

What is Outdoor Classroom Day?

Outdoor Classroom Day is a global campaign to inspire and celebrate outdoor learning and play. On the day, thousands of schools around the world take lessons outside and prioritise playtime. As well as having fun, they show how important and easy it is to give children more time outdoors. **In 2017, over two million children from almost 20,000 schools in over 100 countries took part.**

The campaign days act as a catalyst to inspire more time outdoors *every day*, both at school and at home. **To succeed, we are looking for NGOs from around the world to partner with us and lead the campaign in their countries, territories and regions.**



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 and have fun**, and 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 take part** in Outdoor Classroom Day, and take them on a journey to make outdoor learning and play part of every day?

If you answered yes to any of the above, we need you!

Project Dirt, a UK-based social enterprise, is looking for **nationally and internationally recognised organisations in our priority countries** (see page 3) that have an **education, play or environment focus**, to help implement the campaign. You also need to have **pre-existing links with many 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, bring learning to life, and make outdoor learning and play part of every day.


We are working with Unilever's Dirt is Good (DiG) team, the brands behind Persil, Skip, OMO and other market-leading washing powders, to roll this campaign out globally. They are supporting the campaign as part of their activity to make play part of every day for children around the world.

Benefits of being involved

 **Pioneer a leading campaign** which aims to achieve:

- At least 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.

 **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.

Why do schools sign up?





When teachers take learning outdoors, they report some **powerful impacts**: Children's behaviour improves, **whole classes are excited to learn**, and individuals who feel inhibited by the curriculum often thrive in an outdoor environment.

When adults think back to their own happiest memories of childhood, they frequently recall the **joy of playing outdoors**.

Play is not only central to children's enjoyment of childhood, but **teaches critical life skills** such as problem-solving, teamwork and creativity.



How do schools participate?

-  Teachers **sign up their class**, or whole school, on the website www.outdoorclassroomday.com (or to your local version in your local language where applicable).
-  They commit to taking **at least one lesson outdoors** and to providing an enriching playtime/recess on the day.
-  Teachers become **excited about outdoor learning and play** following their involvement in Outdoor Classroom Day and start doing it more.
-  They **encourage other schools to participate** in the future and support parents and the wider community to make sure children can play outdoors every day.

Who else can get involved?

The local DiG teams run a parallel campaign to get parents to support the campaign. Parents encourage their child's school to sign up and discover the many benefits of more time outdoors for children. They witness the magic of outdoor play and make sure their child has time to play outdoors every day – giving them permission to play outside and finding solutions to the barriers they face to getting outdoors in their neighbourhood and wider community.

Other **organisations**, small and large, across each country are also encouraged to get involved by pledging their support, offering incentives and putting their logo on the site(s).

Aim, objectives and activities of the global campaign

Aim

Children everywhere get outdoors to learn and play every day, at school and at home.







Objectives

Our ambition is for:

1. Outdoor learning to be **part of every school day** for every child.
2. Every child to have **great recess/playtime** at school every day for at least 60 minutes, with the longer-term aim of 90 minutes.
3. Schools to act as **advocates for more time outdoors**, so that outdoor play becomes part of every child's everyday life.

Activities

Outdoor Classroom Day will:

-  **Motivate** teachers, parents and supporters to get involved in a single day of action.
-  **Raise awareness** about the impact of outdoor learning and the importance of outdoor play.
-  **Challenge** schools to make outdoor learning and excellent recess/playtime part of every school day and encourage them to get other schools they are connected with to do the same.
-  **Create** a culture change so that parents and communities see playing outdoors as an essential part of childhood and are encouraged to remove barriers to outdoor play in their local areas.
-  **Achieve** at least 10 million children playing and learning outdoors as part of the Outdoor Classroom Day campaign 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.


Lead and supporting partners

We are seeking lead and supporting partners in the following countries...

Lead and supporting partners in:

-  Portugal*
-  France*
-  Spain*
-  Saudi Arabia*
-  South Africa*
-  Argentina*

Supporting partners in:

-  Thailand*
-  Vietnam*
-  Indonesia*
-  Turkey*

**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.

Roles of lead and supporting partners

Lead

Objective:

Lead on implementing and developing the Outdoor Classroom Day campaign in your country, localising it and achieving an agreed number of children signed up.

Key activities:

- 🔗 **Create a clear campaign delivery plan** to reach as many teachers as possible;
- 🔗 **Run social media campaigns** and other communications activities to raise awareness of Outdoor Classroom Day (and its aims) among teachers and schools;
- 🔗 **Manage the local website**, social media channels and enquiries (where relevant);
- 🔗 **Send regular newsletters** to the schools signed up;
- 🔗 **Protect the data** of the schools, parents and partners signed up;
- 🔗 **Support and encourage participating schools** to successfully run activities on Outdoor Classroom Day using the resources provided, adding to those resources as much as possible;
- 🔗 **Build a media campaign** to secure press coverage of Outdoor Classroom Day;
- 🔗 **Have a contract with and funding** from Project Dirt;
- 🔗 **Potentially work with the local Unilever team and agencies** (as relevant), in particular on increasing media reach and awareness of the campaign and signing up parents;
- 🔗 **Submit data, results and feedback** to Project Dirt for programme evaluation.

Support – could be regional, national or global

Objective:

Raise awareness about the campaign in your country to increase the number of children signed up.

Key activities:

Share information about the campaign with your networks.

Specific terms

NB: this list is not absolute and is subject to change based on specific circumstances

	Lead	Support
Publicly associated with the campaign in the specified region/country	x	x
Logo on the global and/or local website*	x	x
Manage the local data, accessing, identifying issues and protecting	X	
Mentioned in communications, media, presentations etc. about the campaign	x	x
Create a campaign delivery plan (using guidelines and template provided)	x	
Achieve an agreed number of children signed up through the website	x	
Reach out to local schools in your network and beyond	x	x
Lead and manage all in country social media (incl a Facebook page) and direct communications (e.g. e newsletters) with schools and teachers	x	
Use social media to promote the campaign and drive sign ups	x	x
Reach out to local influencers and organisations in the outdoor play and learning area to build campaign support in your region/country	x	x
Potential to embed iframe of campaign sign up on your website	x	x
Potential to work with local Unilever PR agencies	x	x
Respond to local press enquiries if there is no Unilever PR agency (supported by Project Dirt where required)	x	
Opportunity to access full funding from project budget	x	
Opportunity to access partial funding from project budget		x
Possibility to access local Unilever funding	x	x

Expected to seek additional funding channels after first year	x	x
Access to CMS of local website*	x	
Monitor and reply to enquiries made through the local website*	x	
Co-manage (with Project Dirt) local website content and user experience	x	
Manage and upload to site resources submitted by local teachers	x	
Regular i.e. weekly catch ups with your Project Dirt contact	x	
Attend global conference meetings for all NGO partners	x	
Inform Project Dirt of any comms/social media successes during and after your campaign day	x	x
Run surveys/feedback activities with schools to feed into the global evaluation.	x	

*where a local website is available

All partners can receive

1. **Resources for schools, teachers and parents** in English or, where possible, translated into your main local language, including lesson ideas.
2. **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.
3. **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).

And lots more!

Interested? Complete the [expression of interest form](#) and email it to: cath@projectdirt.com and claire@outdoorclassroomday.com