

**3<sup>rd</sup> WORLD SUMMIT ON MEDIA FOR CHILDREN**

**FINAL ACTIVITY REPORT**

# **1. INTRODUCTION**

## **3<sup>rd</sup> World Summit on Media for Children: A European event of world appeal**

This introductory note focuses on the achievement of the Summit goals, on world participation, on wide-range benefits and on future cooperative perspectives. The 3<sup>rd</sup> World Summit success has endorsed the creation of synergies and innovative projects to be soon implemented in the EuroMediterranean region, with the support of the global audiovisual community.

### **1.1 Goals**

Main aim of the 3<sup>rd</sup> World Summit on Media for Children was to gather the interest of the audiovisual community in Europe and in Greece. European professionals had the chance to be present in the industry's most important event, to meet the global leaders of children's media and to promote their ideas and products. Moreover, the event aimed at initiating bridges between children's television and the New Media and opening the creative dialogue between children and professionals. The above goals were generally reached.

### **1.2 Global Participation**

The Summit sessions' diversity covered a vast spectrum of participants' interests. The entire media professionals range participated in the event; producers, channels' and networks' representatives, new technologies experts, artists, educators, academia and students discussed with politicians and world decision-makers numerous issues of today's children's media. As seen on the event's printed final programme, equal participation of all professional fields and all regions of the world has been a major concern of the Summit organisers. Professionals had the opportunity to actively contribute to the special sessions of their professional discipline and choose among other Summit events the ones expanding their professional interests and promising future synergies.

The presence of European Union representatives was of great importance. They have explained to the global audiovisual community the fact that the European Union seriously faces the development of children's media. Renowned independent European organisations, steadily supported by the European Union, had remarkable involvement in the Summit. They underlined the importance today's Europe laid on an event, determining the audiovisual future of children (Audiovisual EUREKA, Cartoon, ECFA, MEDIA Salles, EURONET, EUnetART as well as film centres of European countries).

Children's presence and actual contribution in all Summit sessions and parallel events was extraordinary. They had impressive work results in various new technologies and animation workshops next to world-renowned professionals. They have covered in video the entire event and created their own webpage in the Summit on-line service to promote the fruits of their work and their interesting opinions. The dialogue between professionals and children under the guidance of educators and the academia had great success.

### **1.3 Children's Television & New Technologies**

The 3<sup>rd</sup> World Summit has expanded its title and interest to the "Media for Children", stressing the contribution of all audiovisual media, while the 1<sup>st</sup> and 2<sup>nd</sup> World Summits only focused on "Television and Children" and on "Television for Children" respectively.

As for bridging children's audiovisuals with new technologies, we have to note that both professional fields comprehensively presented their work. The most progressive professionals among them presented intersectorial synergies and proved that synergy is an indispensable tool for the mutual progress of both sectors.

The presence of the Directorate-General for the Information Society of the European Commission was of significant importance. Indeed, Mr. Spyros Konidaris, Head of Research Networks Unit, analysed the integrated plan of the eEurope action.

The Virtual Kids World Session as well as the International Panel on *Follow-up Initiatives, Action Plan and International Cooperation for Bridging the Digital Divide*, are dealing with a cutting edge issue in an era of information technology and media convergence.

The New Technologies representatives were committed for future actions with a declaration attached, illustrating the need of creative communication between television and the new technologies

#### **Final Declaration New Technologies Day**

We, the participants in the 3<sup>rd</sup> World Summit on Media for Children, held from 23 to 26 March 2001, after debating the theme of "New Technologies" as a means of improving overall media programming and production for children and young people, as a tool for their sustainable development, have adopted the present Declaration:

- Taking into account the revolutionary impact of Information and Communication Technologies (ICT) in today's world;
- Recognizing that ICT are central to the bolstering of the emerging global knowledge information society;
- Aware that growing social and economic inequalities prevent harmonious and peaceful co-existence within and among nations;
- Acknowledging the need for international solidarity in order to bridge the digital information and knowledge divide, while preserving cultural diversity and promoting the respect for democratic values and tolerance;
- Bearing in mind the power of traditional and new media in shaping children's perceptions and the visions that grow from them;
- Considering that:
  - ICT are not only about economic development, but can also contribute to building new partnerships and to worldwide interactions with greater effect;
  - technical progress offers innovative lifelong learning opportunities and ICT do influence decisively the ways people learn, interact and work;
  - access to knowledge and information is of utmost importance for upholding social development and peaceful co-existence,

Affirm our strong commitment to endeavour in favour of bridging the digital divide,

Call upon governmental authorities, international institutions, multilateral development agencies, the private sector and the civil society to include the development of ICT infrastructure and education for young people as a high priority in their respective agendas,

Strongly recommend the creation of multilateral ICT development schemes for Children and Youth in the Information Age that will aim to:

- bridge the digital divide, invest in young people, and promote their global access and participation in this respect,
- drawn on the potential of ICT to strengthen democracy, promote human rights, preserve cultural diversity and heritage, and thus bolster development and peace,
- give special priority to improving network access at affordable cost, especially in underdeveloped urban, rural and remote areas;
- support the training in IT literacy and technical skills of children and young people enabling them to enter empowered into the information age,
- create a coherent and non-discriminatory regulatory mechanisms indispensable for the equitable further expansion of the information society and to promote ethics in cyberspace,
- strengthen the capacity to generate knowledge production of free local contents and using local languages expanding thus the existing public domain,
- ensure the digital enhancement of existing mass media and interconnect radio, television and Internet,
- help adult society to enrich its perception of and for children and childhood as an active social factor.

and commit ourselves

**to act according to the spirit and letter of this declaration.**

Thessaloniki, 26 March 2001

## **1.4 Results & Future Perspectives**

We regard the 3<sup>rd</sup> World Summit event as the utmost step of the five-year AGORA project, supported by the MEDIA Programme. The World Summit Foundation has appointed the European Children's Television Centre to organise this major event, based upon the successful past of the AGORA event.

During her speech in Athens, Ms. Viviane Reding, European Commissioner for Education and Culture, has mentioned the success and continuous work of the AGORA event, in the promotion of the smaller European countries' creative work. The above mention, the constant support of the MEDIA Programme and active participation of the Greek State to the 3<sup>rd</sup> World Summit, induced us to take due care for the positive outcome of the event, which postulates the current worldwide status of children's audiovisual media.

