

DP World
Global
Education
Programme



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Introduction

Introduction

- 1** 9 modules have been created as part of our innovative Global Education Programme.
- 2** The programme will be delivered to 8-14 year olds worldwide.
- 3** The programme will be delivered by DP World employees.
- 4** The programme is being delivered in multiple languages:
 - During 2016 the programme is being translated into: Indonesian, Thai, Arabic, French, Spanish, Portuguese and Hindi
 - In 2017 the programme will be translated into: Mandarin, Vietnamese, Filipino, Dutch, Romanian and Turkish
- 5** YOU can inspire the future leaders of our industry.

Sustainability Champions' next steps:

1. Make sure you are familiar with the Global Education Programme by reading this toolkit thoroughly and looking at the materials on Connexions
2. Approach and engage with schools and ask them to be involved with the programme
3. Promote the programme internally and recruit DP World colleagues to volunteer



About the Global Education Programme

Why Education?



Global education needs are urgent, particularly in priority areas and developing economies where we have a presence.



An understanding of our industry amongst young people is very poor: 60% of young people don't know what "logistics" means, despite the size of the global logistics industry (40 major companies with 10million+ full-time employees across 150 countries).*



DP World's Global Education Programme is part of our approach to address the need for better educational standards internationally. It includes materials which support the curriculum subjects of geography, mathematics, design and technology. Our modules are designed to improve specific skills, such as numeracy, as well as encouraging children to think laterally and explore new subject areas such as sustainability and careers in the maritime industry.

** According to the International Federation of Freight Forwarders Associations*



Education is one of the four focus areas of DP Worlds community strategy (Education, Social Welfare, Marine Conservation & Health).



When we completed our first global Community Investment measurement in 2014 we discovered Education accounted for 20% of our total contribution to local communities and was second only to Social Welfare which accounted for 51% of our activities. We want Education to take centre stage in our Community Investment strategy and see it increase from 20%.



While there is a groundswell of support for education projects across the business and with our partner's in local communities there is a real opportunity to move our approach from ad-hoc activities (painting schools, donating books etc) with little measurement to a strategic and impactful education platform, one that occupies centre stage in our community investment strategy.



We want our employees to deliver the programme in local schools as part of their volunteering leave with the aim to engage young people in trade and logistics, as it is a little-known and often overlooked part of the global economy.

What we want to achieve from the programme



Boost the skills, aspirations and confidence of young people in DP World port communities



Raise awareness about the maritime sector and related career options



Develop a talent pipeline of future employees at DP World and within our higher education programmes



Build employees' soft skills and enhance their professional development (part of PDP)



**The programme
aims to reach out to
34,000 young people
(8-14yrs) by 2020
with a target of 70%
reporting a positive
impact**

**We need you to
make this happen...**

Fast facts about Education globally

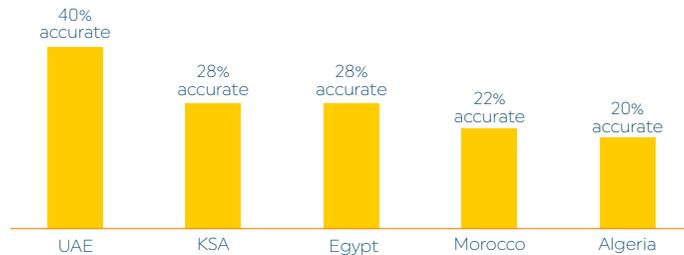
- 250 million children worldwide cannot read or write (Source: UNESCO's Education For All Global Monitoring Report 2014)
- 130 million children worldwide cannot read or write even after spending more than four years at school (Source: UNESCO's Education For All Global Monitoring Report 2014)
- 67.4 million children who are out of school are likely to encounter great difficulties in the future, as deficient or non-existent basic education is the root cause of illiteracy (Source: UNESCO's statistics about global literacy)



