

## The Worldwide Brand. A Statement of Purpose

The overarching principle of Worldwide is to engage geography teachers and young people with geography across a range of paradigms to develop a secure understanding of the World. It develops young people's geographical vocabularies, their geographical imaginations of the World around them at a variety of scales and it stimulates their personal geographies.

A key aim is to provide directly to teachers and young people opportunities that stimulate a passion through their understanding of geographical concepts, constructing meaning, deeper thinking and understanding of interconnectedness, interdependency and processes in a world of change.

Worldwide engages young people from EYFS to post 16 across its brand of activities. It has to support the acquisition of geographical vocabulary, stimulate interest in young people in a discipline not just seen as a school subject and encourage them to challenge their own thinking, perceptions and those of others within and beyond the classroom environment. This demands Worldwide to generate resources ranging from those seen as *'knowledge-based, portraying a simpler view of the world and geography through knowledge recall* particularly through its face to face and online quizzes. We view these as developing what we would term, *enabling knowledge*. Students have a knowledge framework which enables them to explore concepts and develop 'thinking geographically' with a firm base of knowledge about the world.

Worldwide challenges teachers and young people to identify and reflect on their personal geographies and geographical imaginations. To recognise different approaches to understanding the concepts and processes that holds geography as a subject together. The Geography Awareness Week resources, allied to the current Presidential theme are a key element of this challenge. The themes selected, modern approaches to learning and the application of modern technologies all encourage up to date thinking and learning in geography. The awareness week resources encourage teachers and young people to further their understanding of geographical concepts, construct meaning, deeper thinking and understanding of interconnectedness, interdependency and processes. The focus on investigation and enquiry secures awareness week materials as supporting best approaches to twenty first century learning in geography and provides teachers with additional, free, up to date materials to support their curriculum. The 'week' acts as a lever for many schools to raise the profile of geography both within the school and often, within the wider community.

The Worldwide team deliver two additional activities to engage teachers and young people in new approaches to geography and making geography real.

The Worldwide Challenge weekend, for schools who have engaged in other WW activities most successfully brings young people and teachers out into the field in some of the most iconic areas of the UK. The joint GA / FSC partnership generates fieldwork activities that stimulate and challenge geographical thinking, in ways often not seen in the classroom or possible in the classroom.

Worldwise delivers an annual post 16 competition, focussing on a geographical issue that is 'live' at the time. It stimulates older students to engage with a current aspect of geography, to research it beyond the text book and provide a reflective, evidenced based view of the issue from different perspectives. The winners represent the UK at an annual International Geography Olympiad.