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OVER 220 THOUSAND STUDENTS COMMITTED TO TAKING CARE OF THE PLANET

*Teachers and families with WWF Italy and Sofidel to educate the new generations
to inhabit the world in a new way*

Environmental awareness becomes a focal point among Italian schools and young people. Already, more than 10,000 classes this year - over 220 thousand students - have decided to participate in ["I'll Take Care of You" \(Mi Curo di Te\)](#), WWF Italy and Regina's (Sofidel Group) environmental education program. Since 2014, this project has accompanied Italian children on a fantastic discovery of our Planet and how to take care of it.

The 2021/22 edition of the project – aimed at children in Italian primary and secondary schools, their teachers and families – focuses on the objectives of the **2030 Agenda and climate**. It is an educational program, high on fun and with many prizes up for grabs, that winds through **games, educational worksheets and digital quizzes that introduce the phenomenon of climate change** and the impacts it causes on the Earth, from melting glaciers to the greenhouse effect.

Since its launch, memberships have hit impressive numbers in just over four months. **Isabella Pratesi, Conservation Director of WWF Italy**, explains: *"We wondered about the success of this edition. Certainly, the events of the past two years have helped focus the spotlight on environmental conservation issues. Teachers and families are strongly determined to educate the next generation to inhabit the world in a new way. We can and should help them by providing them with appropriate tools."*

Elena Faccio, Creative, Communication and CSR Director of Sofidel, adds: *"I'll Take Care of You" (Mi Curo di Te) is a project that we have always cared a lot about. And even more so in the last two years. Many teachers have found the program useful, helping to enrich or enliven their lessons, even when they have been forced to teach at a distance because of the restrictions we are familiar with. In doing business, sustainability is a strategic lever for us. Being able to do something to win over the younger generations is one of our main goals."*

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There is time to participate in “I’ll Take Care of You” until 29th April 2022. Teachers can download the educational kit and guide the children to make the submissions to climb the final ranking and win prizes. To win, help from family members also counts, who can also participate in the quizzes and surveys available on the site www.micurodite.it (in Italian).

In addition to a supply of Regina products and access to WWF Italy’s educational portal OnePlanetSchool, the primary schools winning first, second and third place, and, identically, the top three secondary schools, will receive vouchers for educational materials worth €1,000, €600, and €400. Supplies of Regina products and access to OnePlanetSchool will also be awarded to schools in categories in 4th to 6th position. Drawings will award other prizes. Full details are listed on the project’s website.

Winners will be notified on www.micurodite.it by 11th May 2022.

Notes to editors: *“I’ll Take Care of You” (Mi Curo di Te) is part of the collaboration that the Sofidel Group, a world leader in the production of paper for hygienic and domestic use, has undertaken for 15 years with WWF to contribute to the creation of a world where man and nature can live in harmony. The Group, which makes sustainability a strategic growth lever, has been part of the international “WWF Climate Savers” program for the voluntary reduction of climate-changing emissions since 2008. Over the years, it has embarked on a journey to improve its forest products procurement process, reaching 100% use of certified sources in 2016. In 2021, Sofidel was also among the first companies to join “Forests Forward,” the multi-stakeholder platform launched by WWF to accelerate commitments to environmental sustainability globally, recognizing the value of forests for the ecosystem services they provide to benefit people, the economy, and nature, and to combat climate change and preserve biodiversity. More information at this link:*
<https://www.sofidel.com/en/sustainability/wwf/>

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, Sopalín, 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.

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