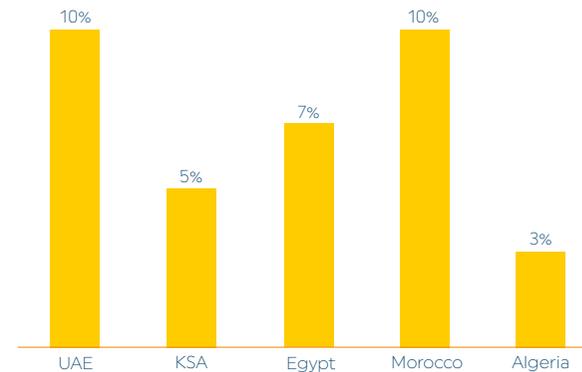
Parents' understanding of Trade & Logistics in the Middle East & North Africa

The results shown below are from a survey that we carried out in the Middle East and Africa in April and May of 2016. The survey highlighted the importance of raising awareness of the maritime sector with parents and their children in areas which we work. It is an industry they know little about and therefore would not consider it as a good career option for their children.

Headline finding: 28% of parents know what Trade & Logistics means:



Parents who believe Trade & Logistics offers good job prospects:



Top 5 industry sectors parents believe will offer the greatest job prospects for their children:

1. Medical/Health Service
2. IT
3. Education / Academia
4. Electronics
5. Banking / Finance

Given the definition of Trade & Logistics provided:

67% believe it's important for children to know more about this industry.

Now they know what Trade & Logistics means:

59% would encourage their children to work in the industry in future.

Source: 1,904 parents with children aged 6 - 14 Years in the GCC: 403 in UAE and 305 in Saudi Arabia, and North Africa: 599 in Egypt, 300 in Morocco, and 297 in Algeria between 25th April and 3rd May 2016. Data is broadly representative of the online adult population in each country.

What the modules cover

- **Location, location** – exploring which geographical features make a good location for a new port
- **Which port am I?** – encouraging an understanding that ports help global trade by linking countries around the world
- **Maritime maths** – using simple maths to explain how a container ship is loaded safely
- **Correct containers** – generating an understanding of how goods are traded between countries around the world
- **Super saver** – exploring how maths helps to improve the efficiency of container transport
- **Go green** – promoting understanding of how ports and shipping can be sustainable, and what sustainability means
- **Ports at work** – learning about different jobs which help a port to function well
- **Business on the Move** – understanding why it takes using maths and geography to move goods around the world
- **United for Wildlife** – encouraging an understanding of how to tackle the illegal wildlife trade and why it is important



Q&A

1. When does the programme start?

The programme has started and has already been piloted in English-speaking Business Units. The programme was officially launched at the Arab Media Forum in May 2016. All content and materials are available on [Connexions under the Sustainability Tab](#).

2. What will employees be teaching the children?

There are nine educational modules that you can take into local schools and deliver to children aged 8-14 years. All the information you need on the modules is contained in the 'General guidance for employees' document.

3. Why has DP World chosen to get involved in this?

Global education needs are urgent, particularly in priority areas and developing economies where we have a presence. Our programme aims to boost the skills, aspirations and confidence of young people in the communities where we operate, raising awareness about the maritime sector, trade and logistics, and related career options. It also aims to develop a talent pipeline of future employees in our business and within our higher education programmes.

4. What will employees gain from being involved?

Delivery of the programme builds your soft skills, and enhances your personal development. It could also contribute to your formal objectives if you include it in your Personal Development Plan. The programme is easy to be involved with, and we're confident you will find it rewarding, engaging and enjoyable.

5. How can I get involved?

Please contact your Sustainability Champion who can help arrange your volunteering on the programme. All employees are encouraged to get involved, and can use their volunteering leave and/or incorporate it as part of their Personal Development Plan to take part. Each module can be delivered either in isolation or as a series of volunteering sessions, so you can choose the module(s) to best suit your role and experience. Modules come with lesson plans and delivery notes, student activities and worksheets – everything you need to help deliver an inspiring session to young students.

Q&A

6. How much time will being involved take?

From our experience, we have found that although you might only spend one hour in the classroom, you should expect this volunteering experience to take up about one day of your volunteering leave overall. It roughly breaks down as follows:

- **30 mins** – print out all relevant content for the module
- **1 hour** – meet with your colleague who you are running the session with to go through the content
- **1 ½ hours** – update the presentation to make it your own
- **1 hour** – practice running through the slides and presenting
- **30 mins** – print out all the final materials such as worksheets and questionnaires

- **1 hour** – travel to and from the school
- **1 hour** (minimum tbc with school) – deliver the session at the school
- **30 mins** – Enter the feedback you received on the Education Portal

For more information on timings, please refer to the '[General guidance for employees](#)' document.

