juliet Robertson and many other internationally recognised thinkers.

## Why do schools sign up?

Because children that learn lessons outdoors learn them for life, and those who play today — creatively, messily, actively, socially, intensely — are simply better prepared for tomorrow.

## How do schools participate?

- 🔍 Teachers sign up their class, or whole school, on the website [www.outdoorclassroomday.com](http://www.outdoorclassroomday.com) — or to your local version in your local language.
- 🔍 They commit to using nearby outdoors space for one high quality lesson and to celebrating playtime on Outdoor Classroom Day (18 May 2017 worldwide, potential for second smaller date in November)
- 🔍 They are inspired to make it as easy as possible for children to get outdoors to play and learn, both on the day and then every day in the future.
- 🔍 They share their experiences on social media, encouraging other schools to participate in 2018.

Parents too can get involved, signing up and receiving a letter to take to their children’s schools. We are also encouraging organisations, small and large, across each country to get involved by pledging their support and put their logo on the site.



## We are looking for...

Lead and supporting partners in:

-  Argentina\*
-  France\*
-  India\*
-  Indonesia\*
-  Saudi Arabia\*
-  South Africa
-  Vietnam

Supporting partners in:

-  Australia\*
-  Brazil\*
-  Finland\*
-  Portugal\*
-  Spain\*
-  Turkey\*
-  United Kingdom and Ireland\*

*\*Dedicated website either available or under development*

If your country is not listed but you are interested in getting involved, please get in touch as we are looking to expand to additional countries.

### As a lead partner, you will receive:

1. A country-specific website, based on [www.outdoorclassroomday.com](http://www.outdoorclassroomday.com), where schools, partners and parents can sign up to get involved. This will be translated into your main local language and you will receive training so you can update it and make it your own.
2. Resources for schools, teachers and parents, translated into your main local language, including lesson ideas.
3. Information and guidance on how to link to the campaign's international social media platforms — or help to you build your own — to support the promotion of your campaign.
4. Support and training to increase your reach and impact, especially in reaching schools, making use of social media and gaining media coverage. This includes template campaign and social media plans, social media assets (films, images, research), posters and standard copy (media release, campaign descriptors).
5. Funding to build capacity to increase engagement in the campaign (amount depends on potential reach to schools).
6. Potential for marketing and media support from Unilever's local DiG teams, as well as support from Project Dirt globally.

Supporting partners can get involved in many ways, from providing additional resources to signing up schools and parents.

### As a lead partner, you will:

1. Lead on developing the Outdoor Classroom Day campaign in your country, working closely with the DiG team locally and their partner agencies.
2. Reach out to schools in your country and achieve an agreed target number of children and schools to sign up to Outdoor Classroom Day 2017.
3. Run social media campaigns and other communications activities to raise awareness of Outdoor Classroom Day (and its aims) among teachers and schools.
4. Support and encourage participating schools in your country to successfully run activities on Outdoor Classroom Day using the resources provided.
5. Provide information to the global team for evaluation, through activities including the dissemination of a survey to schools, parents and local supporting organisations.

Supporting partners will carry out some or all of the above activities but will not have a target number of schools to sign up.

**Interested? Email: [info@outdoorclassroomday.com](mailto:info@outdoorclassroomday.com) for an application pack!**



## Global aim of Outdoor Classroom Day

To build a movement that inspires change so that children around the world get outdoors to learn and play every day at school.

## Global objectives for the campaign

Outdoor Classroom Day will:

- 🔍 Challenge teachers and parents to give children the best outdoor learning and play opportunities every day, and to learn how to make the most of their outdoor environments.
- 🔍 Raise awareness that every child needs to engage in outdoor learning and play so they can have a happy childhood now, and learn, develop, and build skills for the future.
- 🔍 Motivate schools to get involved in a single day of action.
- 🔍 Inspire schools to make sure children can get outdoors to learn and play all year round.
- 🔍 Create a culture change so parents and communities think of playing outdoors every day as an essential part of childhood.
- 🔍 Get at least 10 million children playing and learning outdoors on Outdoor Classroom Day in at least 50,000 schools worldwide by 2020 – and strive to make that 50 million!
- 🔍 Build a global community of NGOs, corporates and other organisations with shared goals to make play and outdoor learning part of every day for children across the world.

## Play for Today, Prepared for Tomorrow



### Project Dirt

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CONNECTING COMMUNITIES FOR GOOD