

Global Goals Kids' Show Italy

WHY

As we head into the final years of the Agenda 2030, we still see a scarcity of information and material for the next generation of leaders and decision-makers regarding the Global Goals and the growing urgency of sustainability. Even though awareness material has been produced there is a lack of material being fully adapted to children 5-10 years of age and in their specific national context.

WHAT

The initiative was brought to Italy and developed by [A future](#), in collaboration with [Italian Alliance for Sustainable Development \(ASviS\)](#) and [Edoardo Garrone Foundation](#), and it is based on the Swedish [The Global Kids' Show](#) created in 2019 by the strategic communication group [The New Division](#).

The shared purpose driving this initiative is to convey the SDGs message in an engaging and easy to understand format in order to onboard the next generation of leaders and decision-makers in Italy. It will both empower and inspire them to use their voices and actions. The show will be available to the over 5 million children between 5-10 years living in Italy as well as teachers/trainers who want to use the series in an educational setting

The aim of the creation of the 17 episodes was to create a show that children could both learn from and feel inspired and empowered by. The content, the graphics, the soundtrack jingle, the language, and the host's interpretation, all contribute to episodes transmitting positivity and hopefulness while still discussing complex and sometimes scary topics. Each episode ends with concrete examples on how our youngest can contribute to a sustainable future in their everyday life.

WHERE

A promo of "The Global Goals Kids Show Italia" was released on the 6th of October during the national event dedicated to Global Goal #4 "Quality Education" during the 2020 edition of the Sustainable Development Festival promoted by ASviS, and starting from the 16th October all the episodes will be transmitted on Rai Yoyo national TV, and will also be available online for anyone to use on all the partners' online channels.

WHO

The partners are united by their shared purpose, their belief in a collaborative approach, and their technical expertise and experience. Together with ASviS and Edoardo Garrone Foundation, A future has adapted the content, and because of ASviS collaboration with the Ministry of Education, Rai Ragazzi e [Rai per il Sociale](#), they became a key partner for the promotion and distribution in Italy.





The realization of the initiative was supported [WindTre Wildside](#), an Italian company belonging to Fremantle, one of the largest creators, producers and distributors of television brands in the world, was selected for the production. Since the recognition factor of the actor in the show is of high importance in obtaining the children's engagement, Caroline Benvenga was selected as the presenter of the show.

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