

THE WINNING SCHOOLS OF “I’LL TAKE CARE OF YOU”: THE EDUCATIONAL PROJECT PROMOTED BY REGINA AND WWF ITALY FOR THE 2030 AGENDA

The seventh edition of the initiative that involved schools, students and families to discover the wonders of the forests together with WWF Italy and Regina (Sofidel Group) ended successfully and with huge participation.

Nearly **7,000 classes** from primary and junior high schools and over **148,000 students** signed up for the 2020/21 edition of **“I’ll Take Care of You”** (*“Mi Curo di Te”*) the **educational project promoted by WWF Italy and Regina (Sofidel Group)** to discover, get to know and love our Planet, starting from **forests** and the knowledge of **the UN 2030 Agenda**.

Among all the schools that have decided to take part in the initiative, the **first place** goes to the **C.D. “S. D. Savio - T. Fiore”** primary school of **Gravina in Puglia (Bari)** and the **Angri Galvani-Opromolla** junior high school of **Angri (Salerno)**, which receive 1,000 euros each in shopping vouchers to be used in educational materials, in addition to a rich supply of Regina products and access for teachers to [OnePlanetSchool](#), WWF Italy’s platform for permanent and innovative learning and knowledge, useful for an in-depth analysis of the mechanisms that regulate the Planet that hosts and sustains us.

The **G. Pallavicini** primary school of **Rome** and the **I.C. Maneri Ingrassia-Don Milani** junior high school of **Palermo** obtained the **second place** and a prize of 600 euros in shopping vouchers for educational material; while the schools that obtained the **third place**, that is the **IC G. Marconi Paternò** primary school of **Paternò (Catania)** and the **P. Mattej** junior high school of **Formia (Latina)**, will receive a voucher of 400 euros. The second and third place winners, both primary and junior high schools, will also receive a rich supply of Regina products and access for teachers to WWF Italy’s OnePlanetSchool platform.

“Once again, the “I’ll Take Care of You” project has showcased the lively interest and full involvement among the new generations in topics that concern the respect for and protection of our Planet,” comments **Elena Faccio, Sofidel Creative, Communication & CSR Director**. *“The Regina brand, together with WWF Italy, will therefore continue to commit itself to this educational path, proud to be able to make a useful contribution to helping young people be more aware and prepared to face a future in harmony with the environment.”*

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

Benedetta Flammini, Marketing and Communication Director of WWF Italy, also commented on the initiative: *“Bringing the younger generations closer to a natural environment that is so much a part of our culture such as forests, by representing their charm, valuable functions, threats and solutions, many of which are within the reach of the younger generations, and having raised the awareness of so many classes and teachers, whom are true multipliers of what they have acquired for their own communities, can only confirm the positive assessment of a project that we can say is both historic and new, I’ll Take Care of You”.*

Classes had the opportunity to sign up for the initiative until May 31. After studying **the topic of biodiversity and forest protection**, the students created an essay that enhanced their creativity and the involvement of teachers and families. Primary schools were asked to design a poster that illustrated their journey in the classroom, focusing on the details and curiosities that struck them most and on the emotions and experiences shared together. Junior high schools, on the other hand, created a class slogan aimed at raising awareness on the importance of forests.

“I’ll Take Care of You” is a **multi-year educational project** that aims at making the new generations aware of the connections between everyday gestures and major global phenomena, stimulating curiosity, and **motivating the adoption of sustainable behavior**.

Full of in-depth information and activities, the **program is aimed at primary and junior high schools in Italy**. Teachers, students, and families could use a variety of educational tools and digital games both at school and at home, designed to raise awareness on the care and respect for the environment. Plus, there is an exceptional mascot – Milla, the ant that stars in the Regina Cartacamomilla toilet paper commercials.

“I’ll Take Care of You” also integrates with the new Italian ministerial guidelines for teaching **Civics**, a new compulsory discipline that revolves around three fundamental pillars: Digital Citizenship, the Constitution, and Sustainability.

The initiative, created in 2014, has involved about 380,000 children and young people in total: new generations who, together with Sofidel-Regina and WWF Italy, have been able to understand, study and express their creativity around an urgent and priority issue such as the protection of the Planet.

