

<b>Institution: Anglia Ruskin University</b>
<b>Unit of Assessment: UoA 32</b>
<b>Title of case study: Enhancing the book industry, and increasing understanding of environmental issues through children's reportage picture-books</b>
<b>Period when the underpinning research was undertaken: 2016-2020</b>
<b>Details of staff conducting the underpinning research from the submitting unit:</b>
<b>Name(s):</b> Allan Drummond
<b>Role:</b> Senior Lecturer
<b>Period(s) employed by submitting HEI:</b> January 2016 - present
<b>Period when the claimed impact occurred: 2016-2020</b>
<b>Is this case study continued from a case study submitted in 2014? No</b>
<b>1. Summary of the impact</b> (indicative maximum 100 words) The sale of Allan Drummond's successful series of reportage picture-books for young readers in 9 countries (including UK, USA, Canada, France, Poland, Spain, China and Japan) has brought significant financial benefit to the publishers Macmillan. At least 28,000 copies have been sold and licensing agreements made for the production of 2,880,000 copies. These commercial, non-fiction, picture-books tell "real life stories" and focus on environmental issues of sustainability and resilience. The books have been used in schools and libraries in the UK, US and Canada, and have changed children's understanding of environmental sustainability and resilience. Environmental companies and organisations have also benefitted through the use of them to raise understanding of environmental issues and the promotion of the sustainability agenda.
<b>2. Underpinning research</b> (indicative maximum 500 words) Allan Drummond's creative practice research led him to develop a new style of reportage or documentary style illustrated, narrative picture-books focussed on issues of environmental sustainability and resilience and aimed at the children's market. His series of three books: <i>Green City</i> (2016), [Ref1], <i>Pedal Power</i> (2017) [Ref2], and <i>Solar Power</i> (2020) [Ref3] expand the range of commercial picture-books (as opposed to books created for the educational market) from their original basis in 'fairy stories' to communicate real world challenges of environmental sustainability amongst communities in three different locations in the world in a way that is accessible to young readers.  Building on reportage illustration traditions, Drummond's reportage or documentary-style, narrative, picture-books for children exemplify a novel approach for the industry. Drummond's books are further distinguished by their thematic focus on environmental sustainability and resilience. <i>Green City</i> [Ref1] depicts the community of Greensburg, Kansas, USA rebuilding after an EF5 tornado. <i>Pedal Power</i> [Ref2] depicts a young mother in Amsterdam, Holland who played a significant part in street demonstrations for safer cycling. <i>Solar Story</i> [Ref3] features a small, mainly Berber community, living beside the world's largest solar power plant in Morocco.  With their consistent method, recognisable style, common themes and unusual combination of narrative and factual information, Drummond's series holds a distinctive place in the commercial book market. A position enhanced by their focus on historic events and geographically dispersed places, with important lessons about environmental sustainability and resilience. This combination gives the books a unique place in the children's picture-book market while the geographic diversity

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of the places at which the actual events occurred, contributes to the global nature of Drummond's message. For this series, Drummond's projects involve considerable research. This begins with site visits to the locations on which the stories are based, interviews with key individuals to understand in more detail the themes of sustainability and resilience, sketches, photography as sources for inspiration, and storyboards to establish an intimate understanding of place, people and events. On return, further investigation into the events and location, including photographic archive research, was undertaken. In the studio, through creative practice research, Drummond explored ways of combining words, pictures, lettering, typography and page design. All three titles use coloured sidebars in extended margins to relate scientific facts without interrupting the flow of the narrative, allowing readers to use the information in a multitude of ways. Each book features an author's note and gives reference sources for further study. Through this process, Drummond constructed for the young reader these distinctive, narrative, non-fiction, picture-books based on real life events which occurred in geographically dispersed places.

*Green City* [Ref1] addresses the power of community spirit in overcoming devastation and towards building America's greenest city. It highlights the importance of sustainability, using the example of the rebuilding of Greensburg in Kansas, after a catastrophic EF5 tornado destroyed 95% of the city in 2007. Drummond developed a way of including quotes from historic videos and recordings of the disaster and its aftermath by building them into the narrative using speech bubbles and body text. He also extended imagery and narrative into the book's endpapers and title pages and used full-bleed imagery to depict the overwhelming power of the storm. Drummond worked with Tom Fox and Daniel Wallach, who jointly established the Greensburg GreenTown movement and included the latter as a character in the book.

