



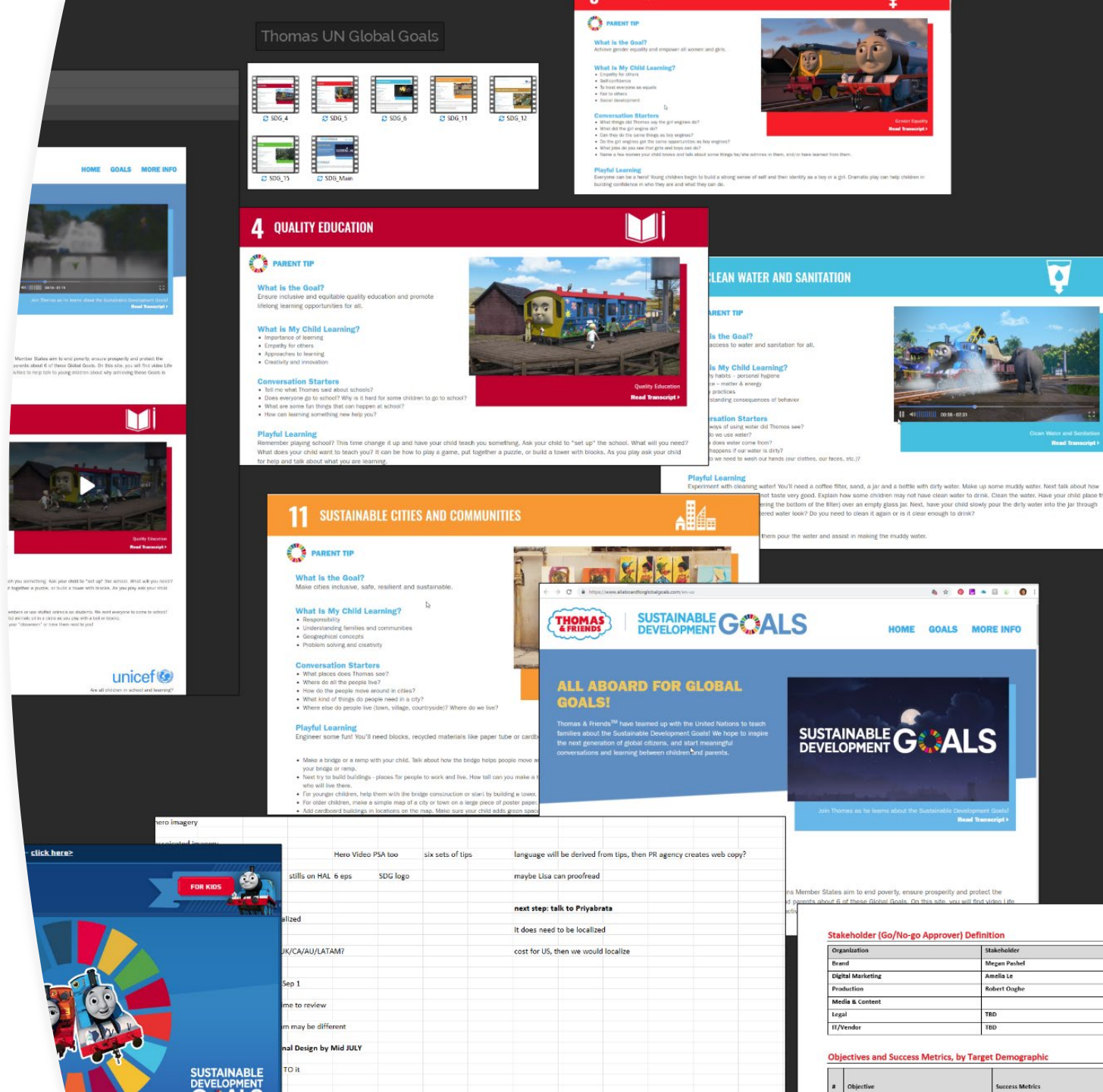
# UN Global Goals & Thomas and Friends

A Collaborative Initiative: 2018 UN Partnership

*Partners: UN, Mattel Digital Initiatives Group, Clever Method*

A dedicated platform crafted to enlighten consumers about the UN-Thomas partnership. This initiative serves as a beacon for the UN's outreach, housing educational materials and promoting global awareness. A synergy of brand and purpose, aiming to engage, educate, and inspire.

- Design and launch a standalone website to bolster the 2018 UN-Thomas & Friends partnership. A hub to house the plethora of educational materials crafted by the UN, aiming to enlighten and engage.



