



CONNECT

SOCIAL VALUE IMPACT PROGRAMMES



Aspire 2Be is part
of Educ8 Training Group

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Connecting Business and Education to Create Lasting Impact

At Aspire 2Be, we're excited about uniting business and education to make a measurable difference. Our Connect mission is to empower pupils, teachers and communities through meaningful collaboration, bringing your business' Social Value and ESG goals to life.

Why Aspire 2Be?

Our experienced team understands the unique challenges and opportunities within both education and industry. We work closely with partners to design and deliver impactful projects that share expertise, resources and experiences - enhancing learning, broadening career awareness and preparing young people for the world of work.

As part of Aspire 2Be, the UK's only Professional Development Partner for Apple, AWS, Google and Microsoft, Connect brings together trusted expertise, innovation and purpose. We help businesses transform their social value goals into authentic community partnerships that empower the next generation and create lasting, measurable impact.

What is Connect?

Connect is an immersive, industry-inspired learning experience for 9-16 year olds. Each unique programme translates corporate ambition into measurable social value impact through a Mission inspired delivery framework.

Structured, Repeatable & Measurable Social Value Impact for your business.

Through Connect, businesses can co-design and deliver tailored, educational missions that showcase their business alongside developing digital confidence in young people anywhere in the UK. Facilitated by our expert trainers in schools, the programme provides a range of STEM inspired pathways - from digital technology and media creation to sustainability, construction, and engineering. Each Connect project provides a structured, evidence-based way for companies to turn social responsibility into tangible impact - helping businesses give back, schools grow, and learners thrive.

Delivery Model

We work closely with you and your selected schools to tailor each mission to learner needs, age group and school timetable. Our experienced facilitators lead the sessions (supported by your team if you wish to get involved), across 3 whole day (or 6 half day) in-school sessions.



Professional Learning Provider



Google for Education Partner

Our Missions



Mission: Create

Learners become digital creators, developing skills that underpin a vast range of careers. Designed to inspire creativity, innovation and communication through digital multimedia.

Purpose

- Master digital media tools and creative design.
- Create digital content
- Understand Project Management
- Discover diverse career pathways in digital media.

Ideal for

- Any Enterprise looking to showcase their business in a multi-media format
- Technology companies
- Media agencies
- Broadcasters
- Creative studios



Mission: Construct

Through immersive, hands-on challenges within Minecraft Education Edition, learners will plan, design and construct sustainable buildings and infrastructure projects within a virtual world.

Purpose

- Understand sustainable construction & design
- Use digital tools to create structures
- Strengthen problem-solving, teamwork, and communication
- Explore careers in Construction and Engineering.

Ideal for

- Construction firms
- Engineering firms
- Manufacturing firms
- Planning agencies
- Any enterprise involved in sustainable development & infrastructure



Mission: Sustain

Using Minecraft Education Edition, learners explore the concepts of Green Energy, Sustainability, and the journey to Net Zero.

Purpose

- Understand green technologies
- Apply STEM principles within a creative and purposeful context.
- Develop critical thinking & project management skills
- Gain awareness of career opportunities across the Energy & Utilities sector

Ideal for

- Utility & Energy providers
- Any enterprise committed to sustainability initiatives
- Green technology startups
- Construction and real estate firms focused on green building
- Non-profit environmental organisations



Mission: Launch

Through hands-on activities and mentorship, learners collaborate to design, develop and manage a business project.

Purpose

- Understand entrepreneurial and digital tech used in business.
- Apply digital skills to design, develop and present business ideas.
- Develop critical thinking and communication
- Gain awareness of career opportunities across the technology, business, and creative sectors.

Ideal for

- Technology companies
- Creative agencies
- Businesses that value digital transformation
- Any business invested in developing future talent

SOCIAL VALUE IMPACT

Engineered for Maximum ROI

A STEM-inspired curriculum designed to create measurable, high-value community impact. Delivered in a low-maintenance, repeatable format and fully white-labelled to reflect your organisation's brand and values.

What Social Value Means for Your Business

Partnering with us on a Connect project goes far beyond sponsorship or funding. You're investing in a scalable initiative that generates exceptional social return, drives STEM engagement in schools and provides your organisation with evidence-based impact reporting.

Every hour invested, every pupil reached and every pound contributed creates tangible, trackable outcomes for local communities – and delivers quantifiable value back to your business.

Mission Impact – Social Value Calculator

Measure	Impact
Social Value Hours	540
Number of Pupils Reached	30
Project Budget	£4,350
Total Social Value Generated*	£47,239
SROI (Social Return on Investment)*	11:1

High Impact, Low Effort – Built for Business

These results showcase the exceptional value of corporate collaboration. By aligning with Connect, your organisation directly supports priority schools while achieving an 11:1 Social Return on Investment.

