

Established in 1988, CIEC creates and sustains links between industry and school science. You can get involved in several ways.



## How can I get involved?

### Share your sustainability story

We work with companies dedicated to building a culture of responsible care, improving industry reputation, and promoting STEM careers in their sectors. Our expertise helps companies align with both Environmental, Social, and Governance (ESG) objectives and United Nations (UN) sustainable development goals. Through our Sustainable Stories initiative, we integrate companies' unique stories into digestible downloadable resources for teachers to share with children in the primary classroom.

We work with industry partners to develop exciting and memorable classroom activities relevant to their company, pilot these activities in schools nationwide, and actively promote each sponsor's sustainability messages in primary science conferences, journals, and other outlets. By sharing your sustainability journey, you can inspire future generations of sustainability focused scientists and engineers and enhance your reputation as a socially and environmentally conscious company.



### Develop your workforce: child-friendly communication skills

We offer companies in-person training on their premises, to help them effectively communicate their science, careers and sustainability messages to primary-aged children and their teachers. This training raises participants' awareness of the level of knowledge, understanding and science vocabulary typical of this age group. This tailored professional development provides strategies for actively engaging with children either on-site, at science events, or when visiting the classroom.

This training package includes ongoing virtual and email support to the point of the first engagement with a group of children.

## Build partnerships with local schools

Ideally paired with our *Communications Training*, we introduce local primary teachers to your company via tailored training events on your company premises. Teachers learn about a range of industry-contextualised science activities, STEM careers, and meet your company's STEM professionals. Our advisory team ensures that your company connections are fully embedded in science pedagogy and aligned with the National Curriculum for science, maximising impact when teachers take these ideas back to their classrooms.

### Children Challenging Industry

CIEC's Children Challenging Industry (CCI) programme is a flagship initiative that connects primary schools with local STEM companies through 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, helping children link science learning to real-world applications.
- *Industry site visits*: Classes visit your site to see STEM careers in action and understand industry processes<sup>1</sup>.
- *Teacher development*: CPD to upskill primary school teachers with knowledge of industry practices and careers and to strengthen STEM education.
- *Industry communications training*: Expert trainers 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 a local school's 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 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**

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

## Why become a partner?

Partnering with CIEC delivers **tangible** benefits while making a lasting impact on STEM education:

- *Enhance your future talent pipeline:* Inspire children to pursue STEM careers and help develop the next generation of skilled workers and STEM professionals.
- *Strengthen community engagement and meet ESG goals:* Align your company with key Environmental, Social, and Governance (ESG) priorities by investing in education and workforce development.
- *Support the UN Sustainable Development Goals (SDGs),* including Quality Education (SDG 4) and Decent Work & Economic Growth (SDG 8), demonstrating your commitment to long-term, sustainable impact.
- *Develop your team's communication skills:* Industry professionals receive specialist training in engaging with young audiences.
- *Showcase your commitment to sustainability:* Feature your sustainability initiatives in CIEC's widely used educational resources.

## Proven Impact

- 93% of teachers report improved knowledge of industry practices, equipping them to educate future STEM professionals.
- Children develop more positive attitudes toward industry, with 87% appreciating the importance of scientists and engineers in the workplace and 25% expressing interest in STEM careers.



### TO LEARN MORE OR GET INVOLVED

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