

The Butterfly Project



CONTACT US
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[thebutterflyprojectuk](https://www.instagram.com/thebutterflyprojectuk)
WEBSITE:
<https://cutt.ly/ZygnLve>

THE TEAM



OUR GOAL

Despite our need to adapt the project, our goal remained consistent: to provide STEM opportunities to those disadvantaged by health crises. We wanted to recognize the importance of mental health when physical health is deemed the sole priority.

SUSTAINABLE DEVELOPMENT GOALS ADDRESSED

3 GOOD HEALTH AND WELL-BEING



On our online journal we also had a positivity section dedicated to lifting the spirits of young people during the stressful time of the COVID-19 crisis, in this section we posted articles aimed to maintain good well-being during quarantine. Furthermore, on Instagram, we posted advice on how to make online learning as effective as possible, helping students to remain proactive despite not being in a physical classroom.

4 QUALITY EDUCATION



To address this goal our project focused on making education more accessible for all students during this health crisis. We regularly posted scientific articles via an online journal, intriguing aspiring young scientists by allowing access to educational material despite being at home during quarantine. The articles posted were based on the topics taught at IGCSE and A-Level/IB, enabling students to do wider reading. Inspired students have also researched and written their own articles, featured on our website, allowing students to remain engaged in their learning.

SKILLS DEVELOPED AND WHAT WE HAVE LEARNT

Throughout the project we all developed flexibility: our original plan differed from the final product greatly. Initially the aim of The Butterfly Project was to provide hospitalized children with safe science activities, COVID-19 quickly made this a difficult feat. Instead, we adapted and realized that COVID-19 meant that a major proportion of students suddenly had reduced access to science. All team members had to return to their respective countries due to the COVID-19 crisis, and therefore unable to meet in person. We had to discuss strategies on how to maintain our work collaboratively online, using Microsoft Teams. The solution became evident: a technology based final product. Even though none of us were familiar with creating websites, we were open to learning. Our final website was an online scientific journal for young people, where we published articles on science that went beyond our school syllabus. We learnt how to conduct independent research and reference accordingly to prevent academic misconduct when publishing work online.

TIME SPENT ON PROJECT

At the beginning, we met twice weekly to discuss ideas and check progress on assigned tasks, such as creating an Instagram account, a website and contacting hospitals. Due to Covid-19, we had to continue to have meetings via Microsoft teams before settling on this project idea. For the last two months, we have been working quickly and effectively to repurpose the website, write scientific articles and promote our new plan on Instagram to achieve a complete website. In total, we believe we spent approximately 96 hours or more on this project.

PROJECT HIGHLIGHTS

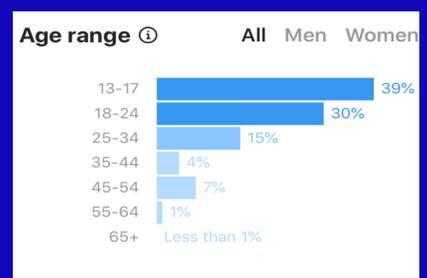
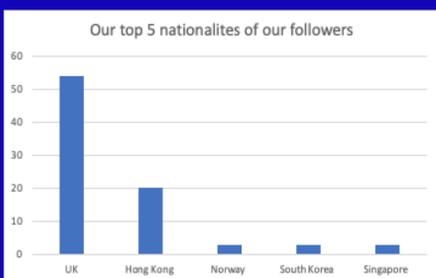
Researching into interesting biological concepts gave us all an opportunity to truly delve into our areas of interest that aren't covered in the classroom. Throughout the project we, as website administrators, have enjoyed researching Cas9 gene editing, cancer treatments, DNA discovery, and biomimicry. Reading what others have written and seeing the virtual community of young scientists grow was also a highlight.

WHAT WE HAVE LEARNED ABOUT OUR COMMUNITY

To achieve the greatest impact, there should be a variety of articles to interest everyone, with only 4 members this wasn't viable. Therefore, we reached out to other students to share their articles on our website, the volume of submissions was incredibly heartening. These contributors were invaluable to enhancing the impact of our project by growing our platform, allowing more students to learn, research, write scientific articles. From this we learned a lot about our community, as we realized the human appreciation for learning connects us all and that young people truly have a thirst to learn, and to share their learning. We were also especially inspired by positivity article submissions, that help shine a light on overwhelmingly bleak circumstances. Our collaborations with other startups also made us realize that young people are willing and desperate to play their part in helping others.

EFFORTS TO EXPAND OUR PROJCTET GLOBALLY

We have worked with other organizations such as *Motivate Me* and *Words for Welcome*. *Motivate Me* aims to motivate viewers by sharing ideas to encourage positivity. The core values of their project are congruent with ours demonstrated by the positivity section on our website. This has led to a collaboration: *Motivate Me* are now working on a series of blogs for our website, in exchange for promotion on our social media. With *Words for Welcome*, who had similarly struggled due to COVID-19, we promoted each other's projects, increasing the number of people positively affected by our work. We strongly believe that as a new start-up, created in such uncertain times, collaboration with other small organizations is the path to success.



IMPACT OF OUR PROJECT

As shown on by the graphs above, the number of visits to our website has increased significantly, this is likely due to an increase in articles. The graph of nationalities shows how our impact has spread beyond the UK, and that we had reached our goal to expand the project globally. Therefore, more people around the world are being affected by our work. Furthermore, the graph of the age range of our audience confirms that the majority of our engagement was with the student demographic, indicating that we may have positively affected the education of others. We were also pleased to see that our audience had spread beyond that age range, demonstrating further the impact of our project.

FUTURE FOR OUR PROJECT

After the competition has ended, will be continuing the project until the team breaks up for university, at that time we hope to pass on this project to girls in younger years at our school to continue this project. Until then we aim to continue to regularly post articles and promote the project to increasing the impact of our project.