

**All Aboard  
for Global Goals!**



**SUSTAINABLE  
DEVELOPMENT GOALS**



# UN & THOMAS VIDEOS



**4** ISTRUZIONE  
DI QUALITÀ



**5** UGUAGLIANZA  
DI GENERE



**6** ACQUA PULITA  
E IGIENE



**11** CITTÀ E COMUNITÀ  
SOSTENIBILI



**12** CONSUMO E  
PRODUZIONE  
RESPONSABILI



**15** LA VITA  
SULLA TERRA

## March 2019

Launch of mini website [allaboarboardtodiscovery.com/it-it](http://allaboarboardtodiscovery.com/it-it)  
with 7 localized videos and explanation of 6 SDGs treated by Thomas & Friends

## April/May 2019

6 Sponsored posts (1/wk) on Il Trenino Thomas Italia Facebook page  
promoting and explaining SDGs



# EDUTAINMENT PROJECT

April – June 2019

Edutainment project  
to teach kids the importance of SDGs

Teachers will have the possibility  
to talk with kids about SDGs  
and to prepare together a creative work  
to be published  
on a dedicated landing page

Once at home,  
parents and friends will have the possibility  
to vote their favourite creative work  
to allow classes to win special prizes  
(coupons to be spent for school materials  
+ toy kits for the class)

Classes involved: 300 all across Italy  
(+ classes which want to join the project later)  
Kids involved: 7.5k ca.





# LEOLANDIA SCHOOL TRIPS

May 2019

Edutainment project to teach kids the importance of SDGs

During school trips in Leolandia, we will have the possibility to give teachers UN/Thomas materials to allow them to talk with kids about SDGs

In addition to this, while riding Thomas carousel in Leolandia, kids will hear a speech from either Thomas or sir Topham (TBC) about the importance of SDGs

Classes involved: 600 all across Italy  
Kids involved: 13k ca.





# THOMAS MAGAZINE

May – July 2019

Ad-hoc materials created to speak about SDGs on Thomas magazine

SDGs tips published on magazine  
2 SDGs per month

Kids reached involved: 10k per month

