



## PRESS OFFICE

### **GECO FOR SCHOOL STARTS, A PLATFORM TO TEACH HIGH SCHOOL STUDENTS TO LIVE IN A MORE ECO-SUSTAINABLE WAY**

***A hyper-technological virtual world where students can create their own avatar and learn more about the theme of sustainability by participating, doing quizzes and tests, interacting with school friends and professors. The founder: "We aim at training students to chart an eco route and actively contribute to a real change".***

*Milan, 8 October 2021 – On **18 October** starts "GECO For School", a project for schools that will end on 18 December. It's related to GECO Expo, the 3D sustainability virtual fair that will take place on March 2022 for its second edition.*

The **GECO** platform was born during the pandemic in order to boost the business, but - together with the partners who have embraced the slogan "Green Together" - also it aimed at building **a generation that is increasingly informed and trained on environmental issues**. So much so as to create a themed project : the **GECO For School "marathon", to support high school teachers** interested in working with their students on the topic of sustainability.

In a virtual 3D space **10,000 young people** will be able to undertake a **path designed to develop skills and increase their knowledge of the Green New Deal themes**, also through *gamification*. Each student will be able to create a personalized avatar, chat with their friends from all over Italy and, in March, will have free access to the **GECO Expo events which will host green economy companies**. These will show their products and services in the virtual stands and explain their importance for a more sustainable future. Young people, as well as buyers and visitors, will also have the opportunity to listen to scheduled conferences and workshops, which will see about eighty experts and best practices alternate.

#### **But how will GECO For School work?**

It will be a **2-hour journey through interactive stands, immersive content and a Green Education path in a web series format** that students can experience with their avatar. Students will have to answer quizzes and training questions to get the prizes offered by GECO partners. Each class can choose when to participate and the access to the virtual platform will be valid for 24 hours, for the whole day booked. The contest "*Your Sustainable School*" will reward the best project works judged by the Scientific Committee, coordinated by Antonio Rancati, general coordinator of CETRI-TIRES, European study center for the Third Industrial Revolution on the theories of the green economy by the professor Jeremy Rifkin; the project will then be presented at the partner university.



*We are very proud of the feedback to this project that will have over 10,000 students – says **Daniele Capogna, founder of GECO Expo** – We have to change the way of doing business and conducting our lives, and we can do it together: it's essential the connection between companies, families and institutions so that young generations become aware of sustainability topics and become responsible citizens”.*

**INFO:** <https://www.gecoforschool.com>  
<https://www.gecoexpo.com/en/>

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#### **SMART EVENTI**

Smart Eventi is an events and marketing agency based in Milan that has been operating on the national territory for over 10 years. Structured in various specialized Business Units, it delivers institutional events such as meetings, conventions, gala dinners, fashion and beauty events, luxury events for foreigners, team building and incentive travel, promotional marketing campaigns. Over the years, the agency has built a database of over 300 locations and networks of indexed web portals, thanks to which it organizes on average over 200 events a year.