# Process - Overview

- Embarking on a multifaceted journey, we collaborated closely with international marketing teams, ensuring Mattel's brands resonated authentically across global markets. Through our enduring partnership with Mattel, we've navigated technological evolutions, transitioning from manual Flash updates to automated, mobile-optimized content. Our collective expertise in localization has been pivotal, with services spanning creative design, project management, game development, and strategic consultation.



# Process - Discovery

- The synergy between Thomas & Friends and the UN aims to weave the United Nations' Sustainable Development Goals (SDGs) into episodic content. With six animated shorts spotlighting the SDGs and collaborations with the Goddard School, we're crafting an Early Childhood Development (ECD) framework. This digital space is poised to be the nexus of all consumer-facing materials.

# Process - Design

- Drawing inspiration from the Core Thomas Guide, the Thomas Marcomm Guide, and the UN's SDG Guide, the design ethos is clear. The emblematic Thomas+SDGs badge, approved by both entities, stands as the visual cornerstone. Adhering to the UN's design stipulations and leveraging Fisher-Price's creative prowess, we're crafting infographics that elucidate intricate ECD insights. The design style prioritizes mobile performance, ensuring accessibility and engagement. With a focus on user experience, the site integrates various elements, from YouTube optimization to keyword research, ensuring a holistic approach to SEO and content strategy.

# Key Takeaways



A 60-second animated PSA, narrated by Thomas, synchronized with the global film premiere. This initiative not only promotes the brand but also emphasizes the importance of the UN's Sustainable Development Goals, reaching a global audience and making a significant impact.



Seven 3-minute shorts, each spotlighting an SDG, rolled out weekly on YouTube. These shorts serve as educational tools, providing insights into global issues in an engaging manner.



A harmonized graphic amalgamating the UN SDG logo with Thomas, accompanied by usage guidelines. This emblem symbolizes the collaboration and commitment to global awareness and education.





# Results

- The collaboration between Thomas & Friends and the United Nations is a testament to content with purpose, seamlessly integrating pivotal SDGs into the series, aiming to inspire the next generation.
- Through this initiative, we aspire to spark meaningful conversations between children and parents, molding future global citizens.



## 4 QUALITY EDUCATION



**PARENT TIP**

**What is the Goal?**  
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

**What is My Child Learning?**

- Importance of learning
- Empathy for others
- Approaches to learning
- Creativity and innovation

**Conversation Starters**


- Tell me what Thomas said about schools?
- Does everyone go to school? Why is it hard for some children to go to school?
- What are some fun things that can happen at school?
- How can learning something new help you?

**Playful Learning**  
Remember playing school? This time change it up and have your child teach you something. Ask your child to "set up" the school. What will you need? What does your child want to teach you? It can be how to play a game, put together a puzzle, or build a tower with blocks. As you play ask your child for help and talk about what you are learning.

- Invite others into your classroom so they can learn too. You can invite family members or use stuffed animals as students. We want everyone to come to school!
- For very young children, help if simple with a 4-6 piece puzzle or have the stuffed animals sit in a circle as you play with a ball or blocks.
- For older children, create a project together such as a number line to decorate your "classroom" or have them read to you!


**Share**  
Share what you learn! Use #AIABoardForGlobalGoals


[Learn More About Goal 4: Quality Education](#)



Are all children in school and learning?

## 5 GENDER EQUALITY



**PARENT TIP**

**What is the Goal?**  
Achieve gender equality and empower all women and girls.

**What is My Child Learning?**

- Empathy for others
- Self-confidence
- To treat everyone as equals
- Fair to others
- Social development

**Conversation Starters**


- What things did Thomas say the girl engines do?
- What did the girl engines do?
- Can they do the same things as boy engines?
- Do the girl engines get the same opportunities as boy engines?
- What jobs do you see that girls and boys can do?
- Name a few women your child knows and talk about some things he/she admires in them, and/or have learned from them.

**Playful Learning**  
Everyone can be a hero! Young children begin to build a strong sense of self and their identity as a boy or a girl. Dramatic play can help children in building confidence in who they are and what they can do.

- You'll need old clothes, paper, cardboard, and recycled materials.
- Ask your child if anyone can be a hero. Can boys be heroes? Can girls be heroes? If your child could be a superhero who would he/she be?
- Create the hero costume out of materials with your child. Act out the hero tasks or actions. A costume for younger children may not be needed.
- Act out with your children tasks they think they would do as heroes. Older children can extend the learning by making a chart of the things they can do and things their friends can do - girls and boys.

**Share**  
Share what you learn! Use #AIABoardForGlobalGoals

[Learn More About Goal 5: Gender Equality](#)



In support of