



Schools Engagement

Agenda

- Our strategy and activities
- Our partnerships
- Success and benefits
- Our key learnings
- The future for Sky and schools



The Bigger Picture

Get Involved

Arts

Sports

Environment

Responsibility



Our schools strategy and activities

Sky aims to help young people be the best they can be by raising their aspirations and improving their life skills

Overall Objective

Maximise the business benefits of raising the aspirations and improving the life skills of over 100,000 young people in schools by 2013

Key Methods

Use the Sky brand to create inspirational programs for young people in schools

Deep local engagement

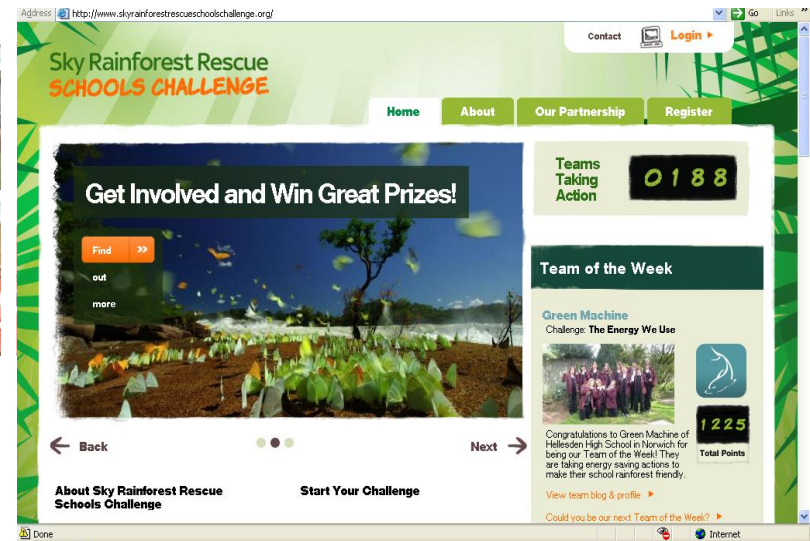
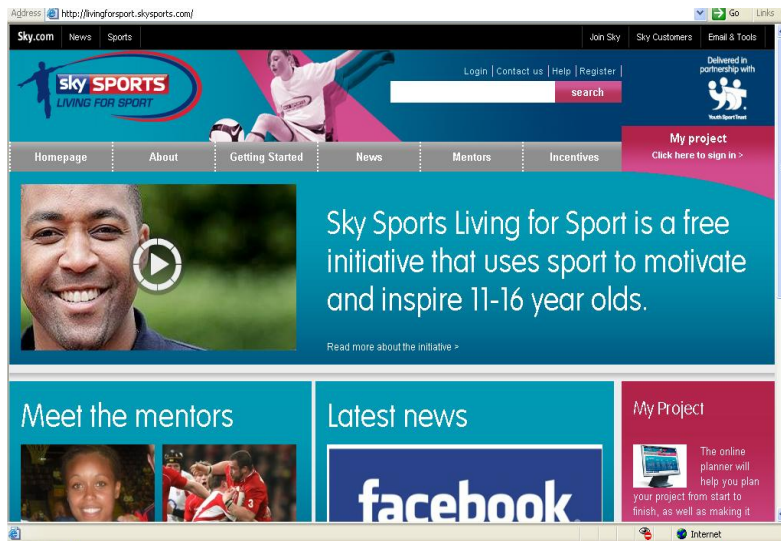
Existing broad national programmes

Learning centre



Existing broad national programmes

Sky aims to help young people be the best they can be by raising their aspirations and improving their life skills



Deep local engagement

- West Lothian Leadership Group
- Joining In Scotland
- Sky Futures
- Fast Forward
- Podium
- Ad hoc schools tours



Sky's Partnerships



Youth Sport Trust



Global Action Plan
creating the climate for change



WWF



HOUNSLOW
EBP Education
Business
Partnership



Partners - the advantages

To the NGO

- Credibility
- Brand
- Expertise
- Existing Audiences
- Capacity Building
- Resource
- Corporate Experience

