

Albert and Gröna Hjältar enter into a collaboration – for children and a more sustainable future

The organization Gröna Hjältar and eEducation Albert ("Albert"), a leading Nordic EdTech player, are now entering into a collaboration that gives children an opportunity to influence and contribute to a more sustainable future.

To promote children's understanding of their actions and their consequences on the environment, Gröna Hjältar has developed a completely new initiative. By participating in various green activities and challenges, such as donating clothes and toys, children accumulate points and at the same time learn to consume less and contribute to the circulation of used clothes and toys. The points they collect can then be used in a shop where Albert now offers membership to children and their parents.

Gröna Hjältar's target group is preschools and schools in the Stockholm area, which matches Albert well. Gröna Hjältar has initially released the project in the Stockholm area, but is expected to expand to more municipalities in Sweden in the long term.

"We are happy to be able to contribute to Gröna Hjältar. We strive for learning to be both fun and rewarding, just as Gröna Hjältar wants it to be fun and rewarding to contribute to a more sustainable future. We both want to make society a better place for tomorrow's generation.", says Kajsa Lernestål, Head of Marketing at Albert.

"For us, it was a matter of course to contact Albert, who we consider to be a leading player in educational apps for children. With Albert as a partner, we make it fun and rewarding for children to learn about how they can affect the environment through conscious choices. Together we take responsibility and create the conditions for future problem solvers to make a difference – for them and their green future.", says Joseph Tekie, CMO and one of the founders of Gröna Hjältar.

For additional information, please contact:

Arta Mandegari, CEO and Co-founder
Mobile: +46 (0)72 309 64 94
Email: arta@hejalbert.se

Salman Eskandari, Deputy CEO and Co-founder
Mobile: +46 (0)70 727 93 75
Email: salman@hejalbert.se

About eEducation Albert AB (publ)

Albert is the children's digital teacher, who since the start in 2016 has helped over 500,000 families with homework via mobile devices. Albert's apps are aimed at younger (1-9 years) and older children (10-16 years) and include subjects such as Mathematics, English, Geography, Code and Reading & Writing. Albert was founded in 2016 by two friends in Gothenburg with a clear goal - to democratize knowledge through technology - and that is what drives us even today. Albert is listed on the Nasdaq First North Growth Market with the short name (ticker) ALBERT. The company's certified adviser is Erik Penser Bank, certifiedadviser@penser.se

Read more at investors.hejalbert.se

Attachments

[Albert and Gröna Hjältar enter into a collaboration – for children and a more sustainable future](#)