

ShPfor enterprise

School Brief and Teachers Notes

*Because we remember 10% of what we **HEAR**,
30% of what we **READ** and a massive 90% of what we **DO***

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1. Experience Overview

The *ShP* for Enterprise Challenge has been designed specifically for students from S2 – S6 with the level and intensity altered to suit the age and stage of the group. It is designed to teach students practical business skills in line with the QCA framework on Work Related Learning in England and to meet the aspirations of Determined to Succeed and A Curriculum for Excellence in Scotland. A unique feature of this experience is its context within social and environmental enterprise in education and specifically on the responsible recycling of e-waste in line with the Waste Electronic and Electrical Equipment (W.E.E.E.) directive.

The *ShP* for Enterprise Challenge

- Teams are set the task of starting their own electronic waste (e-waste) recycling companies.
- The task is broken up into 4 sections encompassing the different aspects of starting a business- sales, marketing, finance, and presentation.
- In the afternoon they must present a business plan to the *ShP* for Enterprise team which will act as a group of investors.
- The team that produces the best all round presentation will not only win a cash prize but will be given the opportunity, if they wish, to start their own mobile phone recycling company in their school.

The *ShP* for Enterprise Team

- The *ShP* for Enterprise team are young professionals with significant experience of working with, presenting to and managing large groups of young people.

2. Environmental Impact & Recycling (10 mins)

Animated power point presentation

We show students the environmental impact of throwing away electronic waste.

- Electronic products often contain batteries which are made up of harmful chemicals such as cadmium, lithium, and mercury. Electronic products all contain circuit boards which are made up of precious metals such as zinc and lead.
- We show students the danger these chemicals can have on the environment.

We also show the other benefits of recycling electronic waste.

- Increased recycling means less new electronic products need to be made which conserves non-renewable resources like oil and saves energy.

We describe to the students the process behind the recycling of electronic waste.

- This teaches students what happens when electronic products are given in to be recycled.
- Students are shown how electronic waste recycling companies profit from the refurbishment and sale of the e-waste they collect.

3. Enterprise Education (10 mins)

A power point presentation describing the relevance of work related learning.

Objectives:

- Define social enterprise using examples of successful social enterprise companies- The United Cooperative Group, Jamie Oliver's Fifteen restaurants.
- Explain what enterprise skills will be put to the test during the challenge and how these skills could help them in their future careers

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4. Set the *ShP* for Enterprise Challenge (5 mins)

Set the students the day's challenge - to create their own e-waste recycling company and present their business plans to the *ShP* team acting as investors.

Objective is:

- Inspire the student teams to use their initiative and problem solving abilities.
- Point out what we expect the teams to do – make someone in the team the Managing Director, decide on the unique selling points of their company, produce a company name, a brand logo, a slogan, advertising, and work out how they will make a profit.

5. The *ShP* for Enterprise Challenge (2-3 hours)

The students experience first hand fundamental management decisions.

- The challenge is broken up into four stages-**decisions, marketing, finance, and presentation.**
- At the start of each section *ShP* for Enterprise will briefly present to them the main points to think about and video clips and montages from adverts, TV shows, and movies will be used to reinforce the main points while keeping the students entertained.

Objectives of challenge day:

- Give students first hand experience of making commercial decisions.
- Develop communications, team working, problem solving, analysis, numeracy and risk taking skills.
- Make informed decisions in a commercial environment.
- Put students in real competition against each other to win money and the chance of starting their own recycling company in their schools and making real money for themselves and their school.

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5.1 Stage 1 – Decisions (30 mins)

Students will listen to presentation on Decision Making – 10 mins

Allocating a Managing Director (Leader)

- The M.D will take the points of view of the rest of the team into consideration but will have the final say on all decisions.

Decide on what electrical products to recycle

- This is a hypothetical question so they could feasibly choose to recycle anything that has a circuit board or a battery.
- This is a chance for them to be creative and work as a team to make commercial decisions.

Decide on what markets to collect their products from

- It is important for the teams to be clear about where they want to collect their electrical products from.

Unique Selling Points

- Teams will brainstorm ideas about what to do to make their company individual.
- What are they offering that is different and makes them stand out?

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5.2 Stage 2 – Marketing (45 mins – 1hr)

Students will return to seating area for marketing presentation – 10 mins

Produce a company name.

