

PortAventura World welcomes over 2,800 young people at EcoEduca School Days and Ferrari Campus meetings

- Over four days, the resort held the two educational events to a great response, focused on promoting environmental awareness and practical learning among young people



EcoEduca School Days at PortAventura Park

PortAventura World, 30th of October 2024. Over four days, **PortAventura World** was the setting for **EcoEduca School Days** and **Ferrari Campus**, two large educational events that were held from the **16th to 19th of October**, bringing together **over 2,800 young people** in an environment focused on sustainability and environmental awareness, and with the participation of **around 100 employees** from **8 different companies**.

Firstly, the second edition of **EcoEduca School Days**, held on the 16th and 17th of October at PortAventura Park, was received with great enthusiasm by the young audience, with the participation of over 2,500 students from different educational centres from throughout the national territory. Together with **Talent Factory** and under the slogan "**Together for a greener, more sustainable world**", the event focused on encouraging creativity and teamwork, through activities that challenged the young people to create sustainable solutions, promoting learning of the Sustainable Development Goals (SDGs) and corporate social responsibility. The main initiative, "**Junior Talent**", aimed at students over 13 years old, consisted of a Hackathon in which participants had to address sustainability issues to resolve challenges set by PortAventura World and other companies such as Danone, Snack'in and Soy Frigo. After the opening event in the Imperial Theatre, the almost 200 groups were able to enjoy PortAventura Park while trying to make their proposals.

During the workday, in the Chinese Imperial Plaza, workshops were also carried out by 8 large companies: Snack'in, Staedtler, e-Tech Racing, Universitat Rovira i Virgili



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Racing, Talent Factory, Danone, Soy Frigo, Adeac and PortAventura World, through their physical stands, offered demonstrations and activities focused on sustainability, technology and innovation.

Additionally, this year "**Kids Talent**" was introduced for the first time for students under 13 years old. It is a special version of the programme that offered a scavenger hunt full of sustainability workshops with the aim of teaching concepts such as SDGs, corporate social responsibility (CSR) and teamwork, in a fun, interactive way and with the goal of learning while playing.

Secondly, **Ferrari Campus** attracted almost 300 high school and professional training students interested in marketing and brand distinction. The event, held on the 17th, 18th and 19th of October in **Ferrari Land**, offered a unique educational experience. Organised in collaboration with the experts of the Ferrari Academy, visiting from Maranello, the "Team Formula" and "Team Marketing" workshops were taken outside of Italy for the first time, each lasting 75 minutes. The "**Team Formula**" workshop, carried out in the Pit Stop space, focused on the importance of teamwork, effective communication and internal organisation, using the Ferrari structure in Formula 1 as a reference. In turn, in "**Team Marketing**", which took place in the Pit Lane restaurant, attendees were able to learn in-depth about the commercial and marketing strategy that has positioned Ferrari as a global symbol of excellence, addressing issues such as brand creation, innovation and positioning in international markets, as well as presenting all Ferrari factories around the world.

With the participation of educational institutions from different regions, PortAventura World continues strengthening its **commitment as a leading destination in education**, providing schools with an experience that transcends entertainment. In this sense, the resort integrates learning, fun and social responsibility, creating a unique environment where students not only have fun, but also acquire knowledge and awareness of the challenges of the future.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 29-year history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort has 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels), and operates 4 more hotels offsite (Ponient Hotels), with nearly 3,000 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park: Ferrari Land Park, the only one of its kind in Europe, and a water park that is a leader both in Europe and internationally, with a range of world-class attractions. In April 2023 it received B Corp certification, which recognises the company's work in terms of sustainability, social responsibility and good governance.

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