

**Customer Reward
Scheme Application
Electricity North West**

**Corporate Social
Responsibility
Initiatives**

**“Educate to
innovate”**

Last year, the panel recognised that most of ENW’s CSR ideas were based on our aspirations as ENW was still becoming established as a new company since its sale from United Utilities. During 2009, significant progress has been made in laying a CSR foundation that is “fit for purpose”. Our CSR strategy is reflected in our support for young people in the North West region/nationally and their educational development.

**ENW YOUNG AMBASSADORS,
“EDUCATE TO INNOVATE”**

Young people have the loudest voices and the greatest reach in carrying and delivering positive messages throughout their community and beyond.

Their passion to communicate via the internet and through other modes of social networking and communication has long been recognised by ENW as an ideal vehicle in which to deliver both corporate and community based messages. Through peer-to-peer communication these “Young Ambassadors” can initiate informed discussions that challenge the behaviour of those around them provoking mutual understanding and a shared responsibility that sparks innovation and a desire for change.

Steve Johnson, Chief Executive Officer.

STAGE ONE: FLASHOVER FREE EDUCATIONAL RESOURCES TO A NATIONAL AUDIENCE

Following on from the successful education programme established within the North West over the past decade, we have collaborated with a broad spectrum of educationalists and community leaders to develop an educational resource that specifically targets 7-11 year olds who, following research by the Royal Society for the Prevention of Accidents (RoSPA), are identified as the most vulnerable age group within the education sector.

We also recognised that over the past ten years the delivery of curriculum based citizenship programmes are fundamental in providing skills for life and that one of the most successful ways was to deliver safety information to create a game that both stimulated and educated its players.

With this in mind we decided to re-energise the educational resources currently on offer, to ensure that the information we delivered was up to date, "Teacher friendly", structured to compliment the governments guidelines and most importantly FREE to all.

FLASHOVER! ELECTRICAL SAFETY GAMES FOR SCHOOLS

Aimed specifically at KS2 pupils (7-11 year olds) of mixed ability, we invested a considerable amount of time, resources and funding to ensure our objective was met.

The aim of the game is to engage children of Primary School age and raise the awareness of the dangers associated with electricity both inside and outside the home.

It focuses on potential dangers outside the home, which may involve ENW assets including; sub stations, transformers, overhead lines, towers, poles underground cables and other items that can be of a potential hazard.

This is then linked into curriculum based experiments and activities to ensure Teachers can smoothly introduce the game within their lesson in order to compliment rather than compromise.

The game's locations on the software allow children to walk through those locations whilst identifying the potential hazards. For example the locations could be a House, Garden, Street, Countryside, or finally a Power Station.

Some hazards will require the player to make decisions. When a player makes the wrong decision they will be shown the consequences and will be guided back on track to help them identify the correct course of action. On selecting the correct course the player will see a reinforcing message before moving on.

Finally on successfully completing the course the player will be invited to enter their names and print their certificate for that location completed. This Certificate shows their name, the date, location completed and their level of promotion as a Young ENW Safety Ambassador.

ENW COMMUNICATION

Our next challenge was to ensure that the developed game could initially be targeted at Schools and Community groups within our region, (then should a teacher request it) to all other areas of the UK.

Following a period of due diligence, to ensure that the programmes and resources would be actively promoted on a site that reflected our corporate values and had an established and respected history of working within the education sector; we finally chose the North West Grid (www.nwlg.org) and The Teachingzone (www.teachingzone.org).

The North West Grid is a repository of online resources for schools in the North West region.

The Teachingzone is accredited by "TeacherNet" who are the government's Standard for on-line educational resources and was recognised by the Times Educational Supplement (TES) for best practice in business and education engagement and by the Environment Agency. This site boasts over 500,000 hits per month and experiences over 30,000 FREE downloads per month making it a perfect vehicle to reach as many children as possible.

The ENW Teachingzone www.teachingzone.org/enw is designed to empower educationalists and community leaders to actively discuss electrical safety and energy based issues through the provision of clear and concise guidance notes complimented by fun activities and curriculum based topics.

The site provides both ENW and the wider industry a platform on which to positively engage young people in order to encourage a culture of safety, inspire innovation, develop social responsibility and foster respect for our precious energy resources. It is our view that contrary to media hype, young people actively seek responsibility in order to support a feeling of self worth and identity within their community. Therefore, by providing them with responsible facts and data we can encourage our young ambassadors to initiate peer-to-peer education that challenges ignorance, misconceptions and general complacency regards energy usage. The site actively encourages debate in order to seek positive sustainable energy solutions and innovations that address future needs.

"Throughout the development of the Flashover game, the North West Grid and the ENW Teachingzone we have already received excellent reviews from both the community and education sectors". Lorraine Jones, Public Safety Awareness Officer.

