



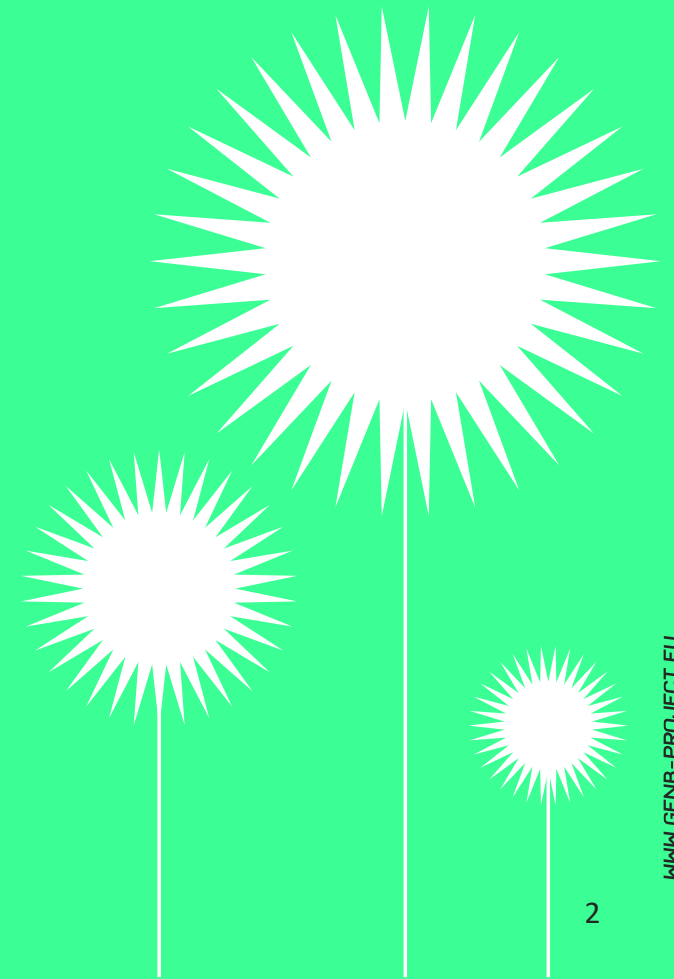
Keys and experiences to boost sustainability with children

AIJU - Technological Institute for Children's Product and Leisure

GenB Common Ground Camp, February 2023

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AIJU

**Technology and innovation to
research about childhood**

Keys and experiences to boost sustainability with children



AIJU Technological Institute for Children's Products & Leisure (Spain)

Children's Safety



Child & Families User



ICT & Digital Tech



Materials & Additive Manufacturing

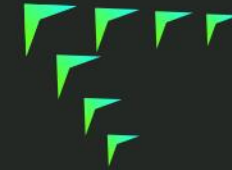


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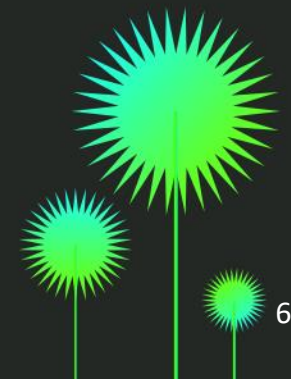
Toy Lab & Child Lab





Key 1: Know and build on children's interests and preferences

CHANGER: Children's profiles segmentation



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CHANGER: Children's profiles segmentation

- Children's motivations and interests are constantly evolving along with social changes.
- 7 children's social profiles, considering children's attitudes, preferences, needs, lifestyle, etc.



CHILDREN'S PROFILES NEW SEGMENTATION

Insights and preferences of children
4 to 12 years old.



METHODOLOGY

QUALITATIVE ANALYSIS

Observational analysis methodologies and ethnographic tools: research with 12 families and 5 schools

5 Focus groups with children

3 Work meetings with experts in childhood development

Exhaustive review of the latest international research and publications.

QUANTITATIVE ANALYSIS

Survey: 3,547 boys and girls from 4 to 12 years old

5 EU Countries: Spain, France, Germany, Italy, UK



Sample error: + -1.65%
Confidence level: 95%
Variance: $p = 50; q = 50$

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THE CONTEXT & THE **CHANGERS**

PANDEMIC

**From "ME"
to "WE".**



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THE CONTEXT & THE **CHANGERS**

CULTURAL DIVERSITY



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THE CONTEXT & THE **CHANGERS**

BREAKING STEREOTYPES

EQUALITY AMONG FAMILY MEMBERS



There is an architectural philosophy based on designing houses that don't generate hierarchies, with space configurations that favour equal treatment among family members.

