

OUTDOOR CLASSROOM DAY

18 May campaign overview

PROJECTDIRT
CONNECTING COMMUNITIES FOR GOOD



HEADLINES

OUTDOOR
CLASSROOM
DAY



1.04 million children from **9,745 schools** ventured into the great outdoors.

Teachers in **81 countries** across **all 7 continents** reconnected students with the world beyond walls.

1,456 parents pledged their support to the campaign.

Over **40 million people** had the opportunity to see, read or hear about the campaign.



Ms.Rumsby
@lynnr1984

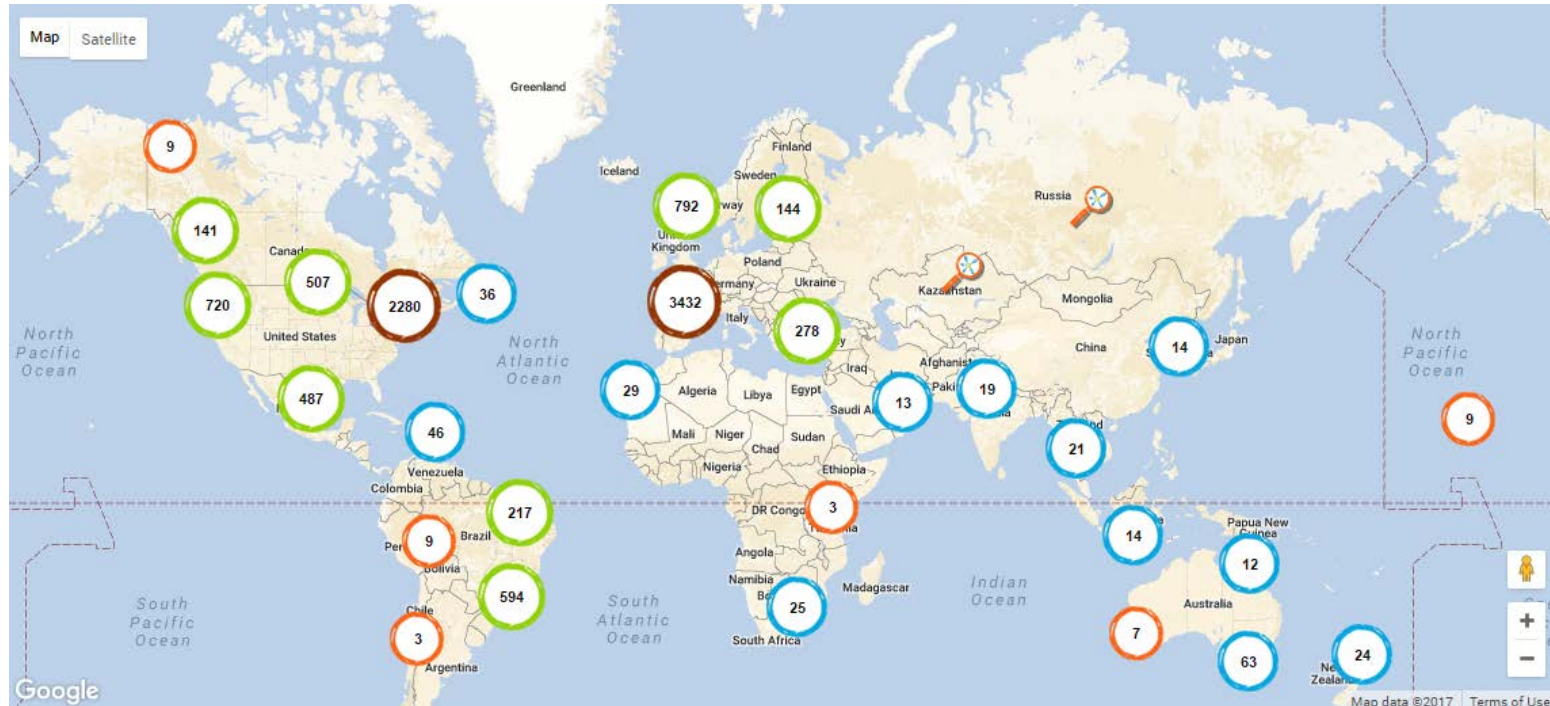
Following

We are getting SUPER EXCITED about taking our classroom OUTSIDE!
[@OutdoorClassDay](#) [@MountRoyalPS](#)