We regard the development of regional events in the EuroMediterranean region among the Summit main results. Such events function as cooperative links with Central and Northern European countries and assure global dissemination, while having unexpected multiple effects. Professionals from different countries are coordinating regional synergies and joint actions, such as the EuroMediterranean Cooperation.

The AGORA event evolves into a Regional Summit, supported by European initiatives and having global appeal and participation. The World Summit Foundation expressed its acceptance and support to the annual AGORA-Regional Summit in a letter attached.

ECTC has to redefine its entrepreneurial plan, in order to coordinate all of these actions. In the chapter FUTURE PLANS we analyse our updated action schedule, including all synergies created in the Summit. As for ECTC, the successful operation of the AGORA 2002 and the number of participants to the event shall be the most eloquent positive evaluation for the 3<sup>rd</sup> World Summit on Media for Children.

## 1.5 Commitment For The Future

The participants in the «3rd World Summit on Media for Children», international, governmental and non-governmental organizations, decision-makers, members of the audiovisual industry representing all media sectors, researchers and children, reaffirm that the right to communicate, participate and be informed, is an essential human right of the children, reflected in the Convention of the Rights of the Child.

The respect for human dignity and the right to democratic participation in media for children demand integrated policies at the global, regional, national and local levels. To ensure the rights of children, communication process should be pluralistic, multi-cultural and should guarantee freedom and diversity of opinion and expression.

Taking into consideration:

1. The existing national regulations, regional and international conventions, charters, declarations and recommendations which address the question of children and audiovisual media, especially the International Charter on Media for Children;
2. The importance of engaging media as partners in actions to achieve the rights of children, and the social responsibility of the media in an interdependent and globalised world, particularly in addressing the needs of education, promoting life skills and bridging the digital divide;
3. The growing expressions of concern towards the impact on children of media programs containing violence, consumerism, gender and ethnic stereotyping;
4. The need to preserve cultural diversity in a rapidly globalised world;
5. The need for urgent and coordinated action among the media actors, in view of the rapid evolutions of technology.

We agree to work for the:

- Encouragement and support of quality local content production, to be distributed through all media to reach all educational levels, for communication and cooperation among students, schools and different educational systems. The systematic synergies between both «central and regional», «local and global», within a positive framework for the preservation and promotion of languages and cultural practices;
- Adoption of convergent regulations and monitoring their application through observatories focused on children and media, on advertising and Internet harmful content, with reference to the specific local media environment, with special focus on protection from violence, pornography, pedophilia and racism;
- Involvement of the audiovisual industry in seminars for professionals, in the framework of an international, intercultural strategy (flying trainers), for structural developments to deliver quality children's audiovisual media;

- Acknowledgment and promotion of research about children and media, in order to enact policies and to contribute to specific program strategies;
- Promotion of the issue “children and media” as a high priority, in the agenda of international, regional and national organizations for children.

In the light of the above, participants agree to undertake actions in the spirit of a “shared responsibility” among:

- parents,
- governments and international organizations,
- civil society,
- media industry,
- research and educational institutions.

Thessaloniki, 26th March 2001

## **2. THE 3<sup>rd</sup> WORLD SUMMIT CHRONICLE**

### **2.1 Preparation - Promotion**

The 3<sup>rd</sup> World Summit collaborators have greatly contributed to the event's final positive outcome. They have motivated many professionals of their sector to participate with concrete programmes and lectures, so that the Summit becomes a thematic atlas, covering the entire spectrum of audiovisual creation.

The results to be analysed in the chapter PARTICIPATION EVALUATION affirm the sectoral and geographic dissemination we successfully pursued.

During 1998-2001, we systematically elaborated the promotion of the Summit in all markets, congresses and festivals all over the world.

The distribution of Summit information bag inserts, numerous announcements, booth presence in major fairs, vast advertisement in web services, magazines and events' catalogues, press releases as well as press conferences stand among the planned promotional activities we implemented. We indicatively mention last year's events where the Summit has been present:

**15<sup>th</sup> Isfahan Int'l Festival of Film & Video for Children & Young Adults, Iran • 52<sup>nd</sup> Frankfurt Book Fair, Germany • ABU Asia Pacific Robot Contest, Tokyo, Japan • American Regional Summit 2000, Toronto, Canada • Annecy 2000 Festival, France • Asia Pacific TV Forum on Children & Youth, Seoul, Korea • Asia TV Forum 2000, Singapore • BANFF Television Festival, Canmore, Alberta, Canada • "Bread & Butter" Children Television Programs, Washington DC, USA • Cartoon on the Bay, Positano, Italy • Cinekid Int'l Meeting, Holland • CIFEJ General Meeting, Canada • Cinemagic Int'l Film Festival for Young People, Ireland • EBU Meeting of TV Youth Programme Experts, Berlin, Germany • Festival de Television de Monte Carlo • Forum on Globalisation & Cultural Diversity, Valencia, Spain • FICECO Int'l Festival for Cinema & Television for Childhood & Youth at Cotonou, Africa • The Future of Our Children Education for Peace Int'l Meeting, Geneva, Switzerland • IMAGINA 2000, Paris, France • The Int'l Film Festival for Children & Youth 2000 / Eureka Screening, Zlin, Czech Republic • Japan Prize 2000, Tokyo, Japan • Kidscreen Meeting MIP • MIPCOM • MIPCOM Junior • Milia • NATPE 2001, Las Vegas, USA • Olympia Int'l Film Festival, Greece • Rotterdam Market, The Netherlands • Swedish EU Presidency Expert Seminar 2001 "Children & Young people in the new Media Landscape", Sweden • Sydney Int'l Forum of Researchers, Young People & the Media, Australia • UN World TV Forum 2000, New York, USA • Ulisses Festival, Portugal • West Africa Regional Summit on Media for Children, Abuja, Nigeria • World Education Market, Vancouver, Canada**



Greek members of the 3<sup>rd</sup> World Summit Advisory Committee visited our collaborators abroad regarding on certain issues and our collaborators came to Greece to attend in the Advisory Committee's meetings. During the meetings, issues regarding overall planning, professional sectors' presentation, audiovisual coverage of the Summit and equal participation of world regions, were resolved.

The 3<sup>rd</sup> World Summit promotion has impressed the audiovisual world, because we managed to distribute information material in all events and be present in the pages of renowned papers.

During the Summit, world television stations reported daily the event's sessions and lectures.

At this point, we have to note that we planned an extensive promotion of the event, in order to reach a double goal. First, to induce more Summit participation and secondly, to inform professionals around the world about ECTC's work. The number cooperative proposals we have accepted after the Summit affirm the rationale of our promotional plan.

