

Football STEAM Goals

Football-themed projects for LEGO® Education SPIKE™ Essential & LEGO® Education SPIKE™ Prime

Partner Activation Kit

For use in English, Danish and German language markets only



Purpose of This Kit

This kit is to help our reseller partners in **English, Danish and German** speaking markets, promote Football STEAM Goals – five newly created football-themed projects each for LEGO® Education SPIKETM Essential and LEGO® Education SPIKETM Prime (10 in total).

Localisation Guidelines

The materials referenced and included in this kit have been localised for the UK, Denmark and Germany, and can only be used in these markets or markets in which these languages are spoken. **No use or editing of these materials is permitted for other markets.** If you wish to use the materials as inspiration for other markets or languages, a Football STEAM Goals Partner Inspiration kit will be available on LAP.

Football STEAM Goals	Projects	Also Included
LEGO® Education SPIKETM Essential	<ol style="list-style-type: none">1: Tickets Please!2: Where's My Seat?3: Penalty Precision4: Guard the Goal!5: Cheering Crowd	<ul style="list-style-type: none">Teacher resource guideTeacher activity guideStudent project briefingsEngineering design notebook
LEGO® Education SPIKETM Prime	<ol style="list-style-type: none">1: Tickets Please!2: GOOOAAALLL3: Goal Celebration4: Cheering Crowd5: What's the Score?	<ul style="list-style-type: none">Teacher resource guideTeacher activity guideStudent project briefingsEngineering design notebook

This kit includes:

Dos and Don'ts: What to consider if you want to reference any professional sporting events in your activations.

Messaging for Web or Email: Text that can be used to promote Football STEAM Goals on your website or in emails, provided in English, Danish and German language.

Social Media Posts: Text for three social media posts for use on your organisation's social media channels, provided in English, Danish and German language.

Social Media Images: Two animated GIFs and two static images for use alongside the social media posts.

Campaign Inspiration: Examples of previous campaigns utilising learning content, for inspiration.

Dos and Don'ts

With many professional football tournaments and sporting events happening both nationally and internationally throughout the year, it's important to consider what you can and can't reference in your marketing activations when it comes to official event names, branding and other intellectual property.

DO talk about football generally and share excitement about any recent or upcoming matches that may be relevant for your audience.

For example, **do** consider using the following general wording:

- ✓ *Come on [country name]! Who's excited for tomorrow's game? Bring the excitement from the pitch into your classroom, with Football STEAM Goals! Introducing 10 new football-themed projects from **LEGO®***
Education: [link to landing page] #LEGOEducation
- ✓ *Have your students got football fever? If so, they'll love these new football-themed STEAM projects from **LEGO®***
Education: [link to landing page] #LEGOEducation
- ✓ *GOOAAALLL!!! Celebrate yesterday's win with your primary and secondary school students with these new football-themed STEAM projects from **LEGO®***
Education: [link to landing page] #LEGOEducation

DON'T reference any official football tournament or event, football associations (e.g. FIFA, UEFA, IOC etc), football club or team, football player, brands, slogans or logos, as you could be in violation of their intellectual property rights.

For example, **don't** use wording such as this:

- ✗ *Who's excited for the 2024 UEFA Europa League Final? Bring the excitement from the pitch into your classroom, with Football STEAM Goals! Introducing 10 new football-themed projects from **LEGO®***
Education: [link to landing page] #LEGOEducation
- ✗ *We can't wait for kick-off at the Paris 2024 Olympic Games tomorrow! Celebrate with your primary and secondary school students by using these new football-themed STEAM projects from **LEGO®***
Education: [link to landing page] #LEGOEducation

Messaging for Web or Email

Below is messaging that you can use to promote Football STEAM Goals on a landing page on your website or in an email communication. This is provided in English, Danish and German language. For use outside of these markets please refer to the Football STEAM Goals Partner Inspiration Kit on LAP.

English

Headline

New Football-Themed Projects for Primary and Secondary: Football STEAM Goals!

Body

Engaging students through their hobbies and interests can be a great way to spark interest and their imaginations. This is why we are excited to share Football STEAM Goals with you – a set of new football-themed projects from the LEGO® Education team.

