

ecoAnimation

with the support of







Every drop of
water we use counts
for today and
for the future

The project

Eco-Animation is a fun cartoon animation to raise awareness among children on the sustainable use of water and natural resources.

The project proposes an innovative approach and a unique production model: storylines have been developed with the scientific support of issue experts and 500 kids from across Europe have contributed to peer review messages and format.

The project is supported by the European Union as part of the Information and communication strand of the Life+ Programme, the European fund for the environment.

The international partnership

Business Solutions Europa is a dynamic EU projects and communication agency which aims to bring Europe closer to Europeans. Their team of project managers, communication and broadcast specialists have led the Eco-Animation throughout the 2 years of the project duration.
www.bs-europa.eu

WWF's European Policy Office is the representation office to the EU for the global WWF network, and contributes to strengthen EU policies for the protection of the European and global environment. WWF EPO contributed to the animation messaging with their environmental expertise.
www.panda.org/eu

GRIFFILMS is one of Wales' most successful animation companies with over 15 years experience in producing high-quality animated programming and graphics.
www.griffilms.com

Explora, the Children Museum of Rome is the first Italian museum designed primarily for children and families. Explora led the project pedagogic evaluation in coordination with 4 children museums from across Europe.
www.mdbr.it

Business Solutions Europa



The TV series

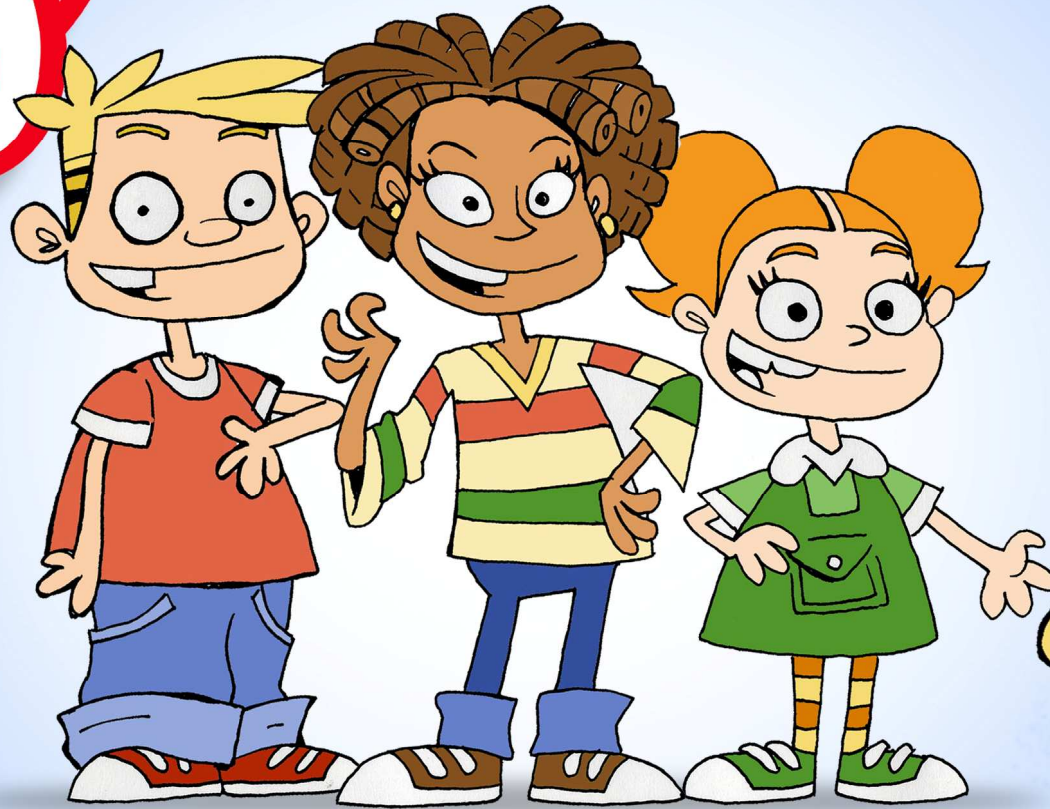
If enthused and guided, children can become responsible water consumers by taking simple steps at home, in school and outdoors. **Eco-Animation**, a two year animation project, aims to help children aged 5 to 8 to do this by creating a series of **three fun animated films for TV broadcast**.

The three water-themed episodes are part of the first ever European TV series for kids **My Friend Boo**.