9,745 SCHOOLS IN 81 COUNTRIES PUT THEIR SCHOOL ON THE MAP

OUTDOOR
CLASSROOM
DAY



LEADER BOARD (NO. OF CHILDREN)



United Kingdom & Ireland	467,177
United States of America	154,707
Brazil	153,668
Canada	114,063
Portugal	38,801
Spain	38,596
France	10,881
Turkey	9,252
Australia	6,390
Israel	5,103
South Africa	4,629
United Arab Emirates	2,872
Finland	2,798
New Zealand	2,513
Mexico	2,470
Sweden	2,286
Croatia	2,234
China	1,690
Singapore	1,516
Romania	1,487

Saudi Arabia	1,400
Macedonia	1,362
Latvia	1,354
Serbia	1,353
Bulgaria	1,059
Lithuania	977
Thailand	942
Malta	894
India	686
Indonesia	670
Trinidad & Tobago	618
Greece	564
Switzerland	462
Poland	406
Germany	350
Italy	283
Korea South	278
Slovenia	264
Venezuela	250
Iceland	247

Egypt	230
Gambia	210
Nigeria	210
Czech Republic	169
Cyprus	146
Denmark	137
The Netherlands	124
Panama	120
Nepal	100
Senegal	100
Japan	92
Ukraine	87
Taiwan	79
Bosnia & Herzegovina	74
Kenya	74
Belgium	63
Uruguay	60
Austria	51
Norway	50
Malaysia	46

Colombia	40
Jordan	40
Tanzania	39
Honduras	38
Hungary	25
Kazakhstan	25
Lebanon	25
Palestinian State*	25
Qatar	25
Bolivia	23
Slovakia	22
Algeria	20
Vietnam	20
Barbados	19
Benin	16
Azerbaijan	14
Russia	13
Bangladesh	10
Andorra	1

ON THE DAY

The first adventurers to go outdoors were in **Australia, New Zealand, China, India...**

OUTDOOR
CLASSROOM
DAY



Kathryn Chinchon
@Teach_on_beach

Following

#outdoorlearning again today as we enjoyed yesterday's @OutdoorClassDay so much! We scanned QR codes to answer Q's on our Australia topic!



AUSTRALIA

RETWEETS
13

LIKES
26



INDIA: "I'm planning the activities which are joyful and provide the children with enough learning experiences. these activities can be done with children with special needs also."

Perfect readaloud for

#OutdoorClassroomDay @cordellmatthew
#HelloHello @OutdoorClassDay @maloooke
@amyamyhoss @elainevoge @serzinclioglu



CHINA

NEW ZEALAND: Cross grouping (multiple ages working together); scavenger hunting; bonfires and s'mores; getting dirty! Lots of whanau (family) involvement.

ON THE DAY

Children rushed to get outdoors in the UK, Finland, France, Bulgaria...

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DAY



BULGARIA: "All students are going to have their lessons outdoors. We planned different activities such as project work using natural materials; painting with a chalk, Measurement of the school building; lunch outside; birds observation."



FINLAND: "Begin with an active morning on the sports field, children choose which activity they want to participate in. Encourage ICT, library, and ict to go outside. Outdoor PE. Children have been spending a lot of time outdoors already 3-5 hours a day is my goal. Last week they told me they wanted to make a new school, called 'outside' school'. Fantastic that they've picked up on my personal inquiry."

ON THE DAY

Children in Scotland, Spain and Turkey joined them...

