



International
Curriculum
Association

Welcoming a Pioneering Partnership

July 2024





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As the global education landscape evolves rapidly, the demand for a holistic and forward-thinking approach to learning has never been greater.





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Our partnership

This strategic collaboration brings together the ICA's rich educational resources and expertise with 8billionideas' cutting-edge approach to preparing students for the challenges and opportunities of the future. The partnership aims to redefine the educational landscape by seamlessly integrating entrepreneurship, critical skills development, and well-being into the core curriculum.

Cutting-edge, future-focused learning

Programmes designed to give students a head start towards a brighter future, by having the freedom to explore bold ideas and learn real-life skills.



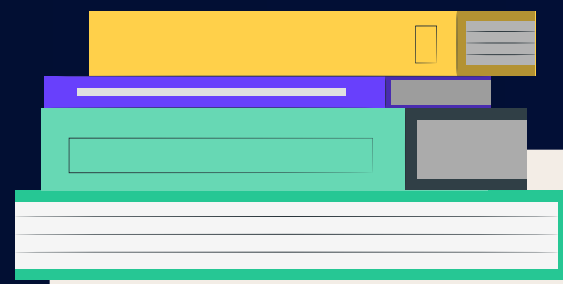
Rich educational resources and expertise

An International Curriculum that for over 20 years has been regularly enhanced for teachers and leaders, by teachers and leaders.



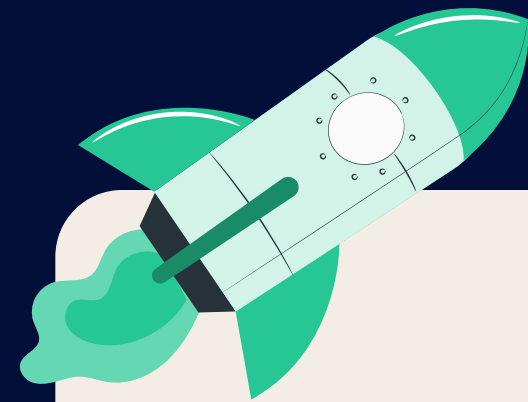
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Key Highlights of the Partnership



Entrepreneurship Education

We will introduce a comprehensive entrepreneurship curriculum that equips students with the mindset and skills needed to navigate the complexities of the modern business world.



Skills for the Future

8billionideas' innovative approach to developing critical skills for the future, such as creativity, collaboration, and adaptability, will be seamlessly integrated into the ICAs existing offerings.



Wellbeing Education

Recognising the importance of mental health and well-being, the partnership will introduce resources and programmes aimed at promoting emotional intelligence and resilience among students.



Professional Development for Educators

We will jointly provide professional development opportunities for educators, ensuring they are well-equipped to deliver the enhanced curriculum effectively.





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Where Are We Starting?

Recognising the demand for a comprehensive approach to teaching beyond traditional academics, ICA and 8billionideas aim to introduce schools to a groundbreaking initiative known as The Critical Curriculum.

The partnership aims to equip students with essential skills, starting with a focus on Entrepreneurship. By offering end-to-end services, ICA schools can seamlessly incorporate these programs, ensuring a holistic and practical education that prepares students for the challenges of the modern world.



Entrepreneurship

2024-2025



Well-being

2025-2026



Health & Performance

2026-2027



Life Skills

2027-2028



Careers

2028-2029

Looking ahead, we are committed to annual updates, introducing new pillars within The Critical Curriculum to ensure that schools continuously receive cutting-edge content.

What do the schools get?

AGES 2-5

ieyc

My Favourite Things

Let's Go Shopping

Meena's Cake Shop

AGES 5-11

ipc

Lightbulb Moments

World of Business

Design The Next Toy Craze

Awareness Aces

Green My City

Incredible Intrapreneurs

AGES 11-14

imyc

Across The Board

Business Code Red

City Changers

Entrepreneurship 2024-2025

Our content is tailored to IEYC, nurturing early years business literacy. Students advance through three stages, exploring business concepts via play, counting, classifying, and imagining.

Our IPC-aligned content sparks creativity and ideation, introducing students to the world of business. They explore entrepreneurship through hands-on challenges, importing business ideas globally, and developing design thinking skills.

In perfect alignment with the IMYC, our immersive content enriches students' educational journey by cultivating entrepreneurial mindsets. Through engaging challenges, students delve into the intricacies of product design, user experience, and iteration while solving world-changing problems.

Well-being 2025-2026

Taking Care Of Me I

Taking Care Of Me II

Taking Care Of Me III

Storytellers

Wonderful Me, Amazing You

Act It!

Culture Explorers

Express It!

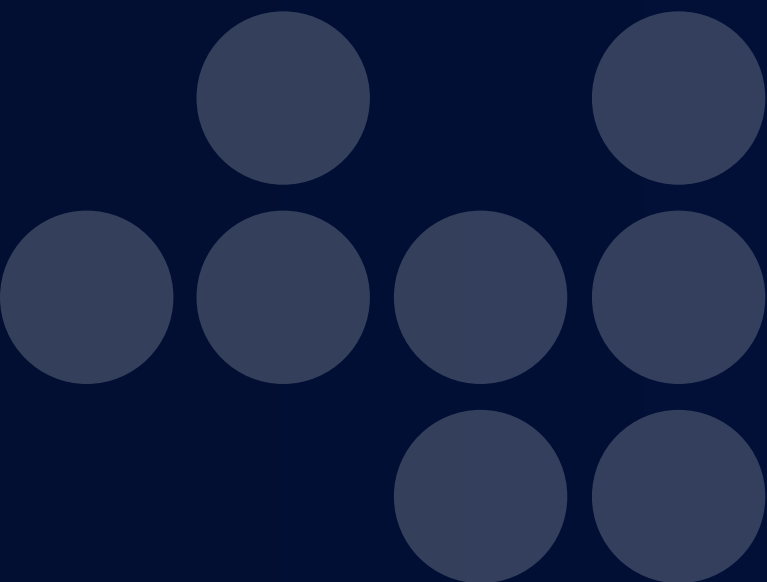
Dear Future Me

Healthy Hype

Better Bonds

Personal Philosophy

Health & Performance 2026-2027



What do the schools get?