Football STEAM Goals is designed to:

- encourage innovative thinkers and problem solvers,
- allow pupils to showcase their design engineering skills and STEAM practices, and
- encourage collaboration and critical thinking.

And all within the theme of football – one of the world's best-loved sports, with national and international football matches taking place regularly – hopefully a topic that will engage many of your students!

What's Included

There are 10 projects in total – five for primary school pupils using [LEGO® Education SPIKE™ Essential](#) [insert link to product page] and five for secondary school students using [LEGO® Education SPIKE™ Prime](#) [insert link to product page].

Each set of five projects will:

- engage pupils through a design briefing that introduces STEAM concepts for them to explore,
- challenge pupils with open-ended lessons that encourage problem-solving,
- encourage creativity and solution diversity via the engineering design process, and
- provide inspirational models or concepts from LEGO Education with links to full lesson plans that can be completed prior to the projects for additional scaffolding.

In addition to the projects, each set comes with:

- a teacher resource guide (PDF),
- a teacher activity guide (PDF),
- student project briefings (PDF), and
- an engineering design notebook (PDF).

This ensures that you are fully supported in embedding the material into your curriculum, as well as providing inspiration for the engineering design process, how to assess students' creative work, along with lots of tips and tricks for how to get started, use and differentiate the learning.

Download Football STEAM Goals

Football STEAM Goals for Primary School

- [Teacher Resource Guide \(PDF\)](#) *[insert link]*
- [Teacher Activity Guide \(PDF\)](#) *[insert link]*
- [Student Project Briefings \(PDF\)](#) *[insert link]*
- [Engineering Design Notebook \(PDF\)](#) *[insert link]*

Football STEAM Goals for Secondary School

- [Teacher Resource Guide \(PDF\)](#) *[insert link]*
- [Teacher Activity Guide \(PDF\)](#) *[insert link]*
- [Student Project Briefings \(PDF\)](#) *[insert link]*
- [Engineering Design Notebook \(PDF\)](#) *[insert link]*

Learn more about [SPIKE Essential](#) *[insert link to product page]* and [SPIKE Prime](#) *[insert link to product page]*.

Danish

Overskrift

Nye Fodbold Projekter til Indskolingen og Mellemtrinnet: Innovative fodboldmål!

Body

At motivere eleverne gennem deres hobbyer og interesser kan være en fantastisk måde at vække interesse og deres fantasi på. Derfor er vi glade for at dele Innovative fodboldmål med dig – et sæt nye fodbold-tematiserede projekter fra LEGO® Education-teamet.

Innovative fodboldmål er designet til at:

- opmuntre innovative tænkere og problemløsere,
- give eleverne mulighed for at fremvise deres designfærdigheder og STEAM-praksis, og
- tilskynde til samarbejde og kritisk tænkning.

Og alt dette inden for temaet fodbold - en af verdens mest elskede sportsgrene - forhåbentlig et emne, som vi ved, vil engagere mange af dine elever!

Hvad indeholder det

Der er 10 projekter I alt – fem målrette elever indskoling med [LEGO® Education SPIKE™ Essential](#) *[insert link to product page]* og fem målrettet elever på mellemtrinnet med [LEGO® Education SPIKE™ Prime](#) *[insert link to product page]*.

Hver sæt af projekter vil:

- inddrage eleverne med en opgaveformulering, der præsenterer de naturvidenskabelige begreber, de skal udforske,
- udfordre eleverne med åbne lektioner, der understøtter problemløsning,
- opfordre eleverne til at tænkte kreativt og finde på forskellige løsninger i designprocessen, og
- vise modeller eller koncepter fra LEGO Education til inspiration med links til lektionsplaner, der kan gennemføres før projekterne som ekstra stilladsering.

Udover projekterne medfølger der:

- Vejledning til lærere (PDF),
- Lektionsplan (PDF),
- Elevark (PDF), og
- Designhæfte (PDF).