## **2.2 Participation Evaluation**

Speakers, participants and accredited television crews of the 3<sup>rd</sup> World Summit can be divided into groups of participants from diverse professional sectors who came to the Summit, in order to be informed about the world developments in their sector and support certain specific presentations with their intervention.

We may regard the 830 Summit participants as representatives of large professional teams who we have systematically informed during the three-year Summit promotion campaign. We may also add the 63 students and expert researchers who specifically attended the seminar lectures on Media Education and Academic Research throughout all Summit days in the Museum of Byzantine Culture of Thessaloniki. The Greek participation varied according to Summit theme events, raising the total to 1150 participants.

At this point, we have to stress that the majority of participants was settled in March and, therefore, we had to rearrange the venues and technological equipment of the event and cover this rearrangement financially. Thus, we managed to respond to the demands of various sessions, which came up in the end of the Summit preparation.

We maintain five lists illustrating the entire appeal range of the 3<sup>rd</sup> World Summit.

- List of speakers
- List of participants
- List of grant applicants
- List of Greek university students
- List of organisations and professionals worldwide, systematically informed during the Summit preparation

### **2.2.1 Participation forms' elaboration**

Registration forms were mainly submitted through the Summit on-line service [www.3rd-ws.org](http://www.3rd-ws.org). Moreover, a number of distributed forms were filled in during major international markets and congresses.

The six (6) following forms were distributed worldwide.

- Participation form
- Registration form
- Grant application form
- Summit publication form
- Hotel reservation form
- Booth reservation form

All participation forms were annexed according to professional sector. We submitted different Summit presence proposals to each professional sector. The participation forms indicated some of the Summit speakers and added new sectors and special

children’s activities to the Summit programme. Given that we promoted the Summit in many different markets, fairs and festivals, we received numerous proposals and diverse interests, illustrating the versatility of the children’s audiovisual landscape. This is clearly shown in the Summit final programme.

### 2.2.2 Participant countries

Delegates of the entire audiovisual professional spectrum from 85 countries took part in the 3<sup>rd</sup> World Summit. We provide the full list of countries and numbered participation and we analyse the participation of various geographical regions.

	COUNTRY	NUMBER OF DELEGATES		COUNTRY	NUMBER OF DELEGATES
1	Africa	10	39	Latvia	5
2	Algeria	2	40	Lebanon	1
3	Argentina	3	41	Luxemburg	2
4	Australia	22	42	Malaysia	1
5	Austria	4	43	Mexico	4
6	Belgium	12	44	Netherlands	13
7	Botswana	1	45	New Zealand	6
8	Brasil	13	46	Norway	11
9	Bulgaria	6	47	Palestine	1
10	Canada	26	48	Peru	1
11	China	9	49	Philippines	2
12	Colombia	2	50	Poland	5
13	Cuba	1	51	Portugal	8
14	Cyprus	1	52	Romania	2
15	Czech Republic	4	53	Russia	6
16	Denmark	4	54	Senegal	1
17	Ecuador	1	55	Sierra Leone	2
18	Egypt	13	56	Singapore	3
19	Estonia	3	57	Slovak Republic	6
20	Ethiopia	1	58	Slovenia	2
21	FYRoM	2	59	South Africa	45
22	Finland	6	60	Spain	3
23	France	17	61	Sri Lanka	1
24	Germany	28	62	Sweden	19
25	Ghana	4	63	Switzerland	5
26	Greece	119	64	Taiwan	1
27	Guatemala	2	65	Tanzania	4
28	Hong Kong	1	66	Tunisia	1
29	Hungary	2	67	Turkey	4
30	India	10	68	USA	105
31	Israel	4	69	United Arab Emirates	2
32	Italy	29	70	United Kingdom	69
33	Jamaica	3	71	Ukraine	2
34	Japan	32	72	Uruguay	2
35	Jordan	2	73	Venezuela	3
36	Kenya	6	74	Yugoslavia	9
37	Korea	3	75	Zimbabwe	1
38	Kuwait	1	76	Greek Students	63
					830

### **2.2.3 The presence of Europe**

Among European countries, the largest and most active participation was the Italian one. Major examples are the pay-tv channel RAISAT Ragazzi, the CENSIS research institute and the Lombardy Region of Italy operating state-of-the-art media literacy programmes with a focus on cinema.

Every Italian organisation has organised its own event within the 3<sup>rd</sup> World Summit. The Children's Channels session, organised by RAISAT Ragazzi, had the largest audience and achieved very important opinion exchange.

Remarkable was the participation of BBC -and the United Kingdom in general- in the New Technologies, Television Production and Educational Television sessions. Walt Disney International and Fox Kids were represented by the heads of their European branches based in the UK. Channel 4 Learning actively contributed to the educational television sessions. The Children's Television Trust International and Egmont Imagination's Children's Film & Television Foundation as well as S4C television station had a strong presence in the Strategies for Tomorrow sessions on production, distribution and funding of television programmes. Moreover, the C21 MEDIA magazine and the European branch of NATPE market corporation pointed out the current basic traits of the world market.

The Nordic Countries also had a significantly organised participation with vast representation of all countries of the region. The Nordic Booth in the Summit Exhibition Hall aimed at the promotion of audiovisual production and education initiatives. The Swedish presence was of great importance and -indeed- the representative of the Minister of Culture, Mr. Jerker Stattin has stressed the strong interest of the EU Swedish presidency in successful policies for children's media.

France had a strong voice in the Summit. Research organisations (AITED, CNDP, GRREM), production companies (6.12 Agence, Artefact, Attitude Studio, Dramaera, Marathon France), television networks (Canal J), new technologies experts, cinema creators, animation festivals and markets (Annecy Animated Films Festival, New Technologies Forum of Animation of Angouleme) gave the full image of children's audiovisuals in France.

Germany also played a decisive role in the Summit. Indeed, the Media for All Day was organised by Ms. Ursula von Zallinger, Prix Jeunesse festival director, while Mrs. Susanne Müller, EBU Children's Department director and head of the Children's Programming Department of ZDF, announced the union's future plans. We also have to add the impressive presence of TEVOX in the Technology Playground.

The Animation event had extensive participation of Eastern European animators. French and British animation experts delivered interesting lectures, while three European animation festivals showed their works. The event was coordinated by the Audiovisual EUREKA, which financed the Summit participation of numerous selected creators.

