

Bringing Science, Sustainability & Wonder into the Classroom

About Storybranch®.



Founded by Dr. Ivón Hassel, is an EdTech initiative dedicated to helping children understand nature, science, and sustainability through storytelling, hands-on exploration, and direct contact with real scientists. Our work is grounded in verifiable science, developed together with experts, and shaped in close collaboration with teachers and schools. We partner with scientists, Indigenous communities, and educators to create learning experiences that are accurate, inclusive, and deeply meaningful. In a world shaped by rapid environmental change, Storybranch supports educators with tools, workshops, and learning opportunities that help students build environmental literacy, scientific curiosity, and a deeper connection to the natural world.

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www.thestorybranch.com

What Schools Gain

- Ready-to-use educational materials
- Workshops adapted to each classroom
- Access to scientists and real research, a bridge directly to academia
- Cross-curricular learning opportunities
- Co-creation possibilities for teachers
- Multilingual resources (English, Swedish, Spanish, Portuguese)
- Projects that connect students globally
- Materials grounded in science and enriched by Indigenous knowledge

What Storybranch offers

I) The Magic Within a Tree, more than a book

The Magic Within a Tree is not designed as a solitary reading experience. It is a conversation starter, a bridge between children and adults, and a gateway to science and sustainability learning. Published in four languages (English, Swedish, Spanish, and Portuguese, and soon in Japanese), it supports multilingual classrooms and diverse learning environments. The book is easily accessible for schools through Publit, major online retailers, and the Storybranch website.

The story helps:

- connect emotionally with nature
- understand ecosystems and interdependence
- explore scientific ideas through narrative
- build curiosity and confidence

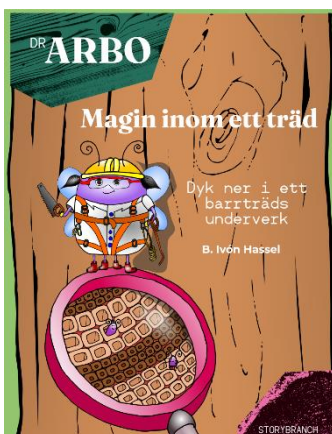
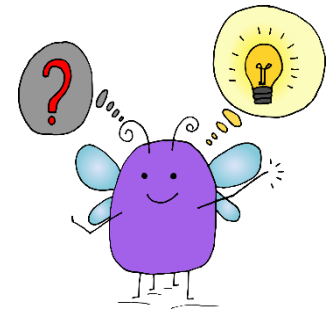
It is written to be used together, in classrooms, libraries, workshops, and at home, to spark dialogue, questions, and discovery. The book becomes a shared experience that invites children and adults to explore science, sustainability, and the natural world side by side.



A Tool for Teachers

Storybranch supports educators by offering:

- Guidance on how to use the book in lessons, and workshops about wood science, forestry, and sustainability
- Discussion prompts and classroom activities
- Cross-curricular links (science, language, art, social studies)
- Materials that encourage systems thinking and environmental awareness



Teachers can use the book as:

- an introduction to sustainability
- a storytelling-based science lesson
- a nature-themed project starter
- a reflective tool for social-emotional learning

<https://youtu.be/g36EmNxPGMU?si=z5EIJuOOUGhN1CBP>

<https://www.adlibris.com/se/sok?q=magin+inuti+ett+tr%C3%A4d>

<https://thestorybranch.com/sv/var-butik/> (Connected directly to Publit)

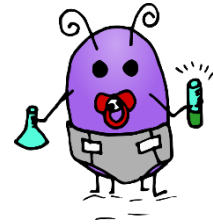
II) Educational Materials in Development, with teachers as co-creators

We are currently developing a full suite of educational materials to accompany *The Magic Within a Tree*. The Activity Book for ages 4–6 is complete and ready for publication, offering hands-on, playful learning rooted in science, storytelling, and sustainability.

Additional activity books, for ages 6–9 and 9–12, are now in active development. These are intentionally being created together with teachers, and we warmly welcome educators who wish to contribute their insights, classroom experience, or ideas. Your input directly shapes the materials we produce, ensuring they are practical, engaging, and aligned with real learning needs.

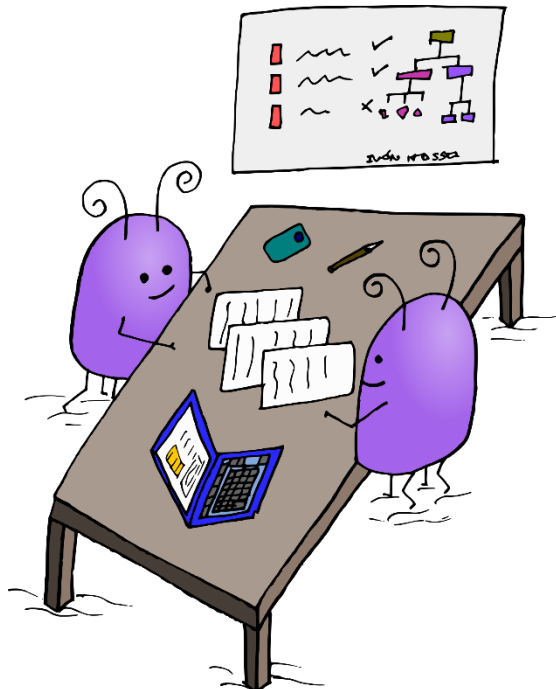
Our growing collection includes:

- activity books
- a teacher guide
- digital content
- classroom activities and experiments



For educators, this is also an opportunity to influence the creation of new sustainability-focused learning tools from the very beginning. Teachers who collaborate with Storybranch help shape materials that will be used by children and classrooms far beyond their own, contributing to a global movement for environmental literacy.