Dette sikrer, at du får fuld støtte til at integrere materialet i din læseplan samt inspiration til designprocessen, hvordan du vurderer elevernes kreative arbejde, sammen med masser af tips og tricks til, hvordan du kommer i gang, bruger og differentierer læringen

Download Innovative fodboldmål

Innovative fodboldmål til indskoling

- [Vejledning til lærere \(PDF\)](#) *[insert link]*
- [Lektionsplan \(PDF\)](#) *[insert link]*
- [Elevark \(PDF\)](#) *[insert link]*
- [Designhæfte \(PDF\)](#) *[insert link]*

Innovative fodboldmål til mellemtrinnet

- [Vejledning til lærere \(PDF\)](#) *[insert link]*
- [Lektionsplan \(PDF\)](#) *[insert link]*
- [Elevark \(PDF\)](#) *[insert link]*
- [Designhæfte \(PDF\)](#) *[insert link]*

Lær mere om [SPIKE Essential](#) *[insert link to product page]* og [SPIKE Prime](#) *[insert link to product page]*.

German

Headline

Neue Projekte zum Thema Fußball für Grund- und weiterführende Schulen: MINT-Fußballziele

Body

Kaum etwas weckt so sehr das Interesse bei Schülerinnen und Schülern wie ihre eigenen Hobbies oder Lieblingsthemen. Daher freuen wir uns die neuen Unterrichtsprojekte rund um das Thema Fußball von LEGO® Education vorzustellen: die MINT- Fußballziele

Die MINT-Fußballziele sind entwickelt worden um:

- Fortschrittliche Denker und Problemlöser anzusprechen
- Schülerinnen und Schülern die Möglichkeit zu bieten, ihre MINT-Fähigkeiten sowie Ihre Ausdrucksfähigkeit und Ideen zu technischen Konstruktionen zu demonstrieren
- Zusammenarbeit und kritisches Denken zu ermöglichen.

Und das alles im Rahmen des Themengebiets Fußball - eines der weltweit beliebtesten Sportarten mit regelmäßigen Turnieren auf regionaler oder Länderebene. Dieses Thema wird hoffentlich viele Schülerinnen und Schüler mitreißen können.

Was bekommt man hier?

Insgesamt gibt es zehn Projekte, fünf für die Grundschule mit [LEGO® Education SPIKE™ Essential](#) [insert link to product page] und fünf für die weiterführende Schule auf Basis von [LEGO® Education SPIKE™ Prime](#) [insert link to product page].

Jedes der fünf Projekte:

- Enthält eine ansprechende Aufgabenstellung, die zum Bauen animiert und ein MINT-Thema einführt,
- beinhaltet eine offene Aufgabenstellung, um die Problemlösekompetenz zu fördern
- spornt zu Kreativität und den verschiedensten Lösungsansätzen im Gestaltungsprozess an und
- Zeigt beispielhafte Modelle von LEGO Education zur Inspiration an, die Links zu weiteren, fertigen Unterrichtseinheiten bereitstellen und als Unterstützung im Lernprozess dienen

Zusätzlich enthält jedes Projekt:

- Ein Lehrerhandbuch (PDF),
- Vorgefertigte Lerneinheiten (PDF),
- Schülerarbeitsblätter (PDF), und
- Ein Bau- und Skizzenbuch (PDF).

Damit soll eine umfangliche Unterstützung für die Bearbeitung der Projekte entlang Ihrer Lehrplanziele gewährleistet werden. Dazu gehören Inspirationen, um den Konstruktions- und Gestaltungsprozess zu beginnen, Hinweise wie man die Kreativität der Schülerinnen und Schüler bewerten kann, Tipps und Tricks zum Loslegen und Differenzieren.

Hier geht 's zum Download

MINT-Fußballziele für die Grundschule:

- [Teacher Resource Guide \(PDF\)](#) *[insert link]*
- [Teacher Activity Guide \(PDF\)](#) *[insert link]*
- [Student Project Briefings \(PDF\)](#) *[insert link]*
- [Engineering Design Notebook \(PDF\)](#) *[insert link]*

MINT-Fußballziele für die weiterführenden Schulen

- [Teacher Resource Guide \(PDF\)](#) *[insert link]*
- [Teacher Activity Guide \(PDF\)](#) *[insert link]*
- [Student Project Briefings \(PDF\)](#) *[insert link]*
- [Engineering Design Notebook \(PDF\)](#) *[insert link]*

Hier können Sie mehr über [SPIKE Essential](#) *[insert link to product page]* und [SPIKE Prime](#) *[insert link to product page]* erfahren.