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THE CONTEXT & THE **CHANGERS**

TECH EDUCATION

Learning at home has increased rapidly in due to the pandemic.

Educational digital games have gained unprecedented relevance in the acquisition of knowledge.



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THE CONTEXT & THE **CHANGERS**

ECO MOVEMENT



CHILDREN'S SOCIAL PROFILES

The world is changing and these are the CHANGERS

- C**REATIVE HEROES. Playful toy lovers
- H**UMOROUS CHAMPS. Silly play makers
- A**FFECTIONATE DREAMERS. Loving princesses and princes
- N**OTABLE ACHIEVERS. Challenge seekers
- G**REEN EXPLORERS. Curious outdoor adventurers
- E**XPERIMENTAL MAKERS. DIY creatives
- R**EMOTE SOCIAL LOVERS. Social media users

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Children's social profiles **by age**



Source: AIJU 2020

Children's social profiles **by gender**



Notable Achievers



87% B 13% G

Creative Heroes



86% B 14% G

Humorous Champs



74% B 26% G

Remote Social Lovers



52% B 48% G

Green Explorers



49% B 51% G

Experimental Makers



36% B 74% G

Affectionate Dreamers



5% B 95% G



Source: AIJU 2020

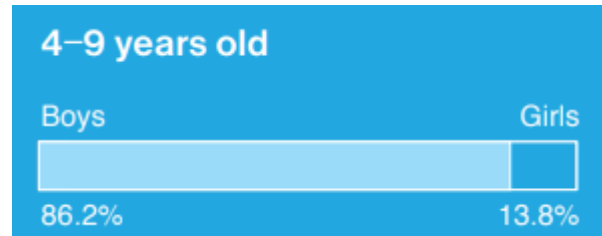
B:Boy G:Girl

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CREATIVE HEROES

- **Playful toy lovers.** They are children who love to play with toys and are very imaginative in the way they play with them. They show little interest in technological, musical and fashion trends.

WAYS OF BEING



THINGS THEY LIKE

heroes
creative games
monsters collecting

books
toys
sporting goods

CREATIVE HEROES. Playful toy lovers



Imaginative



Collecting



Heroes



Sports



Reading



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HUMOROUS CHAMPS

- **Silly play makers.** They are very enthusiastic children who love to play with both toys and video games, and enjoy making people laugh very much.

WAYS OF BEING



THINGS THEY LIKE

tablets toys
video games

magic tricks
funny games
mimicry and theater

HUMOROUS CHAMPS. Silly play makers



Magic



Playful



Theatrical



Sociable



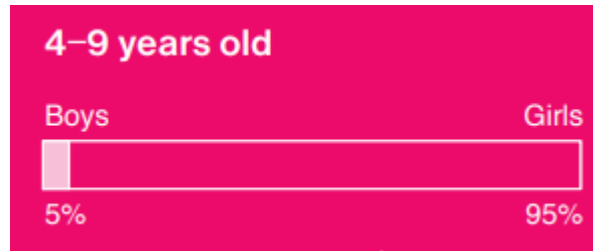
Silly



AFFECTIONATE DREAMERS

- **Loving princesses and princes.** They are children who enjoy playing princesses/princes and taking care of dolls and plush toys very much. They live in a world of fantasy and imagination and they love dancing.

WAYS OF BEING



THINGS THEY LIKE

making themselves pretty
caring
 fantasy being an artist
 keeping secrets

books
toys
 jewellery items
 clothing beauty items

AFFECTIONATE DREAMERS. Loving princesses and princes

GEN 



Creative



Family



Caring



Fantasy



Friendship



NOTABLE ACHIEVERS

- **Challenge seekers.** They love physical or mental challenges and above all they like to win at games, video games or practicing a sport. They like to follow the news (be up-to-date) and usually belong to an organised team.

WAYS OF BEING



THINGS THEY LIKE

tech toys
video games
sports and outdoors

sporting goods
cell phones
drones electronic devices
things for gamers virtual reality
smartwatches

NOTABLE ACHIEVERS. Challenge seekers



Winners



Action



Competitive



Team



Tech

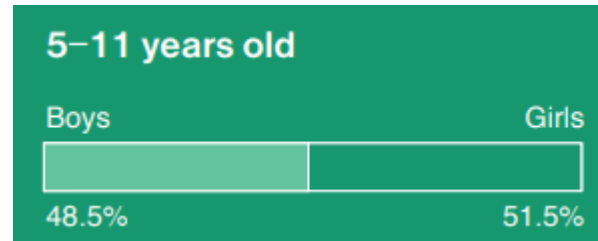


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GREEN EXPLORERS

- **Curious outdoor adventurers.** They are children who love nature and animals. They like sports and playing outdoors. They are very creative and love to play both with and without toys.

