



BP

Inspiring Students on a Carbon Challenge Roadshow

CASE STUDY

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EMMA KEMP, **BP**
EDUCATIONAL SERVICE

SUMMARY

BP is one of the world's leading energy companies with the responsibility to produce educational resources that both inspire teachers and students. This reflects BP's focus on energy, environment, leadership and business skills. Working with teachers and other educational experts, BP produces a range of materials which are available to schools in the UK and the rest of the world.

The Enterprising Science programme is one of BP's key initiatives, designed to enthuse and inspire through the context of carbon emissions and climate change. The programme consists of two main elements, 'Talk Science' and the 'Carbon Challenge Roadshow', with each having been designed around the needs of their specific audiences. Teachers receive training via the 'Talk Science' element whilst the 'Carbon Challenge' is aimed at educating students.

The Carbon Challenge is a high-impact Science, Maths and Enterprise roadshow for 12 to 16 year old students, and reaches 400 schools per year via three touring teams. During each visit, BP's educational specialists help students to examine the factors that contribute to a school's carbon footprint and learn about carbon reduction through a variety of activities. The hands-on activities use a combination of film, 3D-style activity mats and visual material, all designed to encourage discussion and debate.

The Carbon Challenge was developed in consultation with teachers to inspire and motivate secondary school students, linking directly with all UK curricula and educational guidelines, as well as supporting individual schools to develop sustainability and carbon reduction plans. The format involves up to 180 students over two sessions, each lasting two hours. A team of three expert facilitators use the first part of the session to set the scene for the rest of the day. They ask ten knowledgebased multiple choice questions, many of which are extremely visual.

These are then followed by five attitudinal questions to gauge the group's opinions on climate change. For instance, they may ask the students what they think a 'carbon footprint' actually is, or whether they consider carbon emissions to be a problem. Following this, students are split into groups and work on specific tasks, then re-grouped to share their results. The importance of the interactive nature of the roadshow led BP to look at using a technology that could reflect an inclusive approach, and allow them to collate findings easily; therefore, gauge any changes of opinion over the course of the day.

SOLUTION

After a short pilot of the roadshow format, an interactive response solution was confirmed as the way to provide a critical part of the programme. BP reviewed key players in the market, with the intent to find something engaging, that could be used with many students and ensure total involvement. The TurningPoint handsets are completely portable and easily scalable for use in sessions, making them ideal for any audience. In addition, the ability to run corresponding photos on a Microsoft® PowerPoint® presentation for the knowledge based questionnaire - and provide immediate results - was a very attractive prospect. TurningPoint provides a truly native integration with PowerPoint. As such, TurningPoint interactive polling software and ResponseCard keypads were integrated into the launch of the Carbon Challenge from the beginning, with almost 300 handsets actively used in schools.

OUTCOMES

Since initial implementation, TurningPoint has proven to be extremely easy-to-use. Creating presentations that support both the objectives and structure of the roadshows has been quick and efficient. "As the introductory part of the workshop is a high energy introduction to create interest and gauge existing knowledge, it is important that results and feedback can be quickly collated. Therefore, TurningPoint's instant response feature is of huge benefit to the roadshow presenters", said Emma Kemp, BP Educational Service.

The data that is collected throughout the day is presented to the students in the form of charts and diagrams, and key trends highlighted by the roadshow facilitators. This not only encourages a higher level of interaction and debate, but also makes the importance of the issue appear much clearer. Emma continued, "Feedback from teachers and students alike has been extremely positive. It's greatly enhanced the sessions we provide to students. The ability to visualise what the entire group is thinking, and allow all students to participate is invaluable."

Schools are encouraged to create goals and objectives based on the collected data, and they can share this with other schools interested in applying for a place on the Enterprising Science programme, by visiting www.enterprisingscience.com. BP has enhanced its Carbon Challenge roadshow by using TurningPoint to engage and inspire teachers and students. The technology was trialled and incorporated into the structure of the programme since the beginning. The implementation reflects the importance of the interactive nature of the sessions. Feedback has been positive all round.

