



European Democratic Citizenship Awards

Category : Media Initiative of the Year

Name of the initiative: EAVI - Journey to Media Literacy

Description of the campaign:

"EAVI developed and produced a series of short audiovisual products about media literacy and the everyday use we make of media devices such as tablets and smartphones. The adventurous story together with colourful design makes it fun to watch for both children and adults. The complex concept of media literacy is translated into easily consumable, exciting adventure elements suitable even for children's intuitive learning. The story follows a young boy, Jack, as he undertakes a journey across the oceans to reach the media literacy island. The cartoons have upbeat and positive messages with tips on how to live wisely with the media.

The European Association for Viewers Interests is an independent, non-profit international association based in Brussels. We encompass passion for the media and the people with sound knowledge of media literacy. The cartoons are in fact based on the findings of its extensive research across Europe. EAVI works closely with the EC, the UN Alliance of Civilizations, the Council of Europe and UNESCO, many national research institutions and civil society organizations and individual experts.

The cartoons were produced by EAVI, Paolo Celot and Latimer Ltd, on minimal budget lines of ten thousand Euros each.

Impact achieved by your Campaign:

EAVI hopes its second cartoon on awareness to media use will follow the success of the first "A Journey to Media Literacy" cartoon that has gained international recognition and have been viewed more than fifty-thousand times on EAVI's different social media platforms, as well as mobilized the translation of their storyboards by young volunteers into - currently- 21 languages across the European Union.

What makes the initiative innovative?

It is a first, pioneering series of audio-visual products in Europe that it are able to convey complex but crucial media literacy concepts and how being media literate leads to improved capacity to get engaged in democratic processes and becoming a more active citizen in a fun, engaging way.

Contribution to European values:

Media literacy, democratic participation, civic engagement, media freedom, creativity, awareness of our own behaviour with regards to our media use.

Website or promotional materials:

https://www.youtube.com/watch?v=9nUdvBL7_iU

https://www.youtube.com/watch?v=CmY_H5DjSEM&index=2&list=PL3cjO_EtKN4idMKTI3pAEjW_4W9sPhN6a