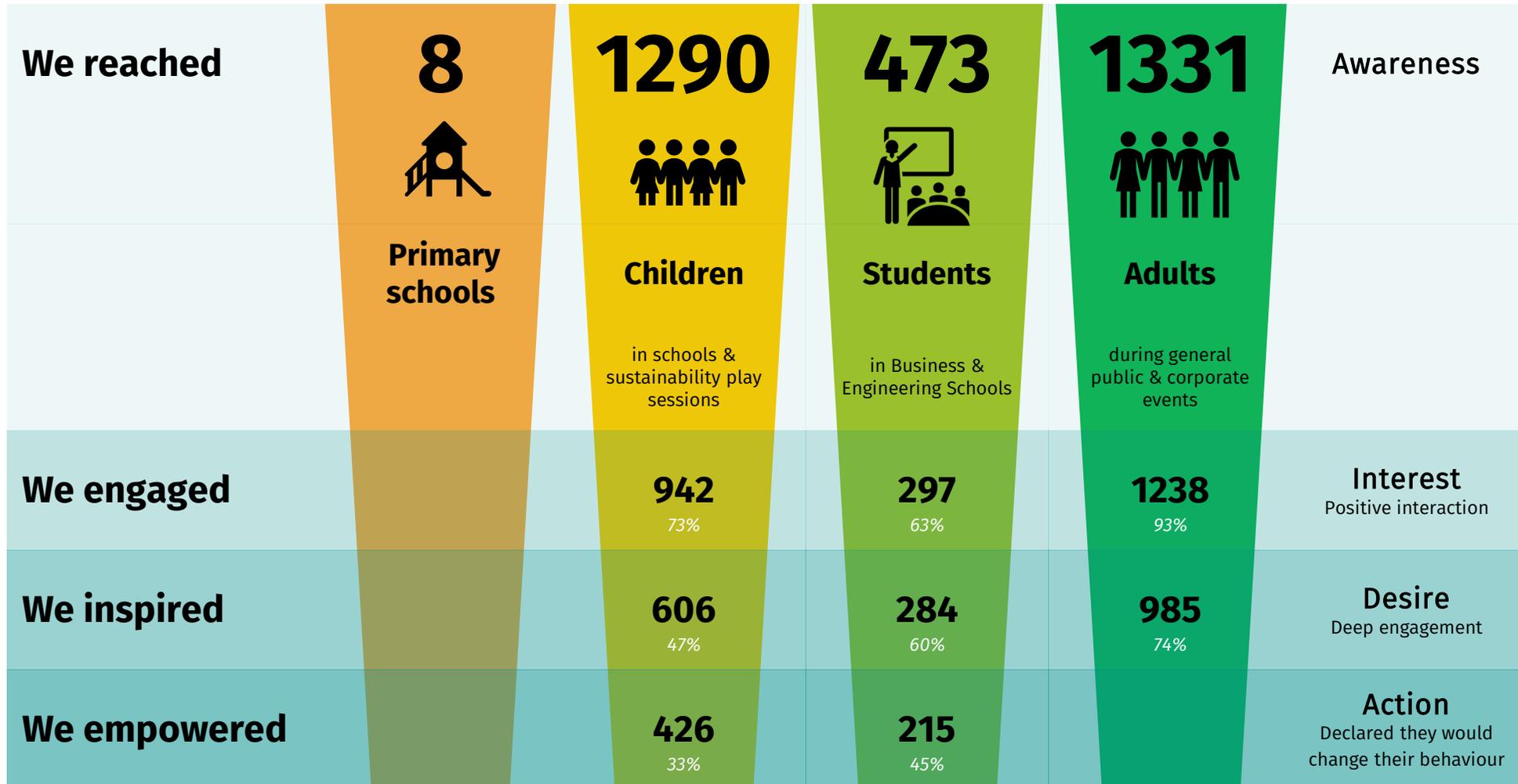


Impact Report 2019

Our second report, covering the period from January to December 2019

During this time, our main focus was on Higher Education, especially in Business Schools. Another highlight was being able to reach a large number of adults through our participation in a major science exhibition at the Excel Centre, London.



