



50
1966 - 2016

THE 8TH EDITION OF “MI CURO DI TE” (I’LL TAKE CARE OF YOU) DRAWS TO A CLOSE: HERE ARE THE WINNING SCHOOLS IN THE REGINA (SOFIDEL GROUP) AND WWF ITALIA ENVIRONMENTAL EDUCATION PROJECT FOR THE 2030 AGENDA

The 2021/2022 edition of the initiative led schools, students, and families to discover small daily actions that are good for the environment and can contribute to the fight against climate change. It drew to a successful close with widespread participation.

Porcari (Lucca), Italy, 27 June 2022 – More than **12,500 classes** and **276,000 students**, with the support of more than 6,300 parents, friends, and relatives, joined – together with teachers and instructors – in the 2021/2022 edition of “[Mi Curo di Te](#)” (I’ll Take Care of You), the **environmental education program promoted by WWF Italy and Regina (Sofidel Group)** to discover, understand and love our Planet.

The project aims to make the new generations aware of the **connections between everyday actions and major global phenomena**, stimulating curiosity and motivating the adoption of sustainable behavior. Plus, there was an exceptional mascot – **Milla**, the ant that stars in the Regina Cartacamomilla toilet paper commercials.

Building on the knowledge of the **UN 2030 Agenda**, the eighth edition of the project steered children and young people towards discussing the **topic of climate and climate change**. Teachers of the participating classes downloaded the teaching kit with **interactive games, teaching sheets, and digital quizzes** from the dedicated website to introduce the topic addressed in the classroom and organize workshops and hands-on activities.

Finally, the students gave free rein to their creativity in a class product that was the result of their reflections on the topic: a **poster** for elementary schools that described the details, curiosities, and emotions aroused by the course they took; a **class slogan** for high schools, aimed at raising awareness of the effects of climate change and the daily actions that each person can adopt to help limit it.

SOFIDEL S.p.A.

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



Sofidel is a WWF Climate Savers member

Of the **2,500 elementary and high schools** in Italy that took part in the initiative, 20 won awards. Below are the rankings:

- 1° Elementary School **IC Fidenza – “Collodi” site in Fidenza (Parma)**; High School **“Anгри Galvani-Opromolla” in Angri (Salerno)**. Award: 1,000 Euro worth of vouchers for teaching materials;
- 2° Elementary School **C.D. “S. D. Savio – T. Fiore” in Gravina in Puglia (Bari)**; High School **“Luini – Falcone Rozzano” in Rozzano (Milan)**. Award: 600 Euro worth of vouchers;
- 3° Elementary School **IC “G. Modugno” – “Moro” site in Barletta (Barletta-Andria-Trani)**; High School **“Giovanni XXIII” in Santa Maria Vico (Caserta)** Award: 400 Euro worth of vouchers.

All schools ranked up to 6th place – along with **four elementary and four high schools drawn at random** (among those not awarded prizes) – also received a supply of Regina products and teacher access to the WWF Italy’s platform [OnePlanetSchool](#).

This year, as the “Mi Curo di Te” teaching course came to a close, a **questionnaire** was circulated among the teachers of the participating classes to gather opinions and insights: of the **930 teachers** who responded: **98 percent said that their students enjoyed the project**, 94 percent of the teachers considered it positive to bring the topic of climate change and safeguarding the Planet to school, and 85 percent said that the proposed content was consistent and in line with their school’s scheduled educational program.

“This edition of the ‘Mi Curo di Te’ project has also shown that children and young people are very sensitive to the issues of sustainability and environmental protection. They are often much more aware than adults of the urgency to do something useful, starting with small everyday actions,” comments **Elena Faccio, Sofidel Creative, Communication & CSR Director**.

Benedetta Flammini, Marketing and Communications Director, WWF Italy adds, *“Having stimulated the reflections of children and young people on the issue of climate change has been further proof of their attention and awareness to the subject: the ‘Mi Curo di Te’ project is now a fixed event that accompanies us every school year. Each edition is renewed by focusing on brand new topics linked to the 2030 Agenda. This allows children and teachers to be real multipliers of what they have learned within their community, starting with the involvement of families and friends.”*

SOFIDEL S.p.A.

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



Sofidel is a WWF Climate Savers member



50
1966 - 2016

The project is ready to restart at the beginning of the **2022/2023** school year: the topic of the new edition will be **water**. Starting with the importance of this resource for life on Earth, the project will investigate its natural cycle, reasons for its scarcity, and ways to use it responsibly. The health of **oceans, seas, lakes, and rivers** and plastic pollution will also be discussed.

To learn more, visit the website (in Italian): www.micurodite.it

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 13 countries – Italy, Spain, the UK, Ireland, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, and the USA – with more than 6,000 employees, net sales of 2,095 million Euros (2021) and a production capacity of over one million tonnes per year (1,440,000 tonnes in 2021). “Regina,” its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalín, 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

Silvia Colleoni – +39 349 3457751 – silvia.colleoni@bcw-global.com
Giorgia Desimini – +39 389 2019708 – giorgia.desimini@bcw-global.com

SOFIDEL S.p.A.

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



Sofidel is a WWF Climate Savers member