AGES 2-5



Entrepreneurship

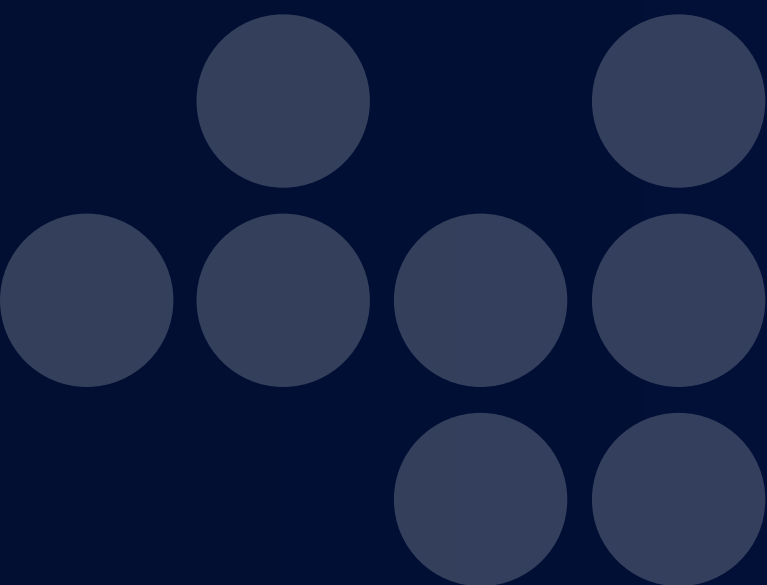
2024-2025

My Favourite Things

Let's Go Shopping

Meena's Cake Shop

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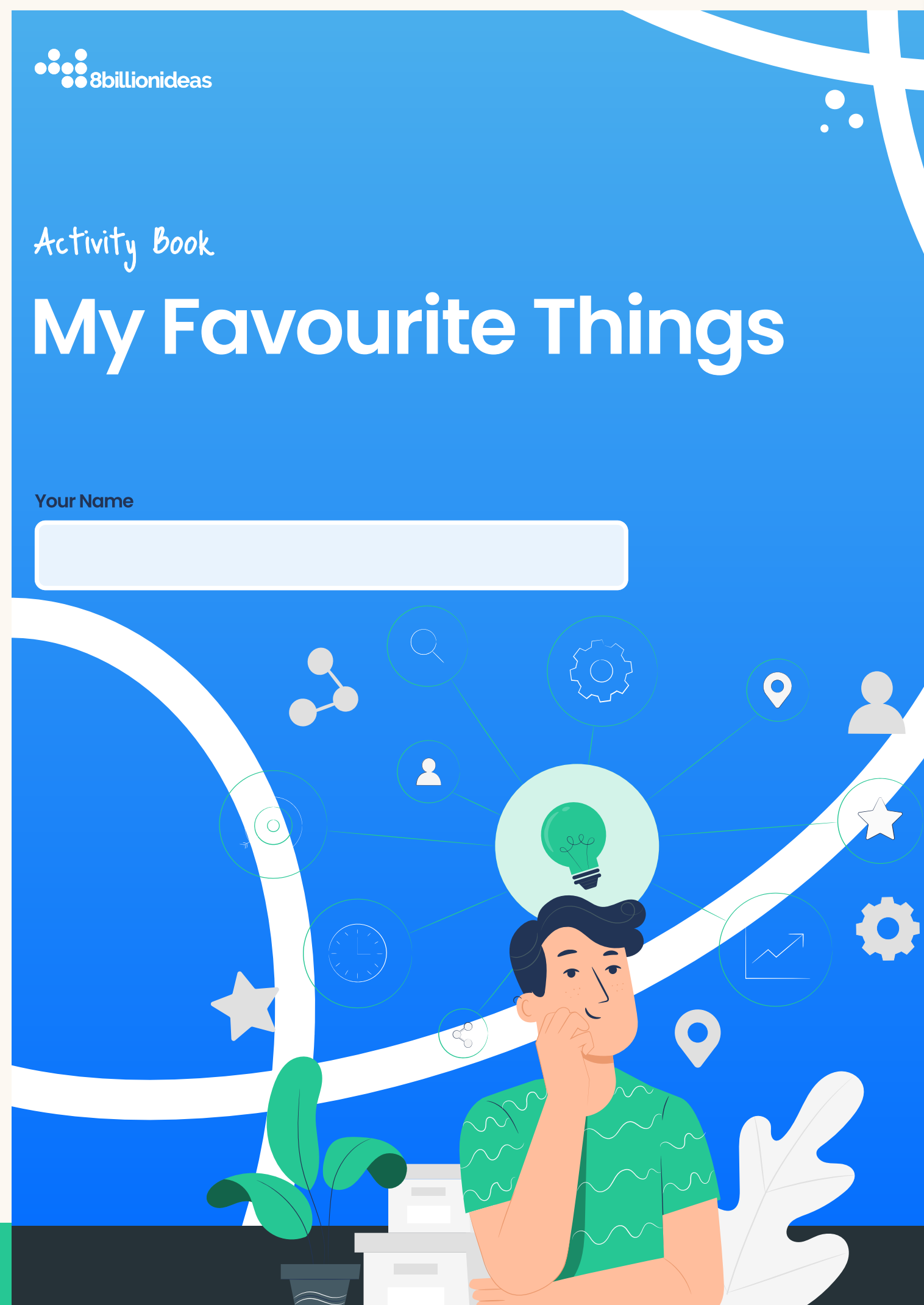




Programme Deep Dive

My Favourite Things

- My Favourite Things aims to develop an appropriate foundation for entrepreneurship education, introducing the concepts of value and worth through exploration and play. What's the foundation of knowledge we want to build? Things have value and worth that's different between individuals, and we can share and swap the things we like. Our favourite things are either things we want or need.



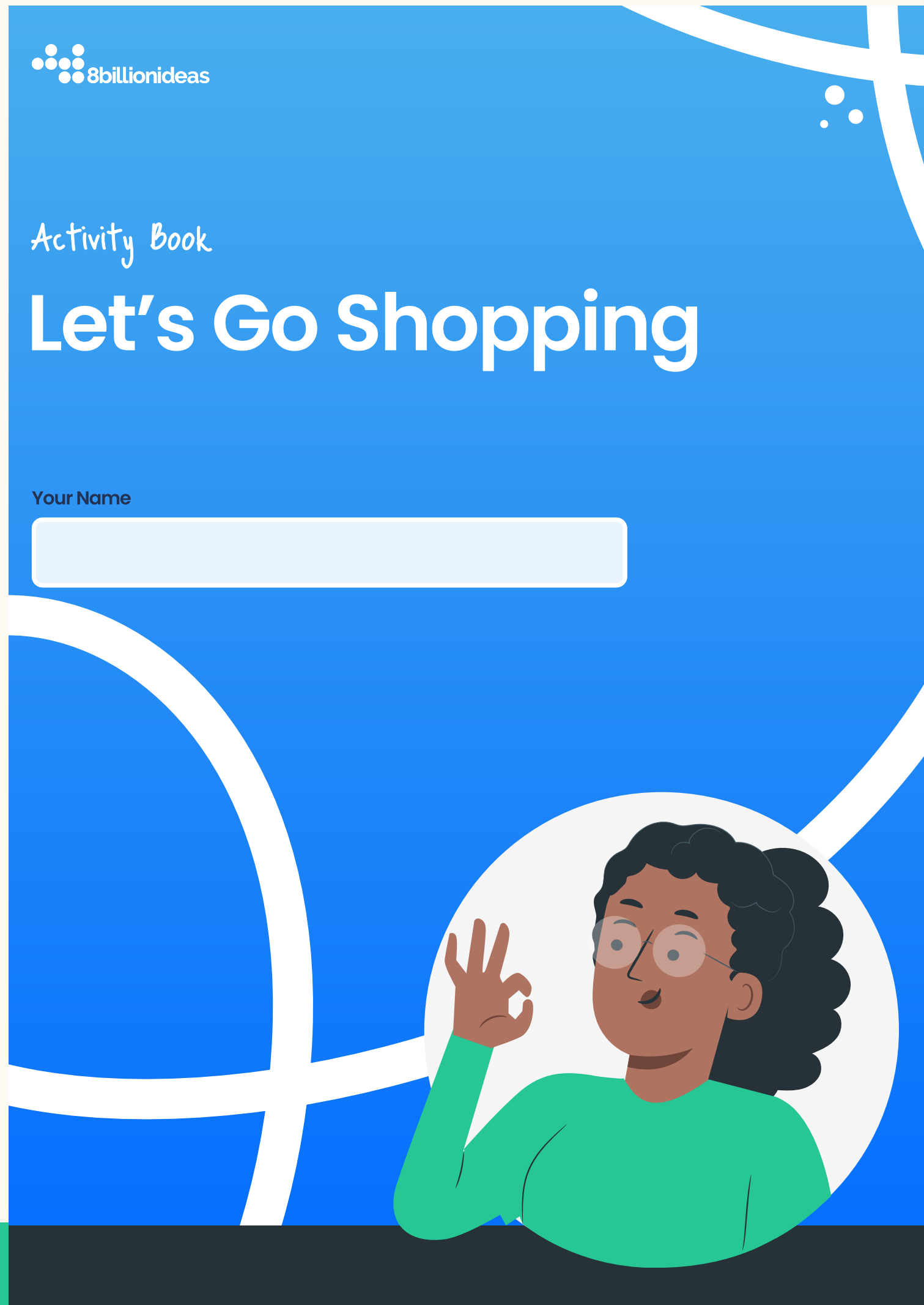
Agenda

- Introduction
- Special, Favourite, Useful Part 1
- Special, Favourite, Useful Part 2
- The Magpie Part 1
- The Magpie Part 2
- Swapping And Sharing





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Programme Deep Dive

Let's Go Shopping

- Let's Go Shopping introduces the concepts of shopping and buying through play to build the foundation of early years' entrepreneurship education. What's the foundation of knowledge we want to build? Know that shopping is different from swapping or sharing because it involves money- explore the concept of money through play.

