

Da Vinci Kids 

# The Future Is Green on Da Vinci Kids

Campaign Proposal







**Da Vinci Kids exists on TV screens, phones and tablets.  
But our real home is beyond our app and channel.**

**It's every inch of the planet.**

**And our mission is** to educate and inspire the next generation to look after it. Da Vinci Kids has a plan for a better future, and that plan is our audience. Because not only are future generations responsible for the continuation of the ecosystem we live in, they also have the ability to heal it.

**Sure, the task seems monumental, but it's not impossible.**

Small collective behaviors can lead to big changes.  
Education and learning can lead to action.

**Da Vinci Kids**, together with our partners, can support families in taking steps that will help regenerate the world.

**Our latest Da Vinci exclusive, 'Go Green With The Grimwades'**, is an inspiring show that we know can create a positive impact on the lives of families who watch it, as well as on the planet itself.





'Go Green With The Grimwades' is about to land on Da Vinci Kids, and we're pretty excited. With a brand new series launching in April, the show is all about helping families make small positive changes at home that can **make a difference to the planet**.

With over 24 million channel views and 228,000 subscribers, social media superstars the Grimwades family are sure to make a big splash when their new series premieres exclusively on our channel and app.

In each episode, the family will accept challenges to cut waste and protect the environment. By focusing on the **5 R's – reduce, recycle, repair, re-use and refuse** – the Grimwades will explore topics ranging from plastic awareness, water usage, connecting with nature, sustainable clothing and how to become a zero-waste household.

*Luca*

**Luca Fiore, Director of Content & Education**





# The Five R's





# Refuse

Refuse to buy non-recyclable and wasteful products. Stop buying from brands that use unnecessary product packaging, say no to single use items like plastic forks, and think carefully about whether you really need something before making a purchase.

Logos, screenshots and video content available.  
See page 11







# Reduce

Reduce your usage of wasteful products. Whether it's bringing your own carrier bag to the supermarket, taking your own refillable cup to a café, or investing in a flask you can fill with tap water – so you never buy bottled water again.

Logos, screenshots and video content available.  
See page 11







# Re-use

Re-use items before you think about recycling them. Get creative with what an object's 'second life' might look like - perhaps a jam jar becomes a mug or old bottle caps transform into miniature candles. Re-using can also mean donating something you don't use yourself to someone who needs it.

Logos, screenshots and video content available.  
See page 11







# Repair

Repair rather than replace. It's surprising just how long an item can last if you're prepared to roll up your sleeves and fix things. We live in a throw-away society, and it's harming our planet. So next time a hole appears in your favourite jacket, get out your sewing kit and save your pennies as well as the environment!

Logos, screenshots and video content available.

See page 11







# Recycle

Recycle is the most environmentally friendly waste disposal method when all the other R's have been exhausted. Check the labels of everything you buy to see where and how it can be recycled, so you can dispose of materials in a responsible way.

Logos, screenshots and video content available.  
See page 11

