Hofi Mango Activity Book

Turning a Park Visit into an Educational Adventure



HÒFI MANGO

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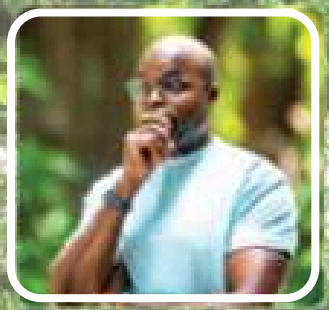



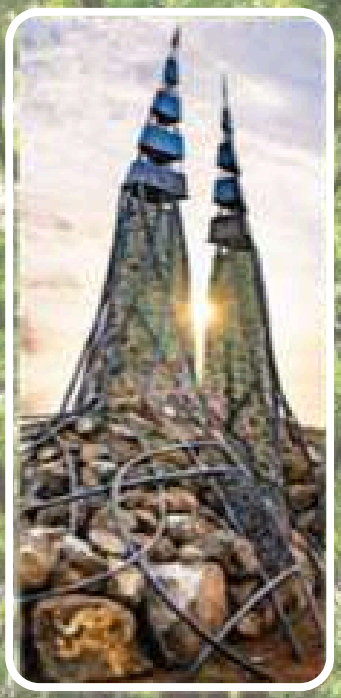









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1 Executive Summary

A Park Visit Turned into an Educational Adventure

GreenKidz Foundation is developing a 64-page, full-color activity book for children aged 8 to 12. Designed for both local children and tourists, the book transforms a visit to Hofi Mango into an educational adventure.
Two young Curaçaoan guides, Joshua and Jaina, lead readers through the park's nature, heritage and attractions, one spread at a time, before inviting them to complete a final quiz and earn an official Hofi Mango Explorer Certificate.

Free for schools, paid for by tourists

The book will be designed in Dutch, English, Spanish and Papiamentu. The digital Papiamentu edition will be made available free of charge to all local Fo and SO schools, supporting local educational access.
The Dutch, English and Spanish editions will be sold through Hofi Mango and, subject to final arrangements, through online platforms such as bol.com and Amazon and possibly through hotels, airlines and travel agencies. This creates a strong combination of local educational impact and international retail potential.

A Partnership with Shared Value

Revenue from the paid editions is intended to benefit Hofi Mango, GreenKidz Foundation and Balanced Blended Learning. The exact commercial model, including margins, in-kind contributions and the final profit split, remains to be agreed jointly with Hofi Mango.

Decisions Required

This memo summarizes the concept and content. structure, audience, distribution model, partnership approach and production timeline. The immediate request to the Hofi Mango team is clear: confirm whether the proposed style, concept and sample spread provide the right foundation for full production. Once approved, the project team can complete the remaining content and design work in line with the proposed launch schedule.

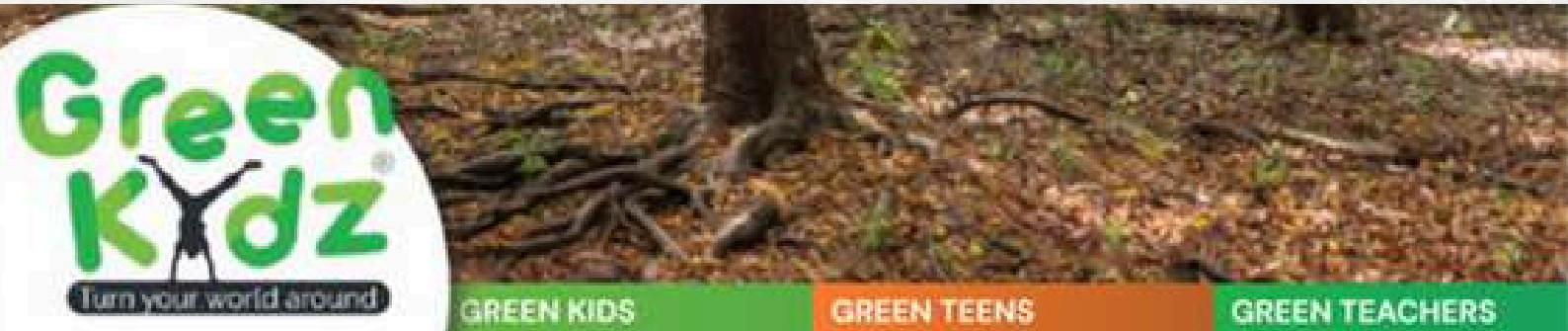

TABLE OF CONTENTS

1. Executive Summery 3

2. Introducing the Concept 5

3. Meeting the Team 6

4. Structuring the Book 7

5. Reaching the readers 8

6. Building a Fair Commercial Model 9

7. Aligning with Hofi Mango's Mission 10

8. Delivering the Book on Time' 11

9. Claryfying Decisions Required 11

2 Introducing the Concept

Bringing Nature, Heritage and Park Activities Together

The Hofi Mango Activity Book combines three themes that already define the park: nature, cultural heritage, and park activities. Each two-page spread pairs professional photography by Max van Aalst with clear, age-appropriate information and an activity such as a puzzle, word game, recipe, interview, a coloring sheet, a creative assignment or observation task. The result is an interactive fun-filled journey through the park.

Learning Through Play

The activity book format builds on the GreenKidz approach developed over more than a decade of educational publishing and earlier successful activity books. Children learn by exploring, playing and creating. The tone is curious and inviting rather than instructional, so every page of the activity book feels like an adventure.

