

## TFN Impact Report

<b>Name of your Organisation:</b>	Green Schools Project
<b>Name of the project TFN funded:</b>	Social Business Challenge
<b>Date Funded by TFN:</b>	14/11/2017
<b>Were you able to undertake your project as planned?</b>	No
<b>If no, please outline how the project has changed</b>	<p>We approached schools to be part of the Social Business Challenge in the spring term 2018. While there was some interest, it was hard for schools to find a date with preparations for summer exams starting after the Easter holidays. For this reason we decided to postpone the challenge and we held our first challenge day on 24th September with the pitches on 12th October. We have created a case study from this and will be using it to promote the challenge to other schools with the winning idea being presented to a meeting of the All Party Parliamentary Group for social enterprise in July 2019. This is a year later than originally planned, however is a more realistic and achievable timeframe.</p>
<b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b>	<p>TFN funding was the initial impetus for us to make the social business challenge happen. I developed the idea with Morgan Phillips, former Head of Eco-Schools England and director of Green Schools Project and the money raised enabled him to spend time contacting schools and developing the resources for the challenge. Without this initial funding it may have stayed at the idea stage as we were both busy with other projects.</p> <p>We also gained a small amount of funding from a crowdfunding campaign and the school that ran the first challenge contributed some money to hold the day at their school. This has enabled us to trial the resources and the process which will be improved upon in future challenge days. See this <a href="#">case study</a> on the challenge day at Kelmscott School.</p> <p>The challenge has enabled us to connect with Social Enterprise UK who are supporting us to get students to pitch their idea at the Houses of Parliament. We have also connected with Solutions For The Planet which is an organisation that runs a similar challenge for younger students, and are collaborating with them to contact schools. The case study was used as part of Green Great Britain Week by the #iwill campaign which has helped to promote the idea to a wider audience. We also connected with Kate Raworth, the author of Doughnut Economics who contributed to our crowdfunder and provided some ideas for the challenge.</p> <p>We have not yet carried out any impact measurement as we have only just completed our first challenge, but the feedback so far has been very positive. Two members of the senior leadership team at Kelmscott School were on the judging panel for the pitches and they</p>

## TFN Impact Report

	<p>were very impressed with the effort and enthusiasm of the students as well as the coherence of their ideas.</p> <p>The positive outcomes from the first challenge day included an improved understanding from students of how business can be used to ease social or environmental problems. During the day and the pitching the students developed their communication, problem solving and teamwork skills by creating innovative solutions. The teachers arranging the activity selected students who are taking part in the young enterprise programme this year and after the event they decided that all the projects that they develop must have a social or environmental element.</p>
<b>What portion of the project did TFN fund?</b>	30%
<b>How many direct beneficiaries did the TFN funded project reach?</b>	25 (so far)
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	900 (so far)
<b>Were you able to leverage further funding as a result of TFN support?</b>	Yes
<b>If yes, how much were you able to raise?</b>	£250 from crowdfunding
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	Yes
<b>If yes, please can you provide details of the support you received?</b>	Soti Coker who attended the event runs Data Chronicle which helps to tell stories with data agreed to create an infographic for Green Schools Project which is now uploaded to our <a href="#">website</a> .
<b>How important was TFN funding in helping you achieve your objectives?</b>	We would have found it difficult to achieve our objectives without TFN funding
<b>Since presenting at TFN, has your organisation undergone any other significant changes?</b>	Green Schools Project received lottery funding to work with a group of schools in Waltham Forest, and received sponsorship from an organisation which has meant that we have been able to recruit our first programme manager. We also moved into an office in Dalston which Morgan shares, so we now have a base for the three of us. It is a big step forward, increasing our capacity and we hope to use this to grow the cohort of schools that we are working with and raise further funding.
<b>Do you have any other</b>	I really enjoyed the whole TFN process. I had previous

## TFN Impact Report

<p><b>comments or feedback on the experience of the TFN process?</b></p>	<p>recommendations from others who had received funding through TFN, such as Solomon Elliott and Josh Babarinde, who spoke very highly of the organisation. That was thoroughly backed up by my experience. The communication was excellent, the pitching training was very helpful and the pitching night itself was really enjoyable. It was also an opportunity to meet the other people pitching and learn about their organisations and to meet others who attended the event. I attended a Young Funding Network event subsequently to see what it was like from the audience perspective and enjoyed participating. I very much hope to keep in touch and would love the opportunity to pitch at a future event.</p>
<p><b>Can you tell us any personal stories to highlight the value of the project?</b></p>	<p>At the pitching event at Kelmscott School, one of the winning teams included a girl who had arrived in the UK six months previously with limited English. She played an important part in the pitch that the group presented which was one of the winning ideas, using food waste from restaurants to turn into pet food. A senior teacher at the school said how impressed he was that she had used this opportunity to present a business idea to external visitors and teachers.</p> <p>We had an idea that the concept of social business would resonate with young people, but we didn't realise how enthusiastic they would be about it. All the groups came up with a genuine environmental issue that would be helped through a business model that they had devised. The other winning group's idea was to collect plastic from beaches to be used for community art projects with the pieces of art being sold to provide funding. This tackled the pressing issue of plastic pollution with an innovative approach that would also provide opportunities for creativity and community cohesion.</p> <p>This was just the first challenge day, and we are sure that more ideas like these will be generated as more schools get involved.</p>