Activities and impact

This a general account of the company's activities in 2019, along with a description of how they have benefited the community.

			<i>Activity</i>	<i>Benefits to the community</i>
Primary schools		2	Assemblies	We raised awareness on environmental challenges. We engaged, inspired and empowered children to be change makers.
Children (General Public)		120	Sustainability online factsheets	Our content and educational materials provide children with a better understanding of the importance of looking after our environment for a healthy lifestyle and a green and happy future. Our innovative methodology Earth System Science Education™ enables children to explore topics such as the Earth's climate, biodiversity, global citizenship and healthy living. By understanding our planet, children can measure the impact of their choices on society and the environment. They are empowered to become change-makers.
		16	Sustainability card games	
		1	Science exhibition	
		70	Play Learn sessions	
		12	STEAM Ambassador talks	
Higher Education		17	Workshops	We are preparing a new generation of workers to act in a more sustainable way. Thanks to our lectures and workshops, our students better understand the importance and urgency of implementing sustainability in all aspects of life.
		6	Lectures	
Corporate		1	Conference speech	Keynote speaker at the French Chamber along with the consultancy Capgemini and the prestigious French business school HEC.

Consultation with stakeholders

It is very important for us to get the stakeholders and end-users involved, from the conception of products and services through to how they are delivered. Feedback is taken into consideration as early as possible, which reinforces the sense of collaboration.

Stakeholders

Consultation details

Primary schools



Headteachers, teachers, teaching staff, eco-club leaders

Pupils

Our main stakeholders are teachers and educators. They have been involved in the design of our educational resources and consulted on how we could improve our Play | Learn sessions.

Children

(General Public)



Parents and carers

Children

We continually improve our products, increasing their impact, by incorporating the feedback from end-users, such as children and their families.

This includes our educational games as well as our Play | Learn sessions.

Higher Education



Deans, directors of studies

Students

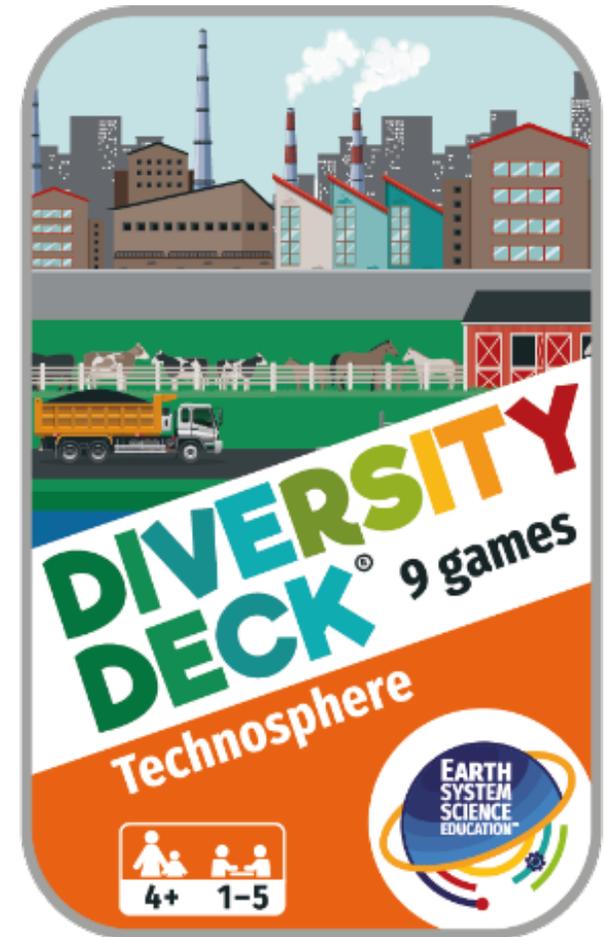
The content and format of the modules has been influenced and improved by working in conjunction with the schools' educational teams. A key example of this is the inclusion of the topic of Circular Economy.

