

Sustainable Business Awards for the South East 2006

Case Study - Pestalozzi

BUSINESS TYPE

Educational Charity

Key achievements

- ✓ Provided educational facilities and funding for 33 international students
- ✓ In 2005 Pestalozzi students achieved a 100% success rate in attaining the International Baccalaureate (IB) Diploma
- ✓ Organised and hosted an annual three-day festival, Global Fusion, in the grounds with an audience of 6,000
- ✓ Through the Development Education Centre in 2005, hosted some 80 schools and other groups, accommodating 6,000 school children, teachers and other visitors to the site
- ✓ Offered work experience and voluntary opportunities within the Village to 47 young people with special needs

Organisation Background

The Pestalozzi International Village Trust (PIVT) is an educational charity, founded in 1957 and based on a 175-acre estate in East Sussex. The philosophy of the Trust that has shaped the way it operates has been derived from the principles of Johann Pestalozzi (1746-1827). He emphasised the importance of educating the 'head, heart and hands', the intellectual and emotional development of an individual, together with community service.

The charity's prime purpose is to educate academically able young people from low-income families from developing countries. The aim is that they are able to return to their home countries with the knowledge and experience they have gained for the benefit of their communities. As part of their education, and to promote the aims and ethos of the Trust, both the students and the staff are encouraged to interact as much as possible with the local community.

This approach supports the organisation's three main aims of educating young people from disadvantaged backgrounds, promoting cultural diversity and international understanding, and educating the private and public sectors in sustainable development.



• Students and staff working with children from the local area as part of one of the workshop programmes

Overcoming challenges

- ✗ **Barriers/Constraints:**
Measuring our environmental impact.
- ✓ **Overcome by:**
Advice from Hastings Sustainable Business Partnerships on benchmarking.

Factors that have influenced our activities

	Low	SIGNIFICANCE	High
Senior management driven	👤 👤 👤	👤 👤 👤 👤 👤 👤 👤	👤 👤 👤
Corporate culture	👤 👤 👤	👤 👤 👤 👤 👤 👤 👤	👤 👤 👤
Cost savings	£ £ £	£ £ £	£ £
Customer demand	📈 📈 📈	📈 📈 📈 📈 📈	📈 📈
Community driven	👤 👤 👤	👤 👤 👤 👤 👤 👤 👤	👤 👤 👤



• Energy lab built on site to provide a hands on educational experience of renewable energy

Sustainability Initiatives

Whilst providing educational facilities and funding for the international students, Pestalozzi has invested great efforts to open the estate facilities to the local community. This is achieved through a range of activities to promote sustainability and global awareness.

Pestalozzi has a clear mission that steers how it approaches its activities. The mission is based around four cornerstone elements:

- To educate academically able young people from disadvantaged backgrounds in developing countries, so that they may take this knowledge and expertise back with them for the benefit of their own communities.
- To promote cultural diversity and international understanding as positive dimensions of local life through the Pestalozzi International Development Education Centre (PIDEC).
- Develop an international conference and study facility for the furtherance of education in environmental issues.
- To continue to develop the estate as a base for research and education on environmental issues.

Improving the Social Wellbeing of Stakeholders

Since 1997 Pestalozzi has centred its educational activities on academically able people, aged 16-19, from disadvantaged backgrounds from developing countries. At present PIVT has 33 international students on this programme.

All of these students are enrolled on the **International Baccalaureate (IB) Diploma** course run in partnership with Hastings College of Arts and Technology (HCAT). This is a two-year course that requires students to master a broad range of subjects, challenging them academically, with a strong international perspective that helps develop the students' global outlook. The Diploma is recognised in over 100 countries for entry to university.

Provide the students with the support necessary to obtain scholarships

Due to the students' financial backgrounds, it is important that they obtain scholarships at university. Pestalozzi currently has ex-students at universities in China, UK, Germany and the US as well as in home

countries. Recent successes include one of their female students from Nepal being accepted into Oxford to study engineering. Pestalozzi has also succeeded in persuading both the University of Brighton and the London School of Economics to establish two fully funded university scholarships exclusively for Pestalozzi applicants; this affirms the value of the Pestalozzi experience and the credibility of the programmes run by the Trust.

