

# Join the young explorers

**A city that works well for  
babies, toddlers and those  
who care for them works well  
for everybody**

#urban95explorers



## Young Explorers: new short films share city life as experienced by three-year-olds

In [five newly released short films](#), toddlers take you along their daily hometown journeys in two very different cities – Pune in India and Recife in Brazil. Join Ahaan, Mokshada, Lulu, Elloah and Ze as they travel their streets with the people who care for them, and share the opportunities and challenges they encounter every day.

### Social media handles & hashtags

Official hashtag: **#urban95explorers**

Urban95 Twitter ([@Urban95cm](#))

Urban95 Instagram ([@urban95cm](#))

Bernard van Leer Foundation Twitter ([@BvLFoundation](#))

[Bernard van Leer Foundation LinkedIn](#)

### Example social media messages

(download links for banners and social media cuts can be found later in this document)

#### General messages

Launching today: Young Explorers – 5 unique short films that share city life as experienced by three-year-olds: <https://bernardvanleer.org/young-explorers> #urban95explorers + BANNER

Meet the Young Explorers: toddlers Ahaan, Mokshada, Lulu, Elloah and Ze, together with the people who care for them, take you through their neighbourhoods in Pune and Recife and

show you the city from 95cm: <https://bernardvanleer.org/young-explorers> #urban95explorers + BANNER

Join the Young Explorers: after seeing the toddlers' journeys and experiencing the city through their eyes, what do you like and what would you change?

<https://bernardvanleer.org/young-explorers> #urban95explorers + BANNER

Young Explorers short films: experience the challenges and joys small children growing up in the city face: <https://bernardvanleer.org/young-explorers> #urban95explorers + BANNER

Want to learn how city life affects young children? Watch these newly released Young Explorers short films. What do you like and what would you change?

<https://bernardvanleer.org/young-explorers> #urban95explorers + BANNER

A city that works for babies and toddlers is a city that works for everyone:

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL MEDIA CUT VIDEO

### **Messages per video**

Meet Lulu. Follow this young explorer, aged nearly 3, as she travels the streets of her home town Recife, Brazil. A city that works for babies and toddlers is a city that works for everyone:

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT LULU

Meet Lulu. Follow this young explorer, aged nearly 3, as she travels the streets of her home town Recife, Brazil. What do you like, and what would you change?

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT LULU

Climbing steep paths, buying a carton of drink, watching older boys play football, and visiting the community centre with her mother. These are things young explorer Lulu experiences along her daily hometown journey in Recife. <https://youtu.be/3Hnsu4Y61a8>

#urban95explorers + SOCIAL CUT LULU

Meet Ahaan. Follow this young explorer, aged 18 months, as he travels the streets of his home town Pune, India. A city that works for babies and toddlers is a city that works for everyone:

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT AHAAN

Meet Ahaan. Follow this young explorer, aged 18 months, as he travels the streets of his home town Pune, India. What do you like, and what would you change?

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT AHAAN

Chasing a dog, climbing in a tuk-tuk, meeting artisans at work making copper bowls, and reaching for brightly coloured produce at the market. These are things young explorer Ahaan experiences along his daily hometown journey in Pune. <https://youtu.be/F5cxC8mj6jY>

#urban95explorers + SOCIAL CUT AHAAN

Meet Ze. Follow this young explorer, aged 4, as he travels the streets of his home town Recife, Brazil. A city that works for babies and toddlers is a city that works for everyone:

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT ZE

Meet Ze. Follow this young explorer, aged 4, as he travels the streets of his home town Recife, Brazil. What do you like, and what would you change?

<https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT ZE

Chasing pigeons, walking through a closed market, drinking from a coconut and playing on the beach with his father. These are things young explorer Ze experiences along his daily hometown journey in Recife. <https://youtu.be/1A1nbFVpJV8> #urban95explorers + SOCIAL CUT ZE

Meet Mokshada. Follow this young explorer, aged 13 months, as she travels the streets of her home town Pune, India. A city that works for babies and toddlers is a city that works for everyone: <https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT MOKSHADA

Meet Mokshada. Follow this young explorer, aged 13 months, as she travels the streets of her home town Pune, India. What do you like, and what would you change? <https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT MOKSHADA

Shyly meeting other children, enjoying a drink of lime juice, climbing uneven steps and crossing a busy road in her father's arms. These are things young explorer Mokshada experiences along her daily hometown journey in Pune. <https://youtu.be/gNa824hTxxI> #urban95explorers + SOCIAL CUT MOKSHADA

Meet Elloah. Follow this young explorer, aged 5, as she travels the streets of her home town Recife, Brazil, with her grandmother and cousin. A city that works for babies and toddlers is a city that works for everyone: <https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT ELLOAH

Meet Elloah. Follow this young explorer, aged 5, as she travels the streets of her home town Recife, Brazil, with her grandmother and cousin. What do you like, and what would you change? <https://bernardvanleer.org/young-explorers> #urban95explorers + SOCIAL CUT ELLOAH

Taking the bus to the market, looking at chickens, shopping for beans and bananas, and waiting for the bus back home. These are things young explorer Elloah experiences along her daily hometown journey in Recife. [https://youtu.be/A4d\\_B2kcJCw](https://youtu.be/A4d_B2kcJCw) #urban95explorers + SOCIAL CUT ELLOAH

## Social media banners

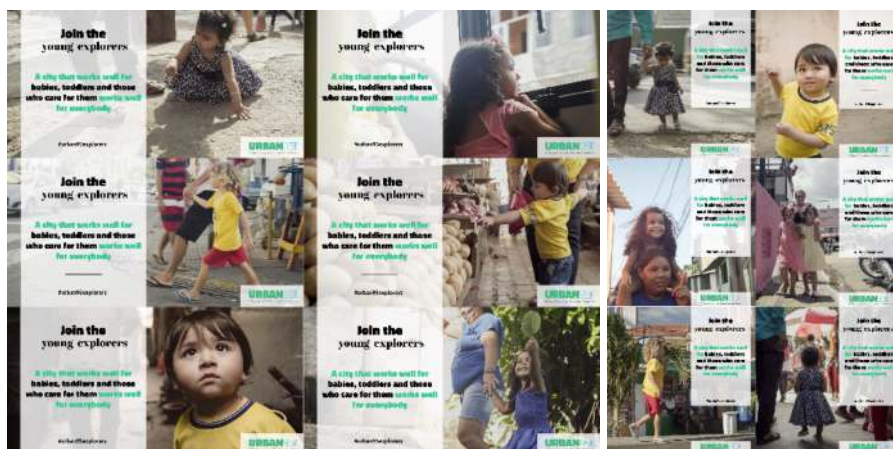


Figure 1: Twitter and Instagram banners

[Download social media banners](#)

## Social cuts videos

[Download Social media cuts videos](#)

### Public campaign

We'd love to see your photos or videos of **babies, toddlers and the people who care for them living everyday life in your city**. What do you like? And what would you change?

**ACTION: Post your photo or video on Twitter/Facebook/Instagram or LinkedIn with the following message:**

*Here is my city from 95 cm. What do you think? A city that works for babies and toddlers is a city that works for everyone. **#urban95explorers***

## Important links

[News page website](#)

[YouTube playlist videos](#)

[Download Social media banners](#)

[Download Social media cuts videos](#)



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young explorers**

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**#urban95explorers**

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Explorers