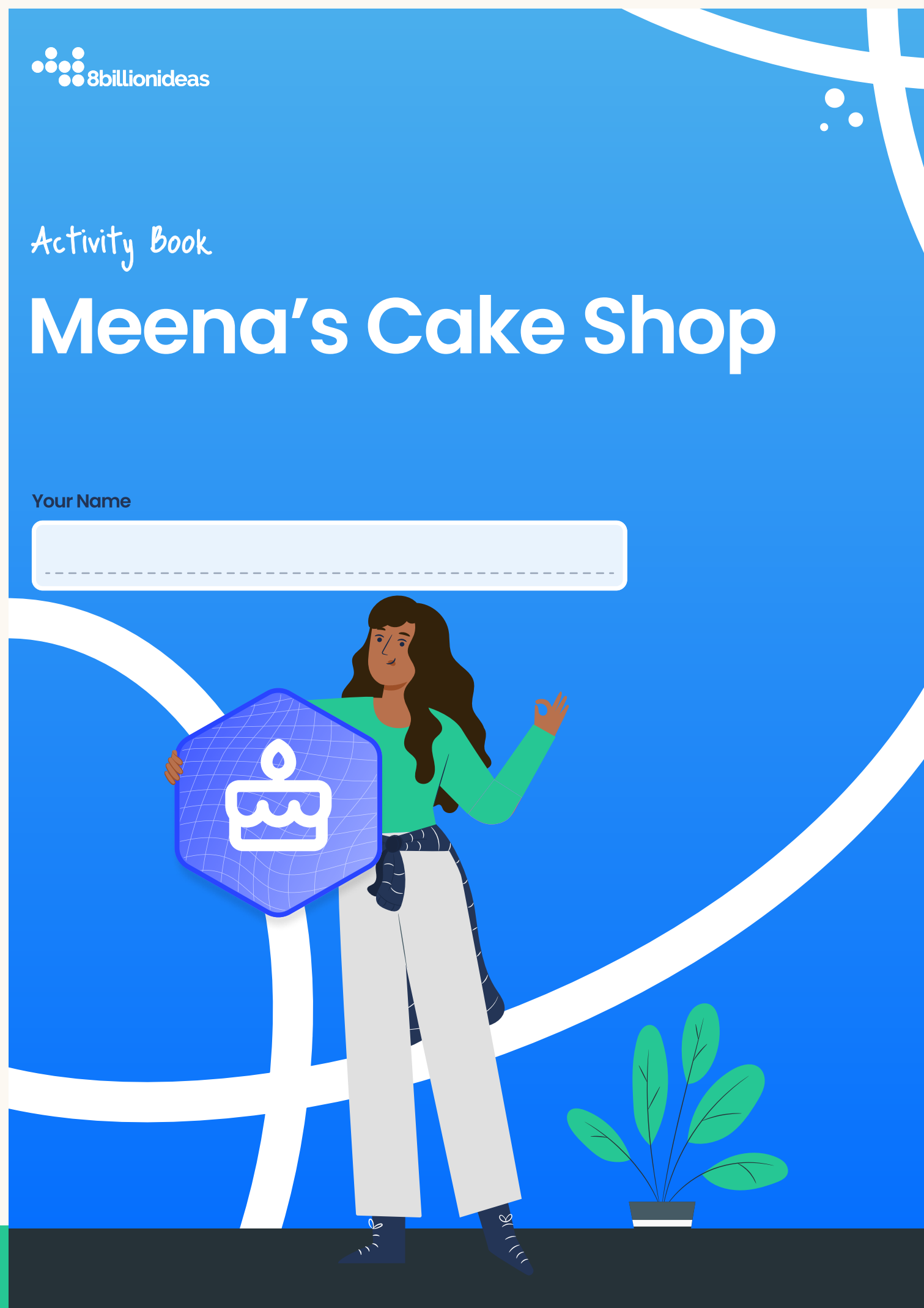
Agenda

- Let's Get Groceries
- What Do You Need From The Shop?
- How Much Is It?
- Choosing A Gift
- Shops Around Us





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Programme Deep Dive

Meena's Cake Shop

- Meena's Cake Shop introduces the students to explore entrepreneurship in a way that encourages play. What's the foundation of knowledge we want to build? Explore the concept of product development through the lens of a shop that sells world-class and *very tasty* cakes!

Agenda

- Meet Meena
- Popular Cakes
- The Star Cupcake
- Filling The Shelves
- Opening Day



Entrepreneurship

2024-2025

AGES 5-11



What do the schools get?

Lightbulb Moments

World of Business

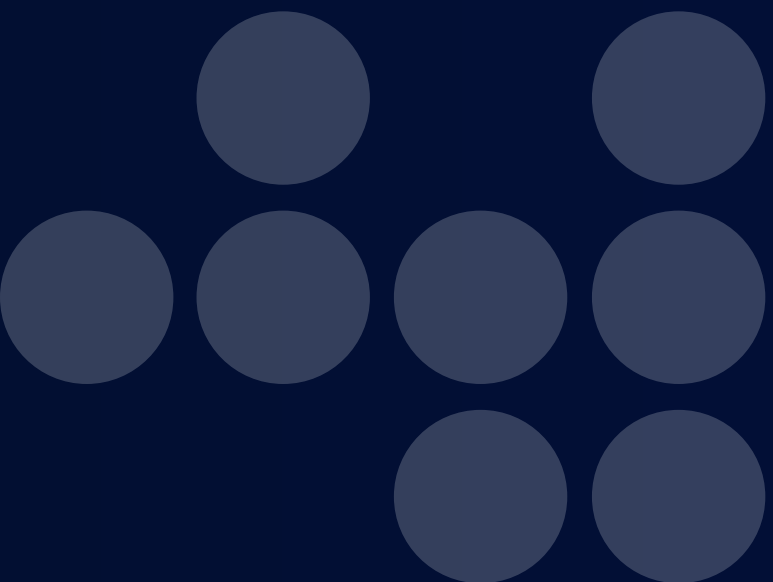
Design The Next Toy Craze

Awareness Aces

Green My City

Incredible Intrapreneurs

Our IPC-aligned content sparks creativity and ideation, introducing students to the world of business. They explore entrepreneurship through hands-on challenges, importing business ideas globally, and developing design thinking skills.

