Need funding for a language project?

Building education-business links.
AGENDA

1. Introductions. Karl Pfeiffer, Alex Pickering

2. Background. Overview of Project ENGAGE.

3. Why Languages are important! Overview of German/MFL in UK.


5. Next Steps:
   - Working with Companies and Agencies: BITC, NEBP, CILT etc.
   - Working with Schools and Colleges – Multiplier Workshops, Pilot Sites,
   - Roll-out in 2006+

.....Questions and Answers .....
The Goethe-Institut Objectives:

The Goethe-Institut, London aims to:

- present the positive, modern image of Germany in the UK.
- present contemporary German culture.
- embed German language and culture in the British educational system.
- raise awareness and interest for German culture and language.
- create sustainable partnerships and relationships between schools and businesses.
- enable learning about German – and Germany – in an informative, relevant and enjoyable way.
- develop a European network.
Project ENGAGE

Building Education-Business Partnerships with the Goethe-Institut to:

- Raise the profile of German language and culture in the UK.
- Make the best of your Projects and Initiatives.
- Build long term, sustainable relationships with schools, business partners and other stakeholders.
Project ENGAGE: positive progress, continues:

- **Initial Workshop – January 2005**
  - First phase - micro view at LEA level: schools, Language Colleges, LEA, EBP’s.
  - Initial contact with business sector.
  - Links with national agencies – CILT, BITC, EBP and Language Institutes

- **First Milestone – Language World, Canterbury – July 2005**
  - From “Career Days” to sustainable relationships.
  - Call for a National Languages Partner Programme to engage business – through government support and also sponsorship.
  - Pilot sites – September 2005+

- **Second Milestone – Language Show, Olympia - November 2005**
  - Endorsement by DfES
  - CILT Steering Group – Business Language Champions Programme
  - Links with Business
  - Case Study

- **Next Steps**
  - Multiplier Workshops start in December and roll-outs in 2006
Background: Importance of Languages in International Trade ......

- According to CILT – The National Centre for Languages
  - 60% of British trade is with non-English speaking companies
  - 70% of companies have international contacts
  - **One in five** exporting companies say they are losing trade because of language and cultural barriers
  - Languages are an important element in economic strategies: overseas trade, inward investment, improving tourism and public services.

  Every 1% increase in exports adds £2 billion to the GDP.
Background: Why German is important ...

- Germany is the UK’s largest non-English speaking trading market:
  - €100billion relationship. In 2004, exports from the UK to Germany were €34billion, imports from Germany, €61billion.
  - 100 million people speak German in Europe.
  - There are over 1,700 German companies and many successful German brands in the UK: Adidas, Bayer, Siemens etc.
  - Languages are an important element in economic strategies: overseas trade, inward investment, improving tourism and public services.

Learn the language and understand the culture – gain a much deeper insight and really experience the country.

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Language and Culture Model:

- Highlights the links between education – business and the Goethe-Institut.
  - Developed in conjunction with our partners.
  - Places the SLC/Secondary School at the focal point of the education-business relationship for MFL/Languages.
  - Builds on existing projects, initiatives and relationships.
  - Opens up language and culture learning opportunities for each age group.
Case Study:
Warden Park School, BAA Gatwick

Introductions:

Warden Park School:
Steve Johnson, Headteacher
Sarah Brocklehurst, Project Officer

BAA Gatwick:
Julie Ayres, Community Relations Manager
Warden Park School

- 11-16 comprehensive in West Sussex
- 1500 students
- Specialist School in MFL/Maths & ICT since 2004
Project Background

- Languages for Life
- Specific projects for each Key Stage
- Very successful ISSP project with Ardingly College & Holy Trinity
The Project

- Language/cultural day for all Year 5 students from our cluster primaries
- Immersion in a specific language/culture via displays, interactive games, ICT, music, role play etc
- Delivery by KS4 students from Warden Park & KS5 native-speaker students from Ardingly College, language teachers and BAA language speaking employees
- Bringing languages alive & generating enthusiasm for language learning in preparation for language learning in Year 6 & beyond
Partnership with BAA

- Discussions with BAA
- Bid proposal prepared by project officer in collaboration with BAA Community Relations Manager
- Bid submitted & accepted
- Participation at the event by BAA language speaking staff
Preparing a Successful Bid

• Short, clear document containing details of:-
  – Project outline
  – Target Group
  – Project Aim
  – Funding requirement
  – Benefits to both parties

• Prepared in collaboration with business partners
BAA’s commitment to its communities

- BAA – world’s leading airport company, with 7 UK airports serving over 141 million passengers a year
- BAA has a strong commitment to the communities around its airports. It seeks to operate & grow its business by earning the support & trust of its stakeholders
- BAA Gatwick has a clear objective to make a positive contribution to the local quality of life, working in partnership with a range of groups & organisations to identify, develop & deliver projects that will make a real difference to the airport community
BAA Gatwick’s support for education

- Working with schools & colleges is at the heart of BAA Gatwick’s community strategy
- Target 14-19 year olds
- Equipping young people with key skills to secure future employment
- Supported specialist status for 20 schools in Surrey and Sussex over past 9 years
- Actively seeks opportunities for developing range of initiatives & activities with these partner schools
  - Airport Reporters
  - National Enterprise Week
  - Lion’s Den
  - International Language Event
Obtaining Funds ...

1. **Direct.** Where there are existing links, support and monies go directly from the business partner to the school.

2. **Bursary Scheme.** The Goethe-Institut invites requests for support from schools. The Goethe-Institut will assist with gaining links to the local business.

*Flexibility is key – whichever way works best for the promotion of German/MFL in schools.*
**Sponsorship with the Goethe-Institut**

... How does it work?

- Membership – financial contributions from sponsors go directly to the Goethe-Institut.
- All participating companies will be members of the Goethe-Institut’s Creative Capital Foundation, a charity by British Law status, comprising founder members as well as Gold/Silver and Green ring sponsors.
- The Goethe-Institut distributes monies on a bursary basis to the appropriate education establishments – fully transparent, figures published. Some monies held for promotion (language and culture) and administration.
- Participation in events and contact with the schools – local relationship developed.
- Regular updates via e-Newsletter and on Goethe-Institut website pages: SponsorZone
Benefits for Sponsors

- Display of company and institution logos on all relevant print and online material
- Presentation of company products at education events
- Inclusion in all mailings of information about perception of Germany and of documentation and media reports on education and cultural activities
- Active participation in decision making on how to develop career day and long term projects.
- Project proposals
- Invitation to all education related projects
- Invitation to annual meeting of sponsors and heads of schools
- Complimentary tickets to cultural events (films, theatre, visual arts, music and etc)
- Staff involvement
Multiplier Workshops - making it happen …

Main Target: 200+ Specialist Language Colleges/UK.

Format: Half-day workshop

Dates: First: December 8th, London

Further dates and venues to be advised!

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Next Steps …

2. Work with Schools and Specialist Language Colleges - Multiplier Workshops, Pilot Sites.
3. Work with Business to create sponsorship and support opportunities – including the Creative Capital Foundation.
4. Website space for “SponsorZone” backed by eNewsletter with regular updates.
5. Report back – later in 2006

…..Questions and Answers .....

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