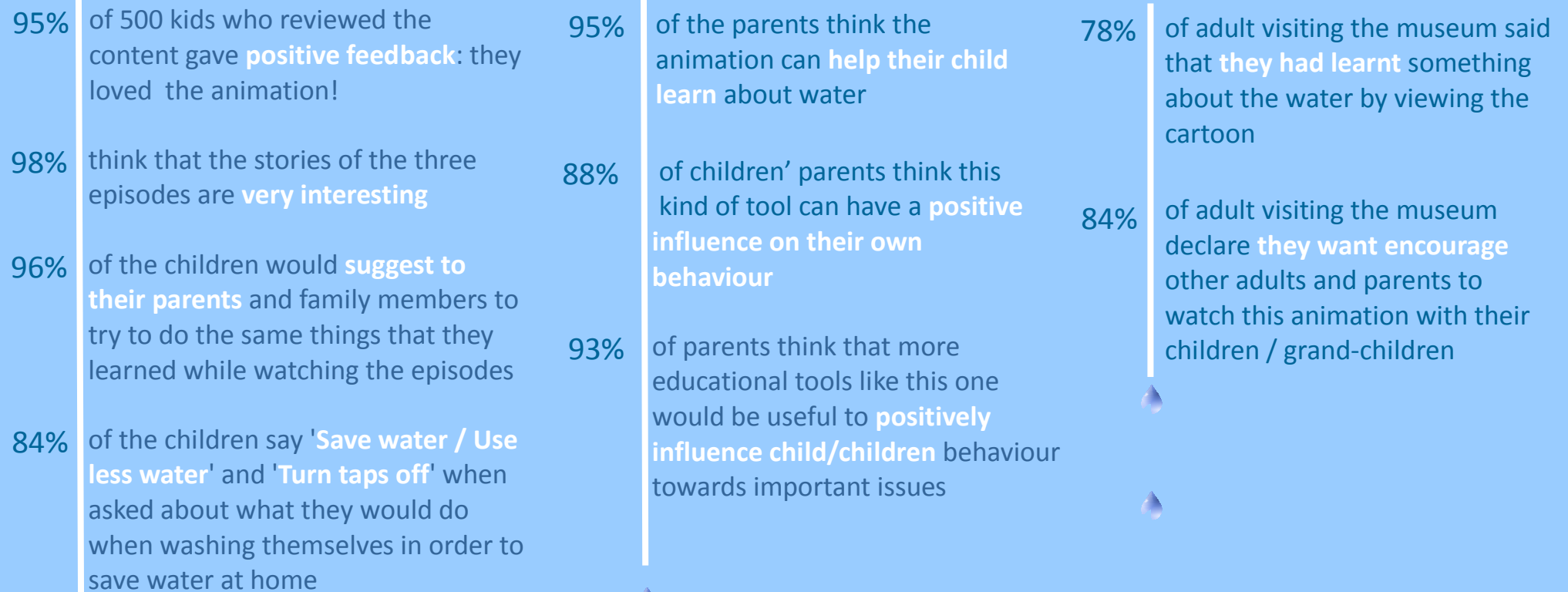
With the help of a fun and personable **group of characters**, stacks of adventure and plenty of humour, the animations will show kids that, just like the characters in a cartoon, they too can **make positive changes that make a difference** to our natural environment, starting with water conservation.



My Friend Boo



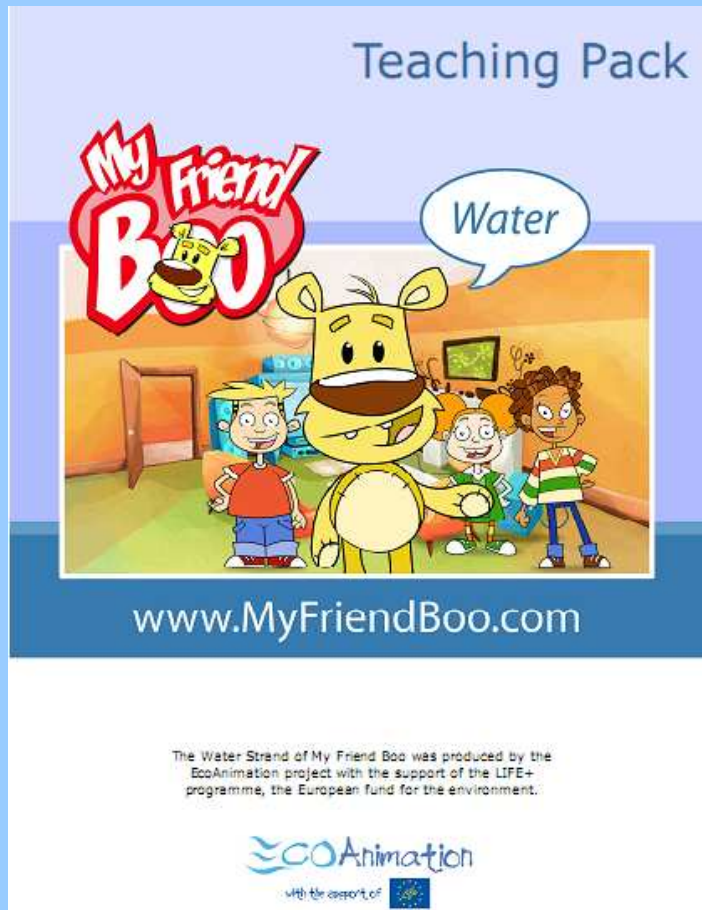
Feedback



The EcoAnimation team worked with children across five European countries to evaluate the content of the cartoon animation during its entire production phase. School children aged 5 to 8 from Belgium, Bulgaria, Ireland, Italy and Poland took part in focus groups and filled in questionnaires to provide the animators with their honest feedback on the characters, concepts, messages and storylines. The approach was aimed to ensure that the final animations resonate with kids of this age range.



The Teaching Pack



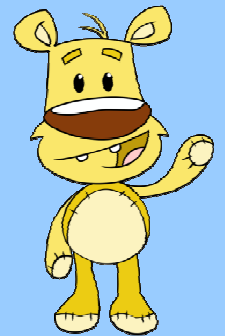
94% of teachers who tested the teaching pack think that it is an useful tool to teach children about the water and properly complement the animation

83% of teachers will promote the teaching pack among their colleagues

89% of teachers say that children like the proposed activities

The Teaching Pack is available in 17 languages

How do you say WATER in your language? Go and find out on our website...



Children and their educators also worked with the project team to develop and test a teaching pack which complements the animations produced and gives pupils an opportunity to explore water conservation issues in more detail, and of course have a little fun too! The teaching pack is available in several languages and is downloadable from the Educators section of the website www.myfriendboo.com



A few figures....



Contacts



More information about the project? Please visit

www.animate-eu.com/eco

www.youtube.com/myfriendboo

Where can I download the Teaching Pack?

www.myfriendboo.com

Are you a broadcaster and are interested in the series?

Please contact luigi@bs-europa.eu

www.animate-eu.com/eco
www.myfriendboo.com
www.youtube.com/myfriendboo




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