



European Citizenship Awards

Write Deal Association

Description of the nominee:

"The project was an innovative re-launch of three popular and traditional fairy tales which although we take for granted, in fact are discriminatory and against human rights. The highly-executed cartoons recounted these fairy tales by promoting social and human rights, addressing gender and social inequality, tackling poverty and exclusion. For example, our princess saves her prince (not the other way round); fairies are of different skin colours; and the issue of refugees and integration were tackled in one of the fairy tales. The project was officially endorsed by the President of Malta. The cartoons were distributed, free-of-charge, via the following channels:

- At the cinema before the start of other paid films and cartoons
- On local television
- On a specifically-designed website www.animationmalta.org
- A DVD was distributed to each and every school (private/church/public) in Malta and Gozo.

In addition, the NGO liaised with the National Curriculum Committee, who sent an official circular to all the school principals and teachers to promote the cartoons with children.

This project also won the European Label Language Award and the Frans Sammut Award.

Impact achieved:

- Social and human rights themes were promoted with children from a young age. This means that our cartoons have helped develop children, who are our future generation, into tolerant and understanding citizens.
- Developed and produced Malta's first professional cartoons in Maltese.
- Developed and produced three high-quality fairy tales using local artists.
- The project has been endorsed and launched by her Excellency the President of Malta at her Palace in Verdala, Malta.

- The project has been garnered attention in the media, including the local news (television and radio), programmes (again television and radio), newspapers, magazines and internet.
- The fairy tales have been shown, free-of-charge, before the start of family movies and blockbuster cartoons at the main local cinema venues.
- The fairy tales have been shown on one of the most popular television stations in Malta.
- A specially-designed website with the cartoons has been launched, which in just a few days has garnered dozens of thousands of hits, which is a huge feat considering that Malta is populated by less than half a million.
- DVDs with the cartoons have been distributed free-of-charge to all schools (government/church/private) in Malta.
- Liaison with a number of institutions, including the National Council for the Maltese Language and the National Curriculum of Malta.

Our NGO has used the following to analyse the success of the project:

OUTPUT INDICATORS

- An innovative project consisting of the relaunching of three fairy-tale aimed at children to be viewed, free-of-charge, at the cinema, on television and on a specially-made website.
- Flyers and DVDs distributed to all schools in Malta.
- An intensive marketing campaign.
- Official launch, press conference and a series of talks with educators.

BASELINE

- Three cartoons (in Maltese and English) to promote and raise awareness of important social themes and issues.
- Cartoons shown at the cinema before start of family and children movies; and on television.
- 1 specifically-designed website.
- Social media.

INDICATOR VALUES

- Endorsement by the President of Malta.
- First-ever professional cartoons in Maltese.
- 1,000s of hits on specially-designed website.
- 1,000s of children, parents and guardians talking about project and connecting through social media/word-of-mouth.
- Exposure on television through news, programmes (television and radio), interviews and publications (newspapers and magazines), social media.

What makes the initiative innovative?

"Up-till-date, children have been brought up to with popular fairy tales which subconsciously promote the very opposite of the important issues and objects tackled by our NGO.

In addition, the cartoons have:

- Encouraged children to read and to speak in our national language, Maltese.
- Conjointly helped its target audience, 7 to 10-year-old children, to embrace the Maltese language as an integral part of our national identity. It is important to note that up-till-date; Maltese children have NEVER had the opportunity to watch cartoons in their native language Maltese, but could only watch cartoons in foreign languages including English and Italian. Our project has literary made history in our country!
- Opened the hearts and minds of children by promoting important social values issues such as human rights and democratisation, gender equality, migration with major focus on minors and integration, elderly care, domestic violence, social exclusion, poverty and tolerance and multicultural understanding. This will ensure that our future generation will be more tolerant and understanding of multi-culture and against hate speech, racism and xenophobia and homophobia.
- Promoted the talents of local artists.

Contribution to European values:

"The cartoons have unconsciously promoted with children aged 6-10 years, important issues such as:

Hate speech; Integration, especially of individuals of different races and skin-colours; Human rights and democratisation; Racism and xenophobia; Homophobia; Tolerance and multicultural understanding; Poverty; Social exclusion; Gender equality; Elderly care; Domestic violence.

Website or promotional materials:

www.animationmalta.org