The Cinema event had vast European participation from different countries with renowned cinema education programmes. The European Cinema Film Association (ECFA) supported and co-organised with ECTC the European children's cinema presence. European film centres and festivals have all contributed to the positive outcome of the event. Portugal and Italy had both extensive representation in the Cinema event, while KINOMOBIL/School Film Tour from Germany collaborated and supported the publication of "The International Children's Film Festivals Guide".

#### **2.2.4 The Mediterranean presence**

It is necessary to emphasise that the MED-meeting event was a challenge for all Mediterranean delegates. Participants and speakers coming from Algeria, Egypt, France, Greece, Jordan, Israel, Italy, Lebanon, Morocco, Palestine, Spain, Tunisia and Turkey indicate the strong voice of the region in the Summit. Italy had the most organised presence among all EuroMediterranean countries.

Egypt had a large and very enthusiastic participation under the leadership of Ms. Moushira Khattab, Secretary general of the National Council for Childhood & Motherhood. Moreover, we welcomed representatives of Regional Information & Software Technology Engineering Centre (RITSEC) and the Arab satellite network ART. Intriguing proposals on the Mediterranean Cooperation were discussed while Egypt has presented its candidacy for one of the next World Summits. In addition, Egyptian delegates have participated in many sessions with special focus on New Technologies.

The contribution of Mr. Anis Salem, representative of UNICEF Middle East, and of Mr. Faruk Günaltay, acting director of AUDIOVISUAL EUREKA, have been decisive for the Mediterranean Cooperation development.

#### **2.2.5 Supported participation**

With the active support of the UNESCO, UNICEF and AUDIOVISUAL EUREKA organizations we managed to fulfill one of the main goals of the Summit. Our objective was to provide with equal participation opportunities to all countries, which seemed impossible during the first period of the Summit preparation.

**UNESCO** selected 12 professionals from the Summit grant applicants list we provided them and paid their costs totaling 20.000\$. The funded participants were speakers, who had a major contribution to the success of the 3<sup>rd</sup> World Summit. The development of the cooperation between UNESCO and ECTC proves that steady support to the professionals as well as systematically planned actions can bring valuable results. As it is known, under the support and after the initiative of UNESCO we created the Regional Cooperative Networks in the Balkans and Eastern Europe. Many of the networks' collaborators worked for the preparation and the completion of the 3<sup>rd</sup> World Summit. During the Summit, some of them were speakers and others were tutors for the Children's Event.

**UNICEF** supported the African participation; following our intermediation, URTNA, the African Broadcasting Union, has received a subsidy of 10.000\$ to inform all African professionals and help them find financial support for their participation.

Following an ECTC proposal, Children's Media Development (CMD) Ltd., the organizing company, has allowed a 30% discount to all African delegates, resulting to 86 participants from Africa. The important promotion of the developing countries' rights was underlined by the presence of the Minister of Telecommunications of the Republic of South Africa, Dr. Ivy Matsepe Cassaburi. UNICEF has also covered the Summit participation, accommodation and travel costs of professionals from developing countries introduced by the UNICEF local offices. The total amount of contribution was US\$ 140.000 (€122.000).

**AUDIOVISUAL EUREKA** had the most extended Summit participation support with the cost coverage of 40 animation professionals from Central and Eastern European countries. Moreover, AUDIOVISUAL EUREKA created the Pan-European Creative Umbrella in the Summit Exhibition Hall, promoting the professionals' works. The Animation Event attracted the interest of technology- and art-oriented professionals. 26 international and 18 Greek participants came to the 3<sup>rd</sup> World Summit especially for the Animation event, resulting to an average daily audience exceeding 60 professionals. In such a way, Audiovisual Eureka has shown creative ways of innovative European action development in the field of audiovisual media.

ECTC has addressed a call to **all major companies** participating in the Summit to finance the participation of delegates from developing countries. Discovery Channel, MED-NET through ?-?V Greece & Africa, the SESAME WORKSHOP, NELVANA, EGMONT and GULLANE have responded to this call. The first three covered the costs of delegates from developing countries of their appeal. The other three covered the costs of five participants having presentations in the Summit while coming from developing countries.

### **2.2.6 Developed countries' participation**

The participation of developed countries determining the audiovisual future of children has not been as expected. We have tried a lot to attract their participation and overall interest with versatile promotional actions.

However, the reluctance of the strong audiovisual production powers has been evident. The 3<sup>rd</sup> World Summit was undertaken by a small country with limited product promotion and advertising opportunities. The ideological argument for equal representation of all countries has not induced the participation of developed media industry. Some of the Summit organisers and international collaborators and supporters have worked hard towards the solution of this problem.

Nevertheless, further content organisation and wider development of special sessions on the production and distribution of audiovisual products achieved better results. The AGORA 2000 organisation with the announcement of the Summit programme has provided us with the ideal solution.

The programme of the New Technologies and Children Have a Say days have attracted the interest of participation from developed markets. Meanwhile, television production, markets and festivals sessions were highlights of vast market players participation.

As a result and regarding the developed industry participation in the Summit, we may summarise the following:

**Australia** formed the exemption among industry powers, by having supported the Summit since October 1998. In Australia, we have twice presented the Summit preparation progress, following an initiative of the Australian Children's Television Foundation (ACTF). Delegates from the entire audiovisual production and education range participated in the Summit. At this point, we have to mention the creation of the "LinkUp" network by Australian Broadcasting Corporation (ABC), aiming at preparing kids' participation in the Summit.

The **American participation** was focused on New Technologies. This offered the chance of establishing on-line links, during the Summit, with developing countries participating in communication, information and training networks. Innovative products were presented for the first time the Summit Exhibition Hall. "The JPMorganChase Digital kids sound & movement project" was a pioneer special event, which attracted the professional, technological and artistic interest of most Summit participants.

**Canada** held a leading role in ideological issues of globalisation and equal access to world media. Specific sessions on the audiovisual product and promotional solution (markets, festivals, magazines) development were organised the by BANFF festival, the KIDSCREEN magazine, the ATLANTIS and NELVANA corporations. At this point, we have to stress the valuable contribution of the Centre for International Films For Children and Young People (CIFEJ) to the cinema production and education sessions. The CINAR corporation undertook the design and production costs of the official Summit bags while some of the company's executives participated as speakers.

**Japan** has undergone a research on the Summit appeal in Europe and the US and decided a vast participation with 30 delegates. Japan Broadcasting Corporation (NHK) has covered extensively the Summit sessions and took part in most events with speeches, interventions and the organisation of a special session on educational television. The cooperative projects we can develop with Japan shall provide us with a great opportunity to gain valuable knowledge on advanced technologies.

