



NEWS RELEASE

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An exciting new 'Sustainable Shaun' game launched in 28 beautiful new versions, in all EU languages: Help Shaun the Sheep build a sustainable city!

Today the European Commission, in collaboration with Aardman and Sustainable Learning, launched their new edition of the Sustainable Shaun game online, for smart phones and tablets, in 28 versions: one for each EU Member State, and available in all EU languages.

The game was originally created by Sustainable Learning and Aardman as part of Bristol's year as European Green Capital. It is free to play and challenges young people to build their own sustainable city by balancing five themes: food, nature, energy, transport and resources, whilst inspiring them to think about green issues. It is designed to show children how they can create a cleaner, healthier and more 'sustainable' future for our cities and the planet – all with the help of Shaun the Sheep.



Launching the game, Karmenu Vella, Commissioner for Environment, Maritime Affairs and Fisheries said: *"Cities are where a majority of Europeans live and where a majority of economic activity and environmental concerns are centered. Engaging the younger generation in thinking about how we can make our cities greener, better places to live is just so important. I am delighted to be able to launch this game across in all languages, in collaboration with Aardman, and of course with Shaun the Sheep. This is just one part of our push to promote more sustainable cities. Along with our*

European Green Capital Award, and the Green Leaf for smaller cities, we hope to show the benefits of going 'green', not just environmentally, but economically and socially too. "

David Sproxton, Co-founder and Executive Chairman at Aardman added: *"We're delighted that Shaun the Sheep continues to inspire and educate the next generation in working towards a more sustainable future. We hope that Shaun's huge popularity with families and children across Europe will help the game reach wider audiences, enabling even more children to engage in an immersive way, bringing a sense of fun to learning about sustainability issues. We hope that these new versions of Sustainable Shaun, available to play in all local EU languages, will continue to grow and educate new audiences."*

Jo Taylor, Head of Sustainable Learning said: *"I'm incredibly proud of how far Sustainable Shaun has travelled, from an idea in Bristol to reach children all over the world. Educating young people about how to be more sustainable was at the heart of the school's programme of Bristol's year as European Green Capital. It's great that our award-winning game, created with Bristol's schoolchildren, can continue this legacy with www.sustainablelearning.com and inspire the next generation worldwide."*

Sustainable Shaun will be available for children and teachers through the European Commission's [Kids' Corner](#), which features fun games and quizzes about the EU for children, and [Teachers' Corner](#), which offers a wide variety of teaching resources related to EU policies. As it is available in all EU languages, Sustainable Shaun will also be distributed through the Europa Direct Network, which works closely with schools and educational institutions locally. Sustainable Shaun will also feature during EU Green Week 2018, the EU's main event on the environment, which will focus on the theme of [Green Cities for a Greener Future](#).

Background:

Play the Sustainable Shaun game on-line [here](#) .

Download the game at the Apple store or for Android, for smart phone or tablet here:

<http://aard.mn/sushaunitunes>

<http://aard.mn/sushaungoogle>

Read more about EU Policy on Urban Environment:

http://ec.europa.eu/environment/urban/index_en.htm

Find out about the European Green Capital and Green Leaf Awards here:

<http://ec.europa.eu/environment/europeangreencapital>

<http://ec.europa.eu/environment/europeangreencapital/europeangreenleaf/>

Visit and Play Sustainable Shaun on the Sustainable Learning website, with additional educational content in English:

<http://sustainablelearning.com>