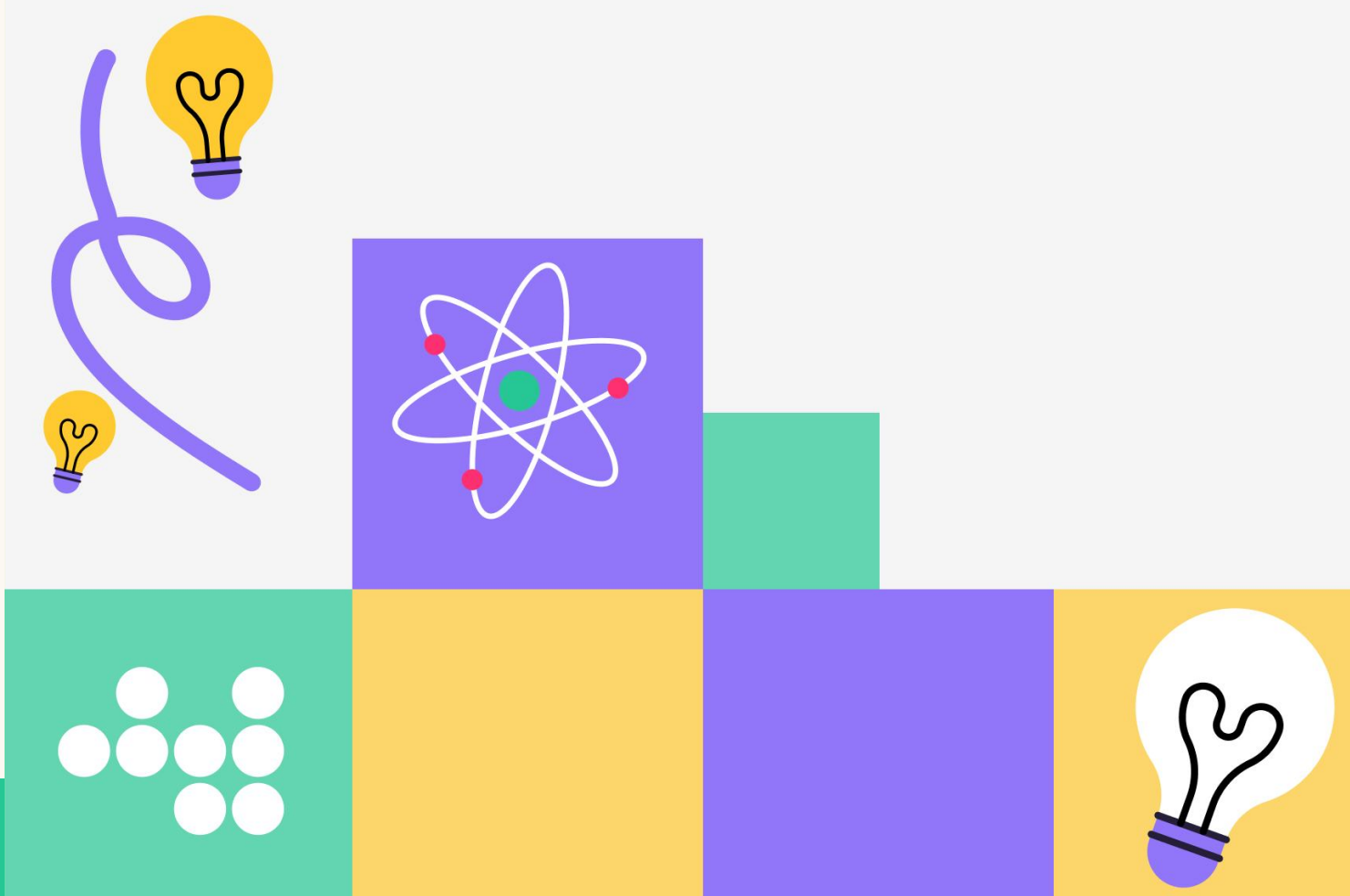




Activity Book

Lightbulb Moments

Your Name



Programme Deep Dive

Lightbulb Moments

- Students will use their entrepreneurial skills of creativity and innovation to come up with an amazing business idea, make a hands-on prototype for that idea, and develop a trailer to showcase their product. Throughout this programme, students will be developing their skills across different experiences to get excited about entrepreneurship and execute an amazing idea.

Agenda

- Introduction
- What Makes An Entrepreneur
- Lightbulb Moments: Coming Up With Business Ideas
- Concept To Prototype
- Make A Trailer





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Programme Deep Dive

World Of Business

- World Of Business is a 8billionideas Challenge that explores business literacy and awareness of the world around us.

The final project: create and present the best business idea in the world based on the knowledge explored, creating a shopfront, poster, or signage OR Research and present a country's unique business profile, creating a stall or show and tell props for an 'Around The World In Business Fair'

Agenda

- Introduction
- Around The World In Business
- Import Export
- The Final Project
- Showcase



Design the Next Toy Craze

Your Name



Programme Deep Dive

Design the Next Toy Craze

- This captivating programme, tailored for young minds aged 10-11, blends education with creativity, allowing students to explore the complexities of the toy industry. Students embark on an exciting adventure, gaining insights into the various facets of the toy industry. They adopt the perspective of toy designers, considering market trends, child preferences, and safety standards. Through interactive sessions, students apply their creativity to design their own toys, unveiling a world of possibilities.

Agenda

- Introduction
- Design The Next Toy Craze
- Meet Your First Customer
- Concept To Prototype
- The Art Of The Pitch





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Programme Deep Dive

Awareness Aces

- Understand traction by taking action. Who can get the most people to take action on their charitable idea? In this engaging programme, students will learn how to blend doing good with the key fundamentals of entrepreneurship. Can your students showcase that they are able to raise awareness for a cause close to their hearts?

Agenda

- Creating A Pledge
- Creating Awareness
- Creating Traction
- Word Of Mouth
- Sponsor Challenge





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Programme Deep Dive

Green My City

- Solving a problem related to environmental and social sustainability in cities, students dive deep into their entrepreneurial skill sets, creating problem statements that clearly define an aspect of sustainability they want to solve, and create a prototype model of their solution.

Agenda

- Introduction
- What Makes An Entrepreneur
- Meet Your First Customer
- Concept To Prototype
- The Art Of The Pitch





Programme Deep Dive

Incredible Intrapreneurs

- The entrepreneurial mindset is a powerful one to foster as it enables a young person to create incredible ideas and businesses. But what if we used that mindset to improve, not just a business, but ourselves? Become the most incredible 'Intra'preneur and come up with an idea to innovate your life at school or home.

Agenda

- What Makes An Entrepreneur
- Innovate Self
- Innovate Home
- Innovate School
- Innovate Community



What do the schools get?

AGES 11-14



Entrepreneurship

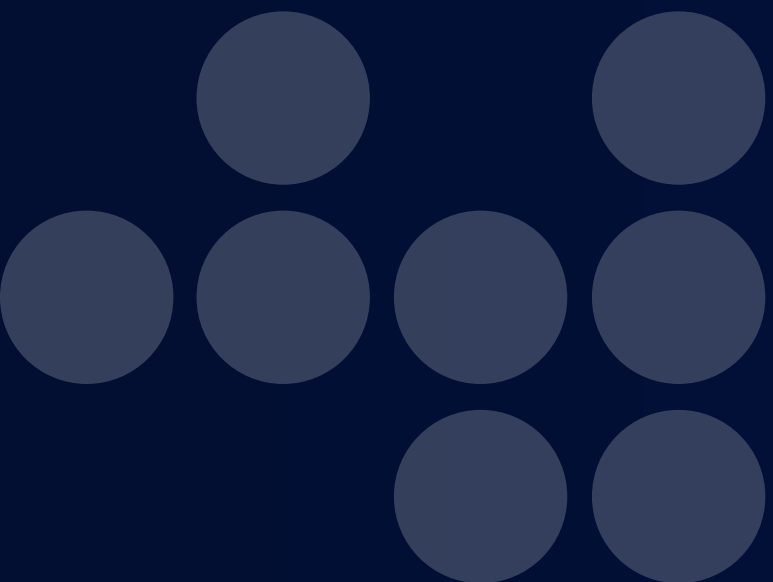
2024-2025

Across The Board

Business Code Red

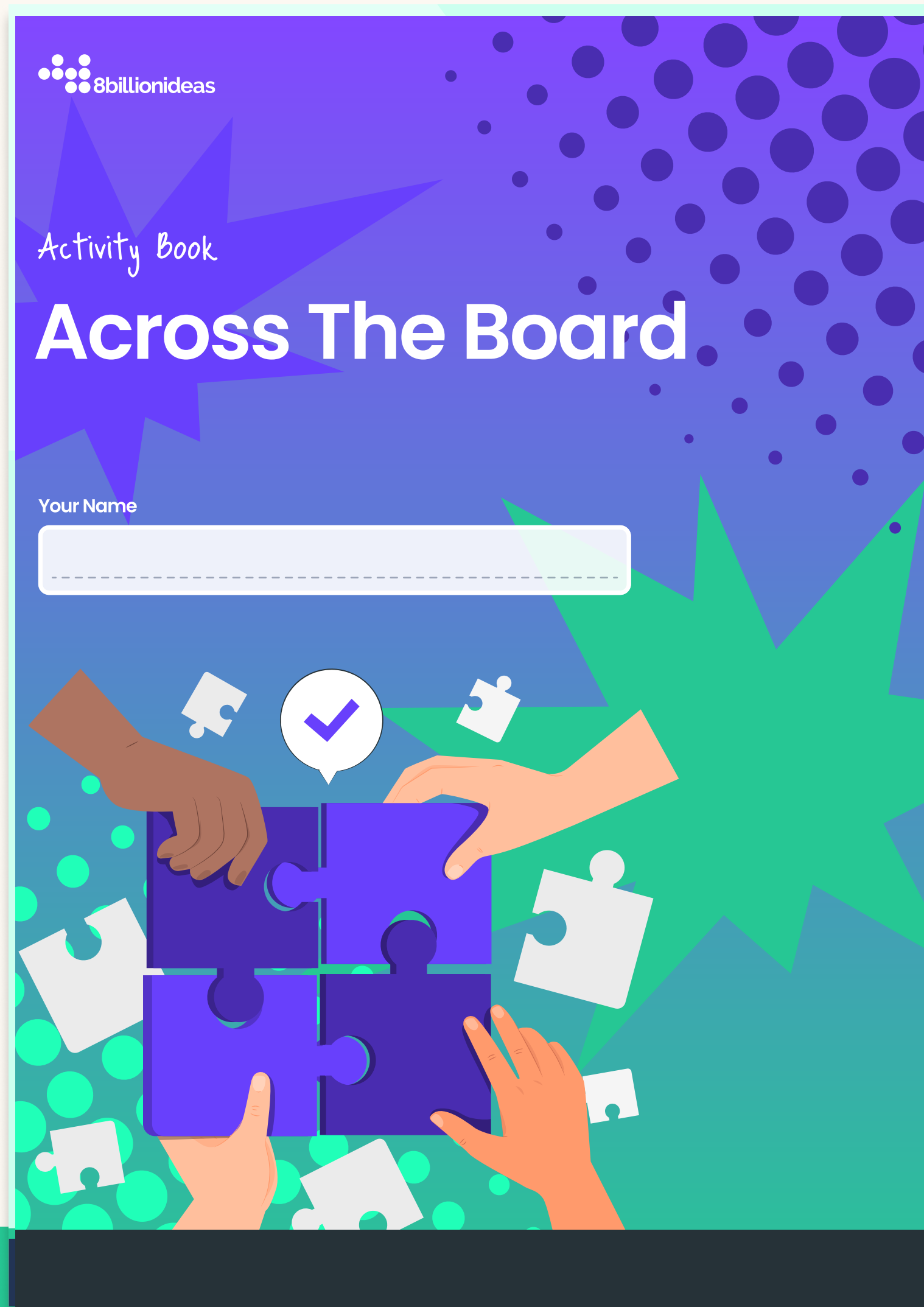
City Changers

In perfect alignment with the IMYC, our immersive content enriches students' educational journey by cultivating entrepreneurial mindsets. Through engaging challenges, students delve into the intricacies of product design, user experience, and iteration while solving world-changing problems.