7. Is it compulsory to take part?

No - all employees are encouraged to get involved if they choose to, but involvement is completely voluntary.

Q&A

8. Where can I find the materials to use?

All materials are available on the [Connexions- Sustainability Tab – Global Education Programme](#). The modules come with lesson plans, delivery notes, student activities and worksheets – everything you need to help you deliver an inspiring session to the young students of your community.

9. Who will contact the schools to set things up?

Sustainability Champions will establish contact with local schools on behalf of volunteers.

10. Do I visit the school on my own?

You can visit schools on your own, however we recommend going in pairs to deliver the modules.

11. How can I encourage my line manager to support me getting involved?

We want all employees to support their colleagues in being involved. Your Sustainability Champion should help in explaining how important and beneficial this experience will be to your colleagues.

12. What should I do now if I want to sign up?

Contact your Sustainability Champion today.

13. How long do I have to sign up? Is there a deadline?

There is no deadline – it is an on-going programme and will be dependent on Sustainability Champions rolling out the programme in their regions. We have set the goal of reaching 34,000 students by 2020.



Engaging Schools

How we recommend you reach out to schools to involve in the programme

On the following page we have drafted an **example email** that you can use to **contact schools** that you would like to involve in the Global Education Programme.

Please **edit the email** to suit your region and the person/ school you are contacting.

When you send out this email, please also **attach the Global Education Programme powerpoint for teachers** which explains everything they need to know about the programme and what will be covered in the sessions. Please note, you will need to **turn this into a PDF** before you send it as it is a large file. This can be found on the [Sustainability Tab on Connexions](#).

Email

Dear [Enter name of school teacher/ school]

Your name and email was passed to me by a friend who is a teacher at your primary school, John Smith [change this depending on how you know the contact].

I work at DP World, we are a global port operator with our Head Office in Jebel Ali [change this based on your region/ where you are based]. We have developed a Global Education Programme aimed at 8-14 years old to teach them all about the world of trade.

90% of everything is shipped globally but it is not a topic many people know much about.

Which is where your school comes in. We are looking for schools to work with and deliver the programme to.

Could I call you or come to your school to discuss it further? Or could you connect me to a member of your staff best placed to discuss this with?

I don't want to take up a lot of your time. The basic information is attached in the presentation.

To note:

- The content is delivered in 1 hour modules by our employees. So we are looking for 1 hour of classroom time per session.
- It is designed to support existing curriculum. We would like to work with you to deliver the content that is relevant to your school at suitable points in the curriculum.
- All the content has been designed by a specialist Education Consultancy in the UK not us!

Any questions do let me know.

I look forward to hearing from you.

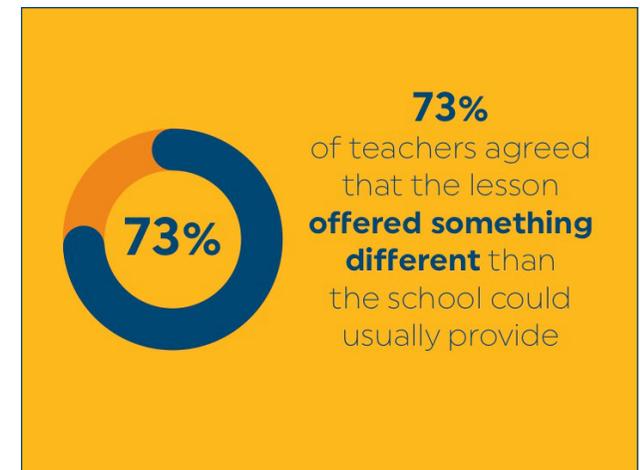
Kind regards,

[Enter your name here]

Presentation to deliver to teachers

Please use this powerpoint to either email or present to schools in your local community that you are looking to partner with. Edit the powerpoint to make it local and appropriate to your region.

When you are emailing out to schools, please save the powerpoint as a PDF. You will find the powerpoint on the Global Education Programme page on the [Sustainability Tab on Connexions](#).





