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# SCHOOLING INNOVATORS OF THE FUTURE: JULIA BATESON AND EXCITE-ED

by [admin](#)



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FLARES



Julia Bateson found that not enough primary schools were encouraging their pupils to engage creatively with technology. In order to combat this, she has developed [Excite-ed](#), a [social enterprise](#) which helps young children to learn using computer technology and gaming.

## How Julia Bateson is Developing a Digitally-Aware Generation

[Julia's start-up](#), Excite-ed, is a social enterprise which is active in schools, and which encourages pupils and teachers to familiarize themselves with the digital world through gaming.



Children and their teachers are given the tools necessary to design online games and applications that will provide a technological and a social education for the children who use them.

Julia felt that, while the modern job market is becoming more and more reliant upon technology, and while most jobs in the future will depend upon a sound technological understanding, schools were not doing enough to equip children with this kind of understanding from a young age. Excite-ed, which works with children and young adults in schools across the UK, has developed games and software such as CyberSafe, which is a game to raise awareness of cyber bullying.

Through the games developed by Excite-ed, children are becoming more familiar with the creative and technological processes behind online games, they are given access to a new form of educational tool, and they are able to bond with their teachers as the games bring them together. A recent article on [edu-games](#) discusses the good and bad on this form of educational learning.

## About this Entrepreneur for a Change: Julia Bateson

Julia Bateson has a long and varied background in education and working with children. She has qualifications in teaching primary and middle-years children (Brighton Polytechnic) and a Master of



Arts in Educational Studies from Canterbury Christ Church University. She has worked with schools and local councils, and has hands-on experience in working with young children.



Julia founded Excite-ed in 2011. After all her experience in working with children and teachers, she felt that schools were not doing enough to improve their pupils' digital literacy skills, and wanted to develop a [social enterprise](#) that would combat this.

Julia now works with a core team of three directors at Excite-ed. As well as developing CyberSafe and working with the Big Lottery fund, she has also developed a multi-cultural app named Simple Salah, which helps children to learn more about the Islamic prayer.

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## Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



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