Storybranch deeply values the expertise of educators. By co-creating with teachers, we ensure that every resource is grounded in science, enriched by pedagogy, and adaptable to diverse classrooms.



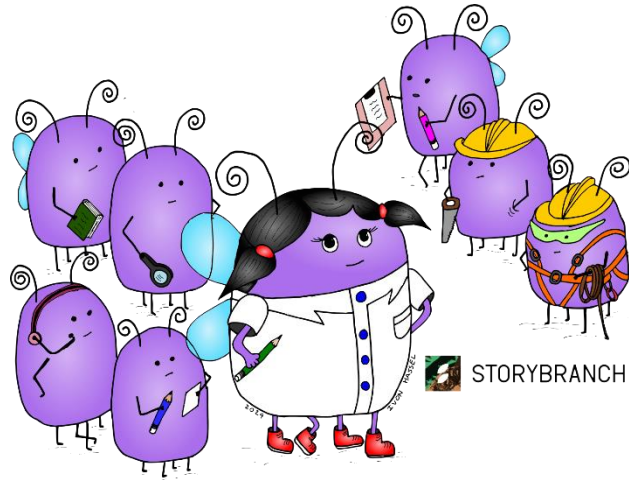
III) Workshops for Children, adapted to each classroom

Storybranch offers interactive workshops where children explore nature, science, and sustainability through:

- storytelling
- hands-on experiments
- guided discussions
- creative activities

Teachers are welcome to:

- participate
- observe
- co-design the workshop
- request adaptations for their class



We bring the science, pedagogy, and materials, and teachers bring their knowledge of their students. Together, we create meaningful learning experiences.



Workshop: "Life Inside a Tree". Exploring tree anatomy through a 3D model of wood, a real section of wood, and a magnifier.

Watch our participation in SciFest, Uppsala 2025 in this video:

<https://youtu.be/oXMdjVyhzfQ?si=4zUKNMZ3KCXdLFFU>

IV) Children Teaching Children — A Global Learning Project

One of Storybranch's most important initiatives is **Children Teaching Children**, a podcast created *by children, for children*.

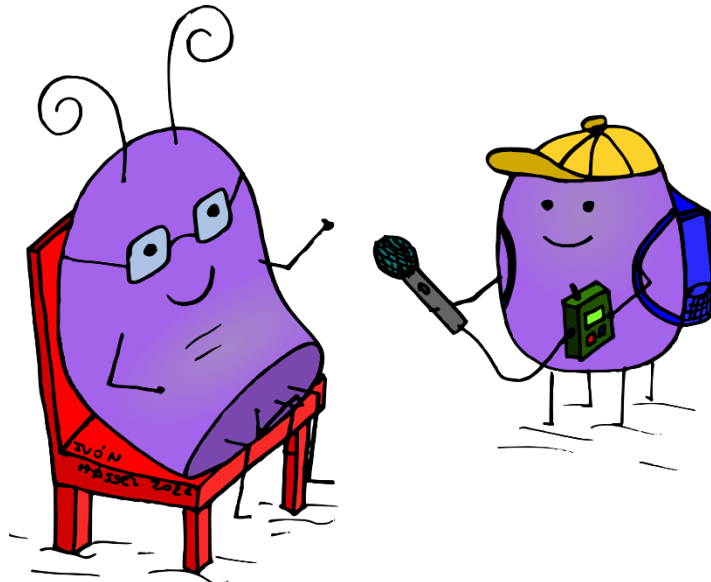
How it works:

1. A scientist visits a classroom to share their research.
2. Children become **journalists**, interviewing the scientist.
3. Students learn:
 - o how to ask questions
 - o how to explain scientific concepts
 - o how to record and edit audio
 - o how to communicate clearly
4. The final podcast episode is shared on a global platform for educators.

This project helps children:

- meet real scientists
- learn about current research
- practice communication and creativity
- understand the world beyond their own environment
- contribute to other children's learning worldwide

This is one of the projects we are currently seeking funding for, and we welcome schools who want to participate in the pilot phase.



V) *Whispers from the Forest*, bringing ancestral knowledge into today's classrooms

Whispers from the Forest is a Storybranch initiative that brings Indigenous ecological knowledge into the learning experiences of modern children. Developed together with Native communities and scientific experts, the project helps students understand how people have lived in balance with nature for generations, and how this wisdom can guide sustainable futures today. Through stories, interviews, and classroom activities, children explore themes such as interdependence, respect for ecosystems, and the cultural roots of environmental stewardship.

For educators, this is an opportunity to introduce students to diverse ways of knowing, enrich sustainability education, and participate in a project that honors both scientific accuracy and ancestral perspectives. Schools interested in learning more or contributing to this work can explore the project further on our website.

<https://thestorybranch.com/proyectomex-eng/>

<https://thestorybranch.com/sv/proyectomex-sve/>



Book reading, discovering the life inside a tree.



Outdoors activity based on the discussion-page of the book "The magic within a tree". Starting own vegetable garden.



TEK Integration Session. Local educators sharing indigenous ecological knowledge.



Children interact with Dr.Arbo, and want to be a "guardian of the forest", like her.

A Growing Educational Universe

The Magic Within a Tree is only the beginning. Storybranch is building a multi-format educational universe rooted in:

- scientific accuracy
- environmental literacy
- Indigenous and ancestral ecological knowledge
- creativity and storytelling
- accessibility and inclusion

Every Storybranch project is developed with scientists, educators, and cultural experts to ensure quality, relevance, and impact.

Let's Collaborate

We warmly invite schools, teachers, and educators to:

- use the book in their classrooms
- participate in workshops
- co-create educational materials
- join the *Children Teaching Children* project
- collaborate on future Storybranch initiatives

Together, we can inspire the next generation to understand, protect, and love the natural world.

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