Engaging Employees

Why employees should get involved

1. The programme is designed to be **easy for employees** to deliver as part of their **volunteering leave** or can be delivered as part of their **personal development plan**.
2. **New joiners and graduates** can deliver the programme in the first 6 months of joining as part of their **orientation** and **getting to know the business and the local community**.
3. Modules come with lesson plans and delivery notes, student activities and worksheets – **everything your colleagues/ employees need to help deliver an inspiring session** to young students.
4. Employees can choose to **deliver the modules** which **best suits their role** and **experience**.
5. Delivery of the programme **builds soft skills**, and **enhances personal development** and contributes to **formal objectives**.



Presentation for Champions to deliver to employees

This simple powerpoint has all the information you need to know about the Global Education Programme. Please use it to deliver an engaging presentation to your region/ business unit to promote the programme and get people involved.

Please edit the powerpoint to make it local. You will find the powerpoint on the Global Education Programme page on the [Sustainability Tab on Connexions](#).

DP WORLD  Our World Our Future

Introducing our pioneering
Global Education Programme
From ship to shore

The feedback from the pilot has been overwhelmingly positive:

73% of teachers agreed that the lesson offered something different than the school could usually provide. **"**

" My highlight was helping the children understand what our work is and how important ports are for our society. **"**

100% of employee volunteers agreed that their commitment to DP World was improved. **"**

*Quotes and statistics taken from pilot study (DATE).

Our World, Our Future 4

Why should you get involved?

- 1 The programme is designed to be **easy for employees** to deliver as part of your **volunteering leave**.
- 2 Modules come with lesson plans and delivery notes, student activities and worksheets – **everything you need to help deliver an inspiring session** to young students.
- 3 Employees can choose to **deliver the modules** which **best suits your role** and **experience**.
- 4 Delivery of the programme **builds your soft skills**, and **enhances your personal development** and contributes to **formal objectives**.

Our World, Our Future 9

Global Education Programme Materials

The following items have been developed specifically for you to use. These are designed to engage and inspire employees to get involved in the Global Education Programme:

- **Posters**
- **Flyer**
- **Social media content**

We want **global consistency** for the Global Education Programme - if you see it in Senegal it should look the same as in Argentina.

Do **NOT** make changes to colours, fonts or the style of the materials.

Only text should be changed to localise the programme, **NO DESIGN** elements should be changed.

If you want to localise materials, please contact
Kate Willoughby:

M: +971 56 9949435 | E: Kate.Willoughby@dpworld.com

For reference, guidelines for all Global Education Programme materials is on the following page.

Global Education Programme Brand Guidelines

This page outlines how to use the DP World Global Education Programme identity when creating communications.

The font used is Uniform Light and **Uniform Bold**.

When this font is not available, **Tahoma Regular** can be used.

The colours used across the materials are:

Primary Colour	Commitment 2: Building a vibrant, secure and resilient society	Commitment 4: Investing in our people
PMS 2955 C:100 R: 23 M:50 G: 58 Y:0 B: 100 K:50 HEX: 173A64 RAL 5010/ 4547-R88B	PMS 151 C: 0 R: 245 M: 57 G: 183 Y: 100 B:32 K: 0 HEX: F58220 RAL 2000/ 1674-Y38R	PMS 1235 C: 0 R: 253 M: 20 G: 183 Y: 100 B: 29 K: 0 HEX: FDB71D RAL 1003/ 1076-Y13R

Only these colours (and white) may be used across all Global Education Programme communication materials. However, the characters used may contain other colours, such as below:



Only icons using the same style as below may be used:

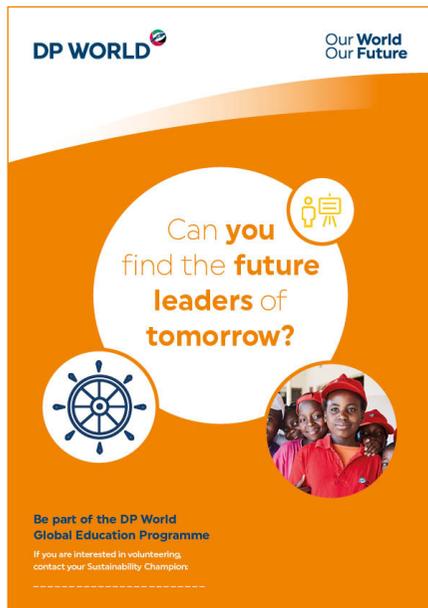


Global Education Programme Materials: Posters

A range of posters have been developed for the DP World Global Education Programme. There are both orange and yellow versions with a range of messages to choose from. Set A contains questions and Set B contains quotes. Please use a combination of Set A and Set B to inspire people with different messages.

