Changing the mindset of generations!

MASHA DANKI SAMBIL Curaçao

GreenKidz Evaluation Report

Summer workshops at Sambil, July and August 2025



Workshop 1
Plastic & Recycling



Workshop 2
Coral Heroes



Workshop 3
Mosquito detectives



Workshop 4
Trees are important

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CORAL HEROES











Foreword

Dear Sambil team,

Last summer, with your financial support, we conducted four **successful summer workshops** in your shopping mall. This GreenKidz/Sambil pilot project, featuring educational and creative workshops on nature and the environment, was, in our opinion, a **resounding success.**

In this evaluation report, we offer you a visual and verbal impression of our activities and are happy to make recommendations for the future, as we are eager to continue this project sustainably for the children of Curaçao with your approval!

We wish you a nice read!

On behalf of the GreenKidz team,



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GreenKidz coordinator
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Team



Shadi Fonce
Eventcoordinator



Cristina Serrano
Guest teacher



Moquisha Farrel
Guest teacher



Denisa Sanchez
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Graphic designer



Robin van Dinteren
Graphic Designer

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SAMBIL Curaçao

Summary

GreenKidz summer workshops at Sambil

The GreenKidz vacation program at Sambil was executed on July 10th, July 24th, August 7th, and August 14th, in 2025.It consisted of 4 interactive educational workshops titled **Plastic & Recycling, Coral Heroes, Trees Are Important** and **Mosquito Detectives.** Each session combined a short informative lesson with a hands-on craft activity, allowing children to learn key environmental concepts while expressing their creativity.

Overall, every workshop was well-received by both the children and their parents and the GreenKidz team enjoyed executing these workshops at the mall immensely. The children who participated in the four workshops were engaged, enthusiastic, and very proud of their work. Parents expressed appreciation for the educational value of the activities and showed interest in future GreenKidz programs, executed at Sambil.



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Recommendations

Overall Evaluation & Recommendations

Timing of activities

- **Timing of activities can be improved.** The GreenKidz workshops scheduled at the beginning and middle of the school vacation were clearly more successful than the final one which was scheduled at the end of this period. For future events.

- **We recommend** Sambil to plan all activities early in the vacation period when families are still actively looking for outings.

Promotion & Partnerships

- **Active collaboration with partners can be improved**. Stronger collaboration with Sambil staff helped improve attendance for workshop 2

- **We recommend** that we broaden this collaboration by involving stores and vacation groups, and that we offer small incentives (e.g., a free lemonade or cookie) for kids who participate.

- **Active promotion on social media can be improved** when we time these activities better and increase visibility on line and at the mall.

- **We recommend** a more advanced promotion on social media starting earlier on and the distribution of flyers or posters in the mall to increase visibility and participation.

Recommendations

Themes & Interaction

- **The interaction during workshops can be improved.** The chosen workshop themes were well-received, as they are both fun and educational. The combination of crafts with environmental messages proved effective.
- **We recommend** incorporation more interactive games, storytelling, or short quizzes to add variety and maintain children's attention.

Attraction & Visibility

- **The visibility of the activity corner can be improved.** The presence and energy of the GreenKidz team was essential in keeping children involved. Approaching parents and children worked, but was energy-intensive.
- **We recommend** having a more visible activity corner with banners and music which could help attract children more naturally.

Workshop activity 1 | Plastic & Recycling

General information

Date: Thursday, July 10, 2025
Theme: Plastic & Recycling
Location: Sambil Shopping Mall
Time: 2:30 PM – 5:30 PM
Participants: 16 children

Team and roles

GreenKidz Coordinator: Shadi
GreenKidz Teacher: Moquisha
GreenKidz Teen Assistant: Denisa



Participants

- Participants were pre-registered through Sambil's online link (shared on social media) and as they walked-in.

- We requested Sambil to provide us with the names they received through their online registry link and the names and' phone numbers from most of the parents kids were registered





Workshop activity 1 | Plastic & Recycling

Summary

Our first workshop started with a short team briefing. We experienced a slight delay at the beginning while waiting for Sambil staff to check the availability of an HDMI cable for the TV. Once this was resolved, we began the educational part of the program.

Quisha led the first workshop with enthusiasm. However, due to the open space, background music, and ambient noise from shoppers, the children had difficulty hearing the lesson. After sharing this feedback, the Sambil team provided a microphone and speaker system for the following workshops.

When we noticed the children's attention starting to drift, we smoothly transitioned to the craft activity. This was a big success! Each child designed and painted a flower, then glued it into a decorated flower pot (using a cardboard cup). The kids were proud of their creations.

