



iKnow is a social enterprise (not for profit) business, which informs children about the processes behind major issues they know little about but that have such an influence on their young lives. Enabling them to interact with the issues with more knowledge and perspective.

This will be achieved through the input of key brands and agencies, the media, celebrities, multi-media interactive roadshows, website, PR campaigns and accompanying literature for parents.

Brands

Brands are products that have been given personalities that aim to make the consumer feel better about themselves. Children have very little awareness of this process. Therefore the pursuit of the most fashionable and expensive brands can cause debt in the home, the exclusion of friends from the social circle, playground bullying, depression, theft and even inhibit the development of a child's personality.

The aim is for all children to feel confident, included and have friendships without playground talk of who owns what brand having undue influence.

The Media

Children often believe what they read. In a World of highly competitive media ownership this is not a realistic approach to the media. As children start to make their choices about television, radio, magazines, the internet and radio we inform them about how the media works.

Why some newspapers have certain strong views, when everything you read, see or listen to might not be true, how PR (public relations) works and items get into the news, how advertising works etc

Globalisation

Globalisation is now the dominant worldwide consumer issue but when a child 'wants' a product it is obviously something, that in the main, they are yet to become aware of. iKnow provides the child with the information to enable them to make their own choices: the positive and negative effects, 3rd world debt, child labour, buying local, organic produce and GMO etc

The Company

iKnow is a social enterprise (not for profit) business founded by Chris Ward. Previously Chris has founded two award winning marketing agencies and worked with some of Britain's most successful brands and entertainment properties such as Friends Reunited, Stella Artois, BBC, Disney, EMI, Evian, Shrek & Radiohead. He sold both businesses in 2001.

More information available at www.iknow.it

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