

Creative Campus Eco Institute



Presented by:
Caribbean ONE Global Holdings Corp





ABOUT



The **Creative Campus Eco Institute** (CCEI) is an academic resource dedicated to advancing education and fostering sustainable career pathways for young adults in the creative, sports and environmental industries. CCEI addresses the lack of formal training available to talented musicians, artists, writers, performers, athletes, and sustainability advocates by offering hands-on learning experiences with industry professionals.

For decades, young people — especially those with creative and artistic talents — have faced limited opportunities for sustainable careers. Traditional educational models engage only about 20% of students, leaving many gifted individuals without clear direction. The Creative Campus Eco Institute (CCEI) was founded to bridge this gap and empower the next generation of creative and environmental leaders.





ABOUT



Building on its mission, CCEI Crime Intervention Sports Project address youth involvement in crime and gun violence, through *REACH ONE TEACH ONE* and *THRU LIFE* programs. CCEI uses sports — soccer, basketball, and soon tennis, golf, track and field,— to engage and mentor young people. Partnering with government and law enforcement, CCEI delivers impactful outreach across communities, offering positive alternatives through the programs. Our two-week soccer and personal development program offers historic opportunities for youth growth and development.

CCEI students have the opportunity to earn athletic scholarships, accredited creative arts certificates, receive mentorship from industry professionals, and gain hands-on experience with real-world projects, top-tier equipment, and competitive career preparation on a global scale.





MISSION



The mission of the **Creative Campus Eco Institute** (CCEI) is to foster, inspire, and nurture young people in entertainment, arts, event management, sports, and technology, with a strong commitment to environmental sustainability. Through programs such as *REACH ONE TEACH ONE*, and *THRU LIFE*, a Crime Intervention Sports initiatives we build safer communities, using sports to guide youth toward leadership, opportunity, and success. We prepare students to thrive and lead in global industries.