- Strategically aligned to STEM and future workforce needs
- Designed for repeatability across cohorts and regions
- White-labelled to amplify your business, brand and ESG narrative

BENEFITS

Your Organisation

Partnering with Aspire 2Be through Connect enables your organisation to deliver meaningful, measurable social impact in education. We will work together to implement high-quality Social Value projects that align with your business values, strengthen community relationships and create lasting benefit for schools, pupils and communities.

- **Deliver measurable social value –**
Demonstrate your organisation's positive contribution through clear Social Value reporting and tangible impact metrics.
- **Enhance career awareness –** Inspire the future workforce by supporting projects that connect learning to real-world careers and industry pathways.
- **Demonstrate meaningful impact –**
Showcase your commitment to education, inclusion and skills development while achieving ESG objectives.
- **Strengthen community and education partnerships –** Build trusted relationships with schools, local authorities and education networks.
- **Provide staff volunteering and engagement opportunities –** Empower employees to share expertise, mentor young people and experience the rewards of community involvement, while fostering a positive, purpose driven workplace culture.
- **Align with ESG goals and corporate values**
– Ensure your investment directly supports sustainability, social responsibility and long-term community outcomes.
- **Increase brand awareness –** Elevate your organisation's visibility and reputation by featuring across Aspire 2Be's social media channels and newsletter updates, showcasing your brand's values, expertise and community impact to future talent, educators and key stakeholders.



BENEFITS

Schools & Learners

Connect gives schools access to valuable business partnerships that enrich learning, enhance staff development and aligns with the curriculum. Each project provides new opportunities to connect education with the skills, experiences and insights pupils need for future success, all made possible through the support and investment of business partners.

- **Curriculum alignment** – Projects are designed to complement and enhance your existing curriculum, embedding real-world relevance across subjects.
- **Access to industry insight** – Gain expert knowledge and authentic examples from leading businesses and professionals.
- **Professional development for staff** – Build staff confidence through exposure to current industry practices and digital innovation.
- **Community partnership building** – Form meaningful, lasting connections with organisations that are invested in your school's growth and success.
- **Enhanced careers education** – Strengthen your school's approach to career learning and employability skills.
- **Learners experience education in action** - connecting classroom learning to the real world through interactive, engaging opportunities.
- **Real-world learning** – Experience how skills and knowledge are applied in modern workplaces.
- **Industry engagement** – Work directly with professionals who bring learning to life through authentic, hands-on activities.
- **Develop essential skills** – Build communication, creativity, problem-solving and digital fluency.
- **Raise aspirations** – Explore career possibilities and gain confidence in future pathways.
- **Empowerment and inclusion** – Ensure every learner sees their potential to thrive in the world beyond school.

MISSION:

Create

Create is an exciting and hands-on digital learning experience for learners aged 9–16, designed to inspire creativity, innovation, and communication through digital multimedia.

Using a range of digital content creation tools, learners will explore how to plan, design, and produce creative media such as videos, animations and graphic assets. The programme encourages imagination, storytelling and critical thinking - helping learners express their ideas and understand the role of digital creativity across all areas of life and work.

Through engaging challenges and collaborative projects, students develop the technical and creative skills that underpin careers in the creative, digital and media industries, while building confidence to use digital tools in any career pathway.



Delivery Model

Learners take part in a series of three face-to-face workshops, supported by additional online resources hosted on a dedicated learning platform. Each session focuses on a different aspect of digital creation - planning, production and presentation - guided by Aspire 2Be facilitators and school staff.

The programme culminates in a Showcase Session, where learners present their digital projects and reflect on their creative journey.

Skills Development

Through Create, learners will:

- Build understanding of digital media tools and how they are used to communicate ideas effectively.
- Apply creative design principles to produce engaging digital content.
- Develop technical skills in video editing, audio production and visual storytelling.
- Strengthen collaboration, communication, and project management through teamwork-based creative projects.
- Gain awareness of career pathways in digital media, communication, marketing and the wider creative industries.
- Build confidence in using technology to express ideas, inform audiences and solve real-world challenges.

Careers!

Where could this lead?

Create introduces learners to diverse roles in digital media, marketing, communications, design and content creation, while also building transferable digital skills relevant to any sector. The programme encourages learners to see creativity as a valuable professional skill - empowering them to become confident, digital-first communicators ready for the future world of work.

- Media & Production
- Business
- Technology
- Transferable Skills

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MISSION:

Construct

Construct is an interactive learning experience for learners aged 9–16, designed to inspire future innovators in the Construction and Engineering sectors.