The **project is ready to start again with the new school year**: the theme of the next edition is **“Climate and climate change”**: a reflection on issues such as global warming, greenhouse gas emissions, the melting and study of glaciers, the effects on the environment and the challenges that science is facing.

For further information visit the website (in Italian): www.micurodite.it

ANNEX

The collaboration between WWF and Regina, Sofidel Group's main brand

WWF's mission is to **build a future where humans and the environment can live in harmony**. Founded in Switzerland in 1961, WWF is among the world's largest nature conservation organizations. Since 1966, it has also been present in Italy to preserve the great natural heritage of our country. This commitment is also carried out through **educational activities aimed at schools and young people**, in the belief that initiatives in defense of nature can only be successful if they are supported by greater awareness and a growth in skills. According to WWF, we can achieve any result if we work together, and "**Together Possible**" is the invitation to cooperate that the organization addresses to young people, teachers, schools, institutions, and companies.

It is with this spirit that **the collaboration with Sofidel**, a company that also includes the **Regina** brand, **has been going on for over 10 years**. With the support of WWF, the Sofidel Group has developed an organic and systemic approach to environmental sustainability in Italy and internationally, contributing to the creation of an open, positive and responsible vision of the future. Another area of collaboration with WWF was the development of a strategy to **improve the forest procurement process** – in terms of the use of certified sources and transparency in reporting to stakeholders.

In 2008, Sofidel was the first Italian company and the first in the world in the tissue sector to join the **Climate Savers** initiative, the WWF's international program that proposes that large companies voluntarily adopt objectives to **reduce climate-altering emissions** and increase the use of clean energy in the production process. In 2020, Sofidel **reduced its direct CO₂ emissions into the atmosphere by 24%** per ton of paper produced (compared with 2009 values), exceeding the target it had set itself to achieve by 2020: a 23% reduction.

Also in 2020, the Group set a new climate-altering emissions reduction target by joining the **Science Based Targets initiative (SBTi)** international program: to **reduce its CO₂ emissions by 40%** per ton of paper produced **by 2030**, compared to 2018 values.

Sofidel and Regina are also working alongside the WWF to **spread the culture of sustainability**, as part of their commitment to raise awareness about achieving the 17 Sustainable Development Goals (SDGs) outlined by the UN in the 2030 Agenda. Awareness-raising activities take the form, in particular, of a project dedicated to the school world: since 2014, in fact, WWF Italy and Sofidel-Regina have been running “**I’ll Take Care of You**”, the environmental education program aimed at primary and junior high schools focusing on forests, climate and water issues included in the framework of 2030 Agenda.

In addition, in the summer of 2017, the Group was one of the first signatories of **Manifesto-Appeal “An S.O.S. (Safe Operating Space) for a sustainable human future”**. The Group has also been the “Main Partner” for Italy, in several editions of the “**Earth Hour**” (“**L’Ora della Terra**”), WWF’s global mobilization to raise public awareness of the effects of climate change. The collaboration also includes activities linked to some **Regina branded products** with which Sofidel supports the main nature conservation projects activated by WWF in Italy and around the world.

Sofidel is also among the first companies to join the “**Forests Forward**” multi-stakeholder initiative, launched in **June 2021** by WWF on an international level. The goal of “Forests Forward” is to accelerate the environmental sustainability commitments of companies and investors globally, recognizing the **value of forests** not only for the raw materials they provide but also for the **ecosystem services** that benefit people, the economy, nature as well as to combat climate change and preserve biodiversity.

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 2,173 million Euros (2020) and a production capacity of over one million tonnes per year (1,428,000 tonnes in 2020). “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 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.
www.sofidel.com

Sofidel Press Office

Weber Shandwick

Elena Torzuoli - Tel: +39 02 57378.501 @ etorzuoli@webershandwickitalia.it
Novella D'Incecco - Tel: +39 02 57378.503 @ ndincecco@webershandwickitalia.it
Francesca Corneo - Tel: +39 02 57378.209 @ fcorneo@webershandwickitalia.it



Sofidel is a WWF Climate Savers member