At the end of each term, detailed feedback has been gathered from the students and subsequently implemented in future sessions.

Games and Packaging

Our games are sustainable and produced to last a long time

- Printed with ecological ink
- Recycled non-bleached FSC paper
- Presented in durable tins with lid and hinges
- Cards are wipeable and easy to keep clean
- Games are printed locally to reduce the carbon footprint and to support local businesses





Themes



The Earth is a dynamic planet in constant evolution. The Earth System Science represents our planet as a set of strongly interconnected spheres.

MAINTENANT Sustaining Now adapted this global and multidisciplinary approach to tell children about Sustainability Science, such as the Earth's climate, renewable energy, biodiversity, conservation and wellbeing.

Earth's Spheres Collection

Sustainability Collection



PLAY ● LEARN ● CHANGE THE WORLD



ESDGC

Education for Sustainable Development and Global Citizenship



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We are contributing to the United Nations Sustainable Development Global Goals and we use this framework for all our teaching and educational materials.

THE GLOBAL GOALS

For Sustainable Development

1

NO POVERTY



Importance of eradicating poverty and leaving no one behind is included in all of our content

2

ZERO HUNGER



Nutrition and food security information through our games and educational content

3

GOOD HEALTH AND WELL-BEING



A food campaign connecting health with diet and environmental sustainability

4

QUALITY EDUCATION



We "... ensure that all learners acquire the knowledge and skills needed to promote sustainable development."

5

GENDER EQUALITY



Enabling girls and women to embrace science and technology from an early age

6

CLEAN WATER AND SANITATION



Access to clean water is included in our games and educational content

7

AFFORDABLE AND CLEAN ENERGY



The energy transition for all is talked about in our games and educational content

8

DECENT WORK AND ECONOMIC GROWTH



Internally, we provided part-time flexible work compatible with parenting allowing some mothers to come back on the workplace, gain confidence and reinforce their expertise

10

REDUCED INEQUALITIES



Working with scientists, so our students benefit from the latest research findings

9

INDUSTRY, INNOVATION AND INFRASTRUCTURE



Presenting female and male role models with diverse cultural backgrounds

11

SUSTAINABLE CITIES AND COMMUNITIES



Sustainable buildings and cities have been one of the main focuses of our teaching this year

12

RESPONSIBLE CONSUMPTION AND PRODUCTION



We promote responsible consumption and lifestyles and focus on circular economy for higher education

13

CLIMATE ACTION



Disseminating solutions to tackle climate change, e.g. plant-rich diets and 3Rs

14

LIFE BELOW WATER



Marine ecosystems information through our games and educational content

15

LIFE ON LAND



Terrestrial ecosystems information through our games and educational content

16

PEACE, JUSTICE AND STRONG INSTITUTIONS



Children are the invisible victims of war so we talk about it in our games and educational content

17

PARTNERSHIPS FOR THE GOALS



We have secured nine partnerships, including Green Schools Project, Junior Junction, echo2 and Big Blue Ocean Cleanup

Achievement 2019

Summary of the significant achievements and most impactful work we did in 2019

1 Award BEST GREEN BUSINESS



16 Scientific Card Games



120 Sustainability Online Factsheets



1 Live Exhibition



1 Corporate Talk



5 New STEAM Ambassadors



Total 16 Ambassadors

Science
Technology
Engineering
Art
Maths

Corporate Social Responsibility

As a social enterprise, positive social change and environmental impact are:

- deeply embedded into the DNA of our company
- fully woven into the fabric of our corporation
- genuinely incorporated at the core of our mission
- profoundly determining our business models



Environmental Social Governance

These added values are hard to monetise, but this does not diminish their enhancement to what we are achieving and to the overall brand.