Social Media Posts

Below are three social media posts, which you may wish to use as inspiration or in full on your own social channels, to help you promote Football STEAM Goals. These are provided in English, Danish and German language.

English

Post 1

GOOAAALLL!!! Introducing Football STEAM Goals – a set of new football-themed projects from **LEGO® Education** to bring STEAM learning to life for your primary and secondary school students: [\[link to landing page\]](#)

#LEGOEducation

Post 2

What do you get when you put football and STEAM learning together? Football STEAM Goals! Check out this set of new football-themed projects from **LEGO® Education**, for primary and secondary school students: [\[link to landing page\]](#)

#LEGOEducation

Post 3

Bring the excitement from the pitch into your classroom, with Football STEAM Goals! Introducing 10 new football-themed projects from **LEGO® Education**, for primary and secondary STEAM learning: [\[link to landing page\]](#)

#LEGOEducation

Handles

Replace the text **LEGO® Education** with the handle for the platform you are posting to.

LinkedIn: **@lego-education**

X (Twitter): **@LEGO_Education**

Facebook: **@LEGO Education**

Instagram: **@legoeducation**

Danish

Post 1

Måååååå!!!! Må vi præsentere: Innovative fodboldmål – et sæt spritnye fodbold-tematiserede projekter fra **LEGO® Education**, der bringer STEAM-læringen til live for dine elever i både indskoling og på mellemtrinnet: [\[link to landing page\]](#)

#LEGOEducation

Post 2

Hvad får du, når du kombinerer fodbold og STEAM-læring? Innovative fodboldmål! Tag et kig på dette nye sæt af nye fodbold-tematiserede projekter fra **LEGO® Education**, perfekt til både indskoling og mellemtrinnet: [\[link to landing page\]](#)

#LEGOEducation

Post 3

Få spændingen fra banen ind i dit klasseværelse med Innovative fodboldmål! Vi præsenterer 10 nye fodbold-tematiserede projekter fra **LEGO® Education**, skræddersyet til sjov STEAM-læring i både indskoling og mellemtrinnet: [\[link to landing page\]](#)

#LEGOEducation

Handles

Replace the text **LEGO® Education** with the handle for the platform you are posting to.

LinkedIn: **@lego-education**

X (Twitter): **@LEGO_Education**

Facebook: **@LEGO Education**

Instagram: **@legoeducation**

German

Post 1

TOOOOOR!! Lernen Sie die Projekte zu den MINT-Fußballzielen kennen! Damit schafft **LEGO® Education** Begeisterung für MINT-Inhalte in die Primar- und Sekundarstufe. [\[link to landing page\]](#)

#LEGOEducation

Post 2

Was passiert wenn man Fußball und MINT-Unterricht kombiniert? Man erhält neue Unterrichtsprojekte zum Thema Fußball für Grund- und weiterführende Schule von **LEGO® Education!** [\[link to landing page\]](#)

#LEGOEducation

Post 3

Die Aufregung vom Fußballfeld ins Klassenzimmer bringen! Nun mit den neuen Projekten zu MINT-Fußballzielen von **LEGO® Education** 10 neue MINT-Einheiten für Grund- und weiterführende Schule loslegen. [\[link to landing page\]](#)

LEGOEducation

Handles

Replace the text **LEGO® Education** with the handle for the platform you are posting to.

LinkedIn: **@lego-education**

X (Twitter): **@LEGO_Education**

Facebook: **@LEGO Education**

Instagram: **@legoeducation**

Social Media Images

We have created an animated GIF and a static version of each of the two images shown below (four assets in total), for you to use alongside your social media posts. These are available on LAP.



