ECO Animation

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

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

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





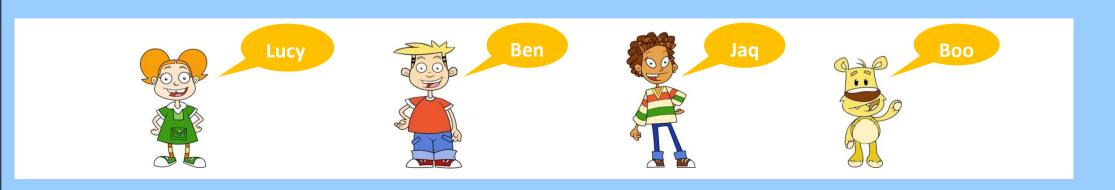




The TV series

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.





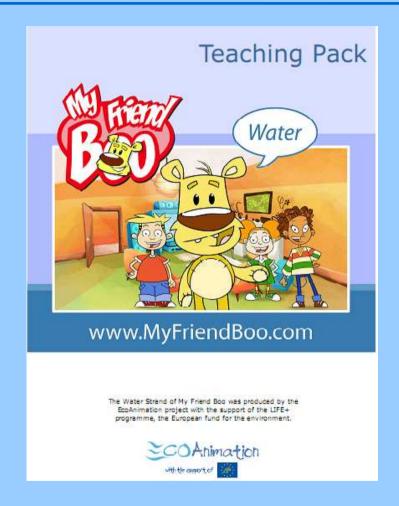
Feedback

95%	of 500 kids who reviewed the content gave positive feedback: they loved the animation!	95%	of the parents think the animation can help their child learn about water	78%	of adult visiting the museum said that they had learnt something about the water by viewing the cartoon
98%	think that the stories of the three episodes are very interesting	88%	of children' parents think this kind of tool can have a positive influence on their own	84%	of adult visiting the museum declare they want encourage
96%	of the children would suggest to their parents and family members to try to do the same things that they learned while watching the episodes	93%	of parents think that more educational tools like this one would be useful to positively	d	other adults and parents to watch this animation with their children / grand-children
84%	of the children say 'Save water / Use less water' and 'Turn taps off' when asked about what they would do when washing themselves in order to save water at home		influence child/children behaviour towards important issues		
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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



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

of teacherswill promote the teaching pack among their colleagues

94%

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....

1 language versions of the episodes and teaching pack have been produced so far

1 9 the number of territories where the series will be broadcast on leading TV channels

10 the broadcasters that have acquired the rights of the episodes for two years and for unlimited transmissions

25 million homes will be reached by the broadcasters committed to air the series

384 thousand of Euros is the total cost of the project

183 thousand of Euros is the contribution of the Life+ programme

0,015 Euros is the cost for each person reached

0,007 Euros is the cost of public contribution per person reached

Belgium

Bosnia-Herzegovina

Bulgaria

Croatia

Czech Republic

Fyrom

Greece

Hungary

Ireland

Kosovo

Moldova

Montenegro

Netherland

Romania

Serbia

Slovakia

Slovenia

Turkey

Vietnam*

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 broacasters and are interested in the series? Please contact luigi@bs-europa.eu

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











