

# Twin Science Partners with Polar Explorer to Inspire Kids to Take Climate Action

*The edtech startup who received the WEF's Smart Toy Awards last year is on a mission to educate and inspire in partnership with explorer Antony Jinman.*

LONDON, UNITED KINGDOM, January 27, 2022 /EINPresswire.com/ -- [Twin Science & Robotics](#) is partnering with Verofax to sponsor Polar Explorer Antony Jinman, the twelfth Briton to have skied to the geographic North Pole and solo skied to the geographic South Pole, on his new polar expedition with the aim of inspiring children to take climate action. Within this partnership, Jinman will be documenting his expedition and answering children's questions in interactive videos via Twin, a STEM app for children ages 7-12.



Antony Jinman sends videos from his expedition and answers children's questions in real-time

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*Asude Altintas, CEO of Twin Science*

“I am about to embark on my next expedition down to Antarctica, and I'm really excited that we are going to be partnering with Twin Science and Verofax so that children will be able to not just follow the expedition but actually participate in the many challenges I'll be facing and overcoming on the expedition itself via the Twin app,” says Jinman.

This expedition aims to highlight climate change and its effects in the polar regions, and encourages children to seek answers to questions such as, “How is climate change affecting the polar regions?” and “What can we do as individuals?”.

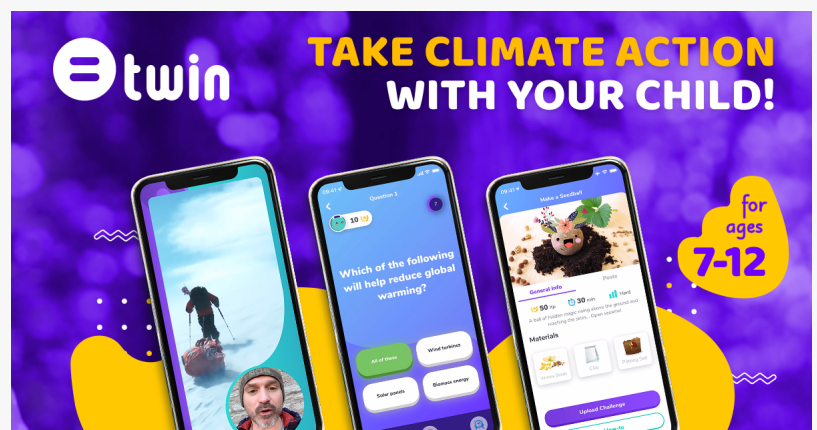
Verofax is committed to building a platform for validated sustainable goods and supports brands by empowering them to upsell their sustainable lines, backed by data and technology; ultimately

aiming to use information to tackle issues like climate change. The CEO and co-founder of Verofax, Wassim Merheby, explains their mission, saying, "We develop solutions that help with the auditability of sustainable credentials for products. We empower consumers as well as retailers to check and validate their product before purchasing to validate the credentials, be able to interact with the product and promote greener choices to other consumers." When asked about the partnership, "We believe that this is a long journey, and this journey will only be empowered by education. That's why we are honored to be partnering with Antony Jinman and Twin Science to promote sustainable choices and lifestyles to the youth as well as older consumers through the youth," says Merheby.

Twin Science and Verofax have one thing in common: They are on a mission to use STEM for good. Twin is an extraordinary organization which has recently won World Economic Forum's Smart Toy AI Awards, Bett 2020 Awards, the Play for Change

Awards, and was featured on [the BBC](#). The Twin team consists of award-winning researchers in the areas of STEM and education, and they align the STEM content in their app with United Nations' Sustainable Development Goals.

"This is a new approach to education" says Asude Altintas, CEO and co-founder of Twin. "First, it excites us immensely to bring young 'Twinners' onto the Twin app along for this incredible journey into Antarctica and have them overcome challenges with Antony in real-time. Secondly, with Verofax, we want to not just tell but show children how real climate change is and that they themselves can take action to combat this. In the Twin app, all our content aims to show children how to use STEM for good, and we believe this is a great opportunity to do so. To date, we have had over 500,000 children use our STEM kits and STEM apps or attend our STEM workshops, and we have seen them use their know-how to invent earthquake detectors, reforestation robots, or ocean cleaning ships. We hope that what they experience on this journey will inspire them to



Children can compete in climate change trivia, explore DIY climate action projects, or visit Antarctica virtually on the Twin app



Twin started within the scope of YGA's World Science Movement, a social responsibility project that organized science workshops throughout Anatolia, and later incorporated in October 2017 and has raised \$2.5M seed-round investment to-date.

revert the effects of climate change one day.”

Prof Ger Graus OBE, the Project and Education Advisor of this partnership, explains the significance of this project: “As someone who is a firm believer in introducing children to the wonderful role models who provide inspiration and aspiration, I am confident in this partnership’s ability to have true social, environmental, and sustainable impact.”

To follow the expedition in real-time, all friends and families and children at heart are urged to visit the project's website and download the Twin app.

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