



What can my school achieve with solar?
Start typing your school's name and select from list

HARNESS THE SUN

Every hour of every day, the sun produces more energy than all of humankind consumes in on year.

Our sole aim at Solar for Schools is to open up that inexhaustible energy source by way of solar cells on the roofs of schools, while helping develop childrens' responsibility for the environment.

We help schools go solar by managing and de-risking the entire process of funding, installing, managing and maintaining solar panels, giving schools peace of mind, now and in the future.

HOW IT WORKS

We simplify the process to minimize your risk and maximize your school's impact.

- REGISTER
- SITE SURVEY
- INSTALL
- SAVE MONEY
- EDUCATE

Register.

When you register your school, we conduct and send to you a free desktop survey of the school to determine potential savings and suitability.

You can then use this and other information we provide to start a conversation with the school head, governors and other leadership.

Begin by registering your school

HUGE ADVANTAGES

Even a modest 30 kWp system delivers impactful results. For your school and for the world.

- Help inspire students with projects and exercises
- Cut about 300 tonnes in CO2 entering atmosphere
- Generate about 23% of current electricity usage
- Cut bills by about £13,900 over the next 20 years
- Additional income of £38,000 forecasted in CBS profit sharing
- Deliver free electricity for at least a decade afterwards

See what other schools are achieving

IT'S IMPORTANT

Solar for Schools was founded to help every school contribute to reducing global warming and educate the next generation on how to live sustainably at no additional cost.

Our important mission is partly funded and supported by:

WE'RE WITH YOU

Solar for Schools has a lofty but completely achievable goal: to enable every school in the world to install solar panels.

We'll help your school be among the first by providing advice, online tools, back office systems, financing options and process and much more.

A WORTHY PLEDGE

Our mission is simple.
Go solar. Cut carbon. Save money. Inspire the next generation.

Over 50 schools throughout the UK have gone solar with Solar for Schools. Among them are School 1, School 2 and School 3. Read more about what they've accomplished with Solar for Schools.

- Learn More
- Learn More
- Learn More

A WIN-WIN-WIN SITUATION

A win for your school.
A win for social-impact-minded investors.
A win for the planet.

As a school we believe it is important to prepare our students to be confident members of society and to be able to take informed decisions when they are older. It is important for our current students to understand the different aspects that are involved in tackling global issues at a local level and the solar PV helps us do just that.

-Louise Allen (Penair School)

Go solar and register your school | See featured resources

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Savings Economics | Solar Technology | School Requirements | The Process | Champions Needed | Who We Are | Management Team | Education Board | Funding Options | Donate | Invest | Teachers | Students | Parents

info@solarforschools.co.uk | 01284 530020

Branding Recommendations

- + new logo that evokes sun and playfulness
- + brighter colour palette of yellow, blue and gray
- + thin, modern fonts
- + rounded buttons and geometric containers
- + subtle use of material design

Opening with the main video
Logo and tagline overlay become small as video plays

Allow schools to begin experimenting right away

Overarching goals for the future
Soundless animation (GIF) of the entire process, perhaps inspired by this whiteboard illustration but with cleaner lines and defined narrative

A breakdown of how Solar for Schools works.
This should auto-animate (30 second rotation) as well as be clickable. Current icon is in colour while others are grayscale.

Icons in playful but legible style, like this example:

Trustworthiness and Brand Recognition
Include major investment partners as well as recognizable newspapers or TV programs that have mentioned or featured Solar for Schools.

Showing other schools
Similar to what is on the newly updated landing page, this section showcases schools who have successfully gone solar.
Choose schools from varying backgrounds (perhaps small and large student bodies, no capital vs lots of capital, new schools or older schools, etc.) to give a broad scope of who has benefited
Learn More links to a page similar to what you have currently, where their savings are listed upfront and testimonials are included.

Logo and invitation to subscribe
Menu in the footer. It is typically recommended that navigation not be present in the headers of landing pages; the landing page should be engaging and clear enough to not warrant it. Since this is both a landing page and informational page, a menu is placed at the bottom.

Instead of navigation, only important contact and social media information.

Aspirational copy and hopeful, simple language

Primary call to action changes depending on the icon clicked. For the others, this might be:
Site Survey | Sign up to survey with us (for installation companies)
Install | Watch crews install a system (link to a video)
Save Money | See how much money schools are saving (link to case study)
Educate | Drop in on a classroom discussion (video)

Secondary call to action so that schools can envision themselves as partners with Solar for Schools

Assuage the fears of the complex.
Three short video clips, approx. 60 seconds long, with subtitles and option for audio that give an overview of:
+ the financial and planning tools in use
+ short talk with investors that praise the program
+ short insight into classroom lessons / resources

Including a carousel of testimonials from schools
Primary call to action + chance to check out some of the educational resources so that they can more clearly see parts they might play once the systems are installed.