Produce a company logo and slogan

Produce advertising

- Teams will need to produce either a recycling advert, or a radio or a TV advertisement to be acted out
- ShP staff offer their professional guidance throughout

5.3 Stage 3 – Finance (20 mins)

Finance and Presentation skills presentation – 10 mins

Profit and Costs

Costs

- Teams must work out how much investment they will need for their first year of business. The investment they require can not exceed £500,000.
- To work this out, they must look at the costs sheets in this section and work out how much the things they will invest in are going to cost.

Profit

- Teams must also estimate how much profit they think they will make. Their profit figure needs to be higher than the amount of money being invested.
- They must first calculate their profit per item, and then multiply this figure by the amount of electrical products they think they will collect in their first year of business.
- They must then subtract their costs to get their net profit.

5.4 Stage 4 – Presentation Preparation (30 mins)

Prepare Presentation

- Teams must mention all aspects of their business plans in their presentations- decision making/sales, marketing, and finance.
- Teams to organise their materials.
- Teams to choose who will present and rehearse their presentations.
- If teams have decided to act out a radio or TV advert, they must rehearse these well.

6. Presentation (30 mins)

- When working with larger groups there will be semi finals, and a grand final of presentations.
- With smaller groups, the presentations will be all at once.
- Students to present their business plans to the investors in 3 minute slots.
- ShP 'Investors' will judge each team using a formatted marking sheet. Teams will be marked on every part of their presentation including the presentation itself, their business plans, team work, organisation, and creativity.

Objectives

- To give students experience of presenting their ideas to an audience
- Get students to understand Importance being clear and concise when presenting.

7. Student and Teacher Questionnaires

While the finals of the challenge are being judged, the students and teachers will be asked to fill out a questionnaire.

Objectives

- By receiving constant feedback from our clients, we can ensure we offer the highest levels of Enterprise education.
- Gives students the opportunity to give constructive criticism and summarise their own opinion on the programme and what it has taught them.

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8. Prize Giving and Certification

- Winning team to receive the cash prize.
- There will be other awards given for Best M.D and Best Presenter.
- Winning team given opportunity of enacting their mobile phone recycling company in their school and raising real money for themselves and their school.
- All certificates are downloadable from our website – www.shpforenterprise.com

9. Brief winning team on recycling scheme (15 mins)

At the end of the Enterprise Challenge Day, the winning team will be briefed on running their recycling company in their school over the next 4-6 weeks.

Objectives

- To ensure the team is fully aware of how to go about their scheme in their school to make it as successful as possible.
- To highlight what resources are available to them through ShP for Enterprise- marketing, administrative, and financial.

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10. Winning team enacts scheme in their school

The team that wins the ShP for Enterprise Challenge will enact the scheme over the next 4-6 weeks.

How we will assist the team:

- **Marketing**- our website www.shpforenterprise.com has a lot of downloadable resources available to schools to help them run their recycling companies including professionally designed posters, letters to parents, and newsletters. The students can use these materials or make their own.
- **Administration** – We have back room admin staff to assist the enterprise team by organising couriers to pick up the phones they have collected and provide financial breakdowns of all the phones so the team can assess profitability.

Objectives:

- Offers the students the opportunity to learn practical business skills.
- Offers them the opportunity to run their own business and make real money for themselves, as well as their school or chosen charity.
- Gets the students working in a team to make decisions relating to marketing, sales, and finance.
- Offers students the opportunity to put into practice what they learnt in theory on the ShP for Enterprise challenge day.

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11. Pricing

ShP for Enterprise Challenge Day and follow up recycling scheme

Cost Includes:

- Michael Marshall, Head of ShP for Enterprise
- ShP for Schools presenters for full day- 1 for every 20/30 students
- Use of ShP Marketing, Admin, Finance for follow up
- Audio Visual Equipment
- Prizes
- Certification
- Materials

Client	Cost
School	£10 per head

12. Materials Checklist

The ShP for Enterprise Challenge Day requires the following to be present before we arrive:

- x 1 white screen for power point presentations.
- x 3/4 large different coloured felt tipped pens per team
- x 1 ball point pen for every student
- x 1 calculator for every team
- x A1/A2/A3 paper for every team coloured and white
- Scissors and Glue

- If your school has it's own projector or sound system, please could you make ShP aware of this fact before the challenge day.
- We will supply all challenge packs and student prizes on the day as well as a supply of the materials listed above.
- If you have any problems with the above please let us know and we will do our best to make other arrangements.

