

THE EDEN PROJECT IN CORNWALL



Picture: The Eden Biome, Image Credit: Photographer Katrina Malley

MODULE 5

**SPECIAL EDUCATIONAL APPROACHES FOR YOUNG
PEOPLE**

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Module 5

EDUCATION/
YOUTH



Title:

The Eden Project in Cornwall

Topic:

The module is about the impact of the dissemination of educational material within the Eden Project in Cornwall.

Educational Objective:

Knowledge building about the relevance of the use of educational material

Key Words:

Education – sustainability – environment – multiplier effect – engagement – hands on learning – public-private partnerships – small and medium enterprises – interaction – charity – age relevant – contextualisation – local community

Duration:

Approx. 30 min. study + 15 min. questions

THE EDEN PROJECT IN CORNWALL

SPECIAL EDUCATIONAL APPROACHES FOR YOUNG PEOPLE

AREA OF GOOD PRACTICE: EDUCATION/ YOUTH

1 INTRODUCTION

The creation of exciting, thematic, contextualised, age-relevant and 'hands on' learning materials is of absolute paramount importance to ensure that learners will engage in the subject area. This is not only relevant to the end user (the learners themselves) but also to the educators to ensure that they 'buy in' to the project. Today, teachers are under enormous pressure to deliver grade 1 lessons by awarding bodies (in the UK) such as Ofsted with one of the key objectives in the inspection process being 'were the learners engaged?'. If they can see that their learners are inspired and engaged then this will encourage the teachers to 'buy in' to the project.

Whilst there will always be a place for the good old fashioned 'work sheet' the online resources that can be downloaded to students phones/ laptops have much more appeal to learners so this is something we need to consider when designing materials for the project.

2 BACKGROUND



Picture: Tour through the Eden Biome, Image Credit: Photographer Katrina Malley

From my research (and experiences of visiting this world renowned tourist attraction), The Eden project is ‘a charity and leading tourist attraction promoting bio-diversity, eco-tourism, exploring how we can all work towards a better future.’

With this in mind the resources that they have developed for their learners seem to be centred around protecting the environment. They are also sustainable and seek to reduce the carbon footprint of its visitors once they arrive on site.

On visiting their website and in particular their ‘Higher Educational page’ one can see a full description of what makes an Educational trip to the project so unique. It also demonstrates the need to produce

high quality resources for their educational groups.

The page gives headings on what makes the trip so engaging for its educational visitors and explains how the attraction can link to particular areas of study. From tours, workshops and bespoke visits that can be tailor-made to meet the class/ groups specific requirements to residential trips and workshops. Some of the subject areas that their programmes cover are biology, conservation, sustainability, architecture and design (just to name a few).

3 GOOD PRACTICE



Picture: The Eden Project, Image Credit: Photographer Katrina Malley

An example that I am using for best practice is the Eden Project in Cornwall as they provide some amazing educational resources for teachers that can be carried out by learners, before, during and after the visit to the attraction.

The Eden Project is an educational charity. Their visitor destination is located in the South West of England, Cornwall and is set within a large crater. Within this crater rise huge Biomes which house the largest rainforest in captivity today where visitors have access to a range of plants, gardens, a rainforest canopy and so much more to engage the visitors from families, to schools, colleges and universities. The aim of the Eden Project is to connect us with each other and to the living world whilst exploring how we can work towards a more sustainable and better future.

The sort of resources that they provide range from:

- Up to 12 different lesson plans that teachers can embed into their schemes of work at the beginning of term. This is a huge selling point for the attraction as teachers would consider this to be a fantastic resource.
- They offer workshops whilst on locations
- You can download trails to plan the trip in advance
- Download newsletters to stay up to date with new exhibitions and displays for teachers (and students).

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- Videos are posted on the educational page of their website of showing schools visits to the Eden Project to market the attraction to other teachers
 - Teacher training is offered whereby the attraction invites teachers to the project in advance of the trip and to assist with delivery of the curriculum.

4 EFFECTIVENESS AND SUCCESS FACTORS

Success factors of implementing this good practice should lead to:

- Wider appeal encouraging teachers to select tourist attractions if the learning resources are already in place.
- Increased visitor numbers to the attractions - resulting in long term employment (multiplier effect).
- Extension of the tourism season by encouraging shoulder and off season visits to the destinations using the educational market segment.
- Fully engaged students and an immersive learning experience if the resources are exciting.

5 RESULTS AND IMPACT

The success factors that can be used from the Eden project is by its outstanding visitor numbers.

In the Association of Leading Visitor Attractions (UK) in 2014, The Eden project was ranked number 34 with over 860,000 visitors. This has to be a huge measure of success, coupled with the fact that a large part of this market was form the educational sector.

<http://alva.org.uk/details.cfm?p=423>

6 ADDITIONAL LEARNING MATERIALS

6.1 Links to websites

<http://www.edenproject.com/learn/schools>

Eden project ranked 34 in top UK tourist attractions with 860k visitors in 2014:

<http://alva.org.uk/details.cfm?p=423>

6.2 Links to videos

<https://www.youtube.com/watch?v=6GNhsMT5Npo>

7 QUESTIONS

This is the professional self-learning section to reflect on the topic, improve your skills and sharpen your creativity. Please use it as a starting point for the development of your own ideas and thoughts. Please select at least one of the questions below and note your answer in max. 1000 characters. You can also use the additional online material or consult other online sources to refine your arguments. Please send your answers to the following contact: info@eumillennials-tour.eu

1. Transferring the school class program to other visitor groups: how would you design that step? Please describe your ideas.
2. The hands on-format realized at the Eden Project is a smart educational technique in the fields of sustainability/ nature/ biodiversity. Can you imagine other formats or educational topics where hands-on is a promising strategy to improve the learning success? Please, give at least 3 examples.
3. For the pupils a visit at the Eden Project can be a great learning experience. But is it a one-way profit chain? How could the Eden project use the children's and teacher's knowledge for their own enhancement and development?

Please send your answer(s) to the following contact: info@eumillennials-tour.eu

Please add the number of this module and the number of the question to your answer (e.g.: module 1, question 1.).

We will not give grades. Individual feedback will only be given by the online assessment contact.

8 ONLINE ASSESSMENT

For those that are interested in deepening their knowledge about the module, a personalized online assessment is offered. For all questions on the topic and further information about this module, please contact your expert for your online assessment:

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9 GENERAL CONTACT INFORMATION

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10 RESPONSIBLE ACCORDING TO THE PRESS LAW

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