The reportage method is also critical to *Pedal Power* [Ref2]. The book brings to light events in the Netherlands that inspired the prioritising of bicycle use as sustainable transportation. Drummond travelled to Amsterdam to interview, sketch and photograph the story's main protagonist Maarte Van Putten. Back in the studio he explored ways of depicting Van Putten and her young son as they would have looked in 1973. He chose to depict them at a protest event that included young children using this scenario as a key moment in the story. He collaborated with press photographer Hans van den Bogaard in the use of archive photographs taken in 1973. In this book, the endpapers are used to depict key events in the history of the bicycle.

For *Solar Story* [Ref3] Drummond visited the world's largest solar energy plant near the Sahara Desert in Morocco in 2018. During a visit he was introduced to farmers and schoolchildren in a small Berber community living nearby. Following the site visit and through careful research investigating word-picture combinations in the studio, Drummond found the most effective approach was to make the schoolchildren the focus of the story. Consequently, he depicted the children in dialogue, making them the protagonists and storytellers. This enabled Drummond to address wider issues of environmental sustainability in a way that is accessible by younger readers.

**3. References to the research** (indicative maximum of six references)

1. Allan Drummond, *Green City*, Macmillan, (2016) ISBN: 9780374379995. Available from the HEI on request. Submitted in REF2 as part of Creative Practice Research Artefact, A. Drummond, *A series of three non-fiction children's 'reportage' picture books*.
2. Allan Drummond, *Pedal Power*, Macmillan, (2017) ISBN: 9780374305277. Available from the HEI on request. Submitted in REF2 as part of Creative Practice Research Artefact, A. Drummond, *A series of three non-fiction children's 'reportage' picture books*.
3. Allan Drummond, *Solar Story*, Macmillan, (2020) ISBN 9780374308995. Available from the HEI on request. Submitted in REF2 as part of Creative Practice Research Artefact, A. Drummond, *A series of three non-fiction children's 'reportage' picture books*

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Drummond's books have achieved impact in three ways. They have brought significant commercial benefit for publishers through sales of copies and relicensing agreements. Through use by readers and promotion by schools and libraries, they have helped educate children worldwide on issues of environmental sustainability and resilience. They have benefitted environmental organisations and companies in their promotion and awareness-raising of environmental sustainability and the need for resilience.

**Commercial benefit for publishers in the US, Canada and Japan**

All three titles in the series were first published in the USA by Macmillan. In 2017 Pearson acquired rights to publish for 500,000 print and 500,000 digital copies of *Green City* for their School Reading programme. They subsequently bought rights for 250,000 print and 250,000 digital copies in 2019. In between, in 2018, Houghton Mifflin Harcourt purchased a reprint licence for a total of 1,380,000 users for *Green City*. This comprised English and Spanish versions of print copies, eBooks, and embedded audio for their worldwide Collections/Reading 2019 Program [IMP1]. The financial details of such licensing agreements are commercially sensitive, but the book has worldwide reach, being translated into Spanish and Japanese. As of June 2020, *Green City* had sold a total of 18,880 copies, *Pedal Power* had sold 7,715, while *Solar Story* (published in March 2020), had sold 2,185 copies. A total of 28,780 sales. While profit numbers are commercially sensitive information, the sale of more than 28,780 copies has led to economic benefits for the publishers. These have gone beyond sales of the books themselves and include benefit derived from selling translation rights and the licensing of excerpts for educational textbooks. The Executive Director Farrar, Straus, Giroux, Macmillan Children's Publishing Group confirmed, 'We are of course well pleased with book sales of the series in our market, but also with the success we have found in selling translation rights to foreign publishers and licensing excerpts of both words and pictures to the textbook publishing market' [IMP2].

**Impact on children through education in schools and libraries**

Drummond's books address and educate young readers on contemporary, global, environmental, sustainability issues and how these can be solved. They show the need for resilience in facing such issues. They have been used as educational material in primary schools in Ireland, the USA, Canada and Japan, benefitting young readers by raising their understanding of issues of environmental sustainability and resilience. A lecturer in the School of Informatics and Computing at Purdue University at Indianapolis noted how she had 'woven *Green City* into [her] course materials as an outstanding example of how informational picture books based on real events can inspire youth in environmental topics across the curriculum' [IMP3].

*Green City* was a winner of the first "Best STEM Books", awarded in 2017 by the National Science Teachers Association (NSTA) in the USA. NSTA honoured the books that push the definition of STEM beyond purely scientific books [IMP4]. The winning title was considered to have been "modelling innovation, demonstrating authentic problem-solving and assimilation of new ideas, all while exploring solutions that show progressive change or improvement." All three books have formed the basis of educational resources developed by teachers and been used in classrooms. The School Administrator at Stevens Cooperative School (Hoboken and Jersey City, New Jersey USA), where Drummond's books are used to teach about permanent and sustainable cities noted that they 'have undoubtedly led to an increased awareness and interest in environmental and sustainability issues' among the children [IMP3]. A teacher at Powder Mill School (Southwick, Massachusetts USA) observed studying *Green City* led to 'an increased awareness/interest of environmental and sustainability issues as well as global awareness' amongst the children [IMP3].