Environment

- Medium and long-term impact of our mission through impact mapping

Internally

- Resource and emission reduction by encouraging working from home, taking public transport and cycling
- Carbon-responsible supply chain, e.g. our printer is carbon neutral



Social

- Immediate effect of our mission through impact mapping

Internally

- We contribute positively to the workforce by providing seasonal local part-time jobs that will, for instance, benefit parents and families.
- We provide regular training for permanent as well as seasonal employees



Governance

- Clear and shared vision and strategy
- Agile project management
- Advisory board with strong and relevant expertise
- Code of conduct
- Transparency and Ethics code
- Diversity and Inclusion
- Staff in contact with children are DBS checked
- Impact reports
- Asset lock defined in our Articles of Association
- Shareholders rights



Schools love our resources

Our much-needed educational resources have been welcomed by teachers and schools, who were crying out for reliable, high-quality materials to enable them to effectively introduce this topic to their students.

"MAINTENANT's educational resources are a really good starting point for those conversations and giving you that sense of actually, if we're looking after this Earth, what are we looking after, what are the elements we need to protect?"



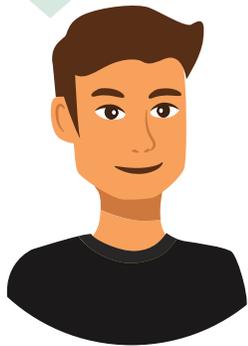
Mr Brook
Teacher
Bickley Park School



Families enjoy our games

Here is what parents have to say about our educational games...

"We enjoy them at family gatherings, play-dates, cold wintery evenings and travelling on the train. When we have younger children coming to the house, they happily engage in some of the exciting games, promoting perceptiveness and early maths skills."



Gobi K.

Parent of a 7-year-old child

About our DIVERSITY DECK® games

"I've always got a Diversity Deck in my handbag so we can play your card games wherever we go. The cards really keep the kids entertained and the best part for me is that they are learning and sharing ideas while playing."



Yasmin A.

Parent of 7 and 9-year-old children

About our DIVERSITY DECK® games

"This game is packed with knowledge and interesting facts that are otherwise difficult for children and even adults to understand and remember. It is so educational and very entertaining to play."



Gosia K.

Parent of 7-year-old child

About our 7 SPHERES® game

Higher Education

We have been selected as the main Sustainability course provider in the business school, EBS Paris.

"This induction seminar on sustainable development and the circular economy was extremely well received by the new class of students, many of whom were discovering this approach and principles.

CSR and ethics are among the learning objectives of EBS Paris, this introductory seminar is perfectly in line with the school's desire to educate future graduates on these strategic issues.

We have decided to extend the partnership to all years of study."



Marc du PELOUX
Director of Programmes
European Business School



Higher Education Students

"Having participated in our course, will you change your behaviour?"

"Yes, I think that I will because it had a real impact on me."

Ingrid



"I'm going to radically change my behavior by doing everything I can to reduce my ecological footprint."

Ibrahim



"Your presence in the EBS Paris has allowed me and my classmates to change our vision on sustainable development and become aware of our daily energy expenditure."

Sara



"Your course opened my eyes to the serious problem of climate change and the importance of achieving sustainable development goals to improve our quality of life.

On an individual level, I will educate myself more and educate people around me, buy and use things in moderation, reduce or avoid over-packaging."

Quentin



"With the help of this course, I know how my behaviour should be improved in many ways so I can contribute to sustainable development. The dangers that our planet might be facing in the upcoming years make me realize how important sustainable development is."

Shirine



"Thanks to this course, it has made it very clear that every small change is going to help to make a difference in this world. We must take action to try and make this world a greener place than it is now."

Thomas



Working with businesses



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We have decided to develop our corporate offering next year as we can see the important impact we could have in this area.



"MAINTENANT's scientific workshops and play sessions on sustainable development are really engaging and their brilliant card games are effective in disseminating scientific knowledge and making it accessible.

MAINTENANT manages to address difficult issues like climate disruption or biodiversity loss in a positive way, insisting on the solutions available to us to maintain our planet in a viable state, spreading high-quality information across a wide range of groups of people."

"MAINTENANT has found a great way to encourage communities to act more responsibly and ensure more sustainable consumption.

