PLANNING & LAUNCH

**MARCH 2008**  
Presentation to the Shanghai’s Ministry of Education

**APRIL 2009**  
Follow up discussion & presentation to the Shanghai’s Ministry of Education

**JAN 2010**  
Persuasion & perseverance of the team brought the **successful launch** of Project WET in **Shanghai**

Note: We have support from the Corporate Communication department whom have prior relationship with the MOE Shanghai.
Each party have own responsibilities but common goal to make it happen & successful

- Organizing workshops
- Providing teaching materials to schools
- Keeping track of progress
- Making plans with the ministry

- Giving support to Project WET by enlisting it to be part of the school activities
- Encouraging schools to participate

- In charge of delivering message to students through the Project WET materials
- Some teachers did more by doing own material localization
- Giving feedback to the ministry
What caught the attention/interest of

**EDUCATION BUREAU**
- One of the focus is on environmental education and various after-school activities
- Priority is to raise students' awareness of environmental protection and enriching their extracurricular activities
- Project with lively social activities is gaining great popularity among teachers and students.

**TEACHER**
- Support from Nestle Waters (training, materials)
- The interactive content & its value
- Easy adaptability to local culture/teaching methodology
- Freedom in adapting the lessons (no KPI from ministry)
- Positive feedback from students encourages the teachers

**STUDENT**
- Interaction/activities based
- Adaptable to lifestyle
- Easy to understand
- No homework / Easy homework for certain activities preparation
- No exams
- Spreading to community: After lessons, some students even 'educate' their parents
# An Introduction to Project WET

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<td>Students identify and implement water conservation habits to learn how this essential resource can be shared with other water users of today and tomorrow.</td>
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**MATERIALS LOCALIZATION**

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每一滴水都珍贵

桶中的一滴水

材料本地化

Materials Localization
In celebration of the World Water Day, Project WET broke the Guinness World Record. Our record: 401,794 bottles (8,799.9 kg). Previous record: 46,457 bottles (2,467.54 kg).
Schools implementation

57 Primary schools in Shanghai adopted 9 Project WET activities as part of classroom curriculum with 50 training courses, attracting more than 60,000 students.
Gives recommendation to schools to implement Project Wet via workshop organized by NW. Workshop is open to every schools & is attended by representative from Education Bureau.

Schools uses Project WET materials as part of class lesson. Different schools adapt it for different subject such as Nature, Moral, Geography, English & extra curriculum class. Each activity time differs according to lesson plan by teachers. It could be as short as 1 lesson (approx. 40 mins) or a series up to 4-5 lessons.
Environmental education and various after-school activities have always been the highlight of the work of the Commission (Shanghai Education Ministry).

Students have the chance to learn more about water knowledge which is not part of the textbook.

Factory visit is interactive & easy for students to know water production & bottling process.

Each visit takes about 90 mins inclusive of Project Wet activity, safety briefing & factory visit.
WHAT MAKES CHINA A SUCCESS?

A few key factors that contribute to the success of Project WET in China:

- **FOCUS**
  - Started with pilot test on selected schools

- **COMMUNICATION**
  - Open communication with the Ministry & teachers. Open to discussion & feedback.

- **LOCALIZATION**
  - Respecting local culture, flexible to localization of materials so that it is close to heart & practicable.

- **OWNERSHIP**
  - Having the sense of belonging & ownership. It’s a partnership. Low teachers turnover helps in ownership.

- **SUPPORT**
  - Full support from the Ministry, NW Corporate Communications, NW AOA Zone, NW China & Project WET International

- **DEDICATION**
  - A dedicated team at NW China (2 people that also works on NPL team). This gives assurance & confidence to ministry & teachers.
CHALLENGES

Some challenges that the team faces...

OWN DECISION
Ministry can recommend schools to implement but district manager/schools have the final say.

NON-COMPULSORY
It is not a compulsory subject/teaching material.

EXTRA TIME
Additional time & effort by teachers to implement & integrate to local teaching materials.

NO KPI
There is no KPI measurement from the Ministry on this teaching material.

SOLUTION
Encouragement from the Ministry - Project WET is in line with their direction & bring values to the students.
Sharing from other teachers on Project WET
Experience on Project WET materials through workshop & event (ie World Water Day)
SUSTAINING

Constant & open communication with ministry & teachers

MONTHLY/BI-MONTHLY
Meeting with teachers (review, discussion) - district level

QUARTERLY
Selected schools visitation

YEARLY
Annual review on progress & feedback

Important to note:
Follow up after event/workshop
It’s important to show our commitment.
This will help to build trust & relationship.
Annual review with the Education Bureau & invitation to new schools to participate
* This is crucial in getting alignment with the Bureau

Priority for factory visit will be given to existing Project Wet affiliated schools

Review Workshop
Train-to-trainer workshop by existing teachers to new teachers
Online training video & materials
Selected schools are invited for factory visit
EXPANSION PLAN

2010

SHANGHAI:
17 schools
1 district

2011

SHANGHAI:
56 schools
5 districts

Factory visit
Pilot test: 4 schools

2012

SHANGHAI:
100 schools
(inc. International Schools)

Factory visit: 50 schools

Expansion to new city
(Joint partnership with Nestle Healthy Kids)

Involvement of NW employees

Factory visit

Project Wet
Water Education for Teachers

UNICEF
The Healthy Hydration Company™

Abbott
A Promise for Life
Date: 20 Jan 2010

Event details:
- Signing ceremony between education ministry and Nestle Waters China
- Conducted Project WET activity to students
Memorandum between Nestle Shanghai, Project WET International and Shanghai Education Bureau

Launch of Project WET Memorandum

2010年1月20日，雀巢饮用水有限公司与上海市教委德育处、上海市浦东教育研究院联合举办的“WET项目”在上海正式启动。

Nestlé Waters in collaboration with the Shanghai Education Bureau launched Project WET (Water Education for Teachers) on 20th Jan 2010.

Angelo Peretti  
Nestlé Sources Shanghai Ltd.

Denise Nelleson  
Project WET International Foundation

王磊  
上海市教委德育处 / 上海市浦东教育研究院

Institute of Education Development
Date: 20 Mar 2010

Event details:
- John Etgen from Project Wet International conducted the training
Date: 21st May 2010
Venue: VIP lounge, Swiss Pavilion World Expo
Event details:
- Water education by NW technical department
- Selected teachers conducted Project WET activity 8-4-1
US SENATOR MAX BAUCUS’ VISIT

Date: 15 Oct 2010

Event details:
- Senator Baucus visited the classroom activity
Date: 13 Nov 2010

Event details:
- Project WET classes conducted by teachers - “Blue Planet”, “A Drop In The Bucket”
- Project WET review
- 3 project WET new hydration lessons training
(Aqua Bodies, Go with the Flow, Quenching Your Thirst)
Venue: Nestle Waters’ office
Dedicated Project Wet classroom & special route factory visit

Itinerary:
- Project WET activity
- Factory visit with dedicated visitation area
In celebration of the World Water Day, Project WET organized the following activities.

1. Breaking the Guinness World Record for Most plastic bottles recycled in eight hours
   - Proceeds from selling the recycled bottles (RMB 435,200) was donated to the Shanghai Charity Foundation.

2. Students’ drawing competition based on the theme ‘Together For Water’

3. Project WET activities – Blue Planet & 8-4-1
In celebration of the World Water Day, Project WET broke the Guinness World Record. Our record: 401,794 bottles (8,799.9 kg)
Previous record: 46,457 bottles (2,467.54 kg)

Proceeds from selling the recycled bottles (RMB 35,200) was donated to the Shanghai Charity Foundation.
Thank You 谢谢