

FERRERO

Joy of Moving

Target: 6-11 years

Countries: Italy, Brazil

Tools: Educational kit, Edutainment events, Digital platforms

Ferrero supports an educational project in which the natural children's joy of moving becomes the protagonist in shaping the life skills of the citizens of tomorrow.

THE CHALLENGE: To arouse the pleasure of moving in the new generations, demonstrating the benefits of a more active and healthy life.

THE IDEA: Directly involve students and professors and indirectly their families in an educational path that enhances play as an essential component of education, which improves children's cognitive and social skills. An experience to be lived face to face and online accompanied by in-depth materials.

