

BRING IT ON Company Challenge - SUEZ

What is the Engineering Challenge?

This challenge is very much focussed on the recycling theme rather than the engineering involved in the actual processes. One of the biggest problems that SUEZ finds is that people do not recycle things properly, the wrong materials are often put in the wrong recycling bins and this creates a lot of extra work, which takes more energy and resources, than if people were just better informed and recycled more effectively in the first place. The challenge is for the children to create materials that promote the correct way to recycle common products. To be able to do this effectively the children need to have some knowledge of the process. The links (see right of sheet) provide a brilliant set of simple lessons that address this.

Ideas

It is easy to say 'design a poster to get people to recycle more' but effectively this is a great opportunity to focus on effective use of language and images to impact on a specific audience. Who do the pupils want to aim their work at? How can that audience be effectively engaged? Is this project a video? A flyer? A poster? How can they find out if their work has an impact? All of these questions underlie design principles that any engineering company use when developing a new idea or product: who is the audience, how do I engage them, how did I know it had an impact?

Who are SUEZ?



SUEZ specialise in waste management. They are specialists in recycling materials and, where materials cannot be recycled, using what remains as waste to power energy plants.

Curriculum Links

English - this activity focusses on raising awareness of a huge engineering challenge however the pupils will focus on developing effective communication and enterprise skills required to engage an audience in a particular way. It fits within the expectations for children to write and evaluate the effectiveness of their work.

Useful Links

SUEZ website: www.suez.co.uk
SUEZ classroom resources: [HERE](#)



www.bringitonne.co.uk

If you have any questions please contact:
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