At the end of the session, the parents expressed their gratitude and interest in future activities. We informed them to stay tuned for upcoming dates via Sambil and GreenKidz social media platforms.



Workshop activity 2 | Coral Heroes

General information

Date: Thursday, July 24, 2025
Theme: Coral Heroes
Location: Sambil Shopping Mall
Time: 2:30 PM – 5:30 PM
Participants: 16 children

Team and roles

GreenKidz Coordinator: Shadi
GreenKidz Teacher: Moquisha
GreenKidz Teen Assistant: Denisa



Participants

- Notably, some children joined through a vacation plan invited by Stephany from Sambil, which contributed to a lively and interactive atmosphere.



- Children were enthusiastic and creative, enjoying both the lesson and the craft activity.Parents observed and encouraged their children. Overall, the session was very successful, with positive feedback from parents.



Workshop activity 2 | Coral Heroes

Program summary

The second workshop started with a short team briefing.The theme of the day was coral reefs and their importance for marine life and the environment of Curaçao. Children learned how corals provide shelter for fish and why it is important to protect coral reefs from pollution and destruction.

The workshop started with a short introduction and conversation with the group, followed by a creative assignment. Children were invited to decorate their own coral or fish shape using recycled materials such as paper, cardboard, and colorful scraps.The atmosphere was lively, and the children showed great imagination in their designs.







Workshop activity 3 | Trees are important

General information

Date: Thursday, August 7, 2025
Theme: Trees are important
Location: Sambil Shopping Mall
Time: 2:30 PM – 5:30 PM
Participants: 16 children

Team and roles

GreenKidz Coordinator: Shadi
GreenKidz Teacher: Cristina
GreenKidz Teacher: Niezah
GreenKidz Teen Assistant: Denisa

Participants

- Because foot traffic at Sambil was somewhat low that day, the GreenKidz team actively approached parents to invite their children to join the activity.

- Despite the initial challenge, the team successfully engaged the participants. Children showed pride in their crafts, and parents appreciated the educational content. Overall, the combination of creative work and environmental learning was well-received.





Workshop activity 3 | Trees are important

Program summary

TThe third workshop started with a short team briefing. The team then started setting up at 2:30 PM to prepare materials and the activity space. The session officially started at 3:00 PM and ran until 5:00 PM, followed by cleanup until 5:30 PM.

Children learned about the role of trees in providing oxygen, shade, and habitats for wildlife. They then created their own picture frames using wooden sticks, decorating them with paint, stickers, and recycled materials.The activity helped children connect creativity with an environmental message about trees.



Workshop activity 4 | Mosquito detectives

General information

Date: Thursday, August 14, 2025
Theme: Mosquito Detectives
Location: Sambil Shopping Mall
Time: 2:30 PM – 5:30 PM
Participants: 5 children

Team and roles

GreenKidz Coordinator: Shadi
GreenKidz Teacher: Niezah
GreenKidz Teen Assistant: Denisa





Participants

- Attendance was low despite active outreach: the team managed around 4 participants initially, and one additional child joined later, bringing the total to approximately 5.

- The team actively approached parents and passersby to invite children, but many families were busy or not inclined to stop. Those who did participate were enthusiastic, creative, and attentive during both the lesson and the craft.



Workshop activity 4 | Mosquito detectives

Program summary

The fourth workshop started with a short team briefing. linke Foot traffic at Sambil that day was very slow, so the team prepared a compact setup at the table using Niezah's laptop to present the short lesson on mosquitoes while simultaneously running the craft.

Niezah gave the lesson from the laptop and, at the same time, the GreenKidz team guided the children through the craft assignment. Each child made and decorated their own fly swatter using recycled materials.

Despite the quiet mall atmosphere, the children who joined were fully engaged and enjoyed both the learning and the hands-on activity.After completing the craft with the small group, one more child joined, enjoying the activity even while having an ice cream.

This final workshop presented the biggest challenge. The school vacation was coming to an end, and Sambil experienced a noticeable decline in visitors. Despite the team's efforts to approach parents and children directly, the turnout was low, with only five participants.





