



BP Carbon Challenge Roadshow, TurningPoint Audience Response System

BP is one of the world's leading energy companies and therefore has a responsibility to produce educational resources that both inspire teachers and their students, and reflect BP's focus on energy, environment, leadership and business skills.

Working with teachers and other educational experts, BP produces a range of educational materials about BP and the energy business, which are available to all schools in the UK and the rest of the world.

The Enterprising Science programme is one of BP's key initiatives, designed to enthuse and inspire both teachers and students about Science, Maths and Enterprise through the context of carbon emissions and climate change. The programme consists of two main elements - Talk Science and the Carbon Challenge roadshow - each designed around the needs of their specific audiences. Teachers receive training via the 'Talk Science' element whilst the 'Carbon Challenge' is aimed at educating students.

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BP Educational Service

BP's Carbon Challenge roadshow inspires with TurningPoint® interactive response solution.



The Carbon Challenge

The Carbon Challenge is a high-impact Science, Maths and Enterprise roadshow for 12 to 16 year old students, and reaches 400 schools per year via three touring teams.

During each visit, BP's educational specialists help students to examine the factors that contribute to a school's carbon footprint and learn about carbon reduction through a variety of activities. The hands-on activities use a combination of film, 3D-style activity mats and other visual material, and are designed to encourage discussion and debate.

The Carbon Challenge roadshow was developed in consultation with teachers to inspire and motivate secondary school students, linking directly with all UK curricula and educational guidelines, as well as supporting individual schools to develop sustainability and carbon reduction plans.

The need for an interactive technology

The format of the Carbon Challenge involves up to 180 students over two sessions, each lasting two hours. A team of three expert facilitators use the first part of the session to set the scene for the rest of the day.

They ask ten knowledge-based multiple choice questions, many of which are extremely visual. These are then followed by five attitudinal questions to gauge the group's opinions on climate change. For instance, they may ask the students what they think a 'carbon footprint' actually is, or whether they consider carbon emissions to be a problem.

Following this, the students are split into groups and work on specific tasks, then re-group and share their results.

The importance of the interactive nature of the roadshow led BP to look at using a technology that could reflect an inclusive approach, as well as allowing them to collating findings easily, and therefore gauge any changes of opinion over the course of the day.

After a short pilot of the roadshow format in Easter 2007, an interactive response solution was confirmed as the way to provide a key part of the solution.

BP reviewed key players in the market, with the view to finding something engaging, that could be used with lots of students and ensured that everyone was involved.

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The Solution

BP selected the technology after contacting Leapfrog - who are the UK's largest TurningPoint reseller - and working with them on a trial.

The TurningPoint handsets are completely portable and easily scalable for use in sessions, making them ideal for any type of customer. As well as this scalability, the ability to run corresponding photos on a Microsoft® PowerPoint® presentation for the knowledge based questionnaire - and provide immediate results - was a very attractive prospect.

TurningPoint integrates with PowerPoint, providing the most advanced combination of knowledge and technology currently available in the field of audience and student assessment.

As such, TurningPoint handsets were integrated into the launch of the Carbon Challenge programme in September 2007, with almost 300 handsets actively used in schools.



The story since then

Since the initial implementation, the solution is so easy to implement that creating presentations to support the objectives and structure of the roadshows has been quick and efficient.

"As the introductory part of the workshop is a high energy introduction to create interest and gauge existing knowledge, it is important that results and feedback can be quickly collated. Therefore, TurningPoint's instant response feature is of huge benefit to the roadshow presenters," said Emma Kemp, BP Educational Service.

The data that is collected throughout the day is presented to the students in the form of charts and diagrams, and key trends highlighted by the roadshow facilitators. This not only encourages a higher level of interaction and debate, but also makes the importance of the issue appear much clearer.

Since the initial implementation, the solution is so easy to implement that creating presentations to support the objectives and structure of the roadshows has been quick and efficient.

Emma Kemp continued; "Feedback from teachers and students alike has been extremely positive. It's greatly enhanced the sessions we provide to students. The ability to visualise what the entire group is thinking, and allow all students to participate is invaluable."

Schools can create goals and objectives based on the data created at the session, and are given the opportunity to share this with other schools that may be interested in applying for a place on the Enterprising Science programme, via the website at www.enterprisingscience.com.

All data is collected anonymously, which allows even the least-confident pupil to share their opinions and make their vote count.

Summary

BP has enhanced its Carbon Challenge roadshow by using the TurningPoint interactive response solution to inspire teachers and students.

The technology was trialled and incorporated into the structure of the programme since the beginning, as it truly reflects the interactive nature of the sessions.

Feedback has been positive all round, with BP currently intending to continue using the technology in the Carbon Challenge over the next two academic years.