Special mention has to be done for the **Chinese** delegation in the Summit. Indeed, the direction of the China central Television (CCTV) has decided to forward a number of collaborative plans with ECTC and actively support the EuroMediterranean Cooperation. China has the world's largest population and high potentials in the field of communication, New Technologies and product distribution.

### **2.2.7 The Greek participation**

We note that the participation of Greek delegates was covered by subsidies of the Hellenic Ministries of Press & Mass Media and Culture and the Secretariat General for Youth. Greek participants were allowed free entrance to the Summit sessions with the only obligation of declaring their special interest and reserving their attendance in seminars, lectures, workshops and screenings.

The Greek State opened the Summit to Greek audiovisual professionals, educators, students and children who realised that the 3<sup>d</sup> World Summit was a Greek event hosting renowned professionals from all over the world. Many participants managed to take advantage of the event to promote the national achievements in the field of audiovisual media.

The Hellenic Audiovisual Institute (IOM) insisted on allowing free participation to Greek delegates and took due care to inform and motivate Greek educators and academics.

The largest Greek participation was in the Children Have a Say day, presenting innovative academic research and world educational applications.

“The JPMorganChase Digital Movement & Sound Project” also had an extensive Greek audience. Artists, academia and professionals attended the world première of this interactive project. School students of Thessaloniki attended the concert’s open rehearsals.

In the Cinema and Animation events, Greece had an important presence with a numbers of expert speakers and participants.

### **2.2.8 Children’s participation**

We believe that children’s creative participation was the strongest point of the Summit. The dialogue, which was being opened from September 2000 to March 2001 in the Summit on-line service, gave kids the chance to virtually meet each other and prepare themselves for international co-operations.

The result clearly shows that the creative dialogue has been opened and the optimum outcome can only be reached with systematic experimentation and the creation of special communication opportunities. We believe that the International Summer Workshop (ISW), organised in August, in Yugoslavia, as a follow-up action of the Summit children’s workshops, offers the opportunity to re-evaluate and re-arrange this dialogue.

A sample of the children’s creative work and active participation during the Summit is given in the **Roaming Reporters CD** (or at <http://www.3rd-ws.org/roaming.htm>). The roaming reporters were youngsters from around the world, aged 13-15 years, who created daily web-based and TV reports on the Summit’s events, including interviews, their comments and reflections. Children were equipped with some of the latest, easy-to-use, technologies for the creation of media products. They were trained on filming and reporting with digital equipment, editing, website creation and animation. Kid’s reports were simultaneously broadcasted across the world through a special Reporting Station on the Summit website. Material was also available to TV stations, which participated in the Summit. The young Roaming Reporters became the **voice** of the 3<sup>rd</sup> World Summit on Media for Children.



## **2.3 Content Evaluation**

The attached Summit programme includes the event's analytical content, the lectures', seminars' and workshops' organization as well as all services offered to the Summit delegates.

In this chapter, we analyse the organisers' rationale, the programme structure and the outcomes evidently resulted from the Summit.

### **2.3.1 The event's central idea**

The content of the 3<sup>rd</sup> World Summit on Media for Children had to cover all professional sectors and disciplines covered by the former two World Summits, in order to address potential participants and attract their interest. We also had to include up-to-date issues and promotional opportunities, in order to motivate the industry players to participate in the event. In order the Summit to affirm its rationale and objectives and truly become a step for the promotion of the developing world, we first had to assure the participation of the appropriate delegates and organise the events and sessions to host their work.

The initial programme was drawn, while all issues were annexed in four core events, the four Summit days, covering the following:

- 1<sup>st</sup> Summit day: GOING GLOBAL

The Globalisation effect on world audiovisual production, market, research and education

- 2<sup>nd</sup> Summit day: MEDIA FOR ALL

The potentials of developing countries' and SMEs' equal participation to production, distribution, research and education

- 3<sup>rd</sup> Summit day: NEW TECHNOLOGIES

Approach of the children's virtual world; World networking for technological education and entertainment; Digital broadcasting and interactive television

- 4<sup>th</sup> Summit day: CHILDREN HAVE A SAY

Children's Rights; Audiovisual education and communication; Children in the media changing environment

Our major concern was to make each Summit day autonomous, while allowing synergies and common presentations among speakers. We pursued to show the states' positioning towards the audiovisual policy, determining the children's future and the global market networking potentials.

During elaboration of the event's central idea to a final programme, the collection and evaluation of speakers' and participants' proposals added new special issues and

announcements to the Summit curriculum. The Summit participants were offered a wider range of sessions, while services were arranged towards the optimal event attendance, in respect to each participant's special interests.

### **2.3.2 The Summit programme**

The final version of the Summit programme is shown the final publication attached in the annex 1 with a stop-press insert.

### **2.3.3 Theme event selection and interconnection**

The theme selection responded to our aim of covering all media and to bridge them towards quality content production.

Television, radio, cinema, animation and new technologies' applications are the media forms covered by the Summit programme..

The following issues were discussed on each media:

- The market formation and its impact on production
- Global production and the developing countries' position
- Interactive relations among different media and global networking
- Innovative tools and products optimising the use of media
- Promotion, distribution and product trading systems worldwide
- The relation between production and academic research and media literacy
- The relation between media and the educational process
- Acceptance of the media by children and their participation in production
- Government policies supporting quality production
- Governmental and non-governmental organisations' initiatives protecting children's rights, using a certain media

The final programme includes innovative projects presented in the Summit and able to evolve into action plans and global joint-actions of the professional groups creating them.

### **2.3.4 Venues of Summit events**

The Summit was mainly held in the Thessaloniki International Fair (TIF) premises. Aiming at opening the events to the people of the city, a number of events were held in some of the city's principal cultural halls.

All morning sessions were held in the Congress Centre "I. Vellidis". The lectures and workshops on educational television, TV product development and distribution, equal access to media all over the world as well as the Cinema, Radio, Children's Channels special events and the Indigenous Project were held at the same venue.

All events dedicated to the latest media technologies were held in the Congress Centre "N. Germanos". All afternoon sessions of the "Virtual Kid's World" and the New Technologies poster sessions were held on the congress centre's third floor. The Technology Playground and Summit Exhibition Hall on new media products were installed on the ground floor of the Congress Centre "N. Germanos".

The Interactive Concert was held in the Pavilion 10 of TIF, which is connected to the Congress Centre “N. Germanos”. In such a way, children daily visiting the Playground, had the chance of attending the Concert’s open rehearsals.

