



CANON YOUNG PEOPLE PROGRAMME

UNITED KINGDOM

Partner Charity: Ideas Foundation www.ideasfoundation.org.uk/

Challenge

The creative industries face diversity and talent challenges. Seen as 'out of reach', they fail to engage and make use of the incredible local talent that exists in the UK, especially with parts of the industry being heavily London and the South East centric.

To tackle the issue of under-representation, schools across the country need to introduce their students to the possibility of creative arts as a future career, give them the tools to develop their creative skills and the opportunity to make their voices heard. Businesses and agencies within the industry then must lead the way in supporting, hiring and promoting talent from all walks of life.





Project Summary

The goal of the Ideas Foundation and Canon's Young People Programme Live the Story project was to facilitate creative learning and digital storytelling, empowering young people from less advantaged backgrounds to explore their creativity and raise the issues that impact their lives.

Responding to real-life briefs, pupils in five West Cumbrian schools gained invaluable communications and digital literacy skills, crucial for their future careers.

Using the UN's Sustainability Development Goals to guide the creative briefs, Canon Ambassadors worked with the pupils to help them develop their creative responses. They trained the students in using photography to voice their concerns about environmental issues and tell their story.

Developed alongside teachers, National Association for Teaching of English (NATE), Local Enterprise Advisers and Career Hubs, the creative workshops were embedded into the academic curriculum, providing teachers across the UK with a creative resource to support English and Art & Design as well as Careers Education & Guidance.

"I REALLY ENJOYED THE WORKSHOP, YOU INSPIRED ME. MY FAVOURITE PART WAS WORKING WITH THE CAMERAS TO CREATE POWERFUL IMAGES FOR AN ENVIRONMENTAL CAMPAIGN."

Ellie, Silloth Primary School



Results

With Canon's support, Ideas Foundation was able to develop new partnerships and expand the programme beyond the face-to-face workshops. In 2020, elements of the project moved online as part of a blended learning approach

- Five schools participated (Solway, Beacon Hill, Millom Community School, Whitehaven Academy, Silloth Primary)
- 400 students attended
- 50 teachers and technicians supported the programme
- Collaboration with Edgearn, Adobe, Sellafield and Canon volunteers
- Local schools' exhibitions
- Canon digital storytelling brief a featured resource on the Pearson website, available to 40,000 students per year

“THE WORKSHOP ENABLED STUDENTS WHO MIGHT STRUGGLE WITH LANGUAGE TO SEE IMMEDIATE AND POWERFUL RESULTS. IT ALSO HELPED STUDENTS BEGIN TO SEE THEMSELVES AS CREATIVES.”

Anna Firth, Teacher, Solway School

“THIS WAS QUITE SIMPLY ONE OF THE BEST PROJECTS THAT I HAVE WORKED ON. IT WAS HUGEY AMBITIOUS AND HAS CREATED A FRAMEWORK FOR OTHER DIGITAL STORYTELLING PROGRAMMES ACROSS THE COUNTRY. ”

Peter Thomas, National Association for the Teaching of English.





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Canon EMEA's Young People Programme helps the young generation to tackle a range of sustainability challenges through the power of visual storytelling.

Supporting the UN SDGs 2030 agenda, YPP works with charities across EMEA regions to provide education, skills and equipment to participants who use their work to spark positive and sustainable change.

Each programme focuses on the SDGs most relevant to its region and participants, providing a framework to help maximise the positive impact of the YPP.

Visit <https://www.canon-europe.com/sustainability/> for more information on Canon EMEA's sustainability activities.