

Case Study



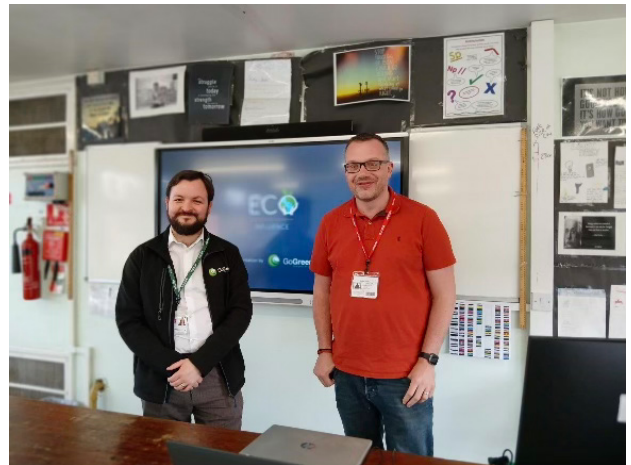
Project: Eco Influence Collaboration

Framework Pillar: ReEducate

Date: 28th April 2026

Project

Go Green worked in partnership with Aureos to deliver our Eco Influence programme at a local school near Aureos' Howden Relief Road project. Eco Influence is a programme developed by Go Green delivered under the ReEducate pillar of our GROWW Sustainability Framework, supporting longterm learning and environmental awareness by making sustainability relevant and accessible. The activity was designed to support environmental education, raise awareness of sustainability within infrastructure projects, and encourage positive behaviour change among young people. The programme also demonstrated the strength of collaboration between Go Green and Aureos in delivering education-led social value aligned to live project activity.



What Go Green Did

Two members of Go Green's Social Value team travelled to Howden School to deliver the Eco Influence workshop to 95 Year 8 students. To maximise reach and consistency, the session was delivered five times across the course of the school day, enabling all participating pupils to engage with the programme. Staff from Aureos opened each session by introducing the Howden Relief Road project, explaining its purpose, local impact and how infrastructure projects are delivered in partnership between the customer and their chosen supply chain. This provided valuable context and helped students understand how different organisations contribute to a single project.

Introducing Eco Influence

Go Green then delivered the Eco Influence workshop, introducing our role as a waste management broker and demonstrating how sustainability and environmental responsibility are embedded throughout the project lifecycle.

Case Study cont.

Key workshop topics included:

- **What Waste Is:** Students discussed different materials and what they considered to be waste, encouraging participation and critical thinking.
- **The Importance of Waste Separation:** Students explored why waste separation matters both at home and on in infrastructure projects, learning how waste is classified and managed.
- **The Waste Hierarchy:** Working in pairs, students correctly ranked the five stages – Reduce, Reuse, Recycle, Recover and Landfill – helping them understand environmental impact each one has.

Value and Impact

The Eco Influence programme delivered value beyond classroom learning by linking sustainability topics to a live local infrastructure project. By connecting environmental principles to the Howden Relief Road scheme, students gained a clearer understanding of how construction, waste management and environmental responsibility interact in practice.

In addition to supporting environmental education, the activity helped raise awareness of careers linked to infrastructure and sustainability, contributing to the school's wider careers and engagement objectives. The programme generated £220.09 of social value, aligned to National TOMs outcome NT8 – promoting local skills, education and engagement with young people.



Testimonial



I'd like to personally thank Simon from Go Green for taking the time to engage with the students at Howden School. His enthusiasm and realworld insight made a complex subject accessible and engaging. The students learned a great deal about waste management processes and gained a much clearer understanding of the environmental impact of construction. It was a genuinely valuable experience for them, and one that will stay with them."

Stuart Culley, Customer & Social Value Lead – Aureos