

A national program to support a generation of STEM experts and inventors, in partnership with Microsoft Surface.

The brief.

Education Changers was approached by Microsoft Surface to create a program that would provide highly customised support for high school students to be inspired and engaged with STEM subjects.



What we did.

We created this program from scratch, building the strategy, the marketing and branding identify and approach, all learning resources, the finals approach, teacher professional development and digital and in-person events across the country. The program was named C-it B-it and allows schools to choose from three learning modules including robotic limbs, space fashion and music video production. The program has been renewed, with global interest.

280

students intensively engaged in the first year of the program.

12

hours of in-school lessons created with full physical resourcing.