The full sets of posters can be found on the Global Education Programme page on the [Sustainability Tab on Connexions](#). Please remember to add the name of the relevant Sustainability Champion in the editable box.

Example of Set A posters (questions):



Example of Set B posters (quotes):



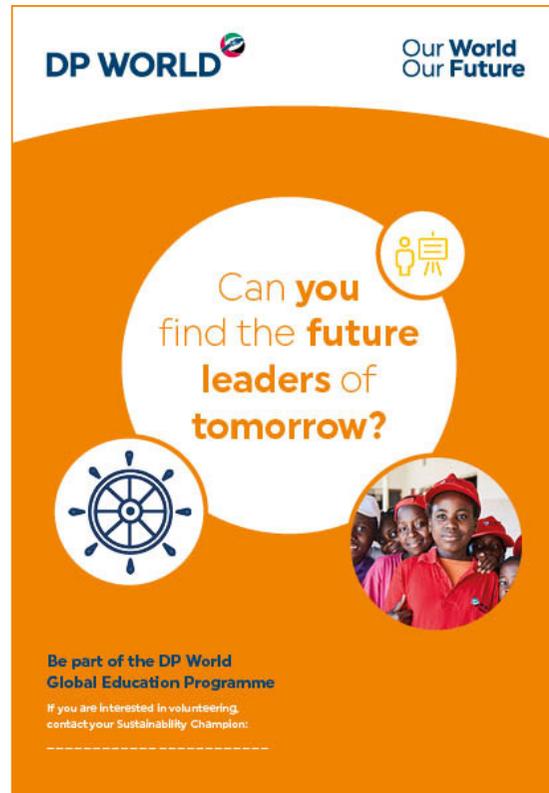
Global Education Programme Materials: Flyer

An engaging A5 flyer has been created to give employees the chance to learn more about the programme in their own time. This can be downloaded from the Global Education Programme page on the [Sustainability Tab on Connexions](#).

Please remember to add the name of the relevant Sustainability Champion in the editable box.

Please place these flyers in communal areas such as canteens and meeting rooms.

Front:



Back:



Global Education Programme Materials: Internal social media assets

A range of social media assets have been developed to encourage employees to get involved in the DP World Global Education Programme. These have been created for both Facebook and Twitter and can be posted on internal social media pages.

The full set of social media assets can be found on the Global Education Programme page on the [Sustainability Tab on Connexions](#).

Twitter assets:



Facebook assets:





Engaging Stakeholders

How you can involve DP World suppliers and customers

At DP World we are always looking for new ways to **involve our suppliers and customers in our sustainability initiatives**.

We want to do this – it is encouraged!

Do you have any suppliers or customers in mind who you think would like to be involved in delivering the Global Education Programme alongside one of your colleagues?

We want to **involve external people in the Global Education Programme** but please ensure it is in partnership with DP World – we don't want to just hand over the content.

We recommend delivering each module with 2 people - this could be 1 DPW employee and 1 Customer employee.

Please note: Suppliers and customers should NOT fill in the Employee survey/feedback form. This is just for DPW employees. You can record their involvement on the Sustainability System under Output – Leverage but NOT on the Education Portal.



Measuring Success

We want to measure the success of our Global Education Programme

A special measurement page called the Education Portal has been set up for employee volunteers to enter the feedback they receive from teachers and students. We also want employees to record their own feedback in the Portal.

How it works:

1. The Education Portal will collect all feedback from the programme and turn it into IMPACT data.
2. Sustainability Champions will pull the IMPACT data from the Education Portal quarterly and enter it into the Sustainability System.