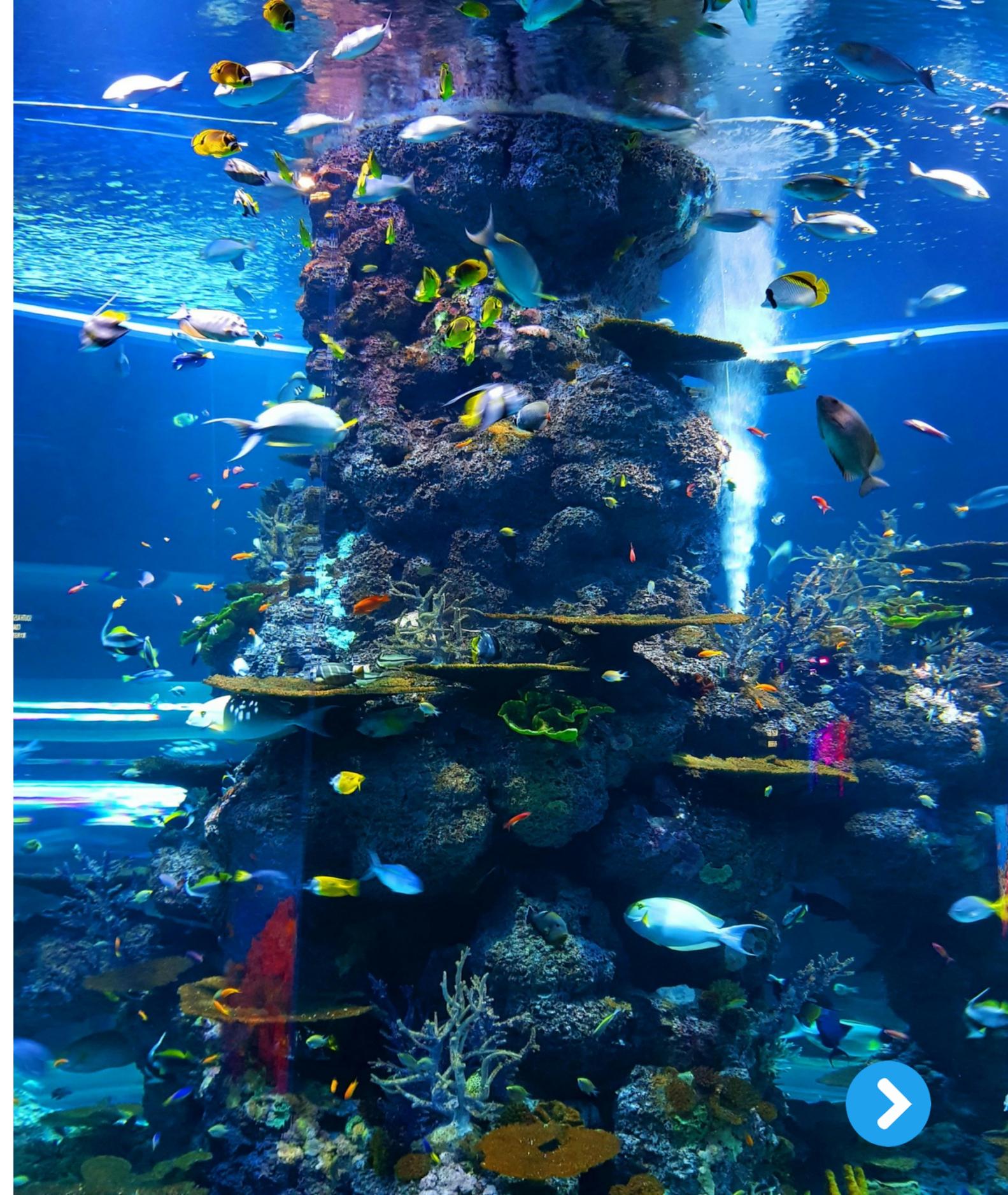




KEY PROGRAMS

CREATIVE ARTS & MEDIA

- Show Production (20 students)
- Media Communications (10 students)
- Broadcast Journalism (10 students)
- Recording Arts (5 students)
- Music Business (5 students)
- Digital Arts & Design (20 students)
- Music Production (20 students)
- Film Production (20 students)
- Creative Writing for Entertainment (20 students)
- Hospitality Training (20 students)
- Culinary Arts – Farm-to-Table (12 students)
- Environmental & Sustainability Studies (24 students)
- Aviation Staffing (30 students)
- Automotive Industry (20 students)





CORE PROGRAM ELEMENTS



- **Product Creation:** Recording, streaming content
- **Tools & Platforms:** Website, social media, EPKs
- **Content Development:** Filming, photography, branding
- **Business Management:** Company registration, publishing
- **Public Relations & Marketing:** Live performances, touring, radio shows, festivals
- **Entrepreneurship:** Event production, hospitality training, charm school
- **Culinary Arts:** Farm-to-Table Top Chef Program
- **Sustainability Initiatives:** Climate change, oceanography studies and Sailing
- **Aviation Staffing:** Flight Attendant, Mechanical Base Operation, Fix Base Operation





OPERATIONS OUTLINE

PHASE 1: PLANNING AND FUNDING (6 MONTHS)

- Secure funding commitments
- Source from private donors, government support, and philanthropy
- Establish government partnerships
- Finalize campus location
- Recruit students & instructors
- Launch first academic year
- Location: TBC
- Projected Launch Date: 2026
- Research & presentation development
- Legal & administrative setup





OPERATIONS OUTLINE

PHASE 2:

SECURE LOCATION & INFRASTRUCTURE DEVELOPMENT (6-8 MONTHS)

- Identify & renovate campus sites in the Caribbean, USA, and Africa
- Build studios, classrooms, housing, and eco-friendly facilities

PHASE 3:

STUDENT & INSTRUCTOR SELECTION (3-4 MONTHS)

- 100 students (15-20 per program)
- Recruitment via interviews, auditions, and casting calls
- Secure 24-36 instructors





OPERATIONS OUTLINE

PHASE 4: ADMINISTRATION & STAFFING (2-3 MONTHS)

- Local and international staff with work permits
- Apprenticeship programs for local instructors
- Housing, travel, and salary arrangements for faculty

PHASE 5: PROGRAM EXECUTION (24 MONTHS)

- Semesters: February-May, June-August, September-December (*Two 4-month semesters per year, plus summer programs)
- Training: Local instructor development





OPERATIONS OUTLINE

PHASE 6: PROJECT SHOWCASE & GRADUATION (END OF SUMMER PROGRAMS AND 24 MONTHS)

