



Hasbro and World's Largest Lesson Empower Young People to Take Climate Action

19 Nov, 2021

On World Children's Day and every day, Hasbro is proud to make the world a better place for all children, fans and families.

Hasbro has a longstanding partnership with the World's Largest Lesson ("WLL"), a partnership with UNICEF that promotes the use of the [UN Sustainable Development Goals](#) in learning so that children can contribute to a better future for all. From citizenship and justice to climate change and the environment, WLL is inspiring children to make a difference!

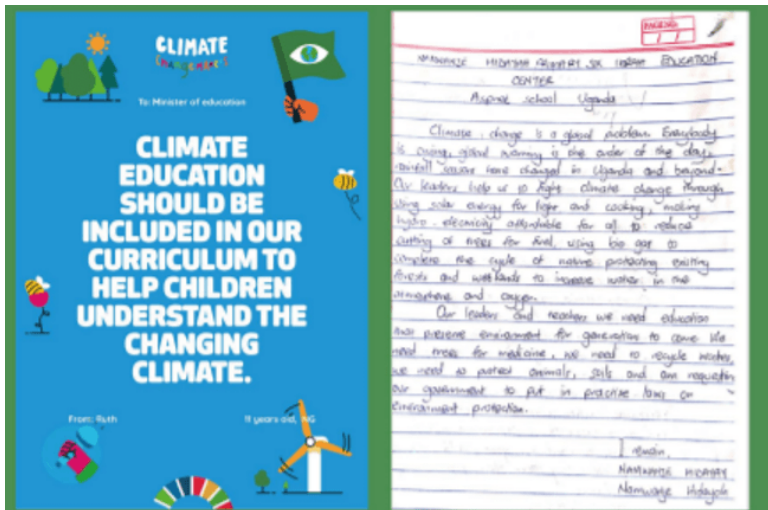
In 2020, with Hasbro's Support, WLL highlighted young people doing extraordinary things to advance the UN Global Goals through a series of short films called [We Are Changemakers](#). Brothers Vihan and Nav Agarwal were featured for their One Step Greener initiative for a more sustainable world and have just been [announced](#) as the 2021 winners of The International Children's Peace Prize, an initiative of the international children's rights organization KidsRights!

To continue to promote climate education in youth, [Hasbro supported](#) the WLL's [Climate Changemakers](#) campaign this past year. Children from around the world were asked to share a 100-word message about why climate education is important to them. WLL had an amazing response from children around the world, receiving over 10,500 messages from children and educators in 100 countries.

As part of this campaign, 3,600 children in Lagos, Nigeria, were taught about climate change and the need to understand and learn about it.

Children from India and the UAE shared their Climate Changemaker messages through video.

At COP26, the United Nations climate change conference, and at Pre-COP, the final official ministerial meeting ahead of the COP, World's Largest Lesson brought these children's voices forward. At Pre-Cop they shared the children's messages from the campaign directly with Ministers of Education and at COP26, the children's messages were featured right at the heart of the climate conference and negotiations.



World's Largest Lesson created a 15-meter billboard in the Blue Zone, where world leaders, delegations and youth leaders gathered to discuss how to tackle the climate and nature crisis.



Live from COP26, World's Largest Lesson worked with AimHi Earth and YOUTHTOPIA to broadcast a one-hour live learning lesson from the heart of the climate summit to classrooms around the world. The lesson, [The Great Big Lesson for Climate and Nature](#), featured youth activists from YOUTHTOPIA's circle of youth and helped children to understand why it's integral to protect and restore nature, which can be used as a critical climate change solution.



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