If people start implementing what they learn from the resources MAINTENANT provides, they can save water, reduce air pollution and have an influence on their peers to do the same."



Fiona Ross
Director
Business Junction



Landysh Yanborisova
Marketing Manager
ON5 Company



Corporate conference



Climate Change Forum

**THEME: SELLING THE SUSTAINABILITY BUSINESS
CASE**

Bouygues UK - Becket House, 1 Lambeth Palace Road, London, SE17EU



SPEAKERS



Dr James Robey

VP, Global Head of
Environmental Sustainability,
Capgemini



Amell Amatino

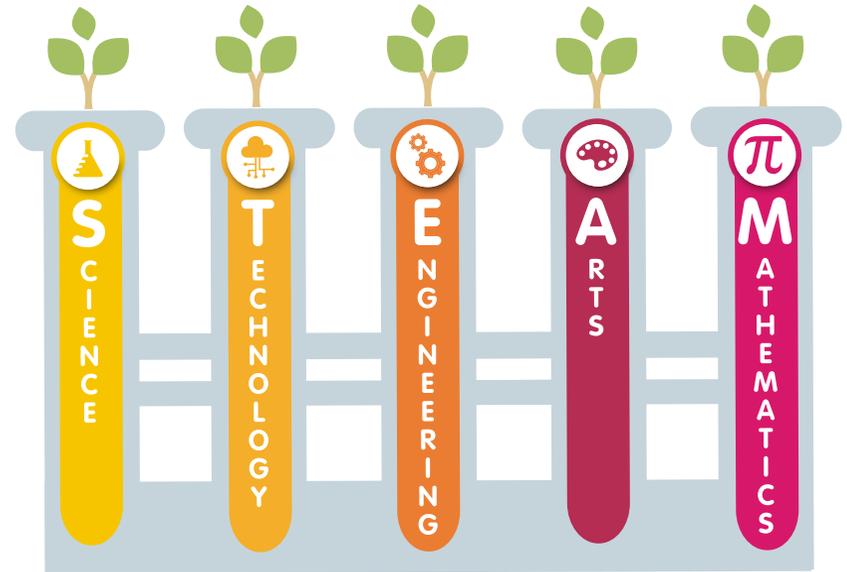
Founder, MAINTENANT



Lauren Onthank

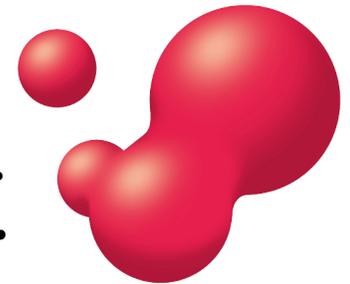
Associate UK Office -
International Affairs, HEC Paris

Collaborating with scientists



All our content is fact-checked or even written by our STEAM Ambassadors. They also held more than 12 live presentations exploring the deep sea, hydrology, and green town planning during the New Scientist Live event.

New
Scientist
Live 10-13 Oct 2019
ExCeL, London



Press coverage



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Financial Times

FT FT Schools
284 subscribers

HOME VIDEOS PLAYLISTS CHANNEL

Climate change: How young Extinction Reb...
MAINTENANT Sustaining Now

5:33 / 6:02

NATIONAL GEOGRAPHIC KIDS

278 PRIZES INSIDE!

POLAR

139 chances to win!

WIN! A WORLD MAP JIGSAW

Discover the planet piece by piece with this colourful world map jigsaw from Orchard Toys. Piece it together to explore all the countries and continents of the world, learning about their inhabitants, landmarks and much more. You'll encounter everything from the animals of Antarctica to the Statue of Liberty in New York. Now it's your get stuck too moment! This challenging 139-piece puzzle comes with a giant matching poster to help you place your final pieces and includes lots of exciting extra info. And we've got 35 World Map Jigsaws to give away.