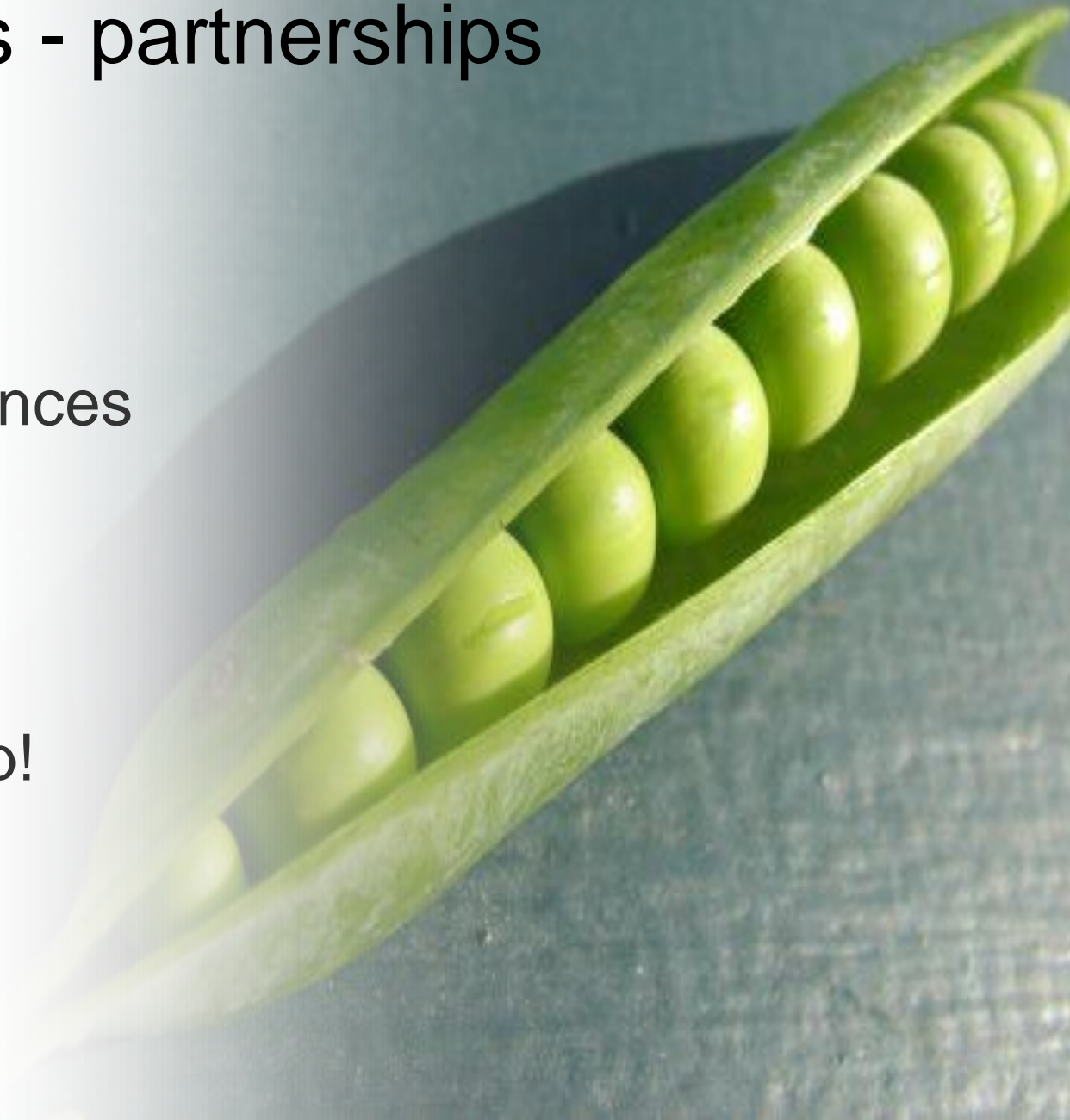
To the Corporate

- Credibility
- Brand
- Expertise
- Existing Audiences
- Community Links
- New Perspective
- Stopping the locomotive



Key learnings - partnerships

- Expectations
- Targets
- Cultural differences
- Work to your strengths
- Work at it
- Get expert help!



Key learnings – schools initiatives

- Have a partner
- Keep it quick and easy
- Curriculum benefits
- Tick more than one box
- Show the benefits
- New voices



What's next for Sky and schools.....

