

Earth Cubs exists to inspire 1 billion children about the planet, the environment and sustainability by 2030.



Free, Fun, & powered by Sponsorship

Videos, bookazines, podcasts, teaching resources, socials, impact reports.

From doom & gloom, to positive storytelling.

Inspiration from planet-saving action and hero careers.

Collaboration, script writing, character animation, editing, audience building...

We make it fun.

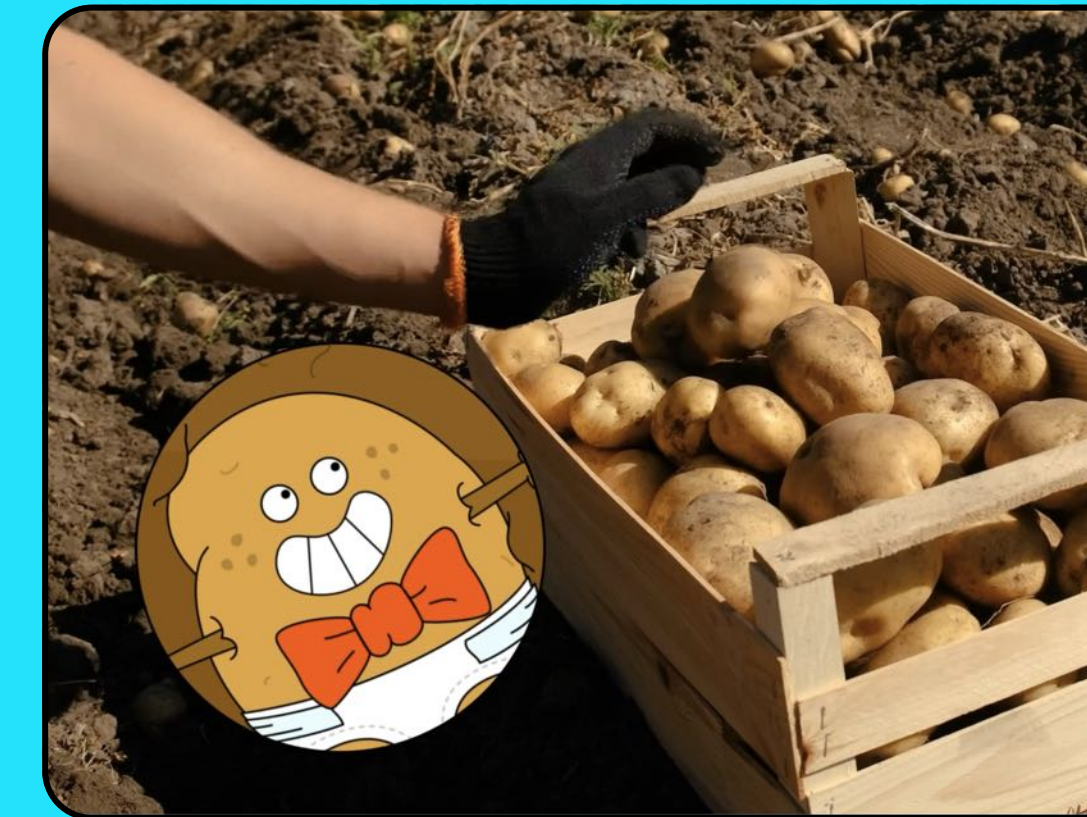
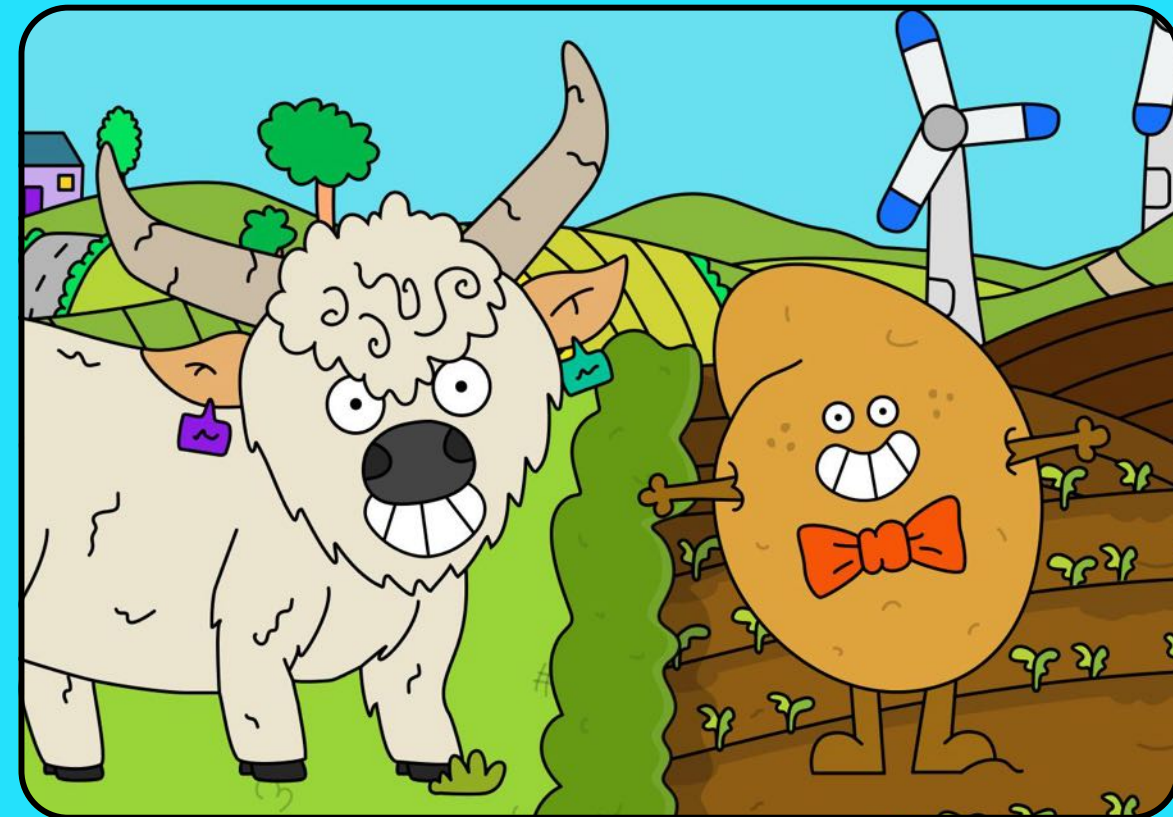
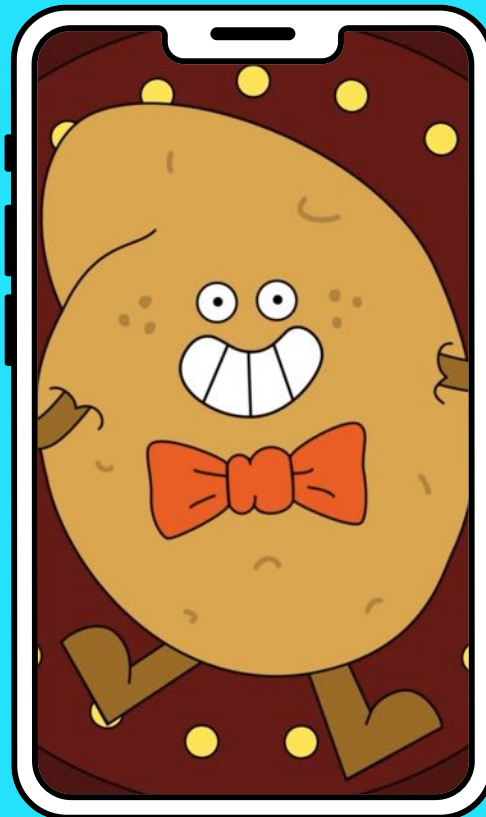
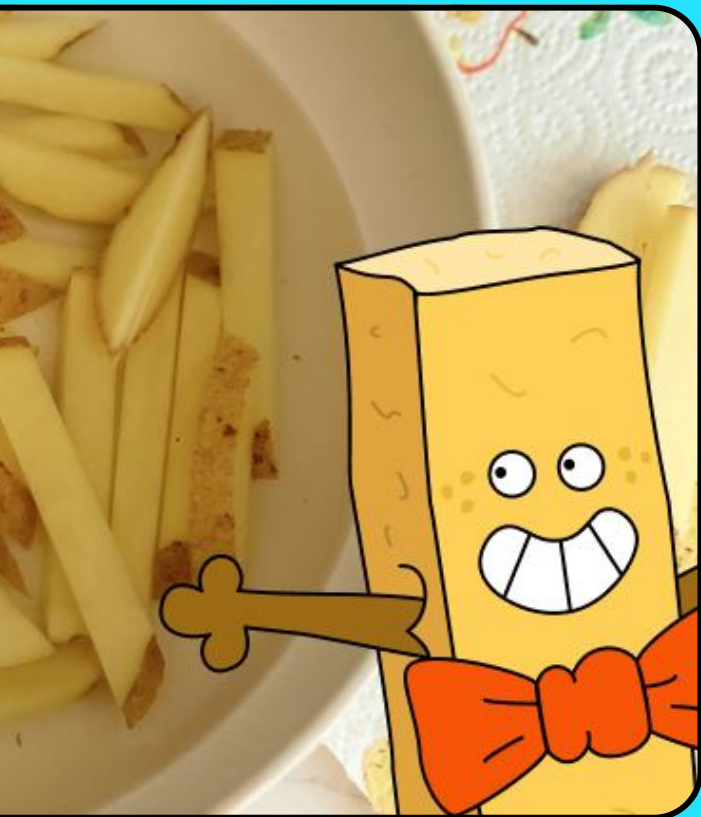


McCain's why

Why? As part of their social impact programme, McCain want to engage young people in understanding regenerative agriculture.

We did this with a singing potato!

Soil health and sustainable supply chains are up next.