WAYS OF BEING



invent things
sport & outdoors
 explore physical challenges
 discover

THINGS THEY LIKE
 adventure gear
toys
 books music devices
 musical instruments

GREEN EXPLORERS. Curious outdoor adventurers



Animals



Creative



Nature



Aware



Friendship

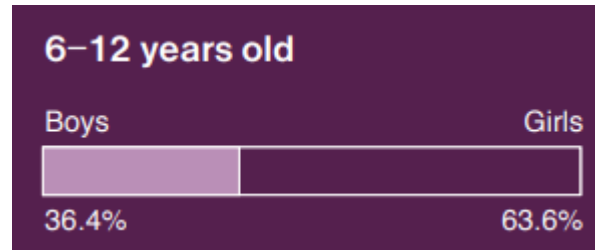


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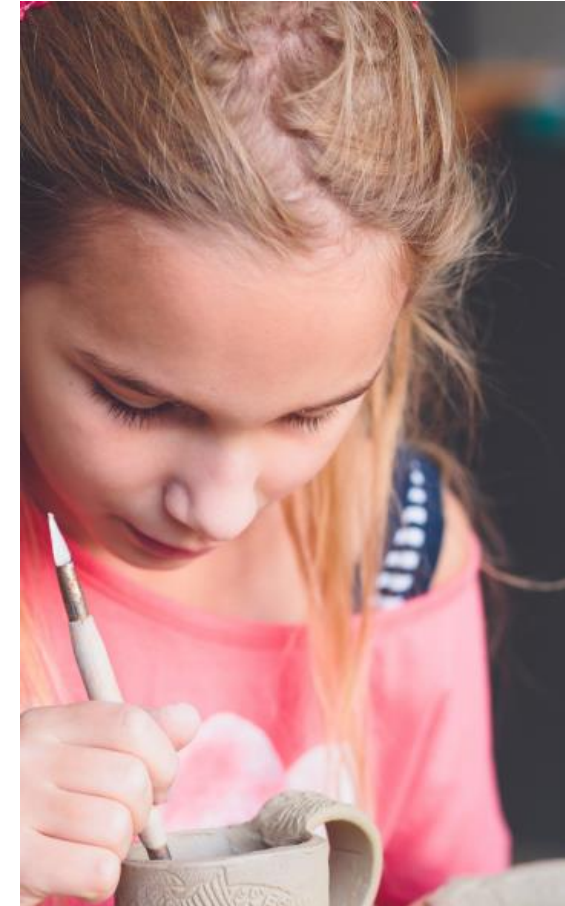
EXPERIMENTAL MAKERS

- **DIY creatives.** They mainly love reading and doing crafts. They prefer to be at home and are quite sedentary.

WAYS OF BEING



invent things
create cool stuff



THINGS THEY LIKE

toys
raw materials
video games

EXPERIMENTAL MAKERS. DIY creatives



Creativity



Sedentary



DIY



Science



Cooking

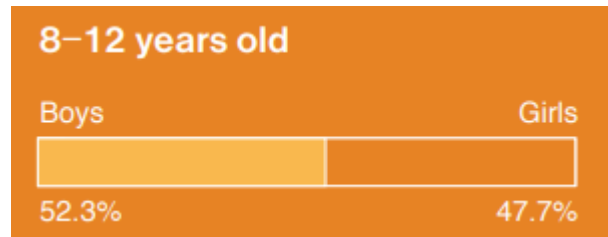


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REMOTE SOCIAL LOVERS

- **Social media influencers.** They are children who love to be up-to-date in technology and video games. They usually have a mobile phone and a tablet. They are the ones who use social media the most, especially YouTube and Tik Tok.

