

'Selfless' Marketing: SHELL's story of sharing in London

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1 SHELL pledges and methods

Pledge 1:

Every London secondary school to have a link with 1 HEI

Pledge 2:

More London young people to progress to HE, inc. 'most competitive' HEIs

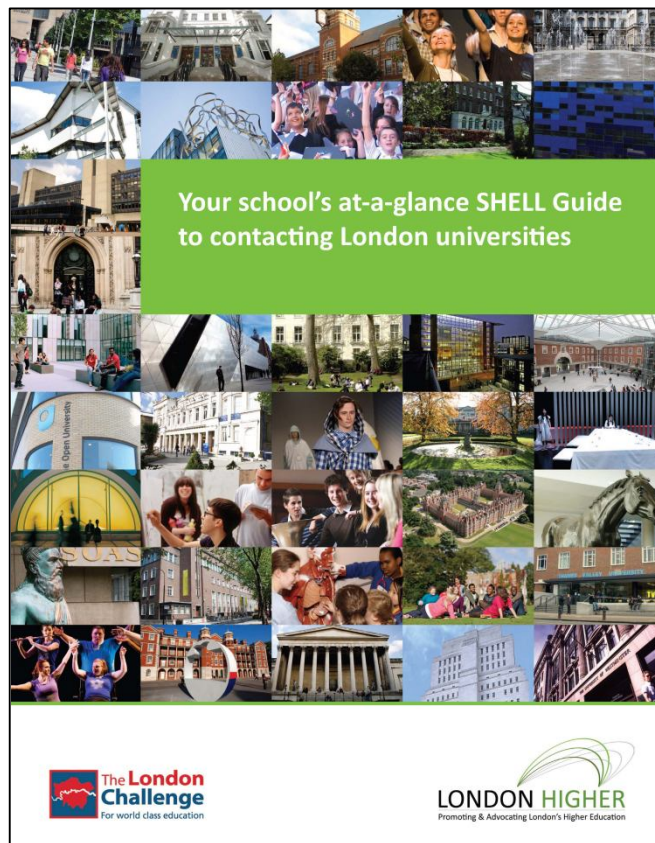
Scale: 400+ schools; 40+ HEIs

Practical methods include:

At-a-glance SHELL guide



2 Printed and online SHELL guide to London HE contacts



Select the broad subject areas

Tick all that apply or leave blank.

- ☐ Business/Admin studies
- ☐ Health, Dentistry & Medicine
- ☐ Humanities & Social/Economic/Pub
- ☐ Media, Creative & Performing Arts,
- ☐ Modern Foreign Languages
- ☐ Science, Technology, Engineering,
- ☐ Sports & Leisure

Select the activities you are int

Tick all that apply or leave blank.

- ☐ Visits in to schools by HEI
- ☐ School visits to the HEI



3 But there is asymmetry in the relationship schools ↔ HEIs

Difficulty in creating a similar 'one-stop shop' directory for schools

And what is the scope for enduring co-operation in the new era of competition?



The end notes

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