

Dear Senior Leaders,

Sir David Attenborough's 100th Birthday Competition with Hampshire & Isle of Wight Wildlife Trust

Sir David Attenborough celebrates his **100th birthday** on **8th May 2026**, and The Trust would love your school to join us in marking this momentous occasion.

Sir David has inspired generations to connect with and care for the natural world. Through his remarkable work, he has taken millions of people to far-flung places, introducing us to extraordinary wildlife and ecosystems, while also helping us understand the urgent challenges facing our planet and the importance of acting together for nature. This is a truly special milestone for an individual who so greatly deserves to be celebrated.

In partnership with the Royal Society of Wildlife Trusts and made possible with funding from Equin Ltd., Hampshire & Isle of Wight Wildlife Trust is inviting schools to take part in a Green Promise competition, encouraging the next generation to commit to positive, practical action for nature in honour of Sir David's centenary.

Winning entries can receive **Muddy Faces vouchers** to support outdoor learning within your school:

- **1st prize:** £200
- **2nd prize:** £100
- **3rd prize:** £50

Winning entries will be shared with Sir David Attenborough, President of The Wildlife Trusts, as part of the national centenary celebrations. Each Wildlife Trust will be running its own local competition, and these prizes are open to schools within the Hampshire and the Isle of Wight.

How to take part

Pupils are asked to create a **short action plan** outlining their Green Promise. This should clearly explain:

- what the promise is,
- why it is important, and
- how the school plans to deliver it.

Promises should show how they will **conserve nature, involve their local community, and help pupils to build a meaningful connection with nature.**

We encourage schools to present their action plans as creatively as possible – for example through a short film, photo board, comic strip, leaflet, or similar. We would like to see the promise already being put into action.

Entries will be judged on:

- the sustainability of the promise (can it continue over time?),
- the reasoning behind the chosen conservation action,
- how it encourages community involvement and collective action
- how it develops a connection with nature.

We will also be looking for evidence that the promise has started to be implemented.

Example Green Promise

A school might choose to make a promise to support hedgehogs in their grounds. This is important conservation work, as hedgehogs are now endangered and in significant decline. The whole school can take part, with different classes contributing in different ways – for example by providing water, creating log piles, picking litter, or raising awareness. The school also produce a leaflet or poster to share their actions with the wider community and encourage others to help. An entry could include photographs of pupils acting for hedgehogs, copies of community leaflets, and a poster outlining the full action plan.

Supporting resources

Included with this letter is a **Sir David Attenborough's 100th Birthday Assembly Pack**, produced by Shropshire Wildlife Trust and the Royal Society of Wildlife Trusts. The pack contains slides and a script celebrating Sir David's life and work, alongside details of this competition and activity ideas to help your school mark his centenary year.

Submitting your entry

Entries should be sent to wilder@hiwwt.org.uk by **31 July 2026**. Judging will take place during August, with winning schools notified in **early September**. Schools may submit **up to two entries**.

We welcome creative entries inspired by Sir David's work. If submitting photographs or films, schools must ensure that appropriate media permissions have been obtained. By submitting an entry, schools confirm that these permissions are in place.

Winning entries may be used for marketing purposes by Hampshire & Isle of Wight Wildlife Trust and the Royal Society of Wildlife Trusts, so permissions should cover this use.

We are very much looking forward to celebrating **Sir David Attenborough's 100th Birthday** with you and to seeing the inspiring Green Promises your pupils choose to make.

If you have any questions or would like to find out more about how we can support your school with outdoor and nature-based learning, please contact wilder@hiwwt.org.uk

Best wishes,
Dawn O'Malley

Senior Engagement Manager
Hampshire & Isle of Wight Wildlife Trust