OUTDOOR
CLASSROOM
DAY



Salesianos Atocha
@salesianosatocha

Follow

#primariatocha disfrutando en la
#GranjaEscuela #ElPalomar de una
exhibición de Aves Rapaces y serpientes
#aprendiendoalarelibre

Translate from Spanish



SPAIN

RETWEETS
8

LIKES
18



Instagram



TURKEY

63 likes

dogadaogreniyorum 18 Mayıs'ta
yetişemedik çocukları dışarı çıkaran
eğitmenlerimizi sizlere paylaşmaya! Son
resim de Samsun'dan! 🌞 Söğüt
öğretmen o gün çocuklarla doğada
neler yapmamış neler! Açık Hava Sınıf
Günü'nde dışarıda olduysanız
#dogadaogreniyorum olarak işaretleyin
resminizi görelim sizleri
#dogadaogreniyorum
#outdoorclassroomday



Kelvinside Nursery
@KA_Nursery

Following

Blue group collaborating in the muddy 🌱 this
morning. Great fun! @Muddyfaces
@OutdoorClassDay #kaforestkindergarten
#outdoorlearning



SCOTLAND

ON THE DAY

While it was winding down in some areas, kids in **Canada, USA** and **South America** were waking up for outdoor adventures!

OUTDOOR
CLASSROOM
DAY



Tori Page
@2MmePage



Creating habitats and catching insects! Many squeals of excitement!

#OutdoorClassroomDay #rvsed



Brita Willis
@brita31



Sorry for the mess, but we are learning! Happy kids! #OutdoorClassroomDay @USMLowerschool #usmfac



RETWEETS 19
LIKES 55



ON THE DAY

Around the world, children and teachers embraced the **#DirtIsGood** philosophy!

OUTDOOR
CLASSROOM
DAY



Thomas Hansen
@thansen_edu

Following

It's [#OutdoorClassroomDay](#) at [#CISprimary](#)!
[#risktaking](#) [#openminded](#) students get dirty
with [@gr1_2CISlksSG](#) [@Ms_kHansen](#)
[#OutdoorEd](#) [#EnviroEd](#)



SINGAPORE



Alexis Redmond
@aredmond110

Following

[#Kindergarten](#) is busy building boats.
[#designthinking](#). Will it float?

[@maloooke](#) [#OutdoorClassroomDay](#)
[#dirtisgood](#) [#saspudong](#)



CHINA



Virginia Valle
@virginia_valle_

Follow

Kids made with old/natural materials to make
a bug hotel. A fun project
[#OutdoorClassroomDay](#) [#GetOutside](#)
[#DirtIsGood](#)



USA

RETWEET
1

LIKES
3



ON THE DAY

Weather didn't stop kids going outdoors,
they even celebrated in **Antarctica**!

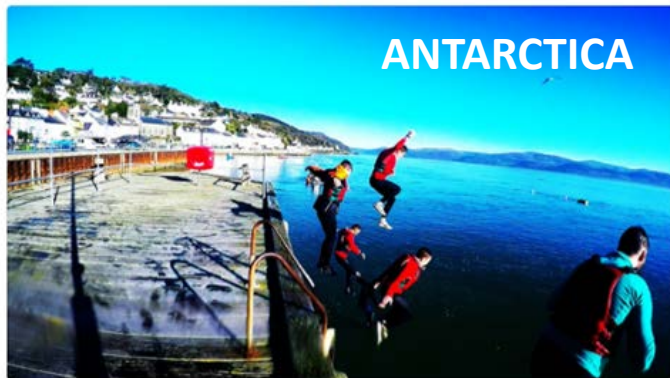
OUTDOOR
CLASSROOM
DAY



HSX Antarctica
@hsxantarctica

Follow

#outdoorclassroomday Get out there and see
what you learn! @OutdoorClassDay
#projectdirt #outdoorlearningday
#outdoorclassroomday #HSX2018



RETWEET
1

LIKES
3



Anna Dutke
@ADutke

Following

It was a rainy #OutdoorClassroomDay but
that didn't stop us from engaging in outdoor
learning! #NaturePreK #WeArePLSAS



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ON THE DAY

Some schools invited parents to **join in the fun...**



Celebrate Outdoor Classroom Day at our Tanjong Katong Campus!

