Catalyst Bootcamp 2017 Evaluation

Traci Lewis & Jenna Holliday
September 2017
Overview

The Challenge

- **The world is facing serious environmental and social problems.**
  Schools provide limited information and skills to enable young people to pursue career opportunities in sustainability.

- **Women are underrepresented in STEM jobs as well as in senior management positions.**
  In the UK women in full time employment earn around 10% less than their male counterparts.

- **Young women face a multitude of challenges.**
  One in three teenage girls suffer from depression or anxiety.

  “The speakers were amazing, I liked how there was such a good range from so many different areas. It left me feeling really inspired... The amount we learnt in just the 3 days was so cool, it felt really well planned and organised. I really enjoyed meeting so many interesting people, and finding out lots from the other girls too about gap years and uni things.”
  Catalyst Bootcamp 2017 Participant

Catalyse Change’s solution

- An inspiring and empowering ‘Catalyst Bootcamp’ for young women.
- A 3-day sustainability summer school held between 22-24th August 2017 at Bristol University.
- Providing 20 young women with the inspiration, confidence and skills for sustainable futures.

  “It was a significant experience for [our daughter].  [We] have, in turn, gained so much from hearing her talk us through her highlights, plus - as parents- relish the couple of inches she seemed to have grown whilst there, with regards emotional intelligence and confidence.”
  Parent of Catalyst Bootcamp participant

Catalyst Bootcamp results

- **Careers:** 72% increase (to 100%) in participants who agreed they were aware of potential careers in sustainability;
- **Change maker:** 54.6% increase (to 100%) in the number of participants who agreed they had the potential to make a positive difference in the world;
- **Team working:** 36.4% increase (to 100%) in the number of participants who agreed they felt confident working in a team and making decisions in a group;
- **Wellbeing:** 32.1% increase (to 86.7%) in the number of participants who agreed they had the tools to manage their happiness and wellbeing.

  “One young woman has made contact with me and has organised to come and have a meeting ... to explore potential work opportunities.... the bootcamp definitely worked in helping her to focus her thinking.”
  Catalyst Bootcamp 2017 Speaker

What next?

- Catalyst Bootcamp 2018.
- Outreach workshops with schools and community groups.
- Mentoring network.
The Journey

• Traci Lewis established Catalyse Change CIC in January 2016 and by May was joined by the three other non-executive directors: Jenna Holliday, Julie Ellison and Rhian Sherrington.
• After a period of market research, including focus groups with young women in Bristol, we developed the Catalyst Bootcamp concept and outline programme.
• A seed grant was secured from Esme Fairbairn to develop the branding and website.
• Catalyse Change CIC formally launched in April 2017 at the monthly Bristol Green Capital Partnership (BGCP) Green Mingle.
• In June 2017, we ran a crowdfunder through the BGCP ‘Better Bristol’ Campaign. Following a successful campaign, BGCP matched the funding received through the crowdfunder.
• With generous support from Bristol University, Pukka Teas, Schumacher Institute, Skanska and Triodos Bank, we were able to run the first Catalyst Bootcamp in August 2017.

The Directors

Jenna Holliday
Jenna is an adept gender researcher and practitioner with a keen ability to develop and implement strategic gender specific and gender-responsive programming. She has significant experience working with UN Women and the International Labour Organisation, developing policy with a particular focus on women migrant workers’ rights. Her current research focuses on how the 2030 Agenda for Sustainable Development can be used to promote and protect the rights of women.

Julie Ellison
Julie is a passionate advocate of social enterprise, starting her first social venture in the 1980s. After completing an MBA she specialised in social enterprise business support and was MD of Social Enterprise Works CIC. Julie is now delivering enterprise education to students in Higher Education and contributing to the development of an ecosystem of support for social entrepreneurship.

Rhian Sherrington
Rhian is a Career and Executive Coach (ACC), holds a Masters in Environmental Management and prior to setting up her own coaching and training business, enjoyed a successful career in behaviour change in the charitable sector and central Government. She is an award-winning author, speaker and founder of ‘Women in Sustainability’, a network and learning community enabling women to flourish in careers that are creating a sustainable world.

Traci Lewis
Traci has developed and delivered many successful environmental and sustainability change programmes – across the EU & SW England – whilst working for the Soil Association, with diverse range of people from organic farmers, Local Authorities to community groups. She now runs her own change agency Sustain-Live Consulting Ltd working with innovative businesses and social enterprises to achieve ‘One Planet Living.’
The Catalyst Bootcamp Programme

The 3-day programme took the young women through a guided change process:

Envisioning Change
Information and Exploration
Becoming Change-Makers

Themes
(1) Food; (2) Nature; (3) Wellbeing; (4) Transport; (5) Energy; (6) Resources.