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13. Teachers/School Staff Involvement (Behavioural Expectations)

The *ShP* for Enterprise presenters will run the whole day from start to finish. Teachers and school staff are required during the day to facilitate.

Members of staff facilitating will be expected to:

- To help motivate and encourage students.
- Ensure students maintain silence as and when required.
- Deal with behavioural issues so that the day can run as smoothly as possible for everyone else involved.

Teachers or school staff should not give the students answers to tasks or activities, we are looking for students to explore their own imagination and promote independent thinking.

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14. General Requirements

- We will require a room that will **comfortably cater for the whole group** (a school hall is generally ideal) unless arrangements have already been made to run multiple rooms simultaneously.
- We will also require **2-3 other classrooms to be available** for the morning and afternoon sessions. These will be used as breakout rooms and for the semi finals of the presentations.
- We will need students to **already be split into non-friendship teams**. This is to simulate a working environment in which you will not already know the people you are working with. ShP will discuss this with the school beforehand.
- There should be **no less than 5 and no more than 10** students per team.
- Each team will need an **appropriate table** to work around. Two normal size tables put together is usually ideal.
- There need to be **enough chairs** around the tables to seat all the students. The number of students per team will be ascertained before the day commences. This is dependant on the amount of students involved in the day
- For security and disciplinary reasons we need **at least one teacher available at all times in the room per 30 students**- more if possible.
- Pupils need **nothing other than a pen on the day**. Please discourage them from bringing bags and coats or arrange an area where they can store them out of the way.
- If any of the pupils have difficulty with reading, language or any other communication problems we will need the necessary support made available, or at least a warning so that they are not put in a difficult situation (a lot of the activities revolve around communication).

15. Terms and Conditions & Cancellation Policy 2007/08

1. Agreement

- 1.1 Bookings can be made 18 months prior to required date
- 1.2 Bookings can only be confirmed with receipt of purchase order
- 1.3 No addition, alteration or substitution of these terms will bind us or form part of any contract unless they are expressly accepted in writing by a person authorised to sign on our behalf

2. Purchase Order

- 2.1 Purchase Order must include;
 - School Details – Contact and Address
 - Required Date
 - Number of students
 - Agreement to make preparations for the challenge day in accordance with pages 18-21 of the 'ShP for Enterprise Programme', unless other arrangements have been made.
 - Signed, dated, terms and conditions agreed to.
- 2.2 Purchase Order must be sent to reserve the required date, cancellation policy below
- 2.3 Purchase Order will be invoiced immediately; payment has to be made no later than 30 days prior to the required date in relation to the above list. If more students are present on the day a further invoice will be sent.

3. Cancellation Policy

- 3.1 Cancellations have to be instructed by writing, verbal cancellations will not be accepted
- 3.2 Any cancellations under 3 months will be charged as below;
 - 3 months – 75%
 - 2 month – 100%
- 3.3 Request to change dates must be made 3 months prior to original date
- 3.4 ShP for Enterprise will endeavour to fulfil the agreed programmes

4. Staff Policy

- 4.1 The Head of ShP for Enterprise will be present at every enterprise event. ShP for Enterprise will also provide fully CRB checked presenter's minimum of 1 per 30 students. The school must agree to provide the same number of teachers throughout the day in accordance with legislation.

