

“KIDS GO GREEN”, 4 and a half laps around the earth

May 25, 2022

1,800 children participate in the initiative organized by Fondazione Bruno Kessler and Cooperativa Kaleidoscopio, in collaboration with local governments and with the support of ITAS Mutua and Casse Rurali Trentine.

1,800 children from 109 classes in 28 Trentino elementary schools are participating this year in the **Kids Go Green** project, the educational game that uses a number of technology innovations developed by **Fondazione Bruno Kessler's Digital Society Center** to promote sustainable mobility habits.

Thanks to the success of previous editions, 58 routes have been activated again for 2022, specifically in schools in Trento, Rovereto, Pergine, Borgo Valsugana, Aldeno, Albiano, Dro, Pietramurata, Sarche, Arco, Vigo di Ton, Moena, Vigo Di Fassa, Pozza di Fassa, Canazei, Marter, Castelnuovo, Telve, and Novaledo.

The participants all together committed to 178,000 car-free kilometers (equal to 4.5 laps around the Earth).

This is an educational game involving schools, children and families in an adventure to discover the world and under the banner of more sustainable mobility. As part of the school curriculum, teachers, with the help of the Kids Go Green Web app developed specifically for the initiative, design theme routes by identifying stages to which they associate multimedia educational content.

The children in the classroom report daily about their home-school trips and the sustainable kilometers traveled by each one of them make the group advance along the route. Once a stage is reached, the multimedia content is unlocked, thus creating the opportunity to start a new topic. The stages reached and the interesting content are a motivation to advance along the route.

Compared to previous editions, more and more paths address environment and ecological transition related issues, bringing them down to the local area and daily lives of students. These include, for example, paths dedicated to the goals of Agenda 2030 in Trentino, green professions of the future, renewable energy, and the water cycle.

The initiative is organized by Fondazione Bruno Kessler and **Cooperativa Kaleidoscopio**, in collaboration with local governments and with the support of **ITAS Mutua** and **Casse Rurali Trentine**.

“For the **Municipality of Trento** – the Councillor for Youth Policies, Education, Culture, Libraries and Tourism explained – Kids go green, within the Bambini a piedi sicuri (Safe children on foot) project, represents an innovative and important activity in primary schools in the city. The paths have a focus on raising awareness on environmental issues related to the 2030 Agenda, in particular sustainable mobility on home-school trips. KGG therefore helps children to be citizens responsible for the present and the future”.

“New generations,” **Giuseppe Consoli**, president of ITAS Mutua added, “represent the present and the future of our civil society. Paying the utmost attention to their healthy development is a critical element of our being a Mutual aid society that places individuals and their communities at the center. In this sense, the renewed support for Kids Go Green, allows us to play an active role in the growth of young people by helping them become aware and responsible adults.”

“Respect for the local area and social function. With this in mind, Casse Rurali Trentine supports cultural and training initiatives such as the Kids Go Green project ” Silvio Mucchi, president of the Common Fund of Casse Rurali Trentine concluded.

More info at: <https://kidsgogreen.eu>

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