

Two students, a boy and a girl, are wearing VR headsets and holding a small globe. They are standing in front of a large image of Earth from space. The boy is on the left, and the girl is on the right. They are both smiling. The background is a dark space with stars and a large, detailed image of Earth showing clouds and continents. The logo 'Lala bũm' is prominently displayed in the center, with 'Lala' in a colorful, stylized font and 'bũm' in a blue and red font. Below it, the tagline 'Valores en acción' is written in a white, outlined font. A registered trademark symbol (®) is also present.

**Lala
bũm**
Valores en acción®

Driving innovation for promoting and
developing human social values for
sustainability.

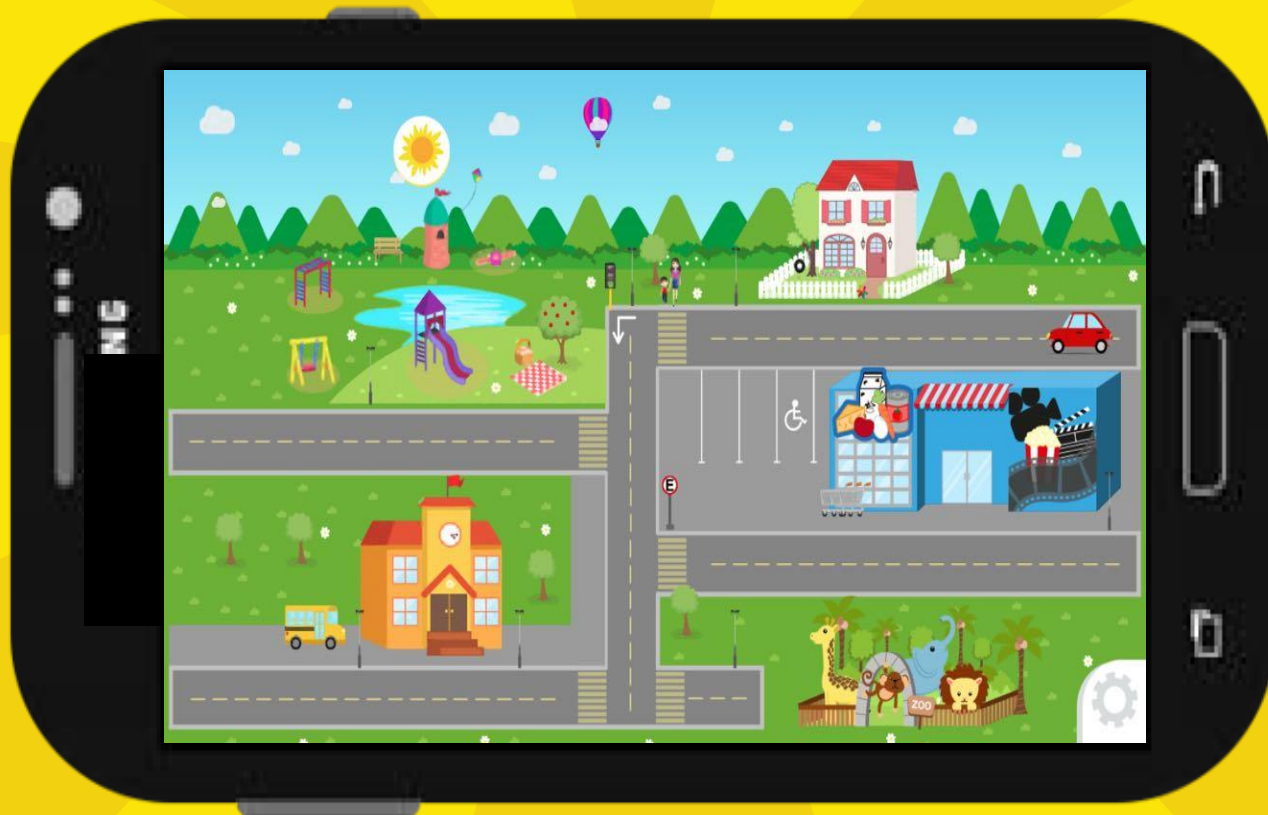


- Developed, trademark, creative content creation and didactic methodology designed by Laura Jorin.
- IOS & Android since 2016, 50,000 users.
- Mini games and animated videos fostering social values and behaviours.



Is a didactic training program based on real-life simulations of daily and professional situations to help young children and adolescents reach their goals and create a better society by using their knowledge and values to interact in the world.

Training in a virtual city makes a child
a better citizen in real life.