Boasting the Industry's most up to date FREE interactive games and educational whiteboard resources the site encourages both ENW and other industry partners such as Manchester is my planet (MIMP) and Drax Power, to promote their best practices to a national audience.

Selections of elements covered are:

- ▶ FREE Educational resources 4-7 7-11 11-17 (Whiteboard compatible)
- ▶ FREE ENW Flashover Electrical Safety Games for children aged 7-11 (Whiteboard compatible) this element will allow ENW to monitor the number of young people accessing the game
- ▶ Industry Safety Film (Whiteboard compatible)
- ▶ ENW Young Ambassadors Programme (Aimed at 7 years upwards, this programme will provide initiatives and educational information that will create the UK's first YA programme, in order for children and young people to deliver peer-to-peer factual information about Electrical Safety and Environment issues regards the carbon footprint).
- ▶ 22,000 Schools, Colleges and Community groups to be encouraged to join the ENW Forums, across the UK providing Teachers and Community Group Leaders a platform to send in their student's new and innovative ideas and solutions collated within their discussion groups following the research provided through the ENW educational resources together with a call to action promoted in an editorial with "Education Today" Magazine.

"As a Manager for RoSPA and head of the Child Safety Coalition which addresses the needs of educationalists who work with young people I am extremely impressed with ENW's proactive approach to community safety". John Vallenger, Royal Society for the Prevention of Accidents.

STAGE TWO: EMPOWERING YOUNG PEOPLE TO PROMOTE OUR VALUES

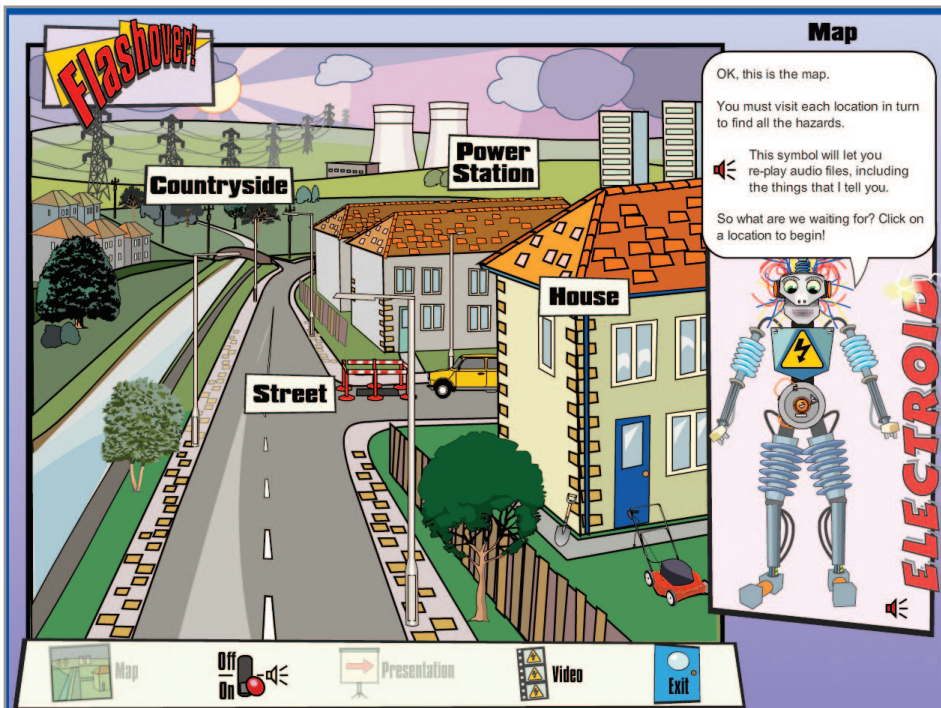
FUTURE ASPIRATIONS: SUSTAINABLE EDUCATION- A UNIFIED APPROACH

- ▶ We are now currently in discussion with other organisations and educational establishments and charities who share the similar values to ENW. These partnerships are fundamental if we are to represent both the industry and ourselves in a pro-active way that stimulates discussion and encourages innovation.
- ▶ By demystifying the industry for a new generation we aim to provide a platform on which ENW together with its partners can change cultural behaviour and the way we think about energy.
- ▶ As we enter a new low carbon era and demand for electricity increases we will be able to address these changes and profile specific safety awareness elements via the ENW education site. For example the increased electrical infrastructure required for the Rail industry.
- ▶ Finally it is hoped through future developments on the Teachingzone such as short films profiling ENW teams demonstrating a "Day in the life of", within our community young people can be inspired and make informed career choices about our sector.





ENW Teaching Zone website



Flashover game



Schools will access the Flashover game through the North West Learning Grid