5. Confidentiality

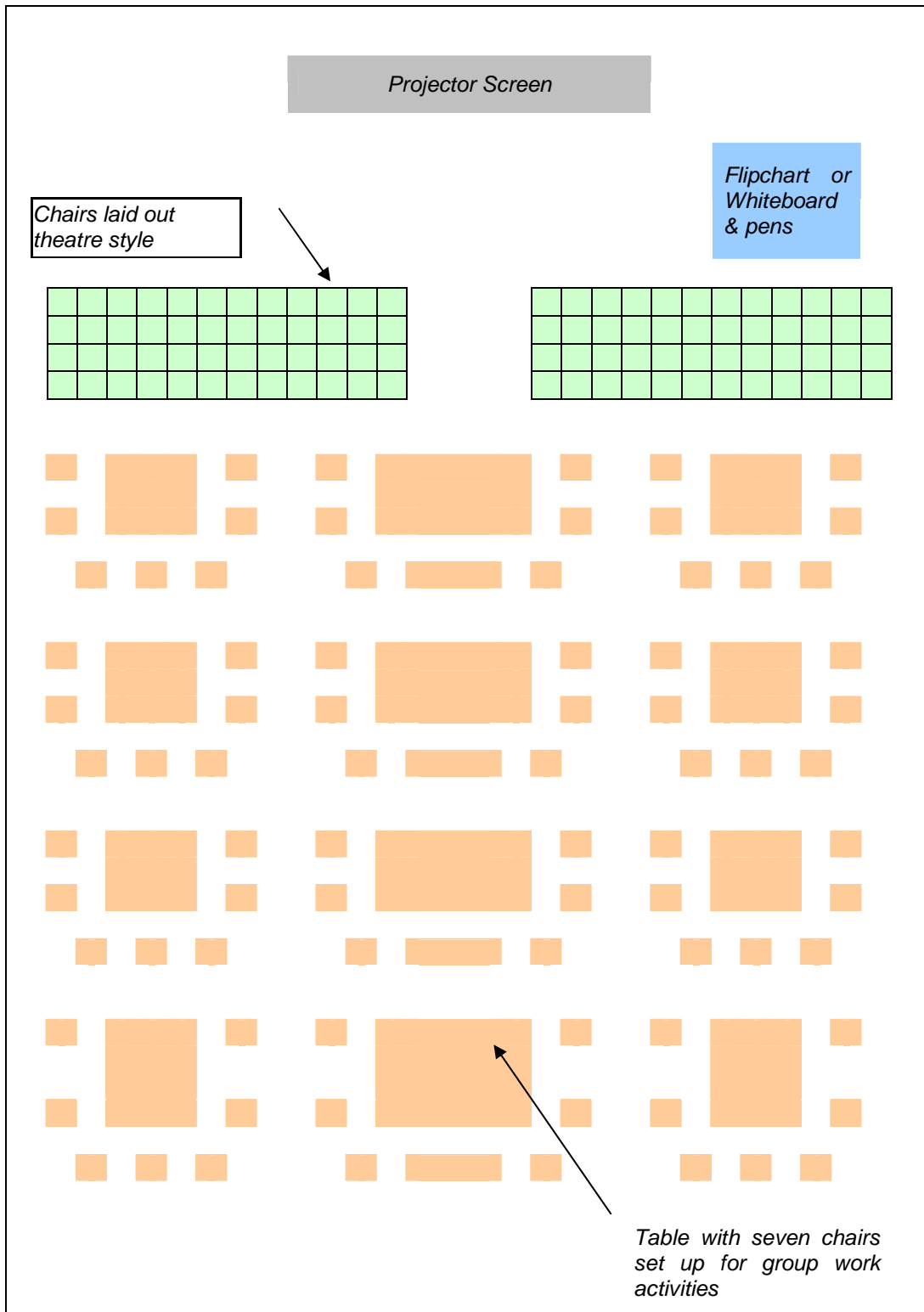
- 5.1 No information regarding the challenge day or costs of the challenge will be disclosed to any third parties

6. On-going Recycling Scheme

- 6.1 If the scheme is adopted by the school pupils, ShP for Enterprise own the rights to all parts of the temporary company including all the marketing, finances and handsets collected

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16. Hall Layout (dependant on arrangements with school / numbers)



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17. A Curriculum for Excellence Mapping

Schools can expect the following learning outcomes:

confident individuals

- Realising each one of us is important
- Becoming more confident
- More self-knowledge and self-belief
- Enhanced capacity to make the right choices
- Develop courage in your convictions
- Being prepared to stand up for what you believe in
- Develop an ownership of the environment
- Understanding the importance of a positive outlook in achieving results

successful learners

- Demonstrate understanding in the Waste of Electrical & Electronic Equipment (WEEE)
- Realise the benefits of social enterprise
- Develop key business skills important for a career in recycling
- Understand how a modern recycling business actually works
- Develop communication skills in a new setting
- Organisational and time management skills

To enable all young people to become

responsible citizens

- Learn the social, environmental and commercial effects of your actions
- Learn decision making skills and principles relating to e-waste
- Understand the principles of responsible recycling
- Develop the aspiration to make a difference
- Manage money and resources efficiently
- Develop new ideas about the value of reusable and recyclable materials

effective contributors

- Become responsible recyclers of waste
- Learn that enterprise and ambition can make a difference to the world around you
- Enhanced capacity to work in teams
- Use business planning principles to enable action and development
- Become enthused and develop passion about the importance of sustainability
- Realise the importance of the environment in businesses today and in the future