



## BACKGROUND

Arctic Survey Education was inspired by the Catlin Arctic Surveys in recognition of the need to promote climate change awareness by engaging young people and their families with new facts, knowledge and insights.

Created as an independent and free-to-use resource, it enjoyed the support of both Catlin and a number of other founder members. It demonstrates how environmental sponsorship can be extended to align with an organisation's business, communications and corporate social responsibility objectives in the areas of environmental stewardship, community investment, charitable activity, philanthropy and reputation development.

## ARCTIC SURVEY EDUCATION OBJECTIVES

- Support the development of wider understanding of the impacts of climate change and the vital role young people have in influencing change
- Use the Catlin Arctic Survey to give a 'real-world' feel to the resources, placing them in an important and topical context, but maintaining a sense of timelessness for resource sustainability
- Encourage fact-finding and learning in an interactive and engaging way via knowledge-based learning materials accessible to people around the world
- Support teachers in integration of awareness of the Arctic Ocean and climate change with classroom learning
- Appeal to families, schools, young people and teachers
- Work with partner organizations, as well as the Catlin Arctic Survey team, to help the development, testing and dissemination of the developed materials

## RESOURCES DEVELOPED

The majority of materials were written and tested with teachers. In addition, an Advisory Panel was developed to review, comment and strengthen the resources. This included contributions from Business in the Community's Mayday Network, Millennium Mathematics Project, the Royal Geographical Society with IBG, the University of Cambridge's Polar Ocean Physics Group and WWF.

Materials available via [www.arcticsurveyeducation.com](http://www.arcticsurveyeducation.com) included:

### Audiovisual Resources

- 'To Know the Real Answer' audiovisual storybook and singalong music video and score download
- Sea Ice Changes Under Global Warming' audiovisual presentation

## RESOURCES DEVELOPED (CONT.)

**Learning Toolkits** (more than 25 kits covering Geography, Science, Citizenship, Mathematics) comprising:

- Teacher's introduction and background information
- Lesson plan
- Whiteboard PowerPoint with video, images, data and other visual tools
- Video interviews
- News clips
- Ice data spreadsheets

## FOUNDER MEMBERS

- **Aspen Re**
- Business in the Community and the Prince's MayDay Network
- **Catlin Group**
- Flagstone Re
- **Geo Mission**
- Linklaters LLP
- **Lloyd's of London**
- **Miller Insurance Services Ltd**
- Newton Abbot College
- Rix & Kay Solicitors LLP
- Royal Geographical Society with IBG
- United Utilities
- University of Cambridge Department of Applied Mathematics and Theoretical Physics
- **Willis Group**
- WWF

*Major donors are shown in bold*

## OUTCOMES

- An independent review, conducted on behalf of a European Commission Directorate to identify best practice in educational resources, gave Arctic Survey Education a very high rating of 89%\*
- The clarity of the website structure, the variety of tools available and cross-curricular approach were all applauded
- Other strengths were identified in the clear instructions for teachers, including how to use the resource to support teaching, and the campaign structure which allowed students to monitor the progress of an event that happened in real time
- Suggested improvements have also been taken on board and will be built into future educational materials

\* Using a rating tool developed by a pedagogical expert

