

## 5 Key Steps for a Successful Industry-School Collaboration

To design effective CSR strategies that aim to support education, this guide provides below some steps that companies can follow to create **mutually beneficial and sustainable models of cooperation with schools** (and similarly with universities).

### Step 1: Define your goals & ideal level of commitment

- ❑ Define what **goals** your company wants to achieve (CSR? talent pipeline? community engagement?) Make them **specific** (2 or 3 student-centred objectives). It will be easier to measure progress.

- ❑ Think about: your **budget and available resources**, **time** you can commit, **capacity of coordination**, unique elements of your **setting**

**Tip:** No need to start from zero. Look into **existing tools/materials** and **leverage existing partners** (e.g. from other public or private entities, clusters, innovations labs, networks etc.)

### Step 2: Find a school to partner with & ideal audience

- ❑ Identify the targeted **audience: Learners** from an age group(s) (e.g. any between 6–25 yrs) or a specific level of education (e.g. primary school or secondary school pupils, university students), **teachers** and/or **parents**.

- ❑ Choose a **school/university** that you wish to partner with, e.g.:
  - in the **local area**
  - in an area that is **underrepresented in STEM fields**, or **schools** that are falling **behind in engagement** or located in **vulnerable or remote areas**
  - one that has already **approached your company in the past**
  - one that has been **highlighted** (e.g. by an employee) **as an interesting case** (e.g. in an area that has suffered some recent disaster, e.g. floods, earthquakes, etc.)

**Tip:** if you do not have any specific ideas, you can join the EU Code Week [matchmaking platform](#) that **connects educators and businesses across Europe**, by registering [here](#). You can reach out to the **EU Code Week National/Regional Hubs** (see Appendix B in Resources & Supporting Assets file).

### Step 3: Select the right approach & co-design

- ❑ Reach out to the school leader / university department lead, to discuss **what your selected schools/students need** (digital skills courses? exposure to career paths and challenges? equipment?). Focus on these questions:
  - What approaches would be most effective for your targeted audience?
  - Which types of programs, initiatives, activities, or events tend to make higher impact, get results, and under what conditions?

- ❑ **Create or co-develop** activities ([check out this CSR toolkit for ideas](#)), ensuring that these activities align with your resources (Step 1). Focus on:
  - Expected Impact: Will this help students meaningfully in the long term?
  - Feasibility: Can you realistically plan and deliver this initiative?

#### Step 4: Engage the right people & deliver

- ☐ **Define involved people and the main points of contact** (e.g. you need at least one key representative from the school)
- ☐ Appoint your internal champions. Have in mind these roles:
  - **project manager/coordinator** (e.g. CSR/HR manager) from your organisation that will coordinate the core team and will ensure the successful delivery of the initiative/activity/event
  - **communication lead** (e.g. a Marketing executive/manager) from your organisation to ensure everyone stays engaged
  - **volunteers** from your organisation (who will act as e.g. instructors, speakers, mentors, judges, etc.). Numbers will depend on scale and duration of the activity.
- ☐ Check-out **step-by-step guidelines** on how to deliver your desired activity in the respective sections of [this CSR toolkit](#).

#### Step 5: Celebrate, Evaluate & Scale

- ☐ **Share success stories** from your activity/event on your internal and external official channels.
- ☐ **Collect feedback** from students, teachers, and your staff
- ☐ Arrange a **quick post-activity meeting** with school leadership and key people, to discuss what worked, what could be improved etc.
- ☐ **Discuss internally** with the core team on **what needs to be done to scale similar activities** and maximise impact in the future.

**PARTNERING WITH SCHOOLS**  
 MEANS YOU GET TO **INSPIRE** YOUNG MINDS  
 & **EMPOWER** FUTURE INNOVATORS