Using digital content and experiences to inspire SDG education in children.

GEMMA CHANDLER
CONTENT DIRECTOR

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We’re a creative agency with a conscience.

We’re experts at communicating challenging topics simply, helping brands navigate purpose through a combination of memorable, multi-platform creative content, and sustainable, impactful and measurable strategic thinking.
The client.
The Values Perception Gap exists in children, starting age 10.
Create an impact programme that inspires children to take action on the world’s challenges.
But then... Covid.
How do we get kids to engage?

Gamification

Community

Compassion
The idea.
The missions.

- **People.**
  Poverty, Equality, Peace & Justice

- **Water.**
  Water Scarcity, Overfishing, Pollution.

- **Land.**
  Biodiversity Loss, Deforestation, Intensive Farming

- **Climate.**
  Global Warming, Clean Energy, Sustainability
The missions.

Videos.

Facts.

Puzzles.

Games.

Challenges.

Dashboard.
The programme.

The Dirt Is Good Academy.

A free, educational programme which creates real, positive change in children aged 12 and under.

Videos, facts, games & puzzles equip kids with the knowledge and know-how to understand the world's biggest issues, and offline challenges that are designed to help them take real-life action on those issues.
Features.

- Avatars
- Intro game
- Interactive map
- Built-in metrics
- Updates for parents
Other features.

Avatars

Dashboard

Personality quiz
Launching in Thailand.

Working in collaboration with the Dirt Is Good team for Thailand, we adapted the content for the Thai market, translating all the content, including videos, and the programme more visually representative for the South East Asian market.

The launch of the Thai Dirt Is Good Academy timed with a series of Dirt Is Good Project bootcamps taking place across the country.
The results.

Awareness increase.
Knowledge increase.
Empowerment increase.
Behaviour change.
Go for Goals.

As a creative agency that drives positive change for people and planet, we tasked ourselves with the following objective: creatively demonstrate how positively contributing to the UN SDGs creates real, tangible impact for the good of humanity.

Our idea? Go for Goals, a card game for 2-6 players, in which you, quite literally, change the world by collecting and securing UN SDGs to contribute towards ending world problems.
GET IN TOUCH

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