For more exciting puzzles and games head to orchardtoys.com

Which of these countries has the biggest population?
Barbados • China • Iceland

WIN! DIVERSITY DECKS

WIN! CHICKEN HOUSE BOOK BUNDLE

It can get pretty chilly at this time of year. So why not warm up under the bedcovers with these brilliant books from Chicken House? *The Most of Anabella* tells the story of Anabella – the daughter of a poor fisherman living in Venice, Italy. But she has a deadly secret – if angered, sparks shoot from her fingers. When science-mad Demetrio's grandpa is kidnapped in *Demetrio & the Spectre Detectives*, she must save her nan using an unusual and mysterious skill – Spectre Detecting. Travel back to 1912 in *The Pearl in the Ice* and follow the adventures of Marina, who embarks on a perilous voyage as a stowaway on board her father's ship.

Fifteen lucky readers will win all three books!
Head to chickenhousebooks.com for more exciting stories!

Dive deep into the science of sustainability with **DIVERSITY DECK**! This fun and interactive jigsaw and decks into you the fun of classic card games, such as Crazy Eight or Black Jack, while learning all about our planet and how greenhouse gases are warming the world, and discover the steps we're taking to fight the climate crisis in the atmosphere and hydrosphere. It explains how our planet's water is a rare resource and how we can help look after it. The *Interlocking E Deck* discusses how nature has been modified by humans, and how best to protect it. And the *Interlocking People Deck* sets you to meet the amazing farmers who are helping promote sustainability all over the planet. Includes 100 cards and 40 questions.

Young readers will win all four DIVERSITY DECK sets.

Visit maintenant.org.uk to discover more.

Which of these is a greenhouse gas?
Oxygen • Carbon Dioxide • Helium

What is Venice famous for?
Canada • Lakes • Woodlands

Award-Winning Kids' Nature Magazine

Eco Kids planet

WILD NEWS!

WILD CATS OF THE WORLD

MONTHLY COMPETITION

Wild Cat Diversity Card

There are at least 38 different species of wild cats around the world. They are all amazing, but for this month's competition, we challenge you to pick just ONE! Perhaps you've always had a favourite cat, such as a graceful cheetah or magnificent lion. Or maybe you've just discovered a new incredible cat that you'd never heard of before.

To enter the competition, we'd like you to create a 'diversity card' for your chosen feline. You can include a drawing or a photo, as well as a few interesting facts, such as location, size and your particular cat's special skills and adaptations.

5 TO WIN!

FIVE lucky readers will win this fabulous game from MAINTENANT Sustaining Now.

Diversity Deck

Endangered Animals

DIVERSITY DECK® is a collection of 16 packs of cards, covering different scientific topics.

The Endangered Animals pack features many lesser known but incredible creatures that are currently facing extinction. Ever heard of the **spotted handfish** or the **golden-eyed stick insect**? The pack has several games with different levels of difficulty, so there really is a game for everyone!

R.R.P. £9.99

Available at: <https://maintenant.org.uk/shop/games/decks-endangered-animals>

Social Enterprise Gift Guide

gifts for

CHILDREN

MAINTENANT Sustaining Now - DIVERSITY DECK® Earth's Spheres - DIVERSITY DECK® is a collection of 16 card decks, covering different scientific topics, from good bacteria to the telluric planets, from hydrosphere to polar animals. Each deck centres around sustainability and aims to sensitise individuals to its importance, whilst also providing valuable insights into what we can do both collectively and individually, to make a real difference, now and in the future. £9.99



How to submit your entries:
Send your cat creation to Eco Kids Planet, 41 Clarendon Road, Barnet, EN4 0HR,
or email a photo of it to eco@kidsplanet.co.uk before 10th February 2020.
Please make sure to include your full name, age and address, so we know how to reach you.



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MAINTENANT Sustaining Now is an award-winning social enterprise producing educational sustainability science resources, and running conferences and workshops which empower corporate, students and the whole community to adapt their lifestyles now.



Contact



Phone 020 3745 2492



Email contact@maintenant.org.uk



Web Maintenant.org.uk/impact-2019



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