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Do homework

14



Eat fruits

15



Eat vegetables

16



Put the garbage away

17



Sleep early

18



Give love

19



Hold hands

20



Use seat belt

21



Apologize

22



Save water

23



Comb my hair

24



Use the cutlery

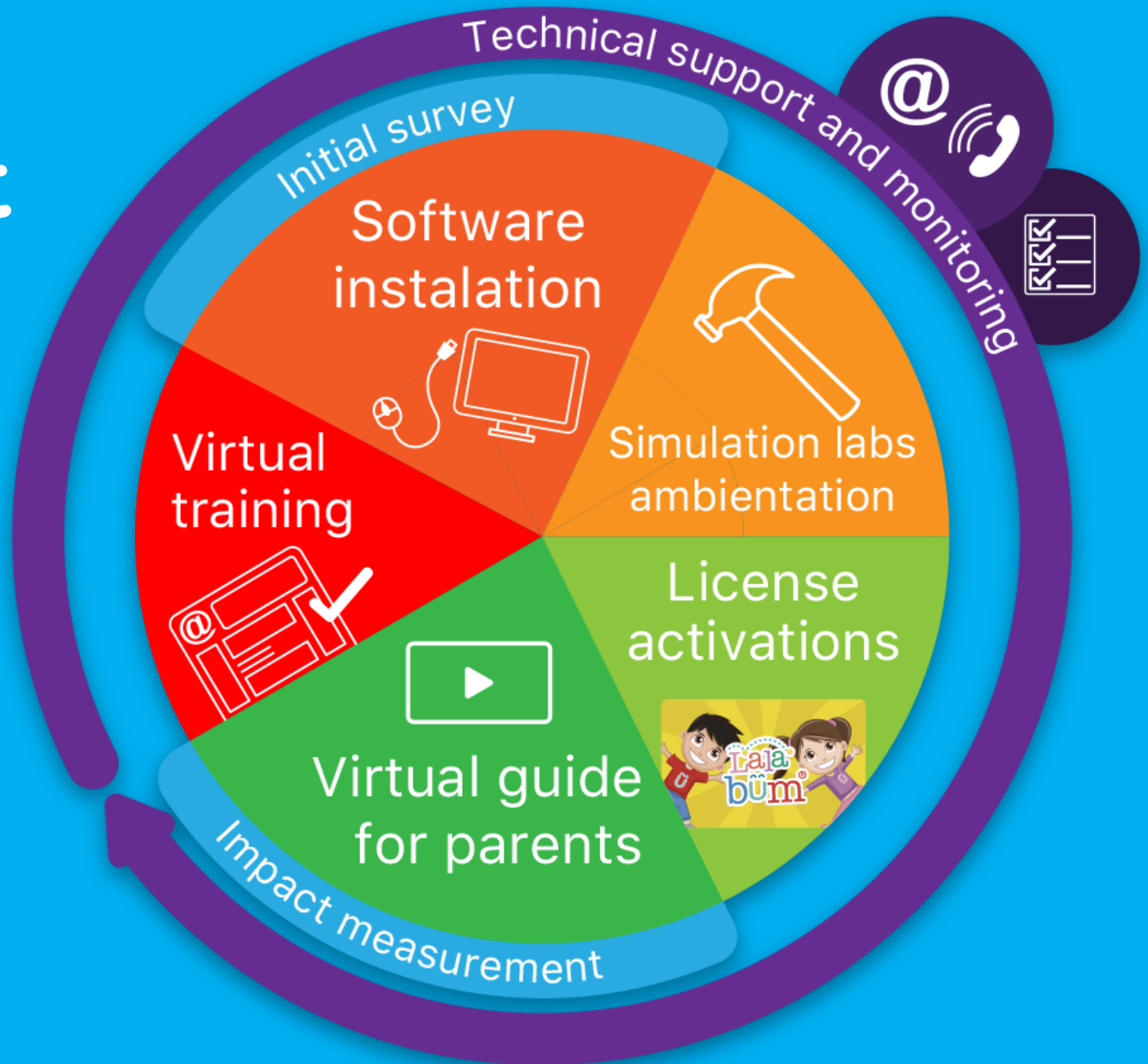
Mobile apps



Simulation labs



How does it work?



Lalabum's engagement with SDG

10 REDUCED INEQUALITIES



Generate economic and social development.

Guide towards life project decision making.



Young adults prepared to create conditions to improve their environment.

4 QUALITY EDUCATION



Teach from childhood on how to comprehend and apply knowledge.



Children that interact with the world and discover their abilities.



Adolescents that choose and design their role in society.

8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



Children motivated to study.