CIS is delighted to invite you and your child(ren) to come and share the fun of **Outdoor Classroom Day!** The event promises to be an engaging morning, learning exciting concepts in our magical outdoor oasis.

Activities include exploring math in our mud kitchen, creating a Michelangelo-inspired painting in our garden tunnel, and carrying out energy experiments on our sports field. Our leadership team will also be on-hand to give tours of the campus and answer any questions you may have about our outdoor learning programme.

SINGAPORE

GREECE: "For our children to go to the forest as they normally do but invite their parents too"

ON THE DAY

And parents told us **what time outdoors means** to them and their children...

OUTDOOR
CLASSROOM
DAY



WALES: “My daughter proudly told her older sister she’s outdoors all day getting muddy! Well done @CorytonPrimary.”

Teachers told us about the difference Outdoor Classroom Day made...



We're not just climbing trees, we're learning!

@BelleValeSchool @MissNelsonBVP
@OutdoorClassDay @OutdoorClassUKI



Follow

We loved our #OutdoorClassroomDay! We're looking forward to spending more time outside!



Outdoor Classroom Day @OutdoorClassDay
+1 million muddy, sparkly-eyed children outdoors on the same day!
#OutdoorClassroomDay 2017: an epic success!
📍📍📍outdoorclassroomday.com

LIKES
2



3:33 AM - 19 May 2017 from Toronto, Ontario

🔍 📌 ❤️ 2 📧



Tweet your reply

HITTING THE HEADLINES



The campaign generated some lovely pieces of **media coverage**...



Home / News / April 2017 / Go Jetters embark on Project Dirt

Go Jetters embark on Project Dirt



BBC Worldwide's pre-school explorers front Outdoor Classroom Day initiative

BBC Worldwide's intrepid Go Jetters will be encouraging children across the globe to venture outside for Outdoor Classroom Day in an exciting new partnership with Project Dirt.

The new partnership will help reach more teachers around the world and encourage them to take children outdoors to explore and discover their environment. They will have access to Go Jetters-themed resources and asset packs, using the Funky Facts and brilliant geography topics which are core to the DNA of the leading CBeebies show.

Outdoor Classroom Day, coming up on 18 May 2017, is a global initiative to inspire schools everywhere to make outdoor learning and play and part of everyday activity. The campaign, which started with a few schools in 1997, this year plans to reach 1 million children in 60 countries globally, brings together schools across the world. Involved schools simply take at least one lesson outdoors and prioritise playtime.

Nancy Twynam, Head of Marketing Consumer Products BBC Worldwide UK, said: "With the themes of Geog Exploration and Adventure at the core of the Go Jetters brand we jumped at the opportunity of partnering with and supporting Outdoor Classroom Day. We are delighted that Go Jetters will be providing learning resource teachers and inspiration for little learners on such an exciting school day."



AND THE WINNER IS...



And to top it all off, later that day the campaign **won an award!**

And the winner
of Best Global
Education
Project is...



Double win for Outdoor Classroom Day campaign

Outdoor Classroom Day celebrates as 1 million children embrace the outdoors

Posted by Lucinda Reid | May 26, 2017 | School life

#OUTDOOR-CLASSROOM-DAY #OUTDOORS #DIRT-IS-GOOD #PROJECT-DIRT #UNILEVER



Social enterprise [Project Dirt](#) and corporate partner [Unilever](#) have picked up an award for their work on Outdoor Classroom Day campaign – the same day that saw over 1 million children around the world get outdoors to play and learn as part of the initiative.





OUTDOOR CLASSROOM DAY

The movement needs you!
Join in the fun on 7 September:
www.outdoorclassroomday.com

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