Campaign Inspiration

Below are some examples of campaign landing pages created for LEGO Education in the US, designed to promote new learning content. We are sharing these as they may provide some inspiration when developing your own campaign landing page for Football STEAM Goals. As always, please refer to the [Reseller Rulebook available on LAP](#) for guidelines on how to display LEGO Education content on your website.

The Eclipse Collection: <https://education.lego.com/en-us/eclipse>

The screenshot shows the top of the landing page with navigation links for 'Part A & Disaggregation', 'Resources', and 'Help'. The main heading is 'The LEGO® Education Eclipse Collection' with a sub-heading 'Engaging students in scientific concepts using a real, out-of-this-world moment'. Below this is a large image of a LEGO Technic model. The page is divided into sections: 'Eclipse Activities' with two activity cards ('Solar Eclipse Exploration' and 'Design a Mobile Observatory'), 'Explore Science Connections' with four sub-sections ('Daytime and Nighttime', 'How Eyes See/Cave Car', 'Illumination', 'Communicate with Light and Sound'), and a 'Download Activity Slides' button.

This screenshot shows the middle and bottom sections of the landing page. It features a testimonial titled 'Spark Engagement with Real-World Moments' with a photo of a student wearing a LEGO-based eye protector. Below this is a 'NASA Resources' section with a map of the eclipse path and a 'Get Inspired' section featuring four teacher profiles with photos of their LEGO models. The bottom section is titled 'More Real-World STEAM Activities' and includes three activity cards: 'STEAM Heroes Career Toolkit', 'Build to Launch', and 'World Play Day'.


Rebuild the World: <https://education.lego.com/en-us/rebuild-the-world>

education | Home & Outdoors | Elementary | HS/HS

Teacher Resources | [Help](#) | [Log Out](#)

Discover the Power of Play

At LEGO® Education, we help every teacher succeed by giving educators the tools to teach STEAM through play. With the lessons for grades K-6, we create engaging hands-on learning experiences that tap into students' experience of play, helping them build the confidence they need to **Rebuild the World**.



We need to talk about play!

Hear it from the students themselves. More learning through play, please.

- 98%** of students say that playing in the classroom helps them learn more.
- 89%** of students say that more play would make them more excited to go to school.
- 97%** of teachers say that learning through play reduces their feelings of burnout.


Trusted by Educators

See what real teachers are saying about using play to teach in the classroom.

"My students have been inspired greatly by play. They become better problem solvers, students, and they actually take it into the community, which is really great!"
Angela "AJ" Lopez, Instructional Technology Facilitator

"Play increases student engagement, creativity, collaboration amongst the students, opens up directed learning, and leads to big learning."
Allia Miller, Teacher


"Hands-on playful learning is everything to me. Students get a chance to learn, connect, and learn about what they're learning in a meaningful way where they can critically think and they can solve problems."
Ryan Stone, Technology Teacher



Get Permission to Play!

If asked by students, an overwhelming 97% of teachers would be likely to **increase the amount of purposeful play** for every 5 min they bring on each day to class. The Permission to Play and Play Kit is designed to help change that. This free resource is full of the activities, proof points, and inspiration you need to give yourself permission to play.





Take the pledge today to add more play to the classroom. Post this image on your so-ccial media, email it to the board to show your commitment and encourage others to do the same.



[DOWNLOAD ACTIVITY KIT](#) | [DOWNLOAD INFOGRAPHIC](#)

Want Inspiration? Download 4 Play-based STEAM Activities

Download four different STEAM activities, rooted in purposeful play, ranging from kindergarten to middle school and beyond! Whether you have no LEGO® bricks, a few, or all LEGO® Education sets, there's an activity for every classroom. Problem solve, get creative, and have fun!


Any grade (no bricks)	Grades K-2 (some bricks)	Grades 1-5 (full set)	Grades 6-8 (full set)
 <p>Design Your Own Board Game</p> <p>DOWNLOAD THE ACTIVITY</p>	 <p>Play With Patterns</p> <p>DOWNLOAD THE ACTIVITY</p>	 <p>Design a Parade With LEGO® Education SPIKE™ Essential!</p> <p>DOWNLOAD THE ACTIVITY</p>	 <p>Navigate Maps With LEGO® Education SPIKE™ Prime</p> <p>DOWNLOAD THE ACTIVITY</p>

Looking for More Real-world STEAM Activities?