The Animation event was entirely held in the Congress Centre “N. Germanos”. Afternoon sessions and screenings were held on the centre’s third floor. The Pan-European Creative Umbrella and the creators’ meeting place were installed in Exhibition Hall on the centre’s ground floor.

The children’s animation workshops were installed on a specially arranged area in the Technology Playground.

All afternoon sessions of academics, researchers and educators were held in the Museum of Byzantine Culture, next to the TIF premises. These sessions formed part of the Children Have a Say day with vast participation of Greek educators and academia.

The Summit Official Opening was held in Megaron, the Thessaloniki Concert Hall. Among the event’s main contents was the award ceremony to children’s creations of the Kids for Kids festival, started in 1998 by ECTC.

Screenings of renowned children’s films from around the globe and the PRIX JEUNESSE festival Suitcase were held in the “Olympion” Cinema, which hosts the seat of the Thessaloniki International Film Festival

The city of Thessaloniki participated in the Summit open events while local newspapers covered extensively the entire organization.

### **2.3.5 The role of each country in the Summit programme lay-out**

We draw a brief geography of each country’s roles and initiatives to cover the need of wider information dissemination.

The Children Have a Say day had the most efficient participation dissemination. In these sessions education and research initiatives were announced by educational and academic representatives from all 5 continents.

Leading was the role of the USA in the New Technologies day. Meanwhile, the presence of the European Union was very important, in both the day’s scheduling and the announcements made by the Directorate-General for the Information Society. The developing world participated with very interesting announcements on global networking. Australia and Japan had a dynamic presence with numerous applications presented during announcements and in the Technology Playground.

Moreover, Europe had an impressive presence in the Cinema, Animation and the Children’s events.

The Going Global day covered the main issues of the children’s audiovisual future and the audiovisual industry’s development with the actual contribution of the global media leaders. It, moreover, mapped the world audiovisual policy, the evolution in media education and the current trends of production, distribution, investments and the role of

promotional tools (festivals, markets, magazines and others). Canada had an important role in the coordination of the Going Global day programme. In addition, Japan and the United Kingdom greatly contributed the day programme lay-out and presentation.

In the Radio Forum, organised and coordinated by a British company, the developing world had a strong voice with participants from all 5 continents.

The Children's Channels session was among the most popular events with global participation.

Numerous innovative media initiatives were presented in the successful Indigenous Project.

The Media for All day covered the initiatives on a global level, regarding equal access to mass media by all citizens, focusing on the developing world. During the day, representatives of large television networks, broadcasting authorities and developing countries' delegated contributed their viewpoint on several issues.

### **2.3.6 Future directions**

The AGORA event is for ECTC a presentation platform of new production, research and audiovisual education plans. It is also the annual meeting, reviewing the global media developments and the assembly general of Regional Cooperative Networks. The AGORA is an annual major event, presenting ECTC's work. The AGORA operates a market as its cardinal action, proving that Regional Networks can provide the world market with high-quality products, respecting cultural and linguistic versatility. All EuroMediterranean countries are rapidly moving towards hosting and developing the AGORA event. The Balkan and the Central-Eastern European Networks are ready to undertake initiatives.

At this point, we have to stress the following two achievements: First, the professionals and investment opportunities of Arab Mediterranean countries contribute to the EuroMediterranean Cooperation. Secondly, all Euromediterranean countries support the new organisation, reviewing the entire regional audiovisual activity. It is clear that the experiment of smaller European countries has become a renowned market and an annual congress event of global importance.

Our future objectives are the following:

- To develop the AGORA into a point attracting the world interest for the promotion of European Children's Audiovisual Works.
- To develop the seminars into a recognised professional training structure, awarding accredited degrees.
- To create a Centre of Audiovisual Production and Post-production.
- To compile an archive, illustrating the world experience on research and media literacy and create a school, presenting and applying new educational methods.
- To establish synergy and mutual support links of Regional Networks with Northern

European countries and with the “natural” leaders of global audiovisual production (USA, Japan, China).

### **3. FUTURE PLANS**

#### **Action Plan for the next years (2001-2004)**

The 3<sup>rd</sup> World Summit organisation has closely affected our future plans.

Before the Summit, we were approaching the world audiovisual community and trying to be regarded among media emerging markets. Nowadays, having intensively informed the global media about the Summit and the overall work of ECTC and received a vast global participation for the event, we reach world recognition. We have to go on our systematic work to remain an important player in the global audiovisual market and regional synergies map.

We accepted numerous proposals for and common projects development. We believe that until October 2001 we will have fully scheduled some of them.

Summarising, in order to cover the most interesting proposals we received during the Summit we indicate an action plan. The plan covers the operation of the ECTC structure and its evolution to a central nucleus implementing new ideas and planning collaborative actions with the professionals of the entire audiovisual spectrum. It will focus on the promotion of the work and cultural identity of developing countries, the promotion of the Mediterranean Cooperation and the active involvement of developed countries and international organisations.

ECTC shall function as a coordinator and supervisor of main actions, undertaken for execution by others. Accordingly, we may introduce partial action teams for the following:

- AGORA - Regional Summit in cooperation with the World Summit Foundation
- Development of networks and actions of regional cooperation (Mediterranean, Balkan, Southeast European countries)
- ECTC's scheduled actions
- Cooperative proposals on projects supported by the European Union and national authorities
- Projects and events for the Olympic Games “Athens 2004” and the Cultural Olympiad 2001-2004

### **3.1 AGORA**

#### **Regional Summit in cooperation with the World Summit Foundation**

The AGORA is an annual event organised by the ECTC, in order to offer smaller countries the opportunity of communicating with larger countries in terms of audiovisual production and establish extensive cultural exchanges.

The AGORA has been subsidised for five (5) years by the MEDIA Promotion Programme and -as Ms. Viviane Reding, European Commissioner for Education and Culture mentioned in her speech- is considered among the most successful events supported by the European Union, promoting equal participation in mass media for all European countries and SME's.

From year 2002, the AGORA functions as a Regional Summit with the support of the World Summit Foundation and covers new sectors of audiovisual creation and the new technologies.

The countries participating in the Regional Cooperative Networks initiated by ECTC, may undertake the AGORA event for a year. The rapidly emerging EuroMediterranean Cooperation members have already started initiatives to host the AGORA. The National Council for Childhood and Motherhood and the Regional Information Technology and Software Engineering Centre of Egypt undertook the AGORA 2002 and RAISat of Italy the AGORA 2003. We believe that an AGORA 2004 held in Greece, ideally fits the cultural actions of the Olympic Games.

