

An introduction to La Fabbrica

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Our group structure

LaFabbrica

Evolving educational engagement

**DIDA
TOUR**
TURISMO SCOLASTICO
E DIDATTICA


**LABORATTIVI
EDUTAINMENT**

Inspiring the choices of young generations



We are

An independent international agency, leader in the development and implementation of educational communication platforms and marketing programmes.



Founded in 1984



Strong international presence with key offices in Milan, Bucharest, San Paolo, Buenos Aires, Santiago ... Brussels along with a European Network



Recognised ownership of the most efficient channels to build value-based communication for public institutions, companies and brands within formal and informal education system



Our history

For over 30 years La Fabbrica has collaborated

WITH

Public Institutions (EXPO Milano 2015, UNESCO, Italian Ministry of Education, Italian Ministry of Agriculture), Multinational companies (Coca Cola, Samsung, Nestlè, Danone,..) and NGOs (Action Aid, WWF,..).

FOR

awareness-raising actions, diffusion of knowledge, communication and dissemination activities.

WITH A SPECIFIC FOCUS ON

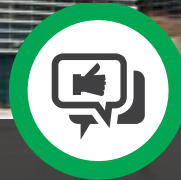
young people and their families within the formal and informal education system.

We specialise in



Educational Marketing programmes

Inspiring the choices of the young generations



Corporate Citizenship programmes

Helping companies to develop strong relationships with their communities



Internal Communication programmes

Helping companies to create shared corporate culture and value systems



We work with



MINISTERO DELL'ISTRUZIONE DELL'UNIVERSITA' E DELLA RICERCA



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



POLITECNICO
DI MILANO

act:onaid
End poverty. Together.



amazon.com
and you're done.™

SAMSUNG

Coca-Cola



BASF
The Chemical Company



la Repubblica



LaFabbrica
Evolving educational engagement



Our methodology

Unique and specific, improved and tested internationally, based on the following pillars:

1. **understanding** of the education system needs and ability to create a continuous and fruitful dialogue with educators;
2. definition of the most effective **communication instruments** to involve young people through the education system;
3. direct and indirect **activation** of targets thanks to a strong local presence;
4. presence of an **international Advisory Board** composed of educational specialists with specific expertises (environmental education, gamification, outdoor education, leadership development, business education, gender equality...)

Our International Network 2016



A map of Latin America with green circles indicating network locations. The locations are labeled: Mexico, São Paulo, Buenos Aires, and Santiago. Green lines connect the circles, showing a network structure. There are also three small black circles in the central region of the map.



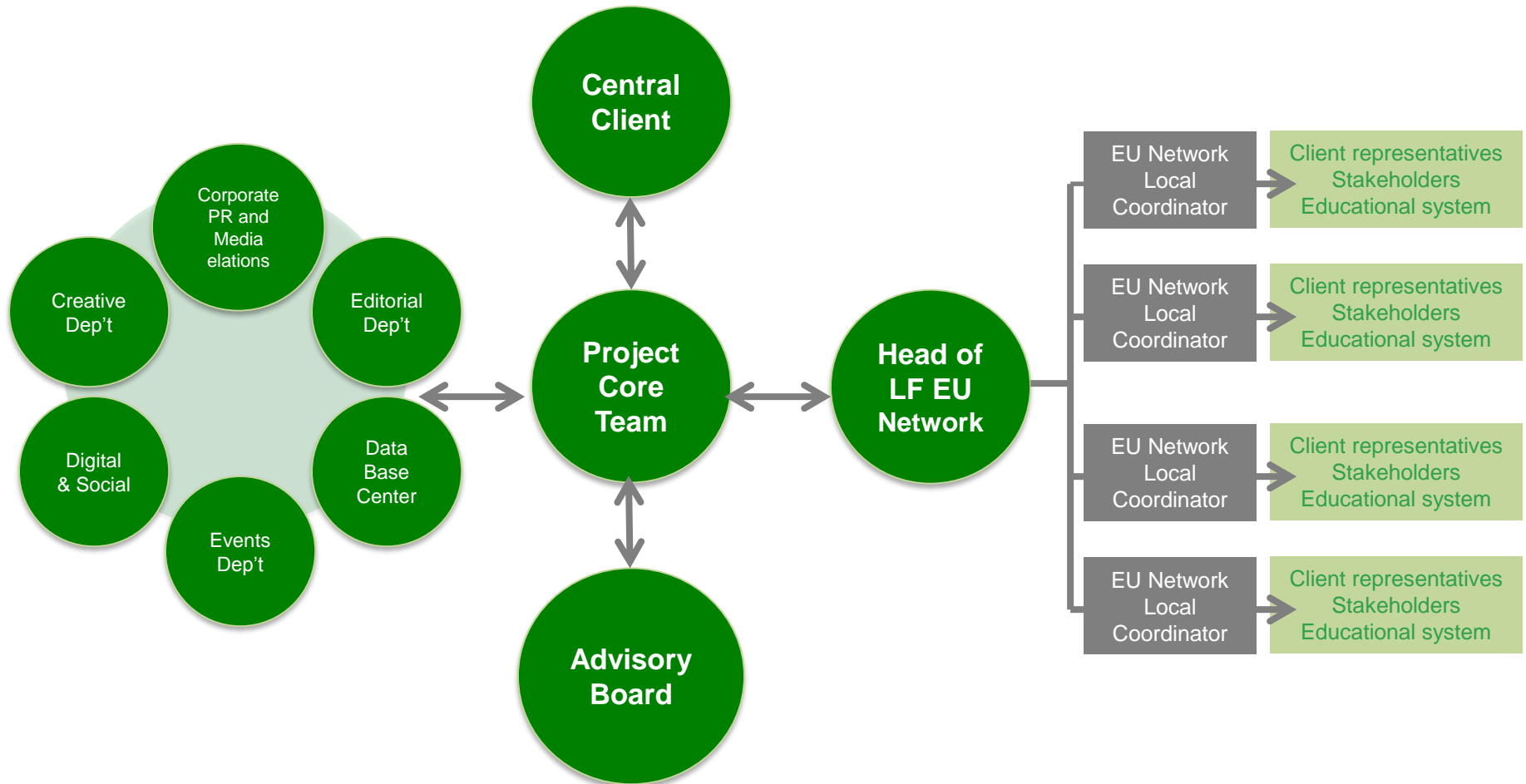
- # Our International Network 2016
- 
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Our strengths

- experience in working in a multinational context, involving and coordinating partners and stakeholders from different countries and fields (institutions, universities, NGOs and research centers);
- a demonstrated ability to manage actively and effectively complex projects (number of stakeholders, young people, countries, activities), interacting with the educational context;
- a unique database of educational stakeholders and a HQ/in-field implementation support system;
- a EU network, ensuring relevant local knowledge and implementation;
- an in-house pool of experts in strategy, creative and content development, pedagogy, digital&social platforms, design.

Our way of working



Thanks for your attention