- Film screenings, music showcases, exhibitions
- Distribution on Caribbean One TV Network & My Caribbean Channels
- Support for job placement & industry integration
- Accreditation and Partners
- Collaboration with universities, colleges, and industry leaders for accreditation
- Transferable credits to partnering institutions





SPORTS

REACH ONE TEACH ONE – BUILDING BRIDGES TO SUCCESS

Founded in the UK in 2006, Reach One Teach One is a grassroots organization that uses sport as a catalyst for change. Starting with basketball and soccer camps across the Caribbean, we have spent nearly two decades helping young athletes — both boys and girls — unlock educational and athletic opportunities abroad. Our proudest achievement is helping many secure athletic scholarships to U.S. colleges, combining sport, education, and personal growth.

CRIME INTERVENTION SPORTS PROJECT

Sharing a similar mission and vision with Creative Campus — empowering Caribbean youth by creating life-changing opportunities through sport, education, and mentorship — the "Crime Intervention Sports Project" is currently being implemented through Reach One Teach One and Thru Life. Utilizing a variety of sports, including soccer, basketball, this initiative partners with government officials and policing authorities to provide impactful outreach to youth across island-wide communities.



Program Implementation

Our program will bring together elite coaches and facilitators from top Premier League clubs in the United Kingdom — including Arsenal, Tottenham Hotspur, Aston Villa, and West Ham — as well as top coaches from U.S. high schools and colleges. They will deliver daily sessions alongside leading coaches from the islands and communities we serve.

- Host annual basketball and soccer camps focused on skills, teamwork, and leadership.
- Mentor young athletes through recruitment and cultural transitions.
- Promote gender equality with equal support for male and female participants.

Additionally, through this partnership, we will sponsor specialized training equipment, including soccer boots, balls, and official Premier League club kits, to further support the program.



Program Aim & Values:



The aim of the Crime Intervention Sports Project is to engage and inspire a new generation of youth, encouraging them to pursue excellence in sports while achieving academic success. This initiative will foster positive development, instill discipline, and promote conflict resolution at an early age, giving young people a strong foundation for their futures.

- **Opportunity:** Every young person deserves a fair shot at success.
- **Empowerment:** We build skills and confidence for life.
- **Community:** We create lifelong networks of support.
- **Integrity:** We act with honesty, respect, and transparency.
- **Inclusion:** Our doors are open to all.



Key Objectives

- ❖ Attract a wide range of youth participants between the ages of 6 and 25.
- ❖ Each program attracts between 250 - 400 youth participants tailed with respective coaches and facilitators to maximize results
- ❖ Develop athletic skills through structured drills while also building life skills via motivational sessions led by coaches, community policing officers, and experts.
- ❖ Provide young individuals with the knowledge that academic achievement and sporting excellence can be pursued simultaneously.
- ❖ Foster a sense of community spirit through the value of teamwork.
- ❖ Use sports as a tool for character development and positive personal growth.
- ❖ Improve quality of life by establishing sports programs that build character, health, community involvement, and civic pride.
- ❖ Offer positive alternatives to crime and anti-social behavior.
- ❖ Enable coaches to identify talented youth athletes and guide them toward opportunities for athletic scholarships in the USA and UK.





Strategy 1

Social Media & Digital Marketing: YouTube, Instagram, TikTok, LinkedIn



Strategy 2

Traditional Media: Press releases, TV, and radio interviews



Strategy 3

Partnerships: Collaborations with universities, cultural institutions, and eco-initiatives



Strategy 4

Live Events & Showcases: Music festivals, film screenings, sustainability summits





MARKETING STRATEGY

Digital Presence

- Develop a comprehensive website and active social media profiles
- Create engaging content showcasing CCEI's unique offerings and environmental focus

Partnerships and Outreach

- Collaborate with local schools, community organizations, and creative industries
- Participate in educational fairs and cultural events

Influencer Engagement

- Partner with successful alumni from directors Victor E. Lewis, Davon Carty and Beresford Mack's networks
- Invite guest lectures and masterclasses from industry professionals

Content Marketing

- Produce blog posts, videos, and podcasts about creative arts and sustainability
- Showcase student projects and success stories

Local and International Media

- Press releases and media kits for local and international outlets
- Feature stories on the innovative approach of combining arts and sustainability education

Community Events

- Host open houses, workshops, and eco-friendly events to engage the local community
- Organize sustainability-focused art exhibitions and performances



