



Children Challenging Industry (CCI) is the Centre for Industry Education Collaboration's (CIEC) flagship initiative that connects primary schools with local STEM companies, with a comprehensive package of activities designed to engage young learners, support teachers, and help businesses build stronger community ties.

The CCI programme includes:

- *Tailored classroom activities:* Designed around your company, that help children link science learning to real-world applications.
- *Industry visits:* Children visit your site to see STEM careers in action and understand industry processes¹.
- *Teacher development:* CPD to increase primary school teachers' knowledge of industry practices and careers, strengthen STEM education and build connections between industry and the science curriculum.
- *Industry communications training:* Specialists help your employees develop the skills to engage effectively with young audiences.
- *Sustainability stories:* Online publications telling industry stories and sharing industry careers, through the lens of the National Curriculum for science.

While many partners choose to sponsor local schools' participation in the full CCI Programme, each element is available as a standalone opportunity to suit your company's goals. You can choose a specific aspect, such as industry communications training or sustainability story integration, to align with your ESG goals and outreach strategies.



"CCI stands out as a programme that really does change young people's perceptions about the chemical industry and a career in science. It also offers employee development and aligns well with our strategic objectives."

**Chris Morgan, Strategic Projects Director,
Johnson Matthey**



"The highly successful Children Challenging Industry programme, managed by the [Centre for Industry Education Collaboration] at the University of York is an excellent example of engaging with children at an early age, together with teaching staff, to attract more people to study STEM subjects and take up careers in industry."

**House of Commons Science and Technology
Commons Select Committee**

It's all in the details

A dedicated CCI advisory teacher plays a central and vital role in the programme, acting as a liaison between the classroom and industry. With extensive teaching experience and an in-depth knowledge of the National Curriculum for Science at primary level, the advisory teacher has the expertise to relay the specific educational needs of the children to their industry hosts.

Both our industry partners and pupils agree that the site visit is a highlight of the programme. Many of our hosts go above and beyond expectations, using imaginative props, demonstrations and hands-on tasks to bring their workplaces to life; especially areas of the site that the children might not be able to see in person.

Industry partners are often impressed by the children's knowledge and curiosity, built through the classroom lessons tailored to each company's story. Children gain invaluable insights from their CCI experience, as can be seen from the data below, while partners see firsthand how they are inspiring the STEM professionals of tomorrow.

¹ Where visits to company premises are not possible, we develop interactive classroom activities for your STEM professionals to take into schools.



Evaluation and impact

CIEC has been delivering the CCI programme since 1996 reaching over 62,000 children in 2,100 primary schools. The programme has been the subject of several research projects and has been continually evaluated.²



Extract from 2023-24 CCI Evaluation Report. For further details, visit ciec.org.uk

Fun and exciting

"I loved the experiments!"

Learning something new

"We got to try things we've never done before."

Feeling like a real scientist

"We had our own jobs like real scientists."

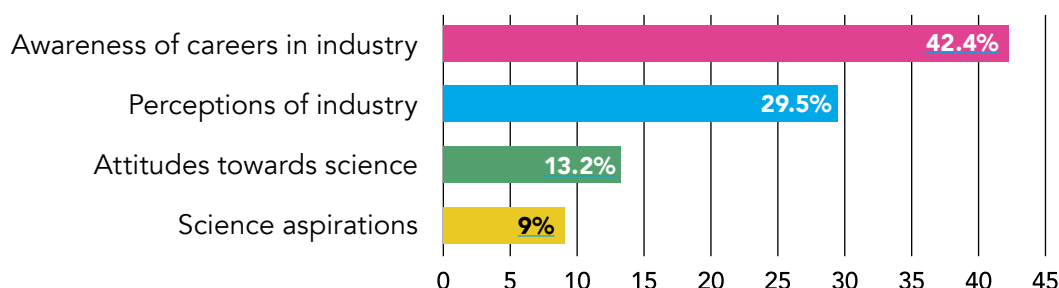
Hands on and visible results

"We test and see what happened ourselves."

Positive changes for children across key areas

Children showed clear positive changes in how they see science and industry after taking part in the CCI programme.

Score increases after CCI



TO LEARN MORE OR GET INVOLVED

Visit our website: www.ciec.org.uk

Call us on **01904 322523**

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I have never felt so personally rewarded in showing off our manufacturing building to a group of visitors in the last ten years. The children were the most energetic, quizzical group, with an infectious enthusiasm to learn, and to understand what we do as scientists at Fujifilm Biotechnologies."

Neil Burke, Manager, Fujifilm Biotechnologies

² Bórquez-Sánchez, E., Lambrechts, A. A., Turkenburg-van Diepen, M., Hanley, P., Evans, C., & Parvin, J. (2024). Children Challenging Industry: improving young pupils' engagement with science through links with industry. *International Journal of Science Education*, 1–21

Altunbas, H. G., & Parvin, J. (2025). Bridging the gap: Inspiring primary school children through the Children Challenging Industry programme. *Journal of Emergent Science*, 28, 5–19.