



MISSION AND GUIDING PRINCIPLES

OUR MISSION

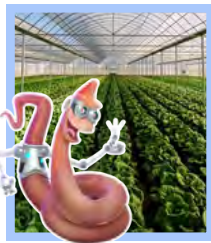
Future Chicken is a multi-platform, multi-faceted “ecotainment” universe designed to ignite joy, curiosity, and meaningful action in children ages 6 to 10. Fueled by the limitless imagination of kids in their wonder years, its mission is to foster a deep and lasting connection between young people, the environment, and all living beings—human and non-human alike.

At its core is Future Chicken, a time-traveling chicken hero who, alongside her band of Planet Protector friends, journeys from today to the year 2050—a future shaped by the thoughtful choices we make right now. Together, they inspire kids to bridge the “hope gap” by showing them that they have the courage, creativity, and power to care for our planet and shape a brighter tomorrow.

With fun and discovery always at the forefront, Future Chicken brings environmental awareness out of its silo and into the fabric of everyday life. It is guided by five “discovery learning” themes rooted in K–3 curricula and aligned with the UN Sustainable Development Goals:



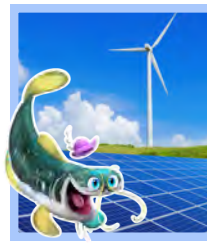
Water



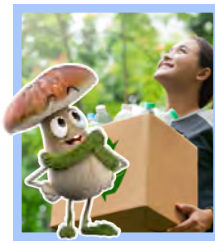
Food & Food Systems



Healthy Communities



Clean Energy



Cycles & Circles

Future Chicken is not just about protecting the environment – it’s about sparking imaginations and empowering kids to envision and create a future where people and the planet thrive together. So important in this digital age, it also embraces the goal of inspiring kids to find balance—using screens as a tool for discovery while also encouraging them to step outside, connect with nature, and let their imaginations soar as they dream big and act boldly for a sustainable tomorrow.





FUTURE CHICKEN GUIDING PRINCIPLES

THE FOLLOWING PRINCIPLES ARE THE FOUNDATION OF FUTURE CHICKEN:



Action & Hope

Helping kids share their voices and see their own actions alongside positive real- world ideas of others builds hopefulness about the future of life on Planet Earth. Sharing future forward progress about climate change from scientific and other experts informs realistic action. Being part of a vibrant community supports young people in forging productive relationships.



Connecting

Engaging young people through the mind, heart, spirit, and body, and providing them with ways to draw from their own lived experiences is essential to fostering the next generation of Earth's caretakers. Complex environmental challenges require whole systems thinking linking the environment with social justice, Indigenous ecological knowledge, the arts, sciences, and health.



Playfulness

Having fun, using the imagination, and collaborating with others are part of innovation for a better future. Zany ideas often lead to brilliant solutions. Intersections between play and inquiry-based learning foster creativity.



Diversity & Inclusion

The power of diversity and representation is a driving force for creating equitable and inclusive communities. All children should have opportunities to see themselves in a positive, active, and hopeful light.



Nature

Honouring the inherent wisdom of the natural world and its ecosystems is empowering. Experiences with the outdoors create a shared love and care for the earth, water, air, and all living things. Understanding water's governing role in sustaining life and wondrously different values, cultural and spiritual meanings of water deepen this shared love and care.