Joshua and Jaina as Young Guides

Joshua, aged 12, and Jaina, aged 8, are two cartoon figures, representing 2 local Curaçaoan siblings who accompany the reader throughout the book. Their ages reflect the full target range and allow children to identify with at least one of the characters. They model curiosity, care for nature and pride in local heritage while giving the book a warm, recognisable voice.

A Clear Sense of Achievement

The activity book ends with a short knowledge challenge in the form of a 12- multiple choice quiz based on what children have discovered. Those who complete the quiz successfully receive an official Hofi Mango Explorer Certificate. This closing moment gives the experience a clear beginning, middle and end, while strengthening the child's positive connection with the park.

3 Meeting the Team

Project Leadership and Educational Concept

Maya Mathias is the creator of GreenKidz Foundation and the concept developer and project lead for this activity book. As an educational consultant and Director of Balanced Blended Learning, she develops learning products that combine strong storytelling, practical activities and modern educational design.

Photography and Design

Professional photographer Max van Aalst provides the visual material that brings Hofi Mango's landscapes, attractions and heritage to life. Joshua Concepcion, working as a design intern, translates the content and photography into engaging, child-friendly spreads. Together, the team brings educational concepts, imagery and design into one coherent product.

4 Structuring the Book

The Park as the Book's Natural Route

Each major location within Hofi Mango receives its own two-page spreads. The sequence follows the experience of an actual visit and the park map, allowing the park itself to shape the narrative. Planned locations include the cactus garden, sugar mill, rum distillery, palm garden, mango forest, poison garden, , butterfly garden,freedom wall, stairway to Heaven, zipline, petting zoo, playground, restaurant, 360° bar and the Man di Dios statue by artist Giovanny Abbath.

Core Format

- ·64 pages, full colour
- ·One major Hofi Mango location or theme per spread (2 to 4 pages)
- ·Professional photography combined with concise stories, facts and activities
- ·Joshua and Jaina as recurring (cartoon)guides throughout the book
- ·A final knowledge challenge and Explorer Certificate
- ·Visible partnership branding for both the GreenKidz Foundation and Hofi Mango

5 Reaching the Readers

Four Language Editions

The book is planned in Dutch, English, Spanish and Papiamentu. Together, the four versions reflect the languages spoken by local families, schools, visitors from the other islands of the Dutch Caribbean, the Netherlands and international tourists.

Educational Access for Schools

The digital Papiamentu edition will be made available free of charge to schools. This supports local educational access and ensures that cost does not prevent local schoolchildren from learning about Curaçao's natural and cultural heritage, found at Hofi Mango.

Retail and Distribution

The Dutch, English and Spanish editions are intended as paid products. GreenKidz Foundation will coordinate production and supply printed copies to Hofi Mango on a wholesale basis. Hofi Mango can then apply its own retail margin and sell the book through its visitor shop. Additional sales through bol.com, Amazon and the partners' own websites can extend the product beyond the park and position it as a high-quality Curaçao gift, just as possible sales through hotels, resorts and airlines.

Before the Visit, During the Visit or Afterward

The book is designed to work at several moments in the visitor journey. Families and schools can use it before a visit to build curiosity, during a visit to deepen observation, or afterward as a souvenir or test that helps children revisit and recall what they experienced. This flexibility strengthens both its educational value and its commercial appeal.

6 Building a Fair Commercial Model

Three Partners, Three Contributions

The paid editions are intended to generate value for Hofi Mango, the GreenKidz Foundation and Balanced Blended Learning. Hofi Mango contributes the location, brand, visitor access and retail platform. GreenKidz Foundation contributes the educational mission, publishing experience and schools and community reach. Balanced Blended Learning contributes the educational concepts, product development and project leadership.

Commercial Arrangements Still to Be Agreed

The final revenue and profit-sharing model have not yet been determined. It will depend on Hofi Mango's required retail margin, the production. promotion and distribution costs. These elements should be discussed transparently and agreed before the project enters full production.

7 Aligning with Hofi Mango's Mission

A Natural Strategic Fit

The activity book supports Hofi Mango's ambition to connect visitors with Curaçao's nature, culture and history. It also aligns with Jandino Asporaat's public commitment to education and environmental awareness among local young people. This makes the partnership more than a branding opportunity: it is a practical way to turn a shared mission into a tangible educational product.

Meaningful Local Impact

The project is particularly relevant for children from Banda Bou and other parts of Curaçao. By presenting local heritage through accessible stories, creative assignments and playful games, the activity book encourages children to value their own environment and history. For tourists, it offers an authentic product that is locally conceived, written, photographed and designed.

One Product, Two Audiences

Local children and international visitors may approach the activity book from different starting points, but both groups leave with the same message: Hofi Mango is a place to understand, not simply to visit. That deeper connection is what can turn a day out into a lasting memory.

8 Delivering the Book on Time

Proposed Production Timeline

- ·Mid-August 2026: present the concept memo and sample spread to the Hofi Mango team
- ·End of August 2026: complete and review a substantially expanded set of content
- ·October–November 2026: finalise writing, photography, design, translation and print preparation
- ·December 2026: launch the book as a retail product and seasonal gift

Why Early Approval Matters

The proposed timeline depends on timely agreement regarding the concept, style and sample spread. Early feedback will prevent the team from developing dozens of pages around an approach that may later need to change. A clear decision now, followed by a formal end-of-August review, will keep both partners aligned and protect the December launch window.

9 Claryfying Decisions Required

Why Early Approval Matters

- .Approval of the overall concept and educational approach
- .Approval of the visual direction and sample spread
- .Confirmation of the proposed language editions
- .Agreement on the intended retail and distribution model
- .Agreement on each partner’s contribution, margin and profit share
- .Confirmation of the proposed production and launch timeline
- .Verification of historical and factual content before publication

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