PROJECTED RESULTS

1 Student Outcomes

- 80% graduation rate
- 70% of graduates securing relevant employment or starting their own ventures within 6 months

2. Environmental Impact

- 50% reduction in campus carbon footprint over 24 months
- Implementation of 5 major sustainability projects in the local community

3. Creative Output

- Production of 20 short films, 10 music albums, and 30 digital art exhibitions
- Launch of a student-run eco-friendly event management company





PROJECTED RESULTS



4. Community Engagement

- Establishment of 15 partnerships with local businesses and organizations
- Hosting of 24 community events focused on arts and sustainability

5. Economic Impact

- Creation of 50 new jobs in the creative and sustainability sectors
- Contribution of \$2 million to the local economy through student and visitor spending

6. Brand Recognition

- Recognition as a top 5 creative arts institution in the Caribbean region and beyond
- Featured in at least 3 major international publications for innovative education model

7. Expansion

- Groundwork laid for opening 2 additional campuses globally within 5 years.



- 1. Diverse and innovative programs:** The institute provides a wide range of courses in arts, technology, and sustainability, including show production, media communications, film production, environmental studies, and more.
- 2. Hands-on, project-based learning:** Students gain practical experience through project-based learning, preparing them for real-world challenges in their chosen fields.
- 3. Environmental focus:** The institute integrates eco-friendly practices into its programs, promoting sustainability and environmental consciousness[1].
- 4. State-of-the-art facilities:** Students have access to modern equipment and facilities, enhancing their learning experience.
- 5. Industry connections:** The institute fosters partnerships with industry professionals, providing students with valuable networking opportunities.



- 6. Career preparation:** Graduates are equipped with skills demanded by employers, such as creative thinking, content creation, and visual communication.
- 7. Community engagement:** Students benefit from being part of a creative community, with 91% of tenants experiencing positive changes in their artistic activities.
- 8. Economic impact:** The institute aims to support the growth and development of the arts community, potentially leading to increased revenues for artists.
- 9. Holistic development:** The campus environment promotes personal growth, meaningful work, and opportunities for community service.
- 10. Sustainability initiatives:** Students are exposed to sustainability practices, including healthier food options and eco-friendly campus management



INFLUENCE ON THE COMMUNITY

The Creative Campus Eco Institute measures its impact on the community through a comprehensive evaluation framework that assesses interconnected factors across multiple levels. Key aspects of their impact measurement include:

1. **Social and cultural impact:**

- a. Tracking the diversity of constituents served, including race, gender, ethnicity, age, veterans, and immigrants.
- b. Measuring the level of engagement between artists renting spaces and the local community through events, workshops, classes, or exhibitions.



INFLUENCE ON THE COMMUNITY

2. Economic impact:

- a. Assessing the benefit of affordable workspaces on artists' revenues.
- b. Monitoring average revenue increases after renting workspaces and average annual revenues.
- c. Evaluating the economic impact on the surrounding community
- d. Increase in career opportunities for young creatives
- e. Strengthening local economies through cultural and artistic industries

3. Environmental impact:

- a. Measuring energy consumption per square foot compared to non-Green buildings.
- b. Tracking the percentage of energy supplied from solar panels installed at their buildings.
- c. Monitoring the installation of EV chargers per building
- d. International recognition for talent in arts and sustainability.



