

## Grove Academy and Michelin



SCILT's Business Language Champions programme helps schools and businesses to build exciting and sustainable partnerships that equip young people with the international communication and employability skills they need for their future careers.

### Background

#### Grove Academy



Grove Academy is a mixed six year non-denominational school in Dundee City, catering to the needs of all young people in Broughty Ferry from the ages of 11 to 18 (S1-6). At Grove Academy, learners study French or German during the broad general education (BGE). Their choice of language depends upon what they have learned in primary school and young people

are also offered the opportunity to learn Spanish in S3.

For more information about the school visit the [Grove Academy](#) website.

#### Aims

The project gives the young people in S3 a real and engaging context for their learning of French and provides learners with an insight into the world of work. It shows them how the learning of a modern language can enhance their career prospects and develops their skills for learning, life and work.



### Partners

SCILT and the Modern Languages staff at Grove Academy worked in partnership with Michelin, Dundee City Council, Avian Communications Ltd, and The University of Dundee.

#### Michelin

This family owned, international company is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle. It also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 113,400 employees and operates 69 production plants in 18 different countries. The Group has a Technology Centre in charge of research and development with supporting operations in Europe, North America and



Asia. All apprentices learn French. Some members of staff already know the language and others are learning it dependent on the role they have in the company.

The Head of Personnel and Communications at Michelin in Dundee, comments:

*“Michelin is a global company, operating throughout the world, with its headquarters based in France. Understanding and embracing the diversity of our workforce has helped to make us the success we are today, so whether you are based here in Scotland, or in one of our plants elsewhere in the world, being able to communicate is key. As members of the global community we recognise the importance of a second, or even third, language and hope that by supporting this project we can share this experience with the next generation of Scots.”*

Find out more about [Michelin](#).

### **Avian Communication Limited**

The business is an award-winning creative design consultancy based in Dundee, Scotland. They specialise in branding, marketing, literature development and exhibitions. They work with a client base comprising SME's, Public Sector and large global corporations.

The manager from Avian Communications Limited, said:

*“As a local business, we make a point of helping educational establishments. At Grove Academy we agreed to make input to the organisation of the competition, set the brief, make presentations to the classes about the competition and assist with the judging.”*

Find out more about [Avian Communication Limited](#).

### **University of Dundee**

Native French speaking language ambassadors from the University of Dundee supported the learners and helped to facilitate the language workshops

For more information about language ambassadors please contact the team at [SCILT](#).

## **Project**

### **The visits**

The partners worked together to devise an exciting programme of presentations, visits, workshops and events culminating in an interdisciplinary project in which the young people created a bi-lingual advertising campaign for a Michelin product.

To launch the project Michelin staff went to Grove Academy to present the company and speak about why language skills are important to them.

*“This was an opportunity to reflect on the question of how language could influence an individual’s career - it was a great opportunity to talk about the values of the Company as well as support the key message of the importance of learning a second language.”*

Organisational Development Manager, Michelin

After Michelin’s visit, all pupils from S3 went to the Michelin plant in groups of thirty where they got the opportunity to visit the workplace and meet apprentices in the morning.

*“Very interesting, I enjoyed it a lot, great fun and really informative, seeing what the apprentices did at Michelin was interesting.”* S3 learner

In the afternoon the youngsters took part in a French workshop, enabling them to transfer their knowledge of French into a different context, using materials created by SCILT. They could learn new vocabulary and reinforce their reading and writing skills. They also had the opportunity to reinforce their listening and talking skills when they interviewed in French some of the staff.



*“It was productive to do some practical speaking, great opportunity to use our French, it was sometimes a bit difficult to understand, it was a good way to learn quite a lot, I also liked working as a team, and it was good to use our knowledge in another context.”* S3 learner

Back at school, learners got more opportunities to work on the resources adapted by the ML Department.



*“I learned what a factory looks like on the inside...better understanding of the qualities needed in the world of work. I have gained confidence in French, it was really interesting about what kinds of machinery were there, I have learnt how important learning a language is, I am considering the apprenticeship as an engineer in future and considering keeping French.”* S3 learner

### The Advertising Campaign

It was decided during the planning that the youngsters would finish the whole project by creating and presenting an advertisement campaign on a Michelin product.

The manager from Avian Communications Limited, a Dundee-based marketing agency, visited all S3 classes to present the advertising brief to the learners and give them ideas for a successful advertising campaign.

The five S3 classes were divided into mixed ability groups of four. All pupils selected one skill area which they would bring to their group: good knowledge of French, good organisational skills, good ICT skills, creativity. The Groups then worked for six periods to produce campaign in a medium of their choice: video,



radio, or poster. Then, each class chose a winner.

### Showcase final

The five winning groups then were invited to present their campaign to a panel of judges. The judges from Michelin, Dundee Council, SCILT and Avian chose the winning campaign based on the quality of the presentation, the use of the target language and the advertisement itself. SCILT offered a prize to every finalist and Michelin gave the top prize to the overall winner...a trip to a French restaurant in Edinburgh.

*“The final stage of the project brought all the elements together. Being part of the judging panel gave me the opportunity and the satisfaction of seeing the sense of achievement in the young people. The quality of their work was at a high level.”*

*“Overall this was a very rewarding project for Michelin and both the Company and the school benefitted from the opportunity.”* Organisational Development Manager, Michelin

*“I was impressed by the entries and it was evident that a lot of thought had gone into the majority of the submissions...it was fascinating to observe the varying levels of interest displayed. I think it was a very worthwhile exercise and my impression was that it was enjoyed by all involved, perhaps with the exclusion of the overheated fellow in the Bibendum costume...I do believe this kind of initiative is valuable exposure for them as it gives insight into the world of work.”* Client Services Director, Avian Communications Limited

[View the posters](#)

[View the winning PowerPoint](#)

### Impact

Most of the learners enjoyed the experience. They were engaged in the different activities offered. They liked to learn French in a different way and in a different setting. They also liked to work on resources that were completely different from what they in French on a daily basis.

*“During the project I learned to work with people I wouldn’t usually work with. I also learned how to work as a team. It’s easier to get the work done.”* S3 learner

Another youngster said:

*“I learned about Michelin products. I got the opportunity to learn how to use recording equipment. I also learned to make an advert in French using the right vocabulary.”*

The staff at Grove Academy also found the whole project very exciting. They thought it was a great opportunity for the learners to see the relevance of learning French. The advertisement task was also a great activity to develop skills for learning, life and work; working as part of a team, using

technology, presenting in front of an audience, solving problems and managing time. The department felt that managing the group work also had its challenges in terms of ensuring that learners were always on task. However, all agreed that the BLC project was very worthwhile.

### Next steps

The staff at Grove Academy would like to continue to promote languages. They want to keep contacts with Michelin and Avian to develop the project in the future.