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Programme Deep Dive

Across The Board

- A programme all about how play testing makes the best products. Students will learn about product design, user experience, and iteration by making and play-testing a board game. Students get a taste of how products are made and iterated upon, develop their creativity and design skills; no prohibiting tech is required, only lo-fi materials such as cardboard and paper.

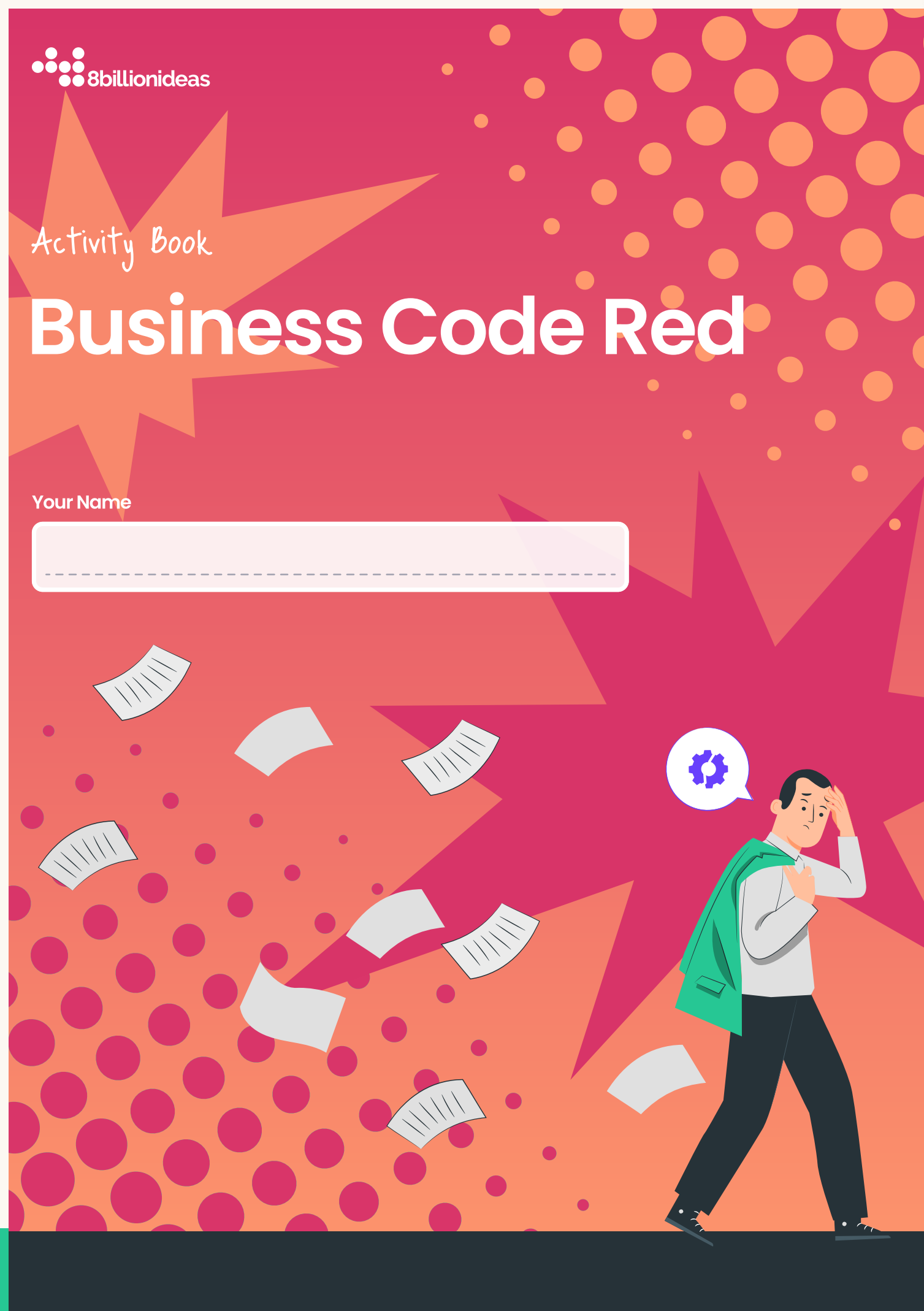
Agenda

- Introduction
- Games And Product Design
- Concept To Prototype
- Play-test And Iterate
- The Art Of The Pitch





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Programme Deep Dive

Business Code Red

- In this Course, students will be role-playing as business consultants in this scenario-based day. They will hear all about a failing fictional business, Deadzone Communications, and roll up their sleeves to improve different aspects of the chaotic company, from its recruitment crisis to its customer service. The programme culminates with an impact report. Here, students will compile all their expert consultant findings and dispense their wisdom. Whose recommendations and tough love will save Deadzone from the point of ruin?

Agenda

- What is Consultancy?
- The Recruitment Crisis
- Retaining The Right People
- Refining The Product
- Reaching Out To Consumers
- Impact Reports





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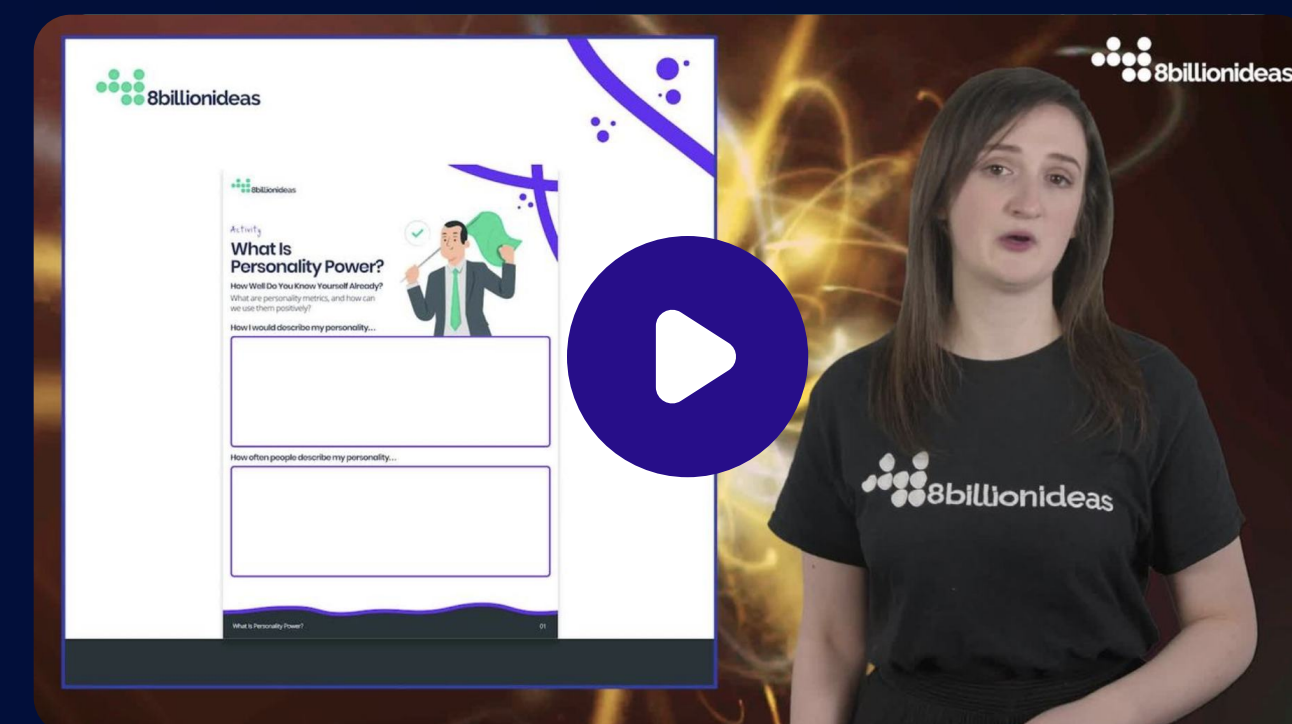
Programme Deep Dive

City Changers

- A sustainability focused programme that complements school sustainability initiatives, and provides students with an opportunity to develop the entrepreneurial skills of innovation, creativity, and problem-solving.