With the free STEAM Career Toolkit, you can introduce your students to STEAM careers and bring the real world to your classroom. Through fun, creative activities and hands-on challenges, your students will see themselves in STEAM as they learn how real careers fit into our world and appreciate our STEAM skills every day. Inspire your students to discover—or create—what they love to do.

Get your free toolkit below to get started:

[DOWNLOAD CAREER TOOLKIT](#)



Learn More about our STEAM Solutions

 <p>SEE MORE DETAILS</p>	 <p>SEE MORE DETAILS</p>	 <p>SEE MORE DETAILS</p>	 <p>SEE MORE DETAILS</p>
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[REQUEST A KIT](#)

Bring LEGO® Education to your school or district

Our team of experts is here to help find the solution that fits your students' needs.

[REQUEST A KIT](#)


Build To Launch: <https://education.lego.com/en-us/build-to-launch>

education
Home > Kindergarten > Elementary > Middle
Teacher Resources


Build To Launch: A STEAM Exploration Series

In collaboration with NASA and the Artemis 1 Mission

Taking STEAM learning to new heights, LEGO® Education is teaming up with NASA and the Artemis 1 Mission to bring students and teachers an unparalleled STEAM learning series. Build to Launch is an exploration of the technology, STEAM concepts and career paths that a space mission to the Moon, and the Artemis 1 Mission. LEGO® Education and LEGO® Education have teamed up to create a 10-week interactive digital learning series, available in English and Spanish. Through user-embedded lessons, students will get hands-on and solve some problems the Artemis 1 crew faces as they build towards launch.



Build to Launch




STEAM Practices

Based on STEAM practices and standards, the lessons are designed on each student card:

- Ask questions and define problems
- Plan and carry out investigations
- Design and use models
- Identify design constraints
- Evaluate competing design solutions
- Iteratively test and modify designs
- Communicate how the solutions
- Engage in and evaluate
- Investigate systems and system models
- Understand structure and function
- ...and more!

[LEARN MORE](#)

Meet The LEGO Space Team



Kate: Command Pilot

As a member of the Artemis 1 Mission, Kate has to solve her motorcycle around the country visiting schools to talk about STEAM learning. Kate also wants to open a school and be a role model called Kate and Kate.

Next: Kyle: Mission Specialist 1 of 8

Teacher Resources

Downloads

- Teacher Resource Guide
- Engineering Design Handbook
- Module 1 Teacher Guide
- Module 2 Teacher Guide
- Module 3 Teacher Guide
- Professional Development Resource Guide

- LEGO® Space Team Cards
- Engineering Design Handbook (Printed Handout)
- Module 1 Student Lessons
- Module 2 Student Lessons
- Module 3 Student Lessons
- Certificate of Completion

Videos

<ul style="list-style-type: none"> Series Overview Webinar Episode 2: Operation A-10s Flight Episode 3: Mission Briefing Episode 4: The Plan to the Plan Episode 5: Staying Safe in Space Episode 10: Countdown to Launch 	<ul style="list-style-type: none"> Episode 1: Mission Briefing Episode 3: STEAM Work in Teamwork Episode 5: Build Your a Behavior Episode 7: Mission Briefing Episode 9: The Right Tool for the Job
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Stay Connected

Signing today and don't miss out on new learning resources, updates from the LEGO® Space Team, and even the chance to interact with the Artemis 1 crew and LEGO® Education experts!

First Name *

Last Name *

YouTube *

Instagram *

Twitter *

LinkedIn *

Work *

City *


State *

Grade Level *

By submitting through this form, you agree to our [Terms as listed here](#).

I want to be updated on LEGO® Education News

[Submit](#)



Bring LEGO® Education to your school or district

Our team of experts is here to help find the solution that fits your students' needs.

[REQUEST A MEETING](#)

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Shortcuts

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