Introducing Sustainability
Sustainability principles were introduced by Jenna through the UN's Sustainable Development Goals (SDGs). Participants identified and explained which SDGs connected with the Bootcamp themes.

Understanding Personal Preferences & Strengths
The participants each completed a short evaluator in order to generate a C-Me colour profiling report. In addition to introductory sessions and 1:2:1’s with Rhian, each participant received feedback on their personal profile, including their preferences and strengths.

Exploring Sustainability Sectors
Participants worked with mentors to solve a practical problem around a particular sustainability challenge representing the Bootcamp themes: (1) Food: Sara Venn (Incredible Edible); (2) Nature: Matt Harcourt (Avon Wildlife Trust); (3) Wellbeing: Chloe Tingle (No More Taboo); (4) Transport, Vicky Stone (Sustrans); and (5) Energy: Nikki Jones; and (6) Resources: Nicci Peck (Sofa Project).

Building Confidence | Dealing with Anxiety & Stress
Gemma David from the Quiet Heart led an inspiring session to help participants develop their personal resilience, including through a guided mindfulness session. A session on confidence allowed the participants to explore the idea of “authentic” and “projected” confidence.

Inspirational Speakers
Throughout the Bootcamp, a range of women working in sustainability came in to speak about their own Education & Career Paths, including: Amy Robinson, Development Manager at Triodos Bank; Rachel Quinn, Environmental Manager at Skanska Construction; Marti Burgess, Head of Corporate SME at Gregg Latchams; and Jen Best, owner of Poco Tapas Bar in Bristol.

“The speakers and mentors were engaging and knowledgeable about their field - you could feel their passion. They really wanted to share it with you. It also helped you realise where your passions were and what you could see yourself doing.”
Participant, Catalyst Bootcamp 2017

Developing a Catalyst Pledge
The climax of the Bootcamp was a session supporting the participants to develop a personal “Catalyst Pledge” setting out the change they wanted to see in the world and the role they would play in that change.
The Pledges

Supported by Anne Padley from the Innovation Centre, Bristol University and Mena Fombo, an independent consultant experienced in working with young people to help them develop their potential, each young woman developed their pledge, designing a “T-Shirt” and presented their pledge to the group. Below are some examples of the pledges made:

Kira ‘I pledge to talk to people to raise awareness about No More Taboo and period poverty’

Kia “I want to make my community a safe and enjoyable place to live.’

Morwenna ‘I pledge to help change and protect the future of our food.’

Kristin ‘To raise awareness of sustainable technology without the loss of cultural identity.’

Rowena ‘I pledge to use and share ethical and environmental toiletries by the end of the year.’

Caitlin ‘To be proactive in supporting local businesses’

Sophie ‘To research how I could start to create my eco-gym chain.’

Charlotte ‘I pledge to make my school greener.’

Nirvana: ‘To encourage ethical sustainable volunteering and discourage exploitative voluntourism.’

Claire ‘To do my dissertation on wellbeing issues in Reading and make a difference to the area.’
The Results

We took ‘before’ and ‘after’ surveys to track the intended outcomes of the programme. The graphs below illustrate answers to some of the questions designed to understand the participants’ progress:

**CAREER: I AM AWARE OF THE POTENTIAL CAREERS AVAILABLE IN THE FIELD OF SUSTAINABILITY**

<table>
<thead>
<tr>
<th></th>
<th>Day 1</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>0.00%</td>
<td>33.33%</td>
</tr>
<tr>
<td>Agree</td>
<td>27.27%</td>
<td>46.67%</td>
</tr>
<tr>
<td>Neither Agree Nor Disagree</td>
<td>0.00%</td>
<td>18.18%</td>
</tr>
<tr>
<td>Disagree</td>
<td>18.18%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

“I have thoroughly enjoyed the past 3 days, met some amazing people and felt less anxious about the future and know there are so many opportunities.”
Participant, Catalyst Bootcamp 2017

**CHANGE MAKER: I FEEL LIKE I HAVE THE POTENTIAL TO MAKE A POSITIVE DIFFERENCE IN THE WORLD**

<table>
<thead>
<tr>
<th></th>
<th>Day 1</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>18.18%</td>
<td>66.67%</td>
</tr>
<tr>
<td>Agree</td>
<td>27.27%</td>
<td>33.33%</td>
</tr>
<tr>
<td>Neither Agree Nor Disagree</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Disagree</td>
<td>18.18%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

“I enjoyed listening to the mentor’s journeys, learning about my personality traits, building confidence and establishing the change I wanted to make”
Participant, Catalyst Bootcamp 2017
The Results (cont)