INFLUENCE ON THE COMMUNITY

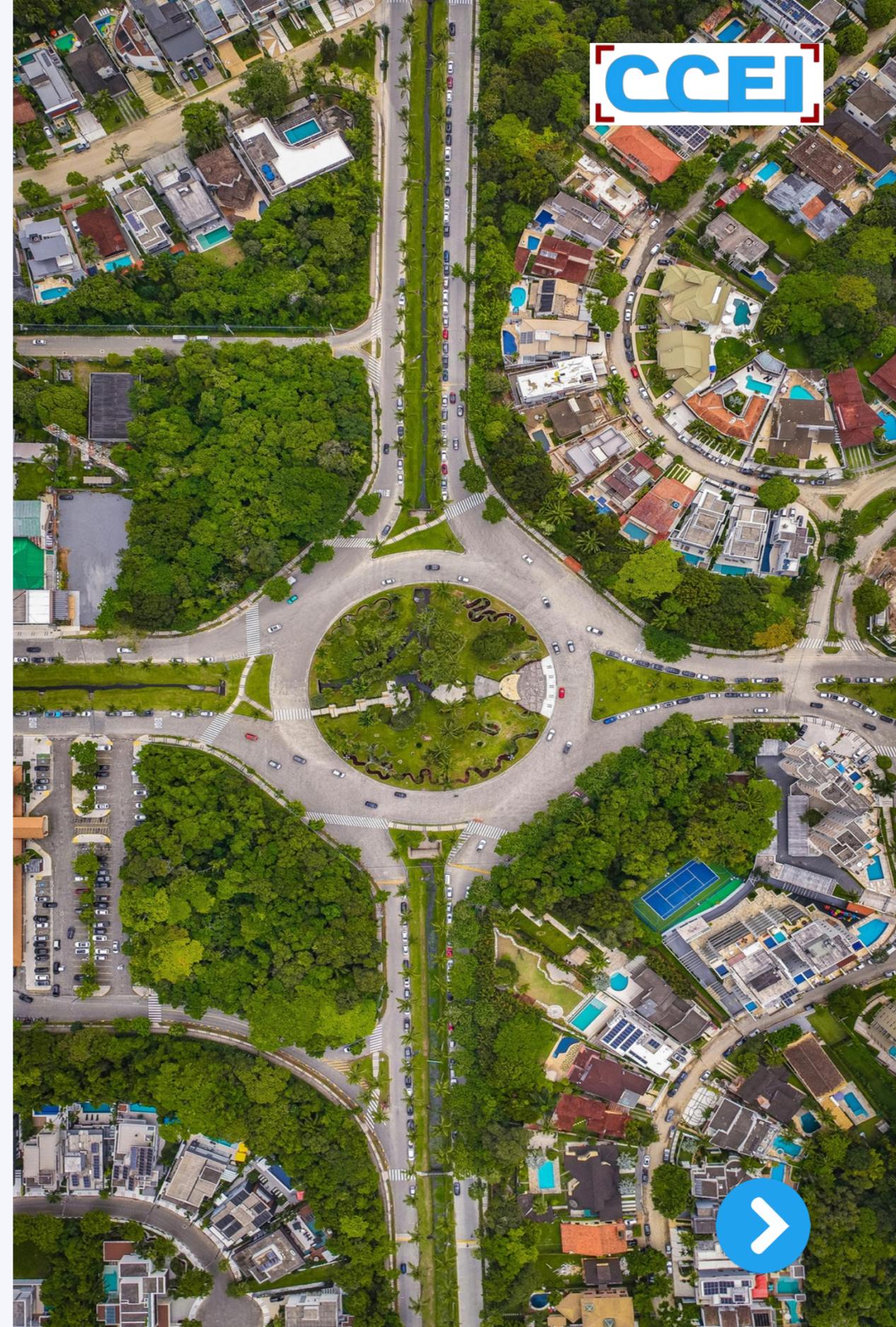
4. Community development:

- a. Assessing the revitalization of communities and cities through their projects.
- b. Measuring the preservation of critically needed community spaces
- c. International recognition for Caribbean talent in arts and sustainability

5. Tenant satisfaction and growth:

- a. Surveying tenants to understand positive changes in their artistic activities.
- b. Assessing the percentage of tenants benefiting from being part of the community.
- c. Tracking improvements in business skills and management confidence among tenants.

By employing these key performance indicators (KPIs) and robust metrics, the Creative Campus Eco Institute gauges the ripple effects of its initiatives on diverse stakeholders and ecosystems, emphasizing both immediate outcomes and long-term sustainability.





CONCLUSION



The Creative Campus Eco Institute (CCEI), spearheaded by Caribbean ONE Global Holdings Corp, is set to revolutionize education and career pathways for young creatives across the Caribbean and beyond. With a meticulously structured timeline, marketing strategy, and operational framework, CCEI will provide hands-on, industry-focused training in arts, entertainment, hospitality, sports and environmental sustainability. By securing key partnerships, funding, and cutting-edge facilities, the institute aims to bridge the gap between traditional education and the evolving demands of the creative economy. Through its phased implementation, CCEI will cultivate a new generation of skilled professionals, ensuring lasting impact on local economies, cultural development, and global competitiveness.

