

# British Schools Awards 2022

Chengdu



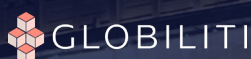


# Special thanks to last year's sponsors

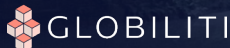
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**British  
Schools  
Awards**



It was a genuine honour to be Patron of the British Schools Awards in their inaugural year: a brilliant showcase of the strong commitment British-style schools have shown in empowering students and positively impacting society across China.

We welcomed school leaders, representatives from the British and Chinese governments, and sponsoring organisations to a number of events and the engagement was meaningful for all; and the coverage extremely broad and well-received.

Supporting these awards is a clear sign of support for quality education.

A handwritten signature in black ink, appearing to read 'Jo Hawley'.

**Jo Hawley**

**Her Majesty's Consul General Guangzhou  
Patron of the British Schools Awards 2021**



# British Schools Awards

The British Schools Awards (BSA) celebrates the best of British K12 education in China.

Organised by the British Chamber of Commerce in China, in partnership with the British Chamber of Commerce Southwest China and the British Chamber of Commerce Guangdong, the BSA rotates annually between the cities of Beijing, Chengdu and Guangzhou.

The awards includes months of promotion and applications, a prestigious gala dinner and a day of activities to connect, empower, inform and learn from/listen to school leaders from across the country.

This year, the launch event of the BSA will be held in Beijing on 16th June, and the Awards Gala Dinner will be held in Chengdu on 4th November.



**70+** Applications

**50+** Schools involved

**10+** Education companies involved

**27** Judges

**150** School leaders

**10** Awards

**8** Winners

(with Dulwich College Beijing and The Hutong both winning two awards each)

**7** Representatives  
from UK government

(HM Ambassador, HM Trade Commissioner for China, Country Director China & Minister (Culture & Education) at the British Council, HM Consul General of Guangzhou, 3 Members of Parliament)

**20000+**

Awards ceremony live stream viewers

**40,000+**

Views on LinkedIn and Weixin posts

# Timeline

**June 16th**

- Launch
- Applications open

- Applications close
- Judging panel preliminary meeting
- Shortlisting process begins

**September 17th**

**October 1st**

- Announce shortlisted finalists
- Shortlisted finalists' interviews from then

- Awards Gala Dinner

**November 4th**

# Feedback from school leaders

“Being involved in the British School Awards has been incredibly useful for our school. Winning an award has been enormous for us in terms of raising our profile within our city and province.”

“The British Schools Awards were a timely opportunity for the school to reflect on the impact of our work since we opened, but more importantly, they gave us an incredible platform to showcase these achievements on a national stage.”

“It was inspiring to see first-hand the quality of other British schools in China, which has already started multiple conversations on how our school can emulate their fantastic work.”

“At a time when so many international schools are working through the ongoing adversity of COVID-19, the Awards provided a welcome opportunity for school leaders to come together to celebrate educational excellence and share good practice.”

“The event provided a powerful forum to connect, collaborate and communicate with colleagues from across the education industry in China.”

“I can’t tell you what a lift this event gave to educators and schools across China during the ongoing challenge of COVID-19. It really meant a lot and will also help share good practice and innovation.”



# Feedback from sponsors

“UNNC was delighted to sponsor the British Schools Awards in 2022. It allowed us to both support the best of British Education in China, and to raise the profile of our university in this important sector. On a personal note, I found it inspiring to be able to sit as a judge for the ‘holistic education’ award. The standard of applications was truly outstanding, and it was very valuable for my institution to be a visible participant and sponsor of what I believe will be recognised as a prestigious award in the years to come.”



**David Foster, Director of Business Development,  
University of Nottingham Ningbo China**



“The British Schools Awards has a strong captive audience spread across the country, with high level people who are eager to learn and open for change. Sponsoring BSA meant exposure to a whole new audience who have an ingrained desire for sharing any positive experience they have had to their friends and colleagues. Moka Bros would be happy to sponsor the BSA again.”

**Anna Lin Yip, Marketing Director, Moka Bros**

“It was fantastic to have the opportunity to sponsor the 2021 British Schools Awards. The night was filled with great conversation with senior leaders from some of the best international schools in China. We felt it positioned us to make a bigger and more positive impact on education in Asia.”



**William Paul Peckham, Co-Founder & CEO, Globility**





# Award Sponsorship

## 115,000RMB

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Raise your profile among a high-level community, gain valuable insights for your business and build trusting long-term relationships and networks with some of the best international education organisations in China.