Please follow the link to our dedicated Education Portal for data collection and ensure that all volunteers log feedback from their experiences.

<http://dpworld.mo2.dinksurveys.net/dashboard/index/DPWorld#>

You will need to log in to the portal:

Username: dpworld

Password: DPWEducation16



Communicating

Communicating our Global Education Programme to the outside world: Press release

Please head to the Global Education Programme page on the [Sustainability Tab on Connexions](#) to see a prepared press release:

DP WORLD [INSERT REGION] EMPLOYEES TEACH AT
LOCAL SCHOOL AS PART OF GLOBAL EDUCATION
PROGRAMME

Please share this with media after the volunteering.

If your business unit has employees who are volunteering their time for our Global Education Programme, call the news desk for the local newspaper / broadcaster and brief them on what you are doing – ask for the best contact details to send it to.

Raising awareness

Here are a few suggestions for how to get people excited and help raise awareness of the Global Education Programme internally and externally:

Visible senior level commitment: Show that senior management is fully supportive of involvement in the Global Education Programme - get them volunteering on the programme!

Work with internal communications: Enlist the support of your Internal Communications department (where available) to issue messages about the value and importance of the Global Education Programme to colleagues across the business. This programme sits within our sustainability commitments to invest in our people and ensure vibrant, resilient and secure societies where we operate. We want all employees to support their colleagues in being involved.

Endorsement - understand the impact: Sustainability Champions can access inspiring quotes from the Education Portal. Impact data about how the programme is educating students and helping teachers can also be found here.

Representing our values: When you contact a local school, communicate with teachers and lead sessions with young people, think about how you can bring DP World's values (courage; respect; intelligence; pride) to life.

Pictures and videos: A picture says 1,000 words and it's always useful to have some images to help tell your story and to share on Twitter, Instagram and Facebook. Remember to ask the school's permission to take a picture or film any part of the day, especially if you want to include a photo or video of yourself working with pupils. (You will need permission from the school/ student's parents to take a photo or video, so ensure you have this in advance) Top tips for photographs:

- Images need to be hi-resolution (300 DPI) in order to be reproduced elsewhere and in print - this is usually the quality on the standard settings on most camera and smart phones
- Generally, the most effective photos are with either a close view of a few people (i.e. between 2 and 3) or with a large group
- Un-posed and focused on just one or two people (i.e. interacting with pupils)
- All photos should be accompanied by a caption describing the event and the names of the people in the picture and their titles if a small group

Please note: We would like some high quality film footage of volunteers delivering the Global Education Programme - please contact the Head Office Sustainability Team if you would like this to be arranged.

Communicating our Global Education Programme to the outside world: Social Media

Facebook

- Status: Update your status to show that you are taking part
- Uploading photos: Remember to ask the school's permission to take a picture. If you use a smartphone, download and use your Facebook app to upload photos, try and include some form of DP World branding. You can do this on your own page as well as on the DP World page. 'Tag' the photo with your Facebook friends and title it Global Education Programme - don't forget to tag DP World as well. Write a comment about the activity underneath the image.
- Use the hashtags #DPWorld, #EdComs, #Educationpartner and #OurWorldOurFuture