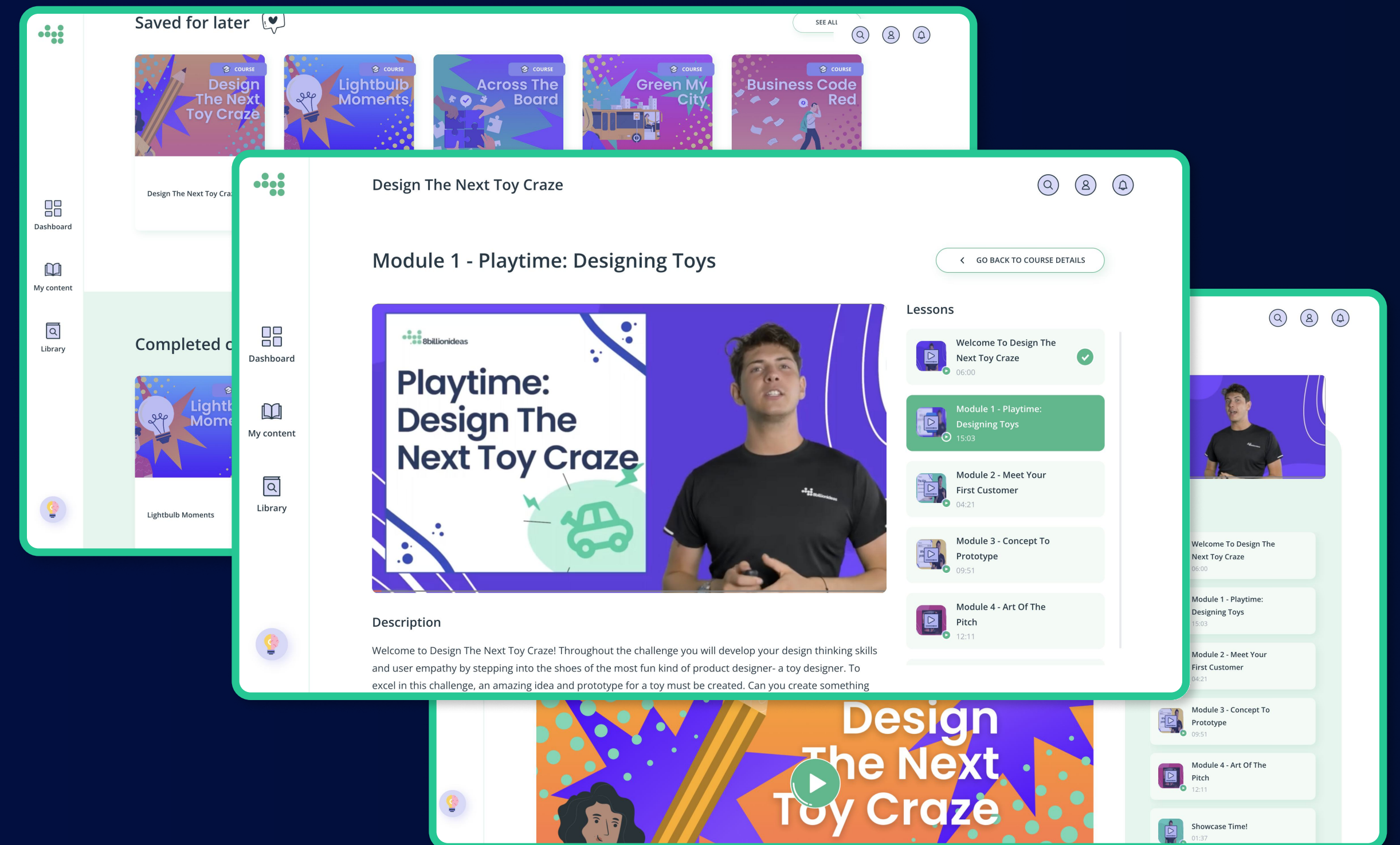
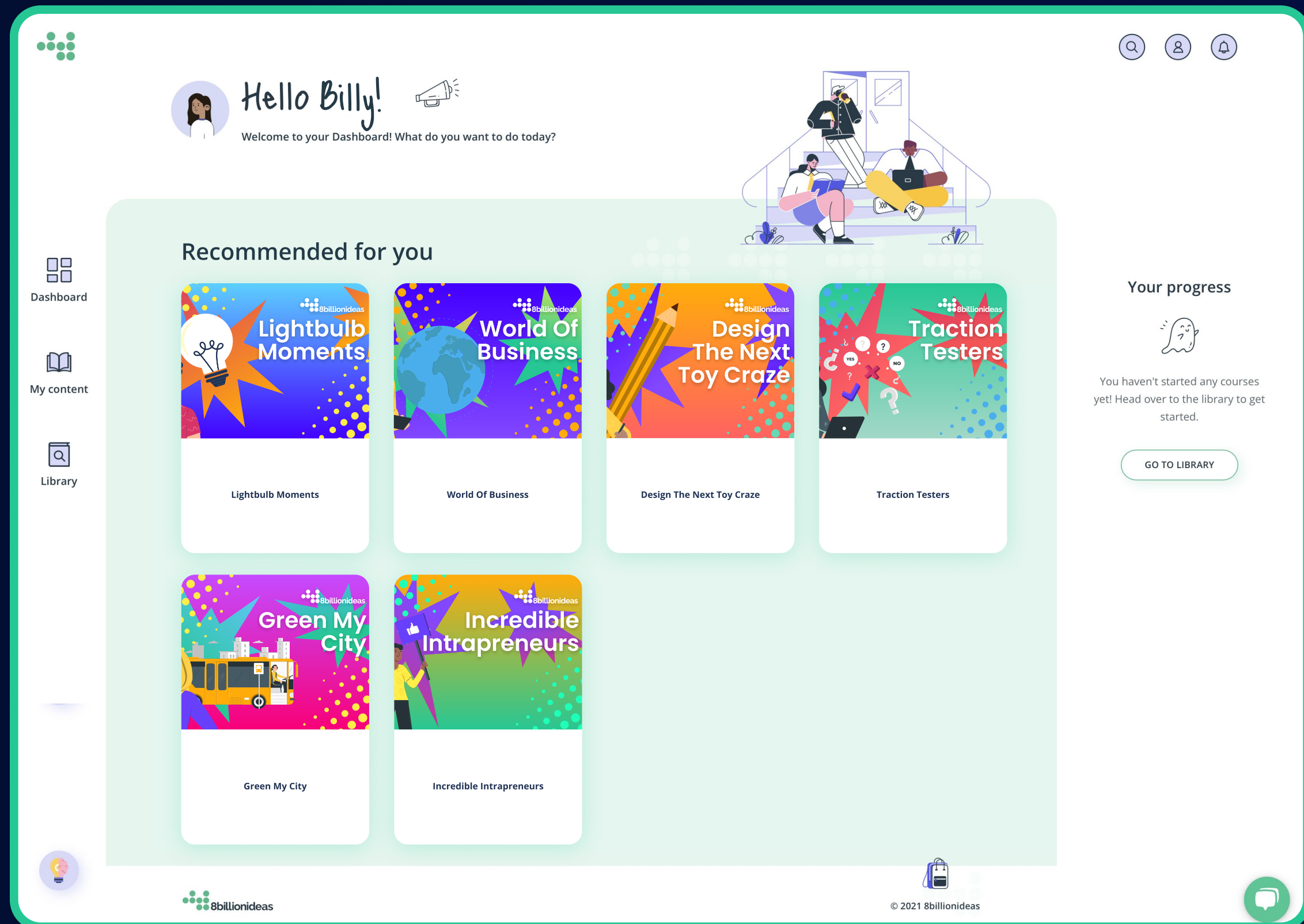
Agenda

- Solve It: Sustainable Cities
- Brand A City
- Tell The World: Create A Campaign
- Your City
- Showcase Time!



The 8billionideas Learning Platform

All of our in-house created content is hosted on our student friendly and interactive Learning Platform. Students can easily engage with programme videos and activities, led through the content by our world-class 8billionideas Facilitators.





