

WHIRLPOOL

Moments not to be wasted

Target: 6-10 years

Countries: Italy, France, UK, Poland, Slovakia

Tools: Educational Kit, Educational contest, Edutainment events

Whirlpool supports the value of food and the fight against food waste with an international project dedicated to children and families in the countries in which it operates

THE CHALLENGE: Emphasize the social responsibility of the company and its innovative products by encouraging children and their families not to waste food and giving value to the daily moments of relationship with food.

THE IDEA: Involve students in a playful educational path to help them understand food sustainability through the conscious purchase of foods, their proper storage and responsible and supportive consumption. The competition helps support NGOs committed to fighting food waste