Example of a Facebook image



Communicating our Global Education Programme to the outside world: Social Media

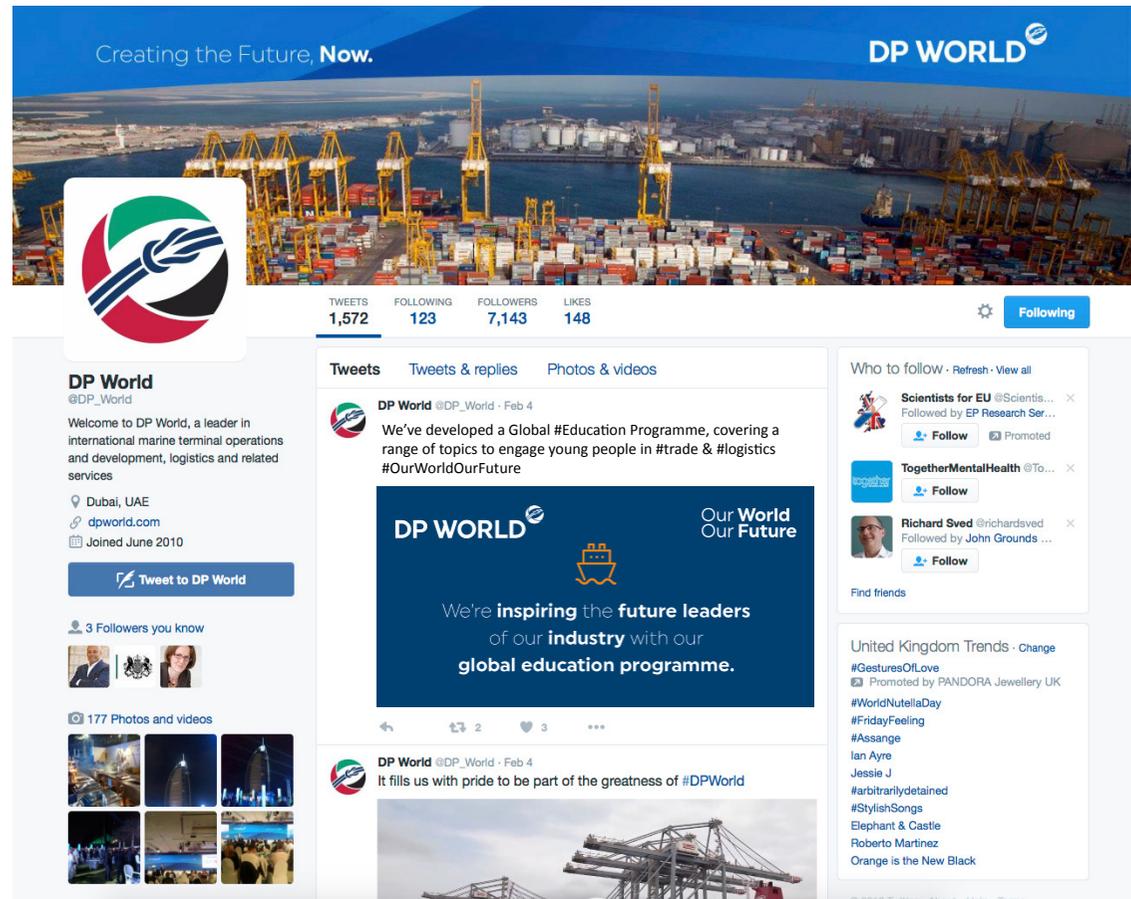
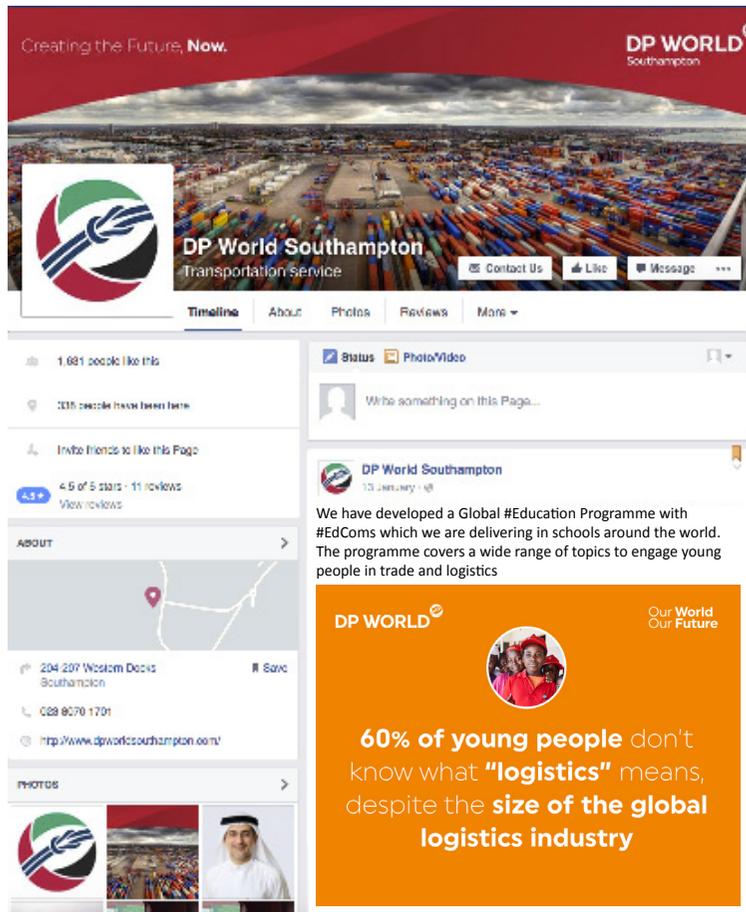
Twitter