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What do the schools get?



01 —

Immediate Access to Engaging Content

Partnering schools gain immediate access to 8billionideas' content, presented in a familiar format and can be easily integrated into their lesson plans.

02 —

Comprehensive Teacher Training

Educators receive training and ongoing support to effectively implement 8billionideas' programs into their curricula. This comprehensive guidance maximises the learning potential of each programme.

03 —

Dedicated Ongoing Support

Partner schools benefit from dedicated project managers who offer ongoing support and our 8billionideas Facilitators. Whether addressing inquiries or providing guidance, this ensures a smooth implementation process.

04 —

Strategic Marketing Support

Schools joining as 8billionideas partners through this collaboration receive exclusive marketing materials to effectively communicate the relationship and highlight the innovative partnership.



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Backed by our Education Advisory Board



Silas Edmonds

Principal,
Ewell Castle School



Iain Burns

Managing Director at
Smartwaytodoit LLP



Wendy Parry

Assoc. Director HE,
Shrewsbury Intl.
School Bangkok



Brian Cooklin

RMD, Nord Anglia
Education Europe



Maryssa O'Connor

Senior Vice-
President,
GEMS Education



Sir Clive Woodward

Exec. Coach, Director
of Sport, Apex2100



Dr. Linda Rush

Education Expert,
Min. of Education,
UAE



Chris Thomson

CEO,
Apex2100



Adrian McLean

Dir. of Personal Dev.,
Wellbeing and
Belonging, SAET



Ed Lawless

Exec. Dir. at Qatar
Foundation Pre-
University Education



Una Barras-Hargan

Primary Principal,
Lusaka International
Community School



Martin van der Linde

Head of School,
British School
Manila



Anita Gleave

CEO,
Chatsworth Schools



Ann Haydon

Headmistress,
Harrow Hong Kong



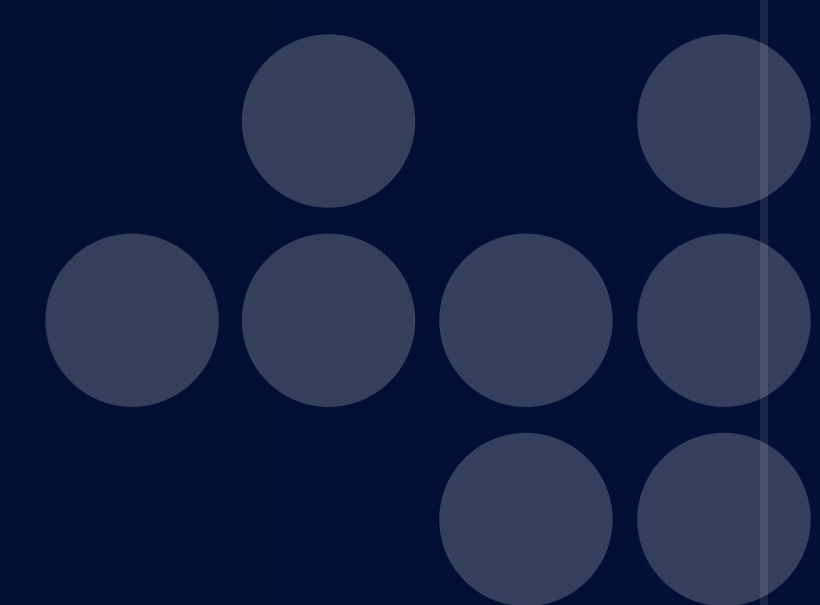
Lisa Capper, MBE

CEO & Prin., Stoke on
Trent FE College



William Goldsmith

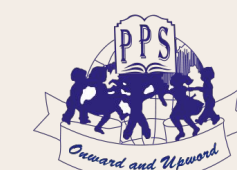
Head of St George's,
Windsor Castle





Becoming a 8billionideas school

By aligning with a brand trusted by hundreds of international schools worldwide, 8billionideas schools can differentiate themselves in the education landscape. This positioning communicates a commitment to innovation and creativity, preparing students for a future where adaptability and real-world skills are paramount.





International Curriculum Association

Access to our world-class Facilitators and Project Manager

We know that every school is different. Our dedicated and engaged team will help you get the best out of our content and seamlessly integrate it into your school environment.



Sanya Ogunlade
Mentor & Facilitator



Claire Strachan
Mentor & Facilitator



Lanre Danmola
Mentor & Facilitator



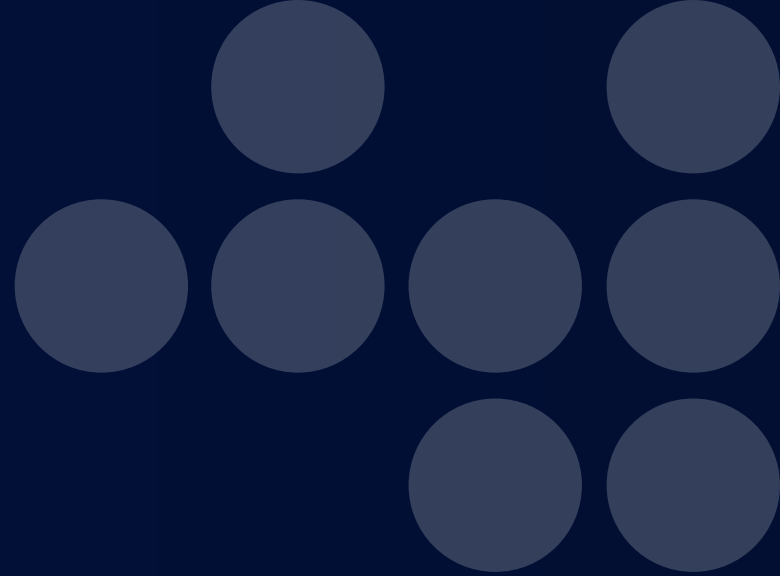
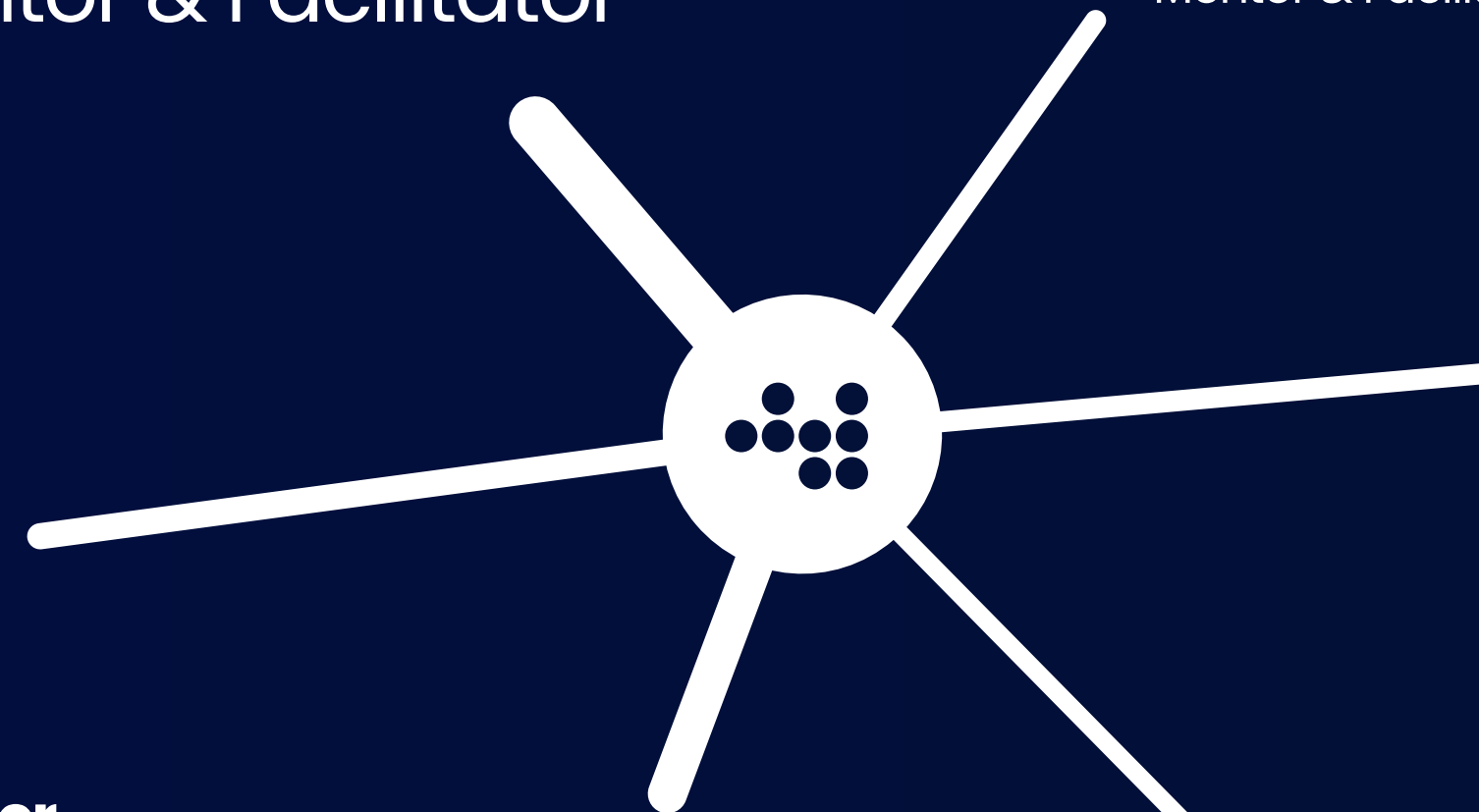
Maryam Matter
Mentor & Facilitator