WAYS OF BEING



be an influencer
 recording videos
 be a famous artist
 be older

THINGS THEY LIKE

electric transport
cell phones
 smartwatches smart speakers
 photography

REMOTE SOCIAL LOVERS. Social media users



Fashion



Tribe



Virtual



Music

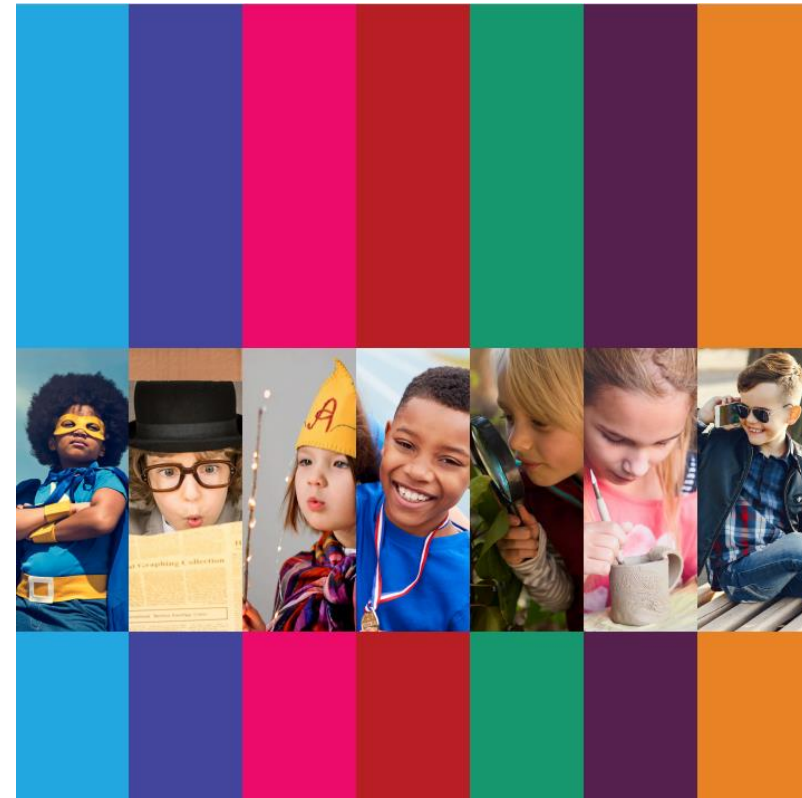


Tech

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CHILDREN'S INTERESTS AND PREFERENCES

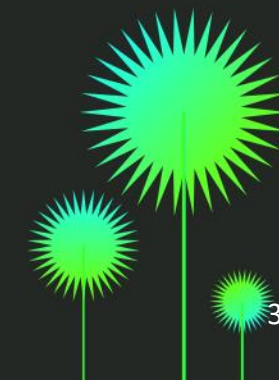
- The same boys and girls will evolve, even changing from one profile to another depending on their age and experiences.
- We are facing a generation that is increasingly sure about what they want.
- **Green explorers** are the profile most directly connected to sustainability and Bioeconomy.
- However, based on the knowledge of their motivations, it is possible to develop dynamics and strategies to educate all profiles in sustainability from a leisure perspective.





Key 2: Exploiting game's didactic potential

CHILDTIZENS: Boosting children's civic participation through games



THE EDUCATIONAL POTENTIAL OF GAMES AND TOYS

- Games and toys: educational tools.
- Games allow children to explore their environment, to develop positive attitudes and values, to make decisions, and to take action.
- Childtizens Project.



THE EDUCATIONAL POTENTIAL OF GAMES AND TOYS

- The project is based on the use of games and toys to educate children on 4 themes: SUSTAINABILITY, gender equality, accessibility AND multiculturalism.



THE EDUCATIONAL POTENTIAL OF GAMES AND TOYS

- A methodology has been created to evaluate and identify existing toys and games on the market that can educate on sustainability and promote pro-environmental attitudes among children.
- Toys are identified in the AIJU Toy Guide with the corresponding icon, and companies are being encouraged to use this icon on their products' packaging.



Keys and experiences to boost sustainability with children

THE EDUCATIONAL POTENTIAL OF GAMES AND TOYS

MAPE IN NATURE

Causa y consecuencia Eco: Medio ambiente

Material Educativo Henbea. 4-8 años

Juego de 24 tarjetas para crear secuencias sobre las causas y los efectos de las acciones humanas sobre el medio ambiente, promoviendo la concienciación en sostenibilidad. Fabricado íntegramente con materiales ecológicos.

A LOS PEQUES NOS GUSTA
¡Es divertido aprender a cuidar el medio ambiente jugando!

Chilidreams
Educativo

64 Guía AIJU

PVP aprox. 22€

Happy Learning

ECO SISTEMAS

¡La partida puede cambiar en cualquier momento con las fichas de acción! ¡Hay que ser buen/a estratega!

PVP aprox. 14€

Happy learning eco sistemas

Educa Borrás. 8-10 años

Juego de mesa didáctico basado en 8 ecosistemas y los seres vivos que habitan en ellos. ¡El primero que consiga completar su ecosistema gana! Con 2 opciones de juego.

