All Aboard for Global Goals!
March 2019

Launch of mini website allaboardtodiscovery.com/it-it with 7 localized videos and explanation of 6 SDGs treated by Thomas & Friends

April/May 2019

6 Sponsored posts (1/wk) on Il Trenino Thomas Italia Facebook page promoting and explaining SDGs
EDUTAINMENT PROJECT

April – June 2019

Edutainment project to teach kids the importance of SDGs

Teachers will have the possibility to talk with kids about SDGs and to prepare together a creative work to be published on a dedicated landing page.

Once at home, parents and friends will have the possibility to vote their favourite creative work to allow classes to win special prizes (coupons to be spent for school materials + toy kits for the class).

Classes involved: 300 all across Italy (+ classes which want to join the project later)

Kids involved: 7.5k ca.
May 2019

Edutainment project to teach kids the importance of SDGs

During school trips in Leolandia, we will have the possibility to give teachers UN/Thomas materials to allow them to talk with kids about SDGs.

In addition to this, while riding Thomas carousel in Leolandia, kids will hear a speech from either Thomas or sir Topham (TBC) about the importance of SDGs.

Classes involved: 600 all across Italy
Kids involved: 13k ca.
Ad-hoc materials created to speak about SDGs on Thomas magazine

SDGs tips published on magazine
2 SDGs per month

Kids reached involved: 10k per month