Appendix 1 | Social Media posts

Social Media post 1:



🎉 **GreenKidz is coming to Sambil!**
Join us on Thursday, **July 10** from **3:00–5:00 PM** for our fun and educational Plastic & Recycling activity. ♻️🌱

We'll teach kids all about plastic pollution and guide them in a creative eco-craft session using recycled materials. Don't miss it!
📍 Location: Sambil Curaçao
🕒 Time: 3 PM – 5 PM
👧🏽👦🏽 Ages: 6–12

👉 **Come early – spots are limited!**

Social Media post 2:

🌊 **GreenKidz is back at Sambil!**
Join us on Thursday, **Thursday, July 24 from 3:00–5:00 PM** for our exciting **Coral Heroes** activity! 🐠🪸

Kids will dive into the world of coral reefs and learn how to become true heroes for our ocean 🌍💙
Interactive, educational, and hands-on fun — perfect for ages 6–12!
📍 Sambil Curaçao
🕒 3 PM – 5 PM
🧒🏽👦🏽 Ages 6–12
🚨 **Come early – spots are limited!**



Social Media post 3:

🌳 **GreenKidz at Sambil – Let's Talk Trees!**
Join us on **Thursday, August 7 from 3:00–5:00 PM** for a fun and creative session all about why trees are important! 🌱🌍
We'll explore the power of trees and do a super fun craft — **so don't forget to bring a square-size photo!** 📸
It can be a picture of yourself, your family, your pet — any photo you love!
📍 **Location**: Sambil Curaçao
🕒 **Time**: 3 PM – 5 PM
🧒🏽👦🏽 **Ages**: 6–12
🎟️ Participation is free – come early, spots are limited!



Social Media post 4:



🦟💥 **Calling all young heroes!** 🦸
This **Thursday, August 14th, 3:00–5:00 PM, GreenKidz** is back at **Sambil Curaçao** with our next adventure: MOSQUITO DETECTIVES! 🦟🕵️‍♀️
Discover amazing mosquito facts, learn how to protect your health, and get creative with a fun hands-on activity. 🖍️✂️
🎯 Ages 6–12
💲 FREE entry
📍 Sambil Curaçao
⚡ Spots are limited – come early!
Let's fight the bite and have some fun! 😄

Appendix 2 | GreenKidz information

Information Sheet

GreenKidz Organizational Details

Name: GreenKidz Foundation

Adres: Kaya Abrahamsz 21, Curacao

Foundation year: 2015

Contact person: Maya Mathias, GreenKidz Coordinator

Phone number: + 5999 5280445

Email address: Maya@greenkidz.org

KvK number: 135770

Crib number: 102.430.779

GreenKidz Bank Details Curacao

Bank: Maduro & Curiels Bank (MCB Curacao)

Bank address: Jojo Correa 2-4, Curacao

Bank account number: 27502502

Swift Code: MCBKCWCU

The swift code is for payments from the Netherlands to Curacao

GreenKidz Social Media Details

GreenKidzcuracao

greenkidzcaribbean

greenkidz-curaçao

greenkidzcuracao522

www.greenkidz.org

Appendix 3 | GreenKidz vision

1. Our mission

The GreenKidz Foundation was established in 2015 to contribute to the environmental education of our Caribbean youth. Through our programs we instill a love of nature and care for the environment in children. Our mission can be summarized as follows: **'Free and modern environmental education for every child in the Dutch Caribbean.'**







2. Our programs

In recent years, we developed successful educational programs and teaching materials on **litter, waste, plastic, recycling, the coral reef, native trees, personal hygiene and mosquito prevention.** These multilingual programs were developed with a distinct Caribbean look and feel, for GreenToddlers, GreenKidz, GreenTeens and GreenTeachers.





3. Our reach

In the past 9 years, we have reached **thousands of students and hundreds of teachers** in Curaçao, including the group of 'teachers-in-training' following their Bachelor program at the University of Curaçao (UoC). In addition, we established contacts with other islands in the Dutch Caribbean to share knowledge and educational materials in the near future.











4. Our ambition

In the coming years, we aim to further digitalize our educational programs and make them accessible to all children in the Dutch Caribbean. This means that we will increasingly enrich our teaching materials with interactive, **digital tools, multilingual e-learns and an inclusive online and offline Kids Magazine for the Dutch Kingdom.**


CORAL HEROES






Curacao




Quisha











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About GreenKidz

The GreenKidz Foundation was founded in 2015. Our ambition is to provide every child in the Dutch Caribbean with modern educational nature and environmental activities in close collaboration with schools, sponsors and partners.



About our lessons and activities

Through our GreenKidz lessons and activities, we inspire kidz, teens and teachers to be caring and environmentally conscious about their environment and actively contribute to a cleaner, greener and healthier Dutch Caribbean.



About our partnerships

Would you like to collaborate with us as a sustainable partner or sponsor and support our activities financially or organizationally? Please contact GreenKidz Coordinator Maya Mathias at **+5999 5280445** or **maya@greenkidz.org**

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