TEAM WORKING: I FEEL CONFIDENT WORKING IN A TEAM AND MAKING DECISIONS IN A GROUP

<table>
<thead>
<tr>
<th></th>
<th>Day 1</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY AGREE</td>
<td>9.09%</td>
<td>80.00%</td>
</tr>
<tr>
<td>AGREE</td>
<td>54.55%</td>
<td>20.00%</td>
</tr>
<tr>
<td>NEITHER AGREE NOR DISAGREE</td>
<td>18.18%</td>
<td>0.00%</td>
</tr>
<tr>
<td>DISAGREE</td>
<td>18.18%</td>
<td>0.00%</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

“I loved meeting new people, confidence building, learning about sustainability”
Participant, Catalyst Bootcamp 2017

WELLBEING: I HAVE TOOLS THAT I CAN USE TO MANAGE MY HAPPINESS AND WELLBEING

<table>
<thead>
<tr>
<th></th>
<th>Day 1</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY AGREE</td>
<td>46.67%</td>
<td>0.00%</td>
</tr>
<tr>
<td>AGREE</td>
<td>54.55%</td>
<td>0.00%</td>
</tr>
<tr>
<td>NEITHER AGREE NOR DISAGREE</td>
<td>18.18%</td>
<td>13.33%</td>
</tr>
<tr>
<td>DISAGREE</td>
<td>0.00%</td>
<td>27.27%</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

“[I enjoyed] the amazing variety of the speakers and hearing their different stories. The group was also v. nice. All the inspiration was amazing. Mena’s energiser stuff we did was great. Having today to do the pledge feels like I’m more likely to do stuff.”
Participant, Catalyst Bootcamp 2017
The Results (cont)

We asked participants what they enjoyed most about the Bootcamp; a content analysis of their responses resulted in the following wordcloud:

We asked the participants what they wanted us to do more of next time; a content analysis of their responses resulted in the following wordcloud:
The Future

We are as aspirational as we ask our young women to be – and we have an ambitious agenda to match!

Short-term (1-2 years):
Catalyst Bootcamp 2018
- We are already in the process of planning the second Catalyst Bootcamp.
- The design of the second year’s programme will largely be informed by feedback captured from the first year’s participants.
- We aim to offer at least 50% of Bootcamp places on a bursary basis, in order that we can appeal to participants from diverse backgrounds.

Outreach Workshops
- We are already planning outreach workshop with schools and community groups, which will allow us to deliver elements of the Bootcamp in shorter form.
- Outreach will enable us to raise the profile of the programme and to engage with young women, their parents and others who work directly with them e.g. teachers, youth workers.

Thought Leadership
- We want to be part of the solution to the challenges facing young women in sustainability careers and leadership. We will do this by sharing our results and contributing to research.

Long-term (3-5 years):
Regional Bootcamps
- Once the annual Bootcamp is established and sustainable, we will introduce regional bootcamps – reaching out to a wider base of young women.

Mentoring Network
- We would like to establish a mentoring network, matching women working in sustainability with young women who come through the Catalyst Bootcamp.

Annual Conference
- Bringing Bootcamp alumni, mentors, supporters, thought leaders and others together, we will host a conference to strengthen the network, share good practices and validate Catalyse Change’s strategies to inspire and empower young women for sustainable futures.

Inspiring girls for sustainable futures
How to be part of our success

Do you want to be part of the future of Catalyse Change? We are looking for partners to support our programming and outreach. Get in touch with Traci at info@catalysechange.com or visit our website: www.catalysechange.com
The Thank yous!

Catalyse Change would not function without the time and resources generously supplied by the following organisations – thank you, thank you, thank you!

Thank yous also must be extended to all speakers and mentors: Katie Finnegan-Clarke; Ellie Shipman; Jessica Ferrow; Gemma David; Matt Harcourt; Sara Venn; Vicky Stone; Chloe Tingle; Nikki Jones; Nicci Peck; Subitha Baghirathan; Rachel Quinn; Amy Robinson; Marti Burgess; Rachel Savage; Dave Jarman; Ann Padley; Mena Fombo; Amy Walsh; and Hannah Tweddle; Jen Best; Lucy Ross-Miller.

Massive thank you to Heloise Balme (UWE MSc work placement), for her dedication, time and patience supporting the development of a great programme for our first bootcamp.

Huge thanks to our brilliant volunteers: Elsa Symons; Laura Marris; Morwenna Bugg; and Shannon Mayo - who helped us and took part with such good humour and enthusiasm - thank you!

Thanks to Clifton Hill House - Helen Chadwick and staff for looking after us so well and for such delicious food!

Last but by no means least, thanks thank you to our Catalyst Bootcamp 2017 participants who provided the energy and enthusiasm that made our first year such success! Thank you girls - see you next year!