

EcoAnimation is one of only six UK projects supported by the EU's new LIFE+ programme (2007-2013), the European fund for the environment.

The project is co-funded by the LIFE+ Information and Communication strand which aims to disseminate information and raise the profile of environmental issues.

118 projects proposals were received by the European Commission under this strand from organizations across Europe, 11 European projects were funded in total.

<http://ec.europa.eu/life>



## Get in touch..

We are interested in hearing from all kinds of organizations with an interest in EcoAnimation. In particular broadcasters, schools and educators.

Please send through your ideas, thoughts and expressions of interest to [sian@bs-europa.eu](mailto:sian@bs-europa.eu)

We also encourage you to forward our Eco-Alerts to your colleagues and contacts .

Equally if you prefer not to receive future Eco-Alerts, please let us know.

In the next Eco-Alert ... the result from the first round of focus groups.

The views expressed in Eco-Alert are purely the authors' own and do not reflect the views of the European Commission

## EcoAnimation kicks-off with a splash on World Water Day!

Water is the most basic natural building block of life. It comes from many sources - rivers, wetlands, lakes, and groundwater aquifers – and is essential to the survival of all living things, plant, animal and human. This is why we must do everything possible to maintain its quality and make sure that every drop of water we use counts, for today and for the future.

If enthused and guided, children can also become responsible water consumers by taking simple steps at home, in school and outdoors. EcoAnimation is an exciting new two-year project that brings together, under the coordination of Business Solutions Europa, a pan-European partnership including award-winning animators Grifffilms, experts from WWF, children's museums and 500 school children from Belgium, Bulgaria, Ireland, Italy and Poland, to co-produce a series of three fun animated films for TV broadcast.

With the help of a fun and personable group of characters, stacks of adventure and plenty of humour, the animations will show kids between 5 and 8 years of age 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.

The animations will be developed over the next twelve months and will use characters designed by world famous character designer Curtis Jobling, best known for hit international shows such as Bob The Builder™ and Frankenstein's Cat.

The animation will be completed in Summer 2010 and will be translated into as many European languages as possible.

It will also be accompanied by a free **teaching pack** for use in schools across the EU. The teaching pack will be available in June 2010 and will give teachers and pupils an opportunity to explore water conservation issues in more detail, and of course have a little fun too!

## Find out more...

More details about EcoAnimation can be found on [www.animate-eu.com/eco](http://www.animate-eu.com/eco)

Follow our tweets on <http://twitter.com/animateEU>

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World Water Day - [www.worldwaterday.org](http://www.worldwaterday.org)

Business Solutions Europa - [www.bs-europa.eu](http://www.bs-europa.eu)