The IB Diploma at HCAT is also open to other students, benefiting the local region and providing a unique opportunity for these students to interact with the Pestalozzi students and develop a global perspective.

Promote links between the Trust and the wider community

To support its students in their studies, PIVT has also developed the Pestalozzi International Development Education Centre, (PIDEC). PIDECE provides a link between the Trust and the wider community through training and workshops for schools and colleges, reaching audiences of around 10,000 per year. Development education raises awareness of global citizenship, cultural diversity, interdependence and personal responsibility for a peaceful, fair and sustainable future.

As the Development Education Centre for East Sussex and West Kent, PIDECE produces innovative and unique projects to involve local schools, groups and businesses in interactive educational workshops. Themes include global warming, conflict resolution, rubbish awareness, Fairtrade, buy local, sustainable building and renewable energies.

Use the estate to promote sustainability

Within the estate, Pestalozzi manages the **Victorian walled garden** in accordance with organic principles. This provides a source of fruit and vegetables for the students and visitors, and acts as a teaching space for schools and community groups.

As part of the educational facilities on the estate the **Energy Lab** was created. This provides an environmentally friendly interactive teaching space, with the lab run on renewable energy and built using eco-materials.

Pestalozzi has also organised a number of community-focused activities, including workshops, talks, performances and estate walks. Its flagship event is the **annual three-day festival**, Global Fusion. 2005 was the fourth in the series and covered world music, storytelling, arts, crafts and workshops, drawing in around 6,000 people of all ages from the local community.

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Offer work placements

Over the past 12 months, a wide variety of individuals have benefited from work placements and opportunities at Pestalozzi. These include:

- 16 sixth form students from St Mary's Wrestwood Trust
- Eight students from Hastings College
- 28 adults with special needs from Hastings and Bexhill MECAP Open Door society
- Five adults from Sussex Autistic Community Training
- Five members of the East Sussex Youth Offending Team
- 150 members of the East Sussex Community Probation Team
- 50 members of local businesses
- Four members for World Wide Organic Farms
- 130 festival volunteers and three local volunteers

During 2004/05 the Pestalozzi students themselves **volunteered 2,600 hours** to community services.

Contribution to a Sustainable Economy

Support the local employment market

PIVT employs 18 full-time staff and 15 part-time staff, all of which are from the local area, with a further 12 seasonal employees.

Attract outside groups to the area through diversification of the estates activities

The majority of these seasonal employees and a number of the permanent staff are involved in a business that **lets surplus accommodation space**. This space was released subsequent to the change from sponsoring a greater number of younger overseas children to the more focused IB Diploma programme that is now run. The business' largest client at present is PGL Holidays, which brings school groups to the estate for activity holidays between February and June. A growing number of other clients (eg: language schools) also use the accommodation and conference facilities providing an **additional source of revenue** that benefits both the Trust and the local area.

Enhancing Environmental Quality

In addition to the educational facilities and activities on the estate the Trust has initiated a number of **recycling initiatives** that help to deliver environmental benefits.

70% of its waste is either recycled or composted through a range of initiatives:

- All organic waste is composted
- Office paper is recycled
- Redundant furniture is recycled or turned into wood chips and used as mulch in the gardens

Additionally, with external partners the Trust runs two initiatives that deliver environmental benefits and provide an additional source of income:

- Pestalozzi has also established itself as a disposal route so that nine organisations can dispose of old computer ink cartridges in a responsible manner. Credits are earned for each cartridge passed to the local cartridge refill company, Cartridge World, who also make a donation to the Trust for any business referrals. In 2005 more than 260 ink cartridges were diverted from landfill.
- A similar initiative has been undertaken with mobile phones. Acting as a central collection point for people's redundant mobile phones, Pestalozzi is able to pass this along to 'Community Fonebak'. For every usable phone they receive £4. The phones are then refurbished for use in developing countries. In 2005, 150 mobile phones passed through Pestalozzi.

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