Whitney Uche-ndubuisi
Mentor & Facilitator



Tom O'Dea
Mentor & Facilitator





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Explore the full 8billionideas offering

Beyond the Challenges programme, ICA schools have the opportunity to explore 8billionideas' extensive portfolio of courses. From entrepreneurship and design thinking to leadership and sustainability, these courses offer an exciting educational experience tailored to diverse interests across all age groups.



FOR AGES 4 TO 11

Challenges

Introduce your primary years students to the core skills at a fundamental level, and pull from aspects of all pillars of learning with our approach to learning for the primary space.



FOR AGES 11 TO 14

Curriculum

Integrate inspirational week-to-week learning into your timetable. Our Curriculum consists of three Levels, allowing your students to progress across all the core skills through project-based learning.



FOR AGES 14 TO 18

Courses

Explore one-off programmes that make deep dives into each learning pillar.

Early Years Cluster Package

AGES 2-5



Entrepreneurship

2024-2025

My Favourite Things

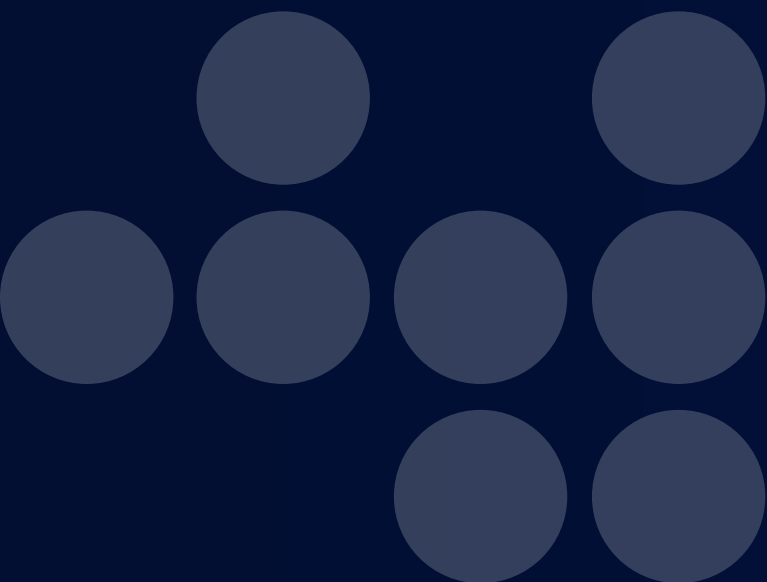
Let's Go Shopping

Meena's Cake Shop

Total: £1500

Total: \$1950

Our content is tailored to IEYC, nurturing early years business literacy. Students advance through three stages, exploring business concepts via play, counting, classifying, and imagining.



Primary Cluster Package

AGES 5-11

ipc

Entrepreneurship

2024-2025

Lightbulb Moments

World of Business

Design The Next Toy Craze

Awareness Aces

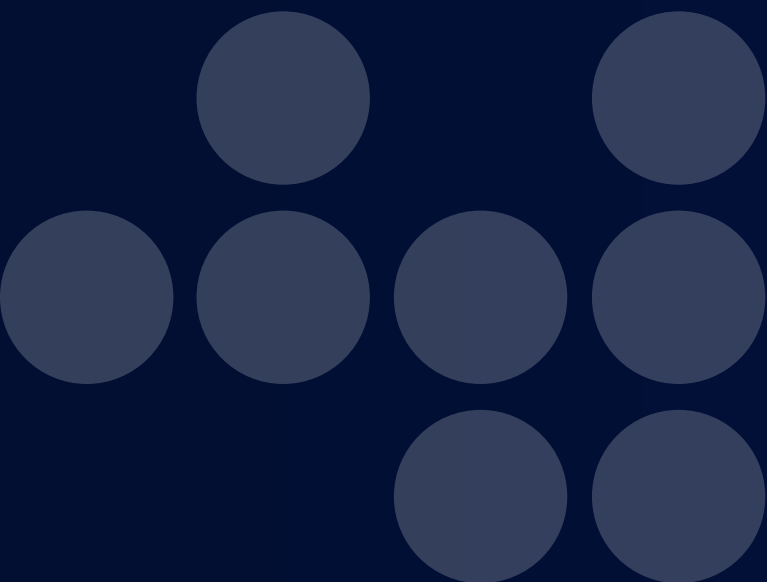
Green My City

Incredible Intrapreneurs

Total: £3000

Total: \$3900

Our IPC-aligned content sparks creativity and ideation, introducing students to the world of business. They explore entrepreneurship through hands-on challenges, importing business ideas globally, and developing design thinking skills.



Middle Years Cluster Package

AGES 11-14

imyc

Entrepreneurship

2024-2025

Across The Board

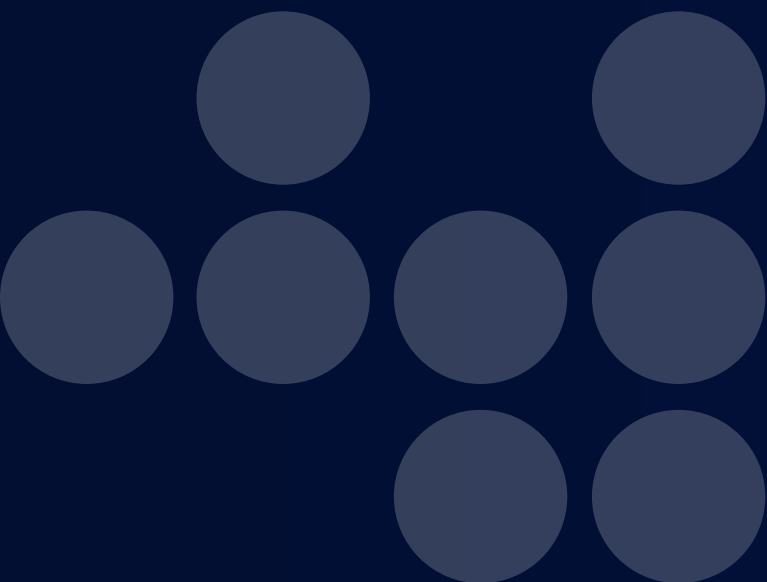
Business Code Red

City Changers

Total: £1500

Total: \$1950

In perfect alignment with the IMYC, our immersive content enriches students' educational journey by cultivating entrepreneurial mindsets. Through engaging challenges, students delve into the intricacies of product design, user experience, and iteration while solving world-changing problems.



Age 2 – 14 Full package

AGES 2–5

ieyc

My Favourite Things

Let's Go Shopping

Meena's Cake Shop

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AGES 5–11

ipc

Lightbulb Moments

World of Business

Design The Next Toy Craze

Awareness Aces

Green My City

Incredible Intrapreneurs

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AGES 11–14

imyc

Across The Board

Business Code Red

City Changers

In perfect alignment with the IMYC, our immersive content enriches students' educational journey by cultivating entrepreneurial mindsets. Through engaging challenges, students delve into the intricacies of product design, user experience, and iteration while solving world-changing problems.

Total: £6000

Total: \$7800

25% off for schools that book before 31st August!



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Head to our landing page to find out more!

Or, if...you would like to schedule a meeting
with one of our team members if you have
any questions, scan this code to get in touch:

Schedule a meeting
with our team:



Scan Me!

