

“ACTING ACCORDING TO NATURE”: THE SCHOOL PROJECT ON PROTECTING OUR PLANET IS UNDERWAY

WWF and Regina (Sofidel Group) are opening the 10th edition of “Mi Curo di Te” (I’ll Take Care of You) with a new educational project inspired by BIOMIMETICS, to learn concrete actions and daily gestures by imitating the characteristics and behavior of plants and animals.

Porcari, Lucca (Italy). September 26, 2023 – *Nature is a school: let’s take biodiversity as an example.* This is the starting point of the 10th edition of [Mi Curo di Te](#), the **free environmental education program** promoted by **WWF Italy and Regina (Sofidel Group)** aimed at Italian elementary schools to discover, learn about and respect our planet, learning how to **act according to nature**.

From 18 September 2023 to 30 April 2024, the latest edition of the school project will lead classes to discover **biomimetics**: how we can take examples from the behavior or characteristics of plants, animals and ecosystems to improve human activities and technologies and help safeguard our planet, asking ourselves “What can we **learn from nature?**” instead of “What can we take from it?”

BIOMIMETICS: ACTING ACCORDING TO NATURE TO SAFEGUARD OUR PLANET

An educational project organized into **five modules** with **fact sheets** and **practical activities**, as well as original **web games**, using technology to stimulate pupils and inspire an interest in nature. Some examples of how we can **make a difference with simple actions** in everyday life are also presented in the *cartoon* that accompanies the new edition of the project. We can be like the earthworm, which turns the fallen leaves it feeds on into compost, and give new life to things we no longer use. Or we can learn from the cat how to reduce waste. In winter cats protect themselves from the cold with a thicker coat, and just like the cat, we can wear heavier clothes and turn the heating down. In fact, “Mi Curo di Te” offers an in-depth look at **Goal 12 of the UN’s Agenda 2030, “Responsible Consumption and Production”**, explained in the classroom with numerous examples drawn from biomimetics.

HOW TO TAKE PART



Until 30 April 2024, Italian teachers can register their class on the dedicated website www.micurodite.it and download the **teaching kit**. At the end of the project, students will be able to unleash their creativity to create a design and enter the competition with lots of prizes on offer.

By 17 May 2024, from all the schools that have taken part with at least one design, five will be drawn to win an **€800 shopping voucher for the purchase of educational materials**. In addition, 10 more schools will be drawn to win **Sofidel-Regina product kits**. Also up for grabs are **three laptop PCs** which will be awarded to participating teachers also chosen through a random draw. Families and friends can also help. They can sign up for the program and take part in a survey available on the portal.

Elena Faccio, Sofidel Group Creative & Communication Director, commented on the initiative: *“This year we are celebrating the tenth anniversary of “Mi Curo di Te”, a project that we care a great deal about and through which Sofidel and Regina, together with WWF Italy, are making a concrete commitment to help educate new generations, creating awareness about the main environmental challenges the world is facing. The enduring nature of “Mi Curo di Te” and the success that has been repeated edition after edition since 2014 tells us how much the themes of sustainability and environmental protection are increasingly important to children and young people, but also to the teachers and families who guide and accompany them on this educational path.”*

Martina Alemanno, Education Office Manager at WWF Italy, said: *“Mi Curo di Te” is the educational program that offers young people and teachers the first tool for cultural change and education for a sustainable future. Not only environmental and ecological education, but also education in terms of solidarity, respect for life and all forms of diversity, and the honest and responsible use of resources. The new edition of the program, “Acting according to nature”, through education for global citizenship and sustainable development, involves a broadening of educational horizons and the introduction of a number of multidisciplinary perspectives, significant for the achievement of the Sustainable Development Goals (SDGs) defined by the UN’s Agenda 2030.”*

Since 2014, more than 770,000 children and young people in Italy have taken part in “Mi Curo di Te”. Full information is available at www.micurodite.it

*** END ***

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WEBINAR FOR TEACHERS

A [webinar for Italian teachers](#) is scheduled for **Wednesday, September 27 at 5:00 p.m.** to present the theme of the new edition and new features with talks by Sofidel and WWF. The webinar is organized by [d&f](#), an agency specializing in educational projects for schools, which has developed the entire project.

NOTES TO EDITORS

The project is part of “RiGenerazione Scuola” (School ReGeneration), the Italian Ministry of Education and Merit’s national plan for the cultural and green transition of Italian schools. The plan, inspired by the goals of the UN’s Agenda 2030, aims to regenerate the educational function of schools and teach children how to live in the world in a new way. An added value for an environmental education project that is also in line with the ministerial guidelines for teaching Civic Education, a compulsory subject for Italian schools that revolves around three fundamental pillars: Digital Citizenship, the Constitution, and Sustainability.

The 9 editions of the initiative, created in 2014, have involved about 770,000 children and young people: new generations who, together with Sofidel-Regina and WWF Italy, have been able to understand, study and express their creativity around an urgent and high priority issue such as the protection of our planet.

“Mi Curo di Te” is part of the collaboration that the Sofidel Group, one of the global leading manufacturers of tissue paper for hygienic and domestic use, has undertaken for over 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-altering 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/>

CREDITS CARTOON

CREATIVE AGENCY: BCW ITALY

ANIMATIONS: MBANGA STUDIO

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 6,500 employees, net sales of 2,801 million Euros (2022) and a production capacity of over one million tonnes per year (1,440,000 tonnes in 2022). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Sopalin, Le Trèfle, Hakle, Softis, Nalys, Cosynel, KittenSoft, 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

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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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