- Tweet about your involvement in the Global Education Programme, mention and follow @DP_World
- Use the hashtags #DPWorld, #EdComs, #Educationpartner and #OurWorldOurFuture
- Re-tweet other people's tweets
- Upload and share photos, ensuring you have the relevant permission beforehand

Example of a Twitter image



Communicating our Global Education Programme to the outside world: Social Media



Communicating our Global Education Programme to the outside world: Social Media

Instagram

- Follow <http://instagram.com/dpworld>
- Post photos using the hashtags #DPWorld, #EdComs, #Educationpartner and #OurWorldOurFuture and mention @DP_World
- When you upload a photo you will be given the option to also post to Twitter and Facebook.

If you have any further questions, please contact:

Kate Willoughby

Senior Manager, Global Sustainability

M: +971 56 9949435

E: Kate.Willoughby@dpworld.com



Further Information and Inspiration

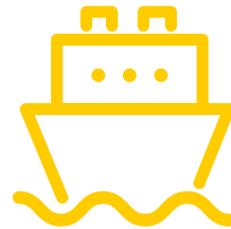
Quay Crane Commander - The App

DP World Institute have developed an App called 'Quay Crane Commander'. This is not specifically part of the Global Education Programme but can be promoted to schools for further understanding of our industry.

We recommend that Sustainability Champions tell Volunteers about this App and encourage them to mention it to teachers and students and encourage them to try the game.

It is available to download from the Apple Store and Google Play Store - simply type in 'Quay Crane Commander' and it can be downloaded for free.





“ My highlight was helping the children **understand what our work is** and **how important ports are for our society.*** ”

DP World employee

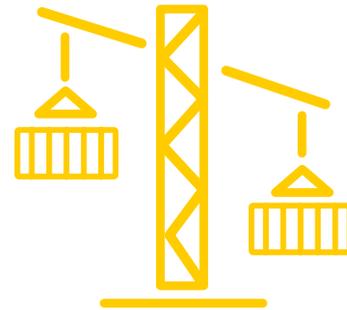
* Quote from pilot study.



“ I thought the session was **well delivered** by DP World’s employees. They introduced the subject well and pitched the session at the right level for the children - it was **informative** and **fun**.* ”

Teacher

* Quote from pilot study.



// My **favourite thing** was seeing all the **different containers** that DP World have and seeing the banana smash. * **//**

Pupil aged 8-11

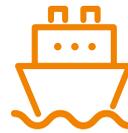
* Quote from pilot study.



“ I enjoyed learning
that there are
different levels
you can **move up to**
in the company. * **”**

Pupil aged 12-14.

* Quote from pilot study.



Summary

Summary

We have developed an innovative **Global Education Programme** for our **employees to deliver in local schools** as part of their **volunteering leave** and to enhance their **professional development**.

Developed with a specialist agency and consulting with teachers, the content covers a wide range of **topics to engage young people in trade and logistics**, a little-known and often overlooked part of the global economy.

This is your chance to find and **agree partnerships with local schools** in your community. We would also like your help in **reaching out to all employees** in your local region/ business unit to promote the Global Education Programme launch and **encourage them to get involved** in this great opportunity, enhance their own skills and teach local children about our inclusivity.

The **next steps** for you, as a Sustainability Champion are to:

1. Make sure you are **familiar with the programme** by reading this toolkit and looking at the Global Education Programme materials on Connexions
2. Approach and **engage with schools** by using the draft email and editable presentation
3. Promote the Global Education Programme internally and **recruit volunteers** by delivering a presentation, circulating posters and flyers and posting the social media graphics.

Please visit the **Sustainability** tab
on **Connexions** to view all of the
Global Education Programme materials.

Thank you.