

EcoAnimation is 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.



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

## Boo set to become a huge hit with millions of European kids!

Last summer in our 2<sup>nd</sup> edition of Eco-Alert we presented the views of nearly 500 European children on water. These children from Belgium, Bulgaria, Italy, Ireland and Poland helped our team to produce three fantastic episodes of the fun-filled animation series, My Friend Boo. Their feedback and ideas were used, along with the inputs of our experts from WWF, to develop the messages and storylines for the Water strand of the series. Since then, our animation team has been working to develop scripts, create characters and backgrounds, and produce animated stories.

Last spring on World Water Day, the children of our focus groups finally discovered our three episodes on water pollution, water conservation and water and the world... and they loved it!

### Not only the children loved the series... Broadcasters love it too!

From this Autumn on, the series will be broadcast in 16 countries. Millions of children in Europe and further afield will go in fantastic adventures with magical dog Boo and his friends to find out about water conservation and pollution and the importance of water to the world.

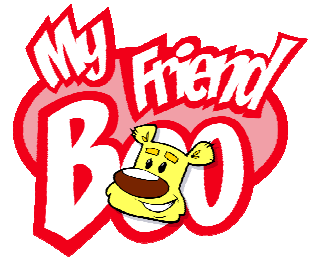
Watch the series in local languages in Ireland (RTE), Belgium (VTM), the Netherlands (KRO), Romania, Slovakia, Czech Republic, Hungary, Croatia, Bosnia-Herzegovina, Moldova, Montenegro, Kosovo, Serbia (Minimax), Macedonia (Telma and Alfa) and Turkey (Kanal D). My Friend Boo will also be broadcast in Vietnam (SAO TV). The map on the right gives an overview of countries in Europe where My Friend Boo will be broadcast.

More exclusive deals are being negotiated and more countries and languages will be covered in the next months. The series is available free of charge to TV broadcasters.



## What the children think...

The children of our focus groups in Belgium, Bulgaria, Ireland, Italy and Poland watched EcoAnimation episodes for the first time last spring and gave their first feedback on the animation and what they learned. Kids' first impressions were overwhelmingly positive: 95% of the children said they enjoyed the animation and 90% that they would like to see more episodes of My Friend Boo!



### What did they learn about water?

- *1st episode - Victoria's Wetland (Water pollution)*

From the first episode, children said they have learnt "it is not good to pour anything in the sink, at home or in factories" (45%) and "not to pollute the water" (35% of the answers).

In comparison with the 1st Questionnaire (see the 2nd issue of our Eco-Alert in July 2009) when only few children were aware of the effect of water pollution, children seemed to be more aware of the interrelation between nature, water, and the effects of human activities on this resource.



Jaq, Ben and Boo (It's Only Water)

- *2nd episode - It's Only Water (Water conservation)*

From the second episode, the majority of children say they have learnt "not to waste water" or "save water" or "not use water more than necessary". Interestingly, these results also differ from the findings of the 1st Questionnaire about water conservation: the episode helped them to understand that water is a limited resource and that it is important to use it wisely.

- *3rd episode - The Big Picture (Water and the world)*

From the third episode, although the answers were more diverse, it is clear that children received the message: each of us is responsible for the supply and quality of water.

Parents of the children from the focus groups and adults visiting the children museums involved in the production also made very positive comments on the animation. The great majority of the interviewed parents and visitors enjoyed the animation and think that it can help their child learn about this issue. They also believe more similar educational tools should be developed to positively influence children's behaviours towards important issues such as water.

## EcoAnimation Teaching Pack



The 3 water-themed episodes of the TV series My Friend Boo are accompanied by free downloadable teaching material for schools and educators.

Currently Bulgarian, English, Flemish/Dutch, Italian and Polish versions are available. Spanish, Turkish, Romanian, Czech, Hungarian, Albanian, Macedonian, Serbian and Vietnamese will be added over time.

In the teaching packs, teachers and educators can find child-appropriate background information as well as ideas for activities to carry out with the children to deepen their newly acquired knowledge.

Children are invited for example to:

- brainstorm on what they have learned in each episode
- report on outside activities they will do with their families to involve parents and siblings
- make in-class experiments to better understand water pollution and water conservation
- and many other creative and fun activities

Go on the My Friend Boo dedicated website to download for free the episodes and teaching pack for educational purposes:

<http://www.myfriendboo.com/teachers.html>

## Get in touch...

We are interested in hearing from organisations with an interest in EcoAnimation. In particular broadcasters, schools and educators.

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

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

Equally if you prefer not to receive the Eco-Alert, please let us know.

## Find out more...

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

Watch a promo of the episodes on [www.myfriendboo.com](http://www.myfriendboo.com)