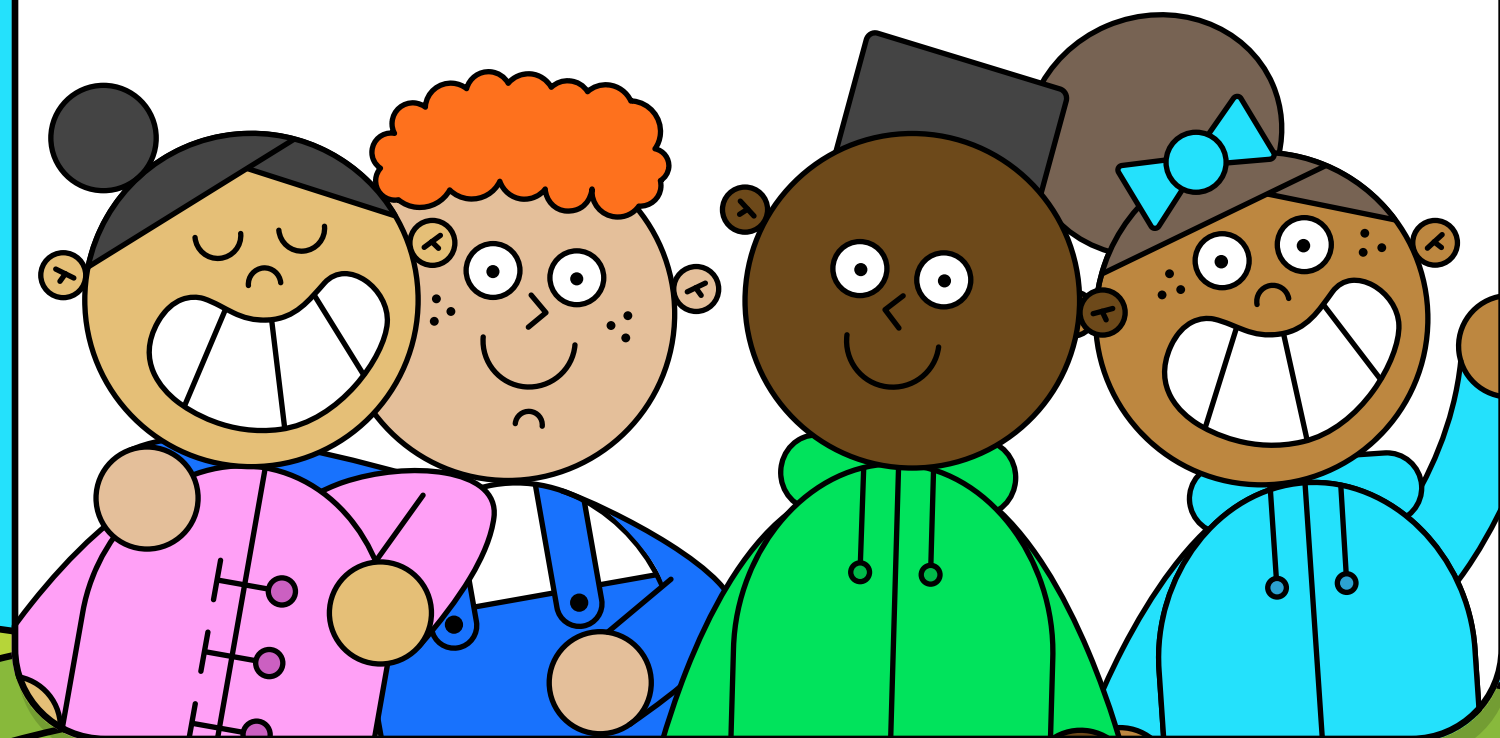
Success with McCain

Earth Cubs partnered with McCain to inspire kids across the world about the impact that regenerative agriculture has on people and planet.



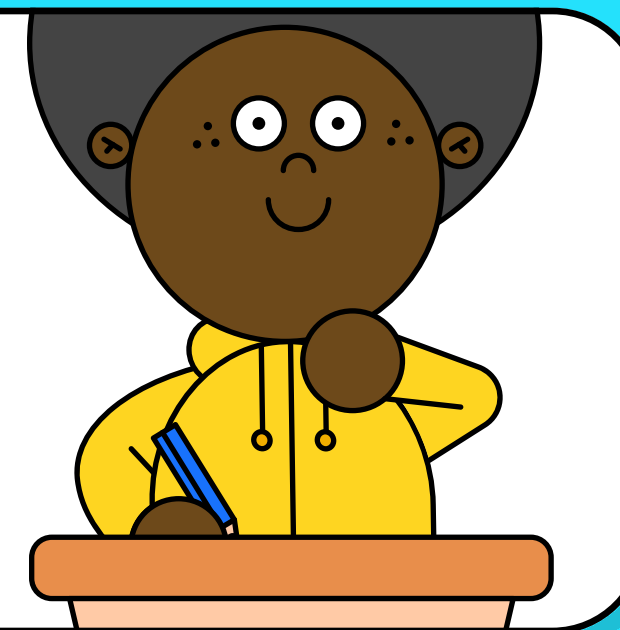
420k

engagements in month 1



198k+

kids educated



346k

views in month 1



67k

views on Tik Tok



6k+

teachers engaged