Using Minecraft: Education Edition, learners explore the principles of design, construction, and infrastructure, developing their understanding of how technology, teamwork, and creativity combine to shape the built environment.

Through immersive, hands-on challenges, students will plan, design, and construct sustainable buildings and infrastructure projects within a virtual world. The programme encourages innovation, problem-solving, and practical application of STEM learning - helping learners connect classroom knowledge with real-world industry skills and future career pathways.



Delivery Model

Learners take part in a series of three face-to-face workshops, supported by digital resources hosted on a dedicated learning platform. Each session introduces new challenges in Minecraft focused on design, materials, safety, and environmental impact.

With guidance from Aspire 2Be facilitators and school staff, learners apply curriculum-linked knowledge from subjects such as science, technology, engineering, and mathematics to plan and execute their virtual construction projects collaboratively.

The programme concludes with a Showcase Session, where learners present their completed builds and explain how their designs demonstrate innovation, sustainability, and functionality.

Skills Development

Through Construct, learners will:

- Build understanding of construction principles, engineering design, and the built environment.
- Apply STEM concepts and digital tools to design, plan, and build realistic structures in Minecraft.
- Develop problem-solving, teamwork, and communication skills through project-based collaboration.
- Gain awareness of career opportunities across the Construction and Engineering sectors.
- Build confidence in using technology to express ideas, inform audiences and solve real-world challenges.

Careers! Where could this lead?

Construct introduces learners to real-world career pathways in architecture, civil engineering, project management, surveying, and digital construction technologies. The programme builds confidence and curiosity about the built environment - encouraging students to see themselves as future designers, engineers, and innovators shaping the world around them.

- Construction
- Engineering
- Project Management
- Transferable Skills

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MISSION:

Sustain

Sustain is an interactive learning experience for learners aged 9–16, designed to inspire the next generation of innovators in the Energy & Utilities sector.

Using Minecraft: Education Edition, learners explore concepts of Green Energy, Sustainability, and the journey to Net Zero, developing their understanding of how technology, creativity and collaboration can help shape a sustainable future.

Through immersive, scenario-based challenges, students will design, build and manage sustainable solutions within a virtual world.

The programme encourages systems thinking, innovation and environmental awareness—helping learners connect classroom learning to real-world sustainability goals and future career pathways.



Delivery Model

Learners participate in a series of three face-to-face workshops, supported by a suite of online resources hosted on a dedicated learning platform. Each session introduces new sustainability challenges within Minecraft, guided by Aspire 2Be facilitators and school staff. Learners apply curriculum-linked knowledge in areas such as renewable energy, resource management and sustainable design to solve problems collaboratively.

The programme concludes with a Showcase Session, where teams present their sustainable Minecraft worlds and explain how their designs contribute to the Net Zero vision.

Skills Development

Through Sustain, learners will:

- Build understanding of green technologies and renewable energy systems.
- Apply STEM principles and digital skills within a creative and purposeful context.
- Develop critical thinking, teamwork and communication through project-based learning.
- Gain awareness of career opportunities across the Energy & Utilities sector.

Careers!

Where could this lead?

Sustain introduces learners to real-world pathways in engineering, environmental science, data and digital technology, and energy innovation. The programme builds confidence and curiosity about sustainable careers - empowering students to see themselves as future changemakers in the transition to Net Zero.

- Sustainability
- Engineering
- Energy & Utilities
- Transferable Skills

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MISSION:

Launch

Launch is a creative programme for learners aged 9-16 that prepares them for the future by combining digital skills and entrepreneurship.

Working individually, as pairs or teams, learners collaborate to design, develop and manage a business focused on a topic (or product etc.) of their choice.

Although delivered in a fictional context, the programme encourages real-world thinking, with opportunities to develop ideas that could become a reality. Through hands-on activities and mentorship, students build confidence, practical skills and a deeper understanding of the business world.



Delivery Model

Learners take part in three face-to-face workshops to develop their business ideas, assisted by additional learning materials available online, on a specifically developed platform. With support from school staff and A2B mentors, participants work through a series of tasks to establish their business. The programme ends with a presentation task where learners showcase their business journey.

Skills Development

Through Launch, learners will:

- Build understanding of core entrepreneurial and digital technologies used in modern business.
- Apply creative thinking and digital skills to design, develop and present business ideas.
- Develop critical thinking, teamwork, and communication through collaborative, project-based learning.
- Gain awareness of career opportunities across the technology, business, and creative sectors.

Careers!

Where could this lead?

Launch helps learners build understanding of potential careers in technology, business and creative industries.

Learners may pursue entrepreneurship, community roles or even leadership positions. The experience helps learners stand out in future education and employment, preparing them for the digital world.

- Business
- Technology
- Marketing, Sales & Communications
- Transferable Skills

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