

CREATE



CASE STUDY
‘Energise Your Home’ with
B&Q and Stuart Bathurst R.C. School

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CREATE works in partnership with B&Q Warehouse, Wednesbury and their local secondary school to promote energy efficiency during energy efficiency week.

- Getting the 'sustainability' message across to young people
- Developing links between a major commercial organisation and the local community
- Adding value to the school curriculum

Some of the key benefits of this energy education project.

CREATE trainer Zoe Kulczycki worked with Fran Ward Art & Design teacher at Stuart Bathurst School. The challenge - to raise awareness of energy use and inspire Year 7 students to design posters encouraging people to be more energy efficient around the home. Fran sees distinct educational value in the project:

“This has been a great opportunity for our Year 7 students. It has raised awareness of their own energy use and how to be more efficient, as well as developing their communication and illustration skills.”

Derek Austin, B&Q's demonstration co-ordinator arranged for the posters to be displayed prominently in the store during Energy Efficiency Week. At the end of the week Derek and store manager Patrick Marr awarded prizes to the most innovative designs. Derek sees the project adding value to B&Q's social responsibility programme:

“B&Q stores have a responsibility to act as 'Better Neighbours' in the communities in which they operate. B&Q Wednesbury Warehouse is delighted to take part in this particular community initiative, which not only promotes energy efficiency, but also meet the needs of the national curriculum”.