

ECO HEROES

From learning about the world to investigating how it works

An invitation to become a founding partner

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One question from one child

“Why does caring for the planet have to feel so complicated?”

Abril, the founder's daughter. The question that started Eco Heroes.

A simple idea

Children should not only learn about sustainability. They should be able to investigate it, experience it and act on it.

Built on experience

We have more than 20 years helping public and private institutions translate the UN Sustainable Development Goals into concrete action. Eco Heroes brings that work to the next generation.

Not a concept starting from zero

17

illustrated SDG books

7

book languages

12

platform languages

6,900+

quiz questions

34

ready-to-use lesson plans



Books Written and illustrated by prize-winning authors and artists



Missions Real-world challenges, one for each SDG



Digital platform Adventure game, trivia challenge, progress tracking



TV format In development, bringing real questions to family audiences



Teacher resources Lesson plans and handbooks for ages 6–10 and 11–16

Eco Heroes owns and/or controls the underlying educational IP

The books are the entry point, not the end product.

From TV to classroom to real life



The subjects change: climate, water, biodiversity, food, energy, mobility, communities, economic and social systems. The objective stays the same: helping children see the connections between systems, decisions and consequences.

Each part does one job well

1

TV programme

creates curiosity

Stories, people, places and challenges bring real-world questions to children and families.

2

Eco Heroes Experience

turns curiosity into participation

Children investigate, meet people who know the subject and take on missions.

3

School programme

gives teachers structure

Lesson plans, handbooks and a clear method that fits into existing teaching.

4

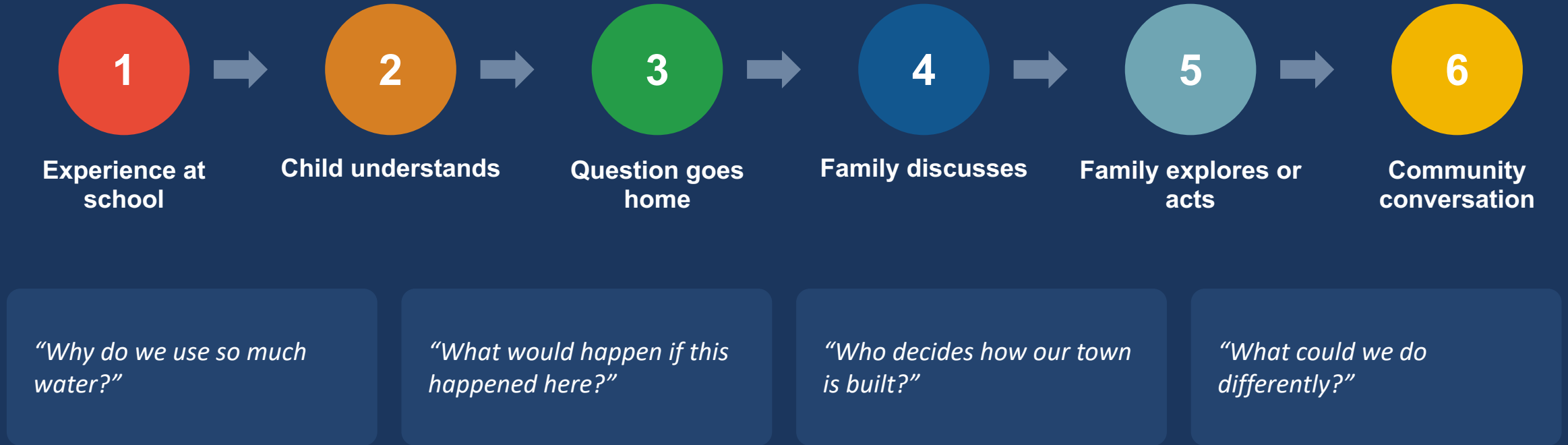
Family dimension

carries learning beyond the classroom

Missions are designed to be discussed and acted on at home.

The TV format offers reach. The school and Experience components provide depth and measurable participation.

Information fades. Questions travel.



A child who has investigated something comes home with a question, and that question gives the whole family a reason to engage.

Knowledge children could not otherwise reach

Real-world
challenge

Local question

Investigation

School mission

Family conversation

Local action

Eco Heroes provides

- The narrative and pedagogical framework
- Books, digital content, missions and teacher resources
- Experience design and delivery in schools
- A way to make complex systems clear to children

A partner could contribute

- Expertise and real-world questions
- People and perspectives children rarely meet
- Real contexts, places and systems
- Links to schools and community networks

A partner does not need to become the subject of every story. The value lies in opening doors to how our societies actually work.

A focused pilot, measured with care

The pilot

- A limited number of schools
- A small set of carefully designed missions
- Real-world participants from the partner
- Clear baseline before the activities begin

What we will measure

- | | | |
|---|----------------------|--|
| 1 | Learning | What children actually learn |
| 2 | Confidence | Whether they feel more able to investigate complex questions |
| 3 | Participation | Engagement and action following the activities |
| 4 | Teachers | What teachers observe in the classroom |
| 5 | Home | Whether conversations and actions continue with the family |

Not another one-off sustainability campaign. Evidence first, then scale.

One educational IP, many real-world contexts



A founding partner, not simply a sponsor

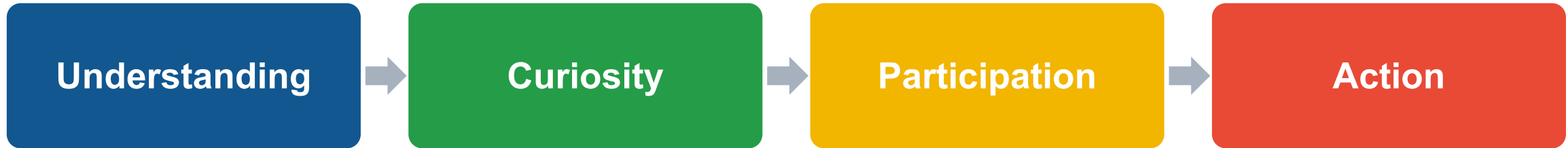
A contribution need not be limited to funding. It could include:

- 1 Supporting the initial pilot and development
- 2 Contributing expertise and real-world questions
- 3 Connecting Eco Heroes with schools or community networks
- 4 Involving employees or specialists as real-world participants
- 5 Helping define and measure meaningful impact

What a founding partner gains

- A voice in shaping the format at an early stage
- Evidence of impact, not assumptions
- A meaningful role for its people and expertise
- A model built to grow across countries and media

Meeting the real world behind the questions



Eco Heroes is not meant to be another generic sustainability communication project. The ecosystem around the 17 SDGs already helps children move from understanding to action. What we are building now is an experience where children meet the real people, places, organisations and systems behind the questions they are learning about.

Understanding how our societies work, and how today's decisions shape the world of future generations, is itself an essential part of sustainability education.

NEXT STEP

Shall we explore it together?

We would welcome a conversation about whether there is a meaningful way to develop and test this model together, starting with a focused pilot.



Platform & concept

eco-heroes.org



TV Experience

eco-heroes.org/experience



Missions

eco-heroes.org/missions



Ambassadors

eco-heroes.org/ambassadors



Casa Abril

eco-heroes.org/casa-abril