The University of Alberta's public engagement programme has used the books as part of the CAN\$75,000,000 Future Energy Systems programme. The Programme Co-ordinator posted videos on YouTube of Drummond's books being read aloud and by 31 December 2020 they had

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generated 1,763 views. The benefit of being able to do this under the Covid-19 lockdown is evident from the Co-ordinator's observation that 'Creation of this content provides many benefits. This online content means more people can connect to the work we do. Prior to this we didn't post on social media often. Since April I have been posting on Twitter and Facebook at least three times a week and we have seen lots more engagement as a result. That is a huge benefit for us because the whole point is breaking down barriers between us, other organisations and the wider community' [IMP5]. She created resources drawing on Drummond's books for use in schools and with children's organisations such as the Girl Guides.

Read-aloud versions of Drummond's other books posted on YouTube have also been created by the National Renewable Energy Laboratory, Colorado, USA who posted a video of reading aloud *Solar Story*. Pachion Carlson read aloud *Green City* (4,509 views) as did Accelerated Reader, Reading books 4u (2,167 views). Together views of read-aloud versions of Drummond's three books, including a reading of the Spanish edition of *Pedal Power*, total 10,172 [IMP6].

**Impact achieved through dissemination by organisations and companies involved in environmental sustainability**

Drummond's books have supported organisations and companies involved in environmental sustainability to promote the agenda in this area in different countries. In Japan, The Real Estate Companies Association of Japan awarded *Green City* (version in Japanese) a 34,000 Yen prize for teaching young readers about the theme of disaster reconstruction, the environment and sustainable town development [IMP7]. Grand View Elementary School (Manhattan Beach, California USA) recorded a YouTube read aloud to celebrate Earth Week in April 2020 (208 views) [IMP6] and the American renewable energy company, Arcadia, promotes *Solar Story* as 'one of the best books to teach kids about renewable energy' [IMP8]. In Canada, the Outreach and Engagement Co-ordinator of Future Energy Systems noted the benefit of the books to their role in raising public awareness of sustainability issues observing, 'Climate change and the energy transition impact everyone and it is essential that we can provide information directly to the public about the work we are doing. Allan's books help with this because they provide an easy access point for people as they are engaging and understandable' [IMP5]. Similarly, the education officer of the Sustainable Energy Office of Ireland, who have used Drummond's books in school outreach work, observed: 'It is really impactful that Allan's books tell the stories of real-life communities; it is very empowering for people, including children, to see what is possible and aim to replicate this themselves' [IMP9].

Reviews of Drummond's books have highlighted their significance. *The Horn Book Guide* - one of the most distinguished journals in the field of children's and young adult literature - gave *Green City* one of its star reviews describing it as: "A triumph of both community action and scientific writing" [IMP10]. *The New York Times* called *Pedal Power*, "A celebration of both cycling and political activism" while Amazon.com included *Pedal Power* as a 'Best Book of the Month' in May 2017 [IMP10]. *The Horn Book* thought the impact of *Pedal Power* was significant, saying that the focus of the book, "is the activism of a united community that effects change and creates a precedent for worldwide bicycle usage" [IMP10]. *Kirkus Reviews* considered *Solar Story* "A valuable look at sustainability and development." [IMP10]. The pertinence of these reviews is demonstrated in the impact that Drummond's books have had on publishers, readers and organisations involved in promoting issues of environmental sustainability and resilience.

**5. Sources to corroborate the impact** (indicative maximum of 10 references)

1. Testimonial from Senior Manager, Subsidiary Rights, Macmillan.
2. Email Correspondence from Executive Editor Farrar, Straus, Giroux, Macmillan Children's Publishing Group.
3. Feedback from those in education settings including, Purdue University, Stevens Cooperative School and Powder Mill School.
4. National Science Teaching Association: Best STEM Books 2017.  
<https://static.nsta.org/pdfs/2017BestSTEMBooks.pdf>

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5. Testimonial from the Outreach and Engagement Coordinator, Future Energy Systems
6. YouTube links to read aloud versions of Drummond's books.
7. Noriko Hasegawa, The Real Estate Companies Association of Japan: Real Estate Association Award. Email 15.03.2018.
8. Sources to confirm use of Drummond's books to promote sustainability and resilience.
9. Testimonial from Education Officer of Sustainable Energy Authority of Ireland.
10. Reviews of Drummond's books including *The Horn Book Guide*, *The New York Times* and *Kirkus Reviews*.