Each AGORA operates for a week. The annual meeting of regional cooperating organisations lasts three days, in order to observe the audiovisual cultural actions and events in every country and lay out next year's planning.

A four-day AGORA, addressing professionals and researchers, as a market and as a circle of seminars follows. Renowned speakers present in a number of masterclasses, lectures and workshops the innovations of audiovisual production, research and education.

The circle of seminars covers the following core issues:

- Children's Television
- New Media – New Technologies
- Educational Audiovisual Media
- Children's Channels
- Cinema
- Animation
- Radio
- Academic Research
- Audiovisual Policy

- Media Literacy
- Children's Audiovisual Creations
- Audiovisual Product Promotion  
(Markets – Festivals– Congresses– Publications–Internet)

The AGORA submits project proposals to European Union support programmes, to international organisations and to national institutions of all cooperating countries.

The AGORA will be open to pioneer proposals, diversifying and ameliorating its character year to year. The event aims at motivating all states, organisations and private companies and involve their active contribution to the formation of the evolving market process.

## **3.2 Regional Cooperation Networks & Actions**

### **Mediterranean, Balkan, Southeast European countries**

As we previously mentioned, our main objective is to develop the networks that have already been established with the support of the MEDIA Programme of the European Commission, UNESCO, UNICEF and Audiovisual EUREKA.

Major task of these networks is to establish communication among:

- Professionals of the audiovisual sector
- Professionals and Technocrats
- Professionals and Academics
- Professionals and Children
- Educators and Academics
- Educators and Children
- Educators and Professionals
- Children themselves

The expected result of the dialogue and synergies that will be developed is the promotion of the quality audiovisual production and the audiovisual education.

Cooperative networks are destined to develop locally focused regional joint actions. Each country participating undertakes certain field of action within the cooperative scheme, aiming at specialised programmes operation and quality co-productions. A typical example is the EuroMediterranean Cooperation.

In the AGORA annual event, Regional Cooperative Networks have a common meeting to define the operation plan of next year, while the annual results are announced there.

### **3.2.1 EuroMediterranean Cooperation**

The Cooperation is being intensively prepared with the initiative of Greece and Egypt and the close collaboration of Italy, Spain, Yugoslavia, France and Turkey. Meanwhile, Portugal and South Africa, as neighbouring countries to the Mediterranean, strongly intend to have an active involvement in this collaborative action.

The proposed actions are the following:

#### **? Mediterranean Observatory on Children's Media**

Coordinates the audiovisual cultural events in the EuroMediterranean region. It functions as a common event-planning centre. In such a way, each country organises every year something unique, providing the most to all other Mediterranean countries. It also operates a review and supervisory congress meeting of the world media landscape and regional audiovisual research and education programmes.



### **? AGORA MedAction**

Main condition of participation in the EuroMediterranean Cooperation is the AGORA event organisation for a year, the joint project operation and common product development. The AGORA functions as a market and as a circle of seminars professionals and researchers. The annual meeting of the Mediterranean Observatory collaborating structures is held the first three days of the AGORA and its outcome is announced to the participants of the event.

### **? Med SmartJob**

A web-portal, functioning as a virtual job market in the audiovisual field. The portal aims at placing the European talents and products into the global market, developing interstate and intercorporate cooperations in Europe and providing young professionals and small companies the chance to meet and collaborate with large audiovisual industry players.

### **? Media Summer School**

Organised in a privileged summer residence area with full audiovisual equipment. It operates on the base of masterclasses, given out by renowned creators in the form of applied training workshops. Every year, the Summer School yearbook is issued in both printed and e-forms. The Summer School is supported by a user-friendly communication platform, aiming at preparing kids' participation through immersive curricula. The Summer School is open to new ideas and projects, overall contributing to quality audiovisual education.

### **? MedKids portal**

A communication, information and entertainment platform for children of the EuroMediterranean region, linked with other similar channels in Europe and the world. It is an interactive network, adopting the latest broadband Internet and media technologies. Through a continuing "Virtual Tour of Digital Divide Projects for Children around the World", the MedKids portal encourages children's participation to media production, promotes the developing countries' access to new technologies and functions as a network of mutual dialogue among children, professionals and researchers.

### **3.3 ECTC Scheduled Actions**

The regular actions of ECTC comprise its core activity and represent the general directions and aims stated in the charter of the organisation.

#### **3.3.1 Cooperation for political interventions**

We schedule interventions during meetings for placing the audiovisual rights of children among main priorities of world states. We collaborate for the same reason with the Directorate-General of Education and Culture of the European Commission, the EU member states holding the presidency each time and NGO's, like UNESCO and UNICEF. In 2003, during the Greek EU presidency, we believe that we shall have a dynamic announcement for the audiovisual policy regarding the children's future.

#### **3.3.2 Training department for educators, parents and children**

The department submits proposals to programmes supported by European and national funds. Its main aim is to create long-term cooperations with renowned and specialised organisations from all over the world on every educational level, to develop pioneer training programmes and derive world-accredited degrees. We already collaborate with the above organisations as well as with the broadcasting unions EBU, ABU, ABC and URTNA.

#### **3.3.3 Continuing collaboration with Audiovisual EUREKA**

The aim of this cooperation is to promote the work of European animators in the framework of the AGORA event and the Regional Cooperative Networks. Emphasis is given to the participation of Eastern European countries, festivals and organisations, like CARTOON. We also co-organise a series of training programmes, using Audiovisual EUREKA's related know-how and experience.

#### **3.3.4 World Archive of Media Literacy Programmes**

The archive is created in cooperation with European film centres, CIFEJ, ECFA as well as television and film festivals. We count on the active involvement of the researchers, academia and professionals who framed the Summit sessions. The archive material is included in the Media Literacy Forum website [www.ectc.com.gr/mlf](http://www.ectc.com.gr/mlf), working as a demonstration and exchange platform of media education programmes, supported by the LEONARDO Programme.

#### **3.3.5 Innovative media literacy applications**

The Media Summer School is launched, while cinema education programmes from all over Europe are adapted in Greece. The Kids for Kids Festival and Roaming Reporters events expand with further interstate cooperation. The Kids for Kids Festival is a link event of festivals awarding children's audiovisual works. The

Roaming Reporters are teams of children, editing daily reports on various issues and expanding their actions in all countries collaborating with the ECTC.