MAPE IN NATURE

Chilidreams
Educativo

71 Guía AIJU

3D Dream gardens-2 en 1

Educa Borrás. 6-10 años

Colección de escenarios 3D que reproducen una casa, una casa en un árbol y un castillo, con jardines y huertos para cultivar. Incluye una guía didáctica, semillas, macetas, pipeta y un paquete de tierra.

A LOS PEQUES NOS GUSTA
Son casas súper bonitas y nos encanta ver cómo crecen vuestras plantas.

MAPE IN NATURE

Chilidreams
Educativo

Chilidreams
Educativo

PVP aprox. 30€

75 Guía AIJU

THE EDUCATIONAL POTENTIAL OF GAMES AND TOYS

Rubbish Race
Juguetes Cayro. 6-12 años

RECYCLE & CREATE Childizens Sostenibilidad

Juego que propone concienciar al jugador/a sobre el reciclaje del medio ambiente de forma divertida. Incluye 82 tarjetas de residuos para reciclar, cinco contenedores (verde, azul, amarillo, gris y marrón) 1 tarjetero y 1 carta de punto limpio. El ganador/a será quien consiga reciclar de forma correcta 10 tarjetas lo más pronto posible.

A LOS PEQUES NOS GUSTA
Es muy emocionante ser la primera persona en coger el contenedor.

Childizens Multiculturalidad

PVP aprox. 20€

82 Guía AIJU

My first Pinypon. My market garden

Famosa. 1-3 años

Escenario de juego que simula un huerto con dos árboles, vehículo con cajones y Pinypon agricultora. Incluye 5 piezas de frutas y verduras que encajan en diferentes huecos de la estructura y en los cajones para ponerlos en la camioneta.

A LOS PEQUES NOS GUSTA
¡Podemos cambiar la expresión de la cara del Pinypon, girándole la cabeza! ¡Nos encanta cosechar y guardar las frutas y verduras!

Childizens Sostenibilidad

PVP aprox. 35€

28. Guía AIJU

THE EDUCATIONAL POTENTIAL OF GAMES AND TOYS



Childtizens Toolkit.



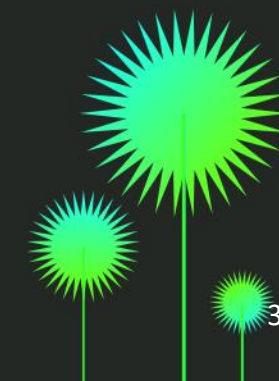
Planet: Making our planet a better world is possible!



03



Key 3: Giving children a voice



Keys and experiences to boost sustainability with children

GIVING CHILDREN A VOICE

- Given children a voice to take a leading role in social change and improvement.
- Children are citizens and, consequently, they have the right and the possibility to participate in society, to think of solutions, to make decisions and to carry them out with adults' help and guidance.



Keys and experiences to boost sustainability with children

GIVING CHILDREN A VOICE

- Transformation of school playgrounds into more SUSTAINABLE, accessible and equal spaces.
- KEY ACTORS: CHILDREN.

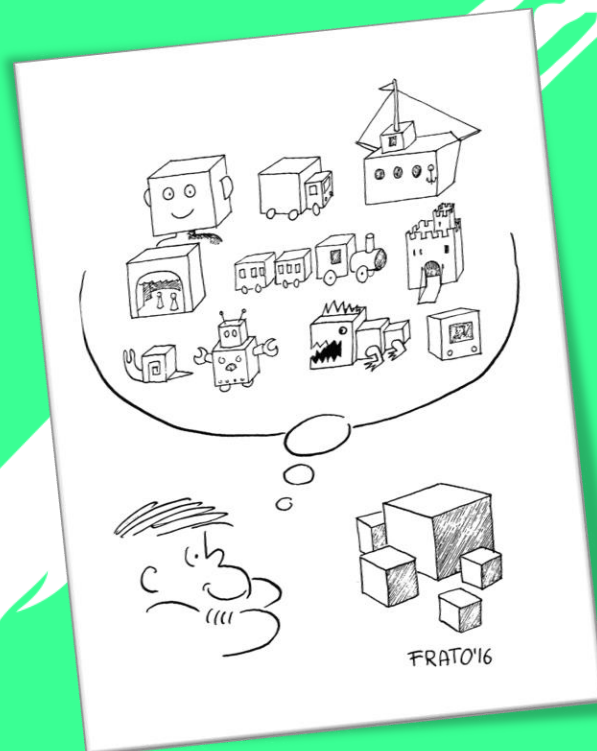




Tutti gli apprendimenti più importanti della vita si fanno giocando.

All the most important learning in life is done through play.

Francesco Tonucci





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