

WELCOME TO THE DIRT IS GOOD SCHOOLS PROGRAMME!

We are on a mission to power up the world's **Changemakers**. Our Dirt Is Good Project will help **10 million young people** take positive action for a better world. Join us in unleashing the potential of children to do good!

The Dirt Is Good schools programme enables young people to take action on the environmental and social causes **they** care about. Crucially,

- we don't tell young people what to take action on;
- they are not picking an action from a list written for them by adults;
- they choose what to focus on, based on **what they feel is important**.

Young people enjoy taking positive action: **Getting stuck in** feels fun and important. But helping them to learn new skills and develop kindness and empathy is just as important. Dirt Is Good will help your young people feel that **they have a role to play** and that we

are all **united in compassion**. They will go **on a journey** and become **Changemakers for life**.

Using the Dirt Is Good handbook, teachers, in the role of coaches, support young people to set up and run a **Dirt Is Good group**. The group can be any size, formal or informal, class-based or whole-school. Using activities in the handbook, the group will together agree an issue on which to take positive action, learning about their compassionate values on the way. Children can be involved for a day, a term, or a year(s); we've designed the programme to be as flexible as possible.

You can find more information and details on how to sign up at www.persil.com/dirtisgoodproject.html

Why be involved

- **Collective action:** bring together groups of young people to get stuck in on a project
- **Student led:** stimulate real, tangible action by young people on the issues they care about
- **Quality resources:** access to a range of quality resources for Key Stage 2 and 3, plus an online portal
- **Improve well-being:** support development and improve well-being in young people
- **Make compassion the norm:** help embed a culture of compassion, care and cooperation at your school
- **Join a global movement:** be part of a global movement reaching 10 million young people

A programme built on ground-breaking research



Our research¹ tells us that the majority of young people are compassionate – approximately **90%** of them say that caring for other people and planet is very important to them. However, **they don't think that others share their values** and this can leave them feeling very isolated in their concerns.



¹Global Action Plan UK and Unilever (2021). *Generation Action. How to unleash the potential of children and young people to take positive action and create a better world for all*. Global Action Plan Advisors, Unilever Global Sustainability Team and OMO Global Brand: London, UK.

The Dirt Is Good Project will help young people realise that others care about social and environmental issues too. It will also provide young people with the opportunities and confidence they need to **join together and take positive action** on the things they care about.

Their actions will be shared online with the other Dirt Is Good groups through a programme portal where each school will register their group. As well as seeing the impacts of their own actions, they will witness millions of other young people changing the world for the better too. They will then come to realise that we are **united in compassion**, that most

of us, most of the time, want to **get stuck in** and tackle the world's most pressing challenges. It is hard to overestimate how motivating that realisation can be.

WHAT IS A DIRT IS GOOD CHANGEMAKER?

Dirt Is Good Changemakers do good together. It is a role they grow into. They get better at it with every Dirt Is Good activity they do.

Dirt Is Good Changemakers are united in compassion; they get stuck in; they know their role; they are on a journey.

The **Dirt Is Good schools programme** is designed for groups of students in Key Stages 2 and 3. It is based on a set of **four principles** that combine together to create the Dirt Is Good Way.

Dirt Is Good Principles:

UNITED IN COMPASSION -

helping young people to feel that they are not alone in caring and wanting to act

GET STUCK IN -

recognising that actions speak louder than words and that getting active on a cause is fun

EVERYONE HAS A ROLE TO PLAY -

ensuring young people can find a changemaking role that allows them to fulfil their potential

ON A JOURNEY -

acknowledging that change doesn't always happen fast, that it is OK to make mistakes, and that reflection is as important as action

The Dirt Is Good Handbook

Our handbook tells you everything you need to know about the Dirt Is Good Way. It is packed with resources to assist you as a Dirt Is Good coach, and will help you run the programme in your class/school/youth group. It includes activity plans and worksheets with detailed steps on how to set up and support groups of young people to participate in the programme.

Everything you need to know about the Dirt Is Good Way!

Activity plans and worksheets!

Packed with resources to assist you as a Dirt Is Good coach!

Detailed guide on how to set up and support your groups!

For more info see

www.persil.com/dirtisgoodproject.html

or email

dirtisgood@globalactionplan.org.uk

