



50
1966 - 2016

I'LL TAKE CARE OF YOU: WORKING WITH SCHOOLS TOWARDS THE 2030 AGENDA

A school year that will be spent discovering the wonders of forests together with
WWF Italy and Regina (Sofidel Group).

Detailed information sheets, school and home-based activities, and digital games to get to
know and cherish our planet.

“I’ll Take Care of You” (*Mi Curo di Te*), the **educational project promoted by WWF and Regina (Sofidel Group)**, restarts with a new year full of insights as well as analogue and digital activities to discover, know and cherish our planet, starting from **forests** and knowledge of the **UN 2030 Agenda**. The programme is free and aimed at primary and secondary schools in Italy.

“As WWF we’re looking at how we can save the communities and cultures that depend on forests, and ensure forests continue to store carbon, filter our water, supply food, wood and other resources as well as the habitat for millions of species,” commented **Isabella Pratesi, Director of Conservation at WWF Italy**. “In such an unusual year as the one we’re currently living through, with this educational project we want to support young people with energy, so that they themselves become the voice of change and the representatives of a new balance between man and nature.”

“School, the environment and information are three central themes for building a more sustainable future,” explained **Susanna Bellandi, Sofidel Creative, Communication and CSR Director**. “Three areas in which Sofidel and Regina, together with WWF, intend to play their part with the “I’ll Take Care of You” educational programme. An investment in education to help new generations develop the knowledge to help them understand their time and prepare for a more environmentally balanced and socially inclusive future.”

The “I’ll Take Care of You” project, established in 2014, has involved over 265,000 Italian schoolchildren over the **last six years**, looking in detail at the topics of “**Forests**”, “**Water**” and “**Climate**”.

SOFIDEL S.p.A.

Via Giuseppe Lazzareschi, 23 - 55016 Porcari (LU) Italy | P +39 0583 2681 | www.sofidel.com



Sofidel is a WWF Climate Savers member



50
1966 - 2016

From this year, the updated three-year project on the same themes offers primary and secondary schools **new content, new mechanisms and new tools** to involve even more pupils and families, with the aim of **raising awareness about care and respect for the planet**. All with an exceptional mascot: Milla, the ant that stars in the Regina Cartacamomilla toilet paper commercials.

The 2020/2021 edition looks in particular at **the importance of plants and forests for life on the planet**, promoting knowledge of the UN 2030 Agenda and some of the Sustainable Development Goals (SDGs). More in detail, the course addresses the wonder that plants and forests arouse in those who know how to listen to and observe them, the factors that threaten their survival and possible solutions to the problem of forest loss. And it focuses on those who, like Regina and the Sofidel Group, produce paper through **responsible use of forest resources**.

In addition, the programme is integrated with the new Italian ministerial guidelines on the teaching of **Civic Education** (topic: Sustainability), also adapting to **distance learning** at a time when the COVID-19 emergency has made this method increasingly relevant.

The course ends with a **contest**, with various prizes up for grabs, which rewards the creativity of children and young people and emphasises the involvement of families and schools.

To learn more and sign up to the initiative, visit the website (in Italian): www.micurodite.it

To watch the launch video for the initiative (in Italian), visit: <https://youtu.be/qbe0ToMV2to>

Porcari, Lucca (Italy), 21 October 2020

The Sofidel Group

The Sofidel Group is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 12 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania and the USA – with more than 6,000 employees, net sales of 1,919 million Euros (2019) and a production capacity of over one million tonnes per year (1,308,000 tonnes in 2019). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, Thirst Pockets, KittenSoft, Nalys, Cosynel, Lycke, Nicky, Papernet. A member of the UN Global Compact and the international WWF Climate Savers programme, the Sofidel Group



Sofidel is a WWF Climate Savers member



50
1966 - 2016

considers sustainability a strategic factor with regards to growth and is committed to reducing its impact on natural capital and maximising social benefits, setting as objective the creation of shared added value for all stakeholders. Sofidel's greenhouse gas (GHG) emissions reduction targets to 2030 have been approved by the Science Based Targets initiative (SBTi) as consistent with reductions required to keep warming to well-below 2°C, in line with the goals of the Paris Agreement.

Sofidel Press Office

Hill+Knowlton Strategies

Daniele Rurale - +39 346 5011546 - daniele.rurale@hkstrategies.com



Sofidel is a WWF Climate Savers member