# Pre-Event

Sponsor Rewards	Max Participants	Impact
Your logo on the awards application pack and application platform and inclusion in EDM materials sent to participating schools	N/A	<ul style="list-style-type: none"> <li>• Brand promotion to 100+ participating schools all over China</li> <li>• The chance to draw clear parallels and associations between your brand and the topic of the award</li> </ul>
The opportunity to be on the judging panel of 3 for the award	1	<ul style="list-style-type: none"> <li>• Close networking with sector experts</li> <li>• Insights into organisations work in the field</li> <li>• Raised profile as an authority in the field</li> </ul>
The opportunity to attend the BSA launch event in Beijing	2	<ul style="list-style-type: none"> <li>• Networking opportunities with Beijing-based participants</li> <li>• Compelling publicity materials for your social media covering the event</li> </ul>
Quarter-page message from the sponsor judge and company introduction on the website, your logo and company name on pre-event promotion materials and publicity, including inclusion in Britchams Beijing, SW and Guangdong social media promotions of the event and forum	N/A	<ul style="list-style-type: none"> <li>• Brand promotion to award applicants and English-speaking education organisations across China</li> <li>• Prestigious brand associations with a limited number of sponsors and organisations</li> <li>• Reach to a wide readership of over 20,000+ Britcham members, 3000+ specialist educational followers on LinkedIn and hundreds of English-speaking schools across China</li> </ul>
The opportunity to contribute branded merchandise to attendees BSA Event Pack (optional)	N/A	<ul style="list-style-type: none"> <li>• The chance to market specific goods and services through more durable branded materials and merchandise</li> </ul>



# During Event

Sponsor Rewards	Max Participants	Impact
Attendance at the Education forum, Education forum lunch and Gala dinner	2	<ul style="list-style-type: none"> <li>Gather insights about current issues affecting the market</li> <li>Build strong relationships and networks with the full range of event participants</li> <li>Photo opportunities for future marketing and social media</li> </ul>
Opportunity to present the award, including a short (90 second) speech, and inclusion of company name in lifetime patron speech (Jo Hawley)	1	<ul style="list-style-type: none"> <li>The chance to shape your company's message on the topic of the award</li> <li>Photo opportunities for future marketing and social media</li> <li>Association with a key figure from UK government</li> </ul>
Your logo included on the awards banner, as part of the identification in the online stream, and 1/3 page company introduction in the event brochure	N/A	<ul style="list-style-type: none"> <li>Wide reach to post-event publicity</li> <li>Raise brand awareness to 200+ expected industry-related participants and reach to 4000+ online viewers in English-speaking schools across China</li> </ul>
Attendance at the pre-forum pub quiz; Opportunity to accompany Saturday activities touring Chengdu	3	<ul style="list-style-type: none"> <li>Develop relationships with Britcham SW and school leaders from across China</li> <li>Networking opportunities for a bigger team</li> </ul>

# Post Event

Sponsor Rewards	Impact
Inclusion in Britchams Beijing, SW and Guangdong social media accounts of the awards and forum and the Britcham newsletter	<ul style="list-style-type: none"> <li>Association with British Chambers across China</li> <li>Reach to readership of 20,000+ Email Subscription, 15,000+ Weixin channel, 10,000+ LinkedIn</li> </ul>
Your logo on the award and certificate	<ul style="list-style-type: none"> <li>Permanent public display in the winning education organisation, often for 10+ years</li> </ul>
Roundtable insights document, impact report and social media pack	<ul style="list-style-type: none"> <li>Insights into key issues affecting the market</li> <li>Company-specific photographs, testimonials, excerpts from event speeches and event impact statistics</li> </ul>
Inclusion in the event directory and participants' Weixin group	<ul style="list-style-type: none"> <li>Networking contacts of all participants and representatives</li> <li>Your contacts available in easily accessible form to all participating schools</li> </ul>

# Award Categories

The following awards are available for sponsorship. The attribution of the awards will be on a first-come, first-serve basis. We strongly recommend that sponsors choose the award that best suits their current work and priorities.

- Can only be sponsored by companies
- Can be sponsored (but then not entered) by companies and schools/school groups

## 1. Diversity and Inclusion Award ●

This award recognises the school that has best endeavoured, through innovation or a raft of protocols, to create a supportive and inclusive environment for the whole school community, enabling all to thrive in their educational journey.

## 2. Education Supplier Award ●

This award recognises the organisation delivering the most dependable services and/or supply of high-quality products and ensuring schools and students have the environment, equipment and expertise to create an optimum learning experience.

