

Kids Go Green turns 10

February 27, 2026

The initiative, created by FBK, is dedicated to sustainable mobility in schools. In Ferrara, the national event featuring “educAttore” Michele Dotti involved students from across Italy. Trentino is also part of the project.

Ferrara hosted the national event promoting environmental sustainability and active mobility among younger generations. On Friday, February 27, the Sala Estense welcomed [Kids Go Green](#), an initiative—born from an idea by the Fondazione Bruno Kessler—that this year celebrates the important milestone of its tenth anniversary.



The event brought together more than 300 students and 18 classes from schools in the Ferrara area, who joined an ideal collective “journey” with hundreds of other students across Italy. Thanks to an interactive and engaging format, classes from Bologna, Bassano, Lecco, Ginosola, and Trentino participated online, turning the morning into a nationwide opportunity for shared learning.

The “**educAttore**” **Michele Dotti** led this special celebratory morning. Through a mix of games, storytelling, participatory activities, and opportunities for reflection, Dotti guided students

and teachers on a journey designed to inspire enthusiasm and awareness about respect for the environment and the culture of sustainable mobility.

This year, the initiative is part of the broader HD-Motion project, a Seal of Excellence (SOE) recognized by the European Commission and funded by the Ministry of Business and Made in Italy. The project aims to transform urban mobility through innovative digital solutions; within this framework, Kids Go Green serves as a tool to engage children and families, turning daily travel habits into collective action for change.

“The project demonstrates how research and innovation can translate into tangible impact for communities. Kids Go Green is not only an important scientific achievement, but also an experience that generates environmental, educational, and social value, making children and families active participants in real and measurable change. Experiences like this show that when research institutions, public authorities, and schools work together, significant public value is created,” explains **Annapaola Marconi**, head of the Motivational Digital Systems (MoDiS) research unit at the Center for Digital Society and **scientific coordinator of Kids Go Green for FBK**.

Conceived by Fondazione Bruno Kessler, Kids Go Green has represented a community on the move for a decade, engaging schools, families, and institutions in a shared commitment to a greener future. The Ferrara event was not only a celebration of achievements, but also an opportunity to strengthen ties among the different regions that contribute daily to this transformation.

“Seeing so many students from our schools gathered at the Sala Estense and connected with peers from across Italy is a clear sign of a school system that promotes responsibility and active citizenship,” said **Councilor for Education Chiara Scaramagli**. *“Projects like Kids Go Green show that sustainability is not just a subject to study, but a way of life to practice every day, starting with small daily actions. I will continue to strongly support initiatives that empower our children to become informed agents of change, capable of building a future that is more attentive to the environment and to the quality of life in our city”*.



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