## 3. Enterprise and Employability Award ●

This award recognises the school that shows the greatest commitment and innovation in developing confidence, an enterprising mindset and the creative and collaborative skills its students need to thrive beyond their university pathways into the world of work.

## 4. Holistic Education Award ●

This award recognises the school that provides the most outstanding opportunities for students to develop skills outside the classroom and/or shows the greatest innovation and commitment in providing for their emotional, social, ethical and academic needs.

## 5. New School Award ●

This award recognises the school delivering the most outstanding overall provision and benefit to its students and local community in the first three years of its operation.

## 6. Pastoral Care Award ●

This award recognises the school that has demonstrated the greatest dedication and innovation in providing world-class pastoral care to its students and wider school community.

## 7. School Design Award ●

This award recognises the organisation providing the most sustainable, innovative, culturally congruous and/or otherwise outstanding school design services to schools, facilitating better learning and wellbeing for students and school communities, and responding thoughtfully to local environments.

## 8. Educational Technology Award ●

This award recognises the school that has most successfully integrated innovative STEM and EdTech into its teaching and learning, elevating and enhancing the broadest range of learning experiences through the intelligent application of technologies.

## 9. Staff Development and Wellbeing Award ●

This award recognises the school that has made the most outstanding efforts in ensuring the continued professional and personal growth of their staff, and promoting wellbeing and balance in the working lives of its academic, administrative, leadership and function teams.

## 10. Students for Sustainability Award ●

This award recognises the school sustainability project that most fully showcases its students' innovative thought, design skills and true understanding of the impact sustainability projects have on our environment and communities.



# What next?

If you are interested in sponsoring the British Schools Awards, please contact [education@britishchamber.cn](mailto:education@britishchamber.cn) or add us on Weixin (@charlietew).



## Covid strategy

In the event of a localised outbreak of COVID-19 the following features of the sponsorship package will be delivered:

- All pre- and post- event sponsor rewards (see pp10-11).
- If the launch in Beijing is affected, the event may move to a smaller venue, and a livestream element will be added.
- The forum will be held online (with a larger audience) and impact report will still be delivered.
- A smaller Awards Reception will be held in Chengdu to replace the Awards Gala Dinner.
- A live stream of the Awards Reception will be aired and significant energy will be put into reaching over 10,000 views across China.
- The BSA event pack, including the BSA event guidebook brochure, BSA branded merchandise and BSA branded tote bag will be sent to every participating school leader – all featuring your logo.
- Bolstered brand promotion through the British Chambers of Commerce's social media channels.

# BSA Schools List 2021

In its first year, the BSA welcomed and brought together the following schools to celebrate and promote their achievement amongst the K12 education community in Mainland China.

Beijing Concord College of Sino-Canada	Huili School Shanghai
Beijing International Bilingual Academy	Huili School Hangzhou
The British School of Guangzhou	Huili Nursery Hangzhou
Britannica International School, Shanghai	Hurtwood House Qingdao
Chaoyang Kaiwen Academy	The King's School Canterbury Shenzhen International
Cogdel Cranleigh Changsha	Lady Eleanor Holles International School Foshan
Dehong Beijing Chinese International School	Malvern College Qingdao
Dulwich College Beijing	Malvern College Chengdu
Dulwich College Shanghai, Pudong	Merchiston International School
Dulwich College Shanghai, Puxi	Myddelton College Jinhua
Dulwich College Suzhou	NACIS Shanghai
Dulwich International High School Suzhou	Nord Anglia School Beijing Fangshan
Dulwich International High School Zhuhai	Nord Anglia School Beijing, Shunyi
Fettes College Guangzhou	The PERSE School, Suzhou
Foshan Etonhouse International School	Reigate Grammar School Nanjing
Harrow Beijing	Reigate Grammar School Zhangjiagang
Harrow Chongqing	Rong Qiao Sedbergh School
Harrow Haikou	Shrewsbury Guangzhou
Harrow Innovation Leadership Academy Nanning	Shrewsbury School Nansha
Harrow Innovation Leadership Academy Zhuhai	St Bees School, ShiJiaZhuang
Harrow International School Shenzhen Qianhai	St John's College School Nanjing
Harrow International School Shanghai	Wellington College International Shanghai
HD Beijing School	
HIKSVS International School	
Hongwen School Chengdu	

In its second year, the BSA will expand both the invitation list, media exposure and application criteria to welcome even more schools to celebrate the best of British K12 education in Mainland China.