### **3.4 Actions Support Proposals**

ECTC's actions are regularly supported by the European Union, the Hellenic Government as well as governmental and non-governmental organisations of all cooperating countries. On the occasion of a large-scale national event, ECTC aims at undertaking the audiovisual cultural actions included in the event. In the Olympics in Athens in 2004, ECTC intends to present the triptych relation Audiovisual Culture-Children-Olympic Idea.

#### **3.4.1 Proposals to the European Union & other organisations**

We positively respond to interesting proposals requesting the use of ECTC's network platforms for information dissemination, in the framework of *e*Europe programmes. We also receive proposals from European and Greek companies.

We plan the submission of proposals to the following programmes:

- **E-content of DG Information Society**, in order to renew the e-commerce platform we created with the support of the INFO 2000 Programme
- **MED** for the development of the Mediterranean Cooperation
- **MEDIA Plus Training** for the development of concrete professional training schemes, in cooperation with renowned European structures
- **DG Education and Culture** for the Audiovisual Summer School development
- **MEDIA Promotion** for the operation of the AGORA
- **MEDIA Development** for the development of synergies
- **Research, production and education joint projects** with China, Japan, Canada and Australia, supported by the European Union and related national organisations of these countries
- **Project proposals to the 3<sup>rd</sup> Community Support Framework** of the Hellenic Ministries of Press & Mass Media, Culture and Development; especially to the New Economy Fund

### **3.4.2 Proposals to the Olympic Games “Athens 2004”**

Professionals and organisations who contributed to the success of the 3<sup>rd</sup> World Summit on Media for Children, showed great interest in the co-organising events in the frameworks of the Olympic Games “Athens 2004” and the Cultural Olympiad 2001-2004. The most interesting proposals have already been submitted to the Olympic Games “Athens 2004” and the Cultural Olympiad 2001-2004; we are currently investigating their implementation potentials.

## **WORLD SPORTS EXPO FOR YOUTH**

A visual and audiovisual art exhibition

### **THE PROJECT**

#### **The message of the Olympic Games (Citius, Altius, Fortius)**

*Athlima* in Greek means sport; on a second level it means struggle, a creative struggle to be faster, higher, stronger. The Olympic Spirit rewards excellence in sport and in culture, in a struggle where participation is more important than victory. In this connection, the *Athlima* World Sports Expo promotes youth creativity and artistic achievements through the encounter between diverse world cultures. It brings together youngsters from Europe and the rest of the world in a vast project of global participation.

#### **The context of the exhibition**

As indicated, *Athlima* means sport and this is the theme of the global exhibition to be organized in Athens in July and August 2004. The exhibition is to feature visual, audiovisual and web-based creations addressed to children as well as art creations produced by children. It aims at highlighting the world’s impressive cultural diversity and encouraging intercultural exchange. It focuses on knowledge and active promotion of the world’s different cultural identities.

The exhibition likewise encourages intercultural exchange, contributing to cultural bridge building, the development of new conceptual tools and the enhancement of communication skills, optimizing the global socio-cultural encounter. Each country contributes art creations covering the entire history of sport and focusing attention on the current situation in youth sport, as an index of the social synergy and cultural expressiveness of all its citizens. Moreover, through expansion of the contemporary visual arts the past, present and future of youth sports is creatively endorsed in each country within a process of evolving a common European mosaic or artistic expression on a theme of broad social relevance.

The selection of the art works is carried out through networks with members and core action groups all over the continent, so as to ensure large-scale representation of young people and artists from all European countries. The networks involved have

made an acknowledged contribution to other European cultural projects at present being implemented with wide social and cultural support.

An on-line service hosting the international dialogue between youngsters and artists supports the exhibition operation, enhancing its European character and ensuring worldwide dissemination of the relevant information. This service, together with the ongoing collaboration with global networks promoting youth art, serves to secure representative participation of non-European countries in the project. The exhibition aims to carry out an indicative mapping of the international situation and a wide-ranging and detailed presentation of European realities at an historic moment when the Olympic Games are returning to their birthplace.

After the Games it is proposed that the exhibition be made mobile and embark on a tour of the countries inside and outside Europe that are in a position to meet the costs of hosting it.

### **AIMS OF THE PROJECT**

- The promotion of European audiovisual and web-based art creation addressed to children
- The encouragement of children's creative work in audiovisual and web-based arts
- Emphasis on cultural bridge-building in order to focus on the world's cultural diversity and identify points of convergence between Mediterranean countries through a constant flow of information establishing the basis for intercultural synergy
- The development of a common approach to children's sport as a basic question of education and culture and a medium of communication
- The comparison of what is offered by the professionals with the images perceived by children and the elaboration of a creative dialogue between developers and users of visual, audiovisual and web-based products.
- The determination of a common global position on children's sport, as expressed in visual, audio-visual and net-based products; the promotion of pictures by children and the views and demands of children pertaining to the fields of physical exercise and sport; the development of input into state policy-making on children's sport as well as into aesthetic and audiovisual education.
- The establishment of a decisive cultural and financial role for youth sports in the global socioeconomic structure

### **MEANS OF IMPLEMENTATION**

#### **Informing and communication**

Information dissemination and continuous communication with the organizational centre is to be effected through specific structures with specialization in children's sport and in visual and audiovisual education.

Television channels and websites presenting the development of the organization and the art education structures will both have an important role to play in this connection.

Each country will activate sports associations and other related organizations to provide us with a general overview of sports education at the national level. State and private television networks will present the audiovisual products being made available to youngsters for their information and education in relation to sport. Our research collaborators in each country will identify websites carrying useful information, so that the corresponding organizational department can liaise with them and establish the appropriate links. Art networks will be responsible for transmission of information and selection from all member countries of the visual art material created by children for the *Athlima* project.

### **Presentation of material**

The exhibition is specially designed to group together entries from each participating country and to be accessible to both adult visitors and children. It will include symbols and other components that will provide a fitting embodiment for the sports message of each country and numerous artistic works created by children for the project.

Exhibition planning will be focused on attracting interest from children. It will be an event oriented primarily towards children, leading them and inspiring them to search for the different cultural characteristics of each country as they relate to the significant, popular and accessible theme of sport.

The presentation of audiovisual products is to be conducted through pre-installed monitors, video-walls and info points. Moreover, individual screening booths will be in operation for the duration of the exhibition, with public screening scheduled in accordance with the timetable.

All web-based products are to be presented in real time through individual PC monitors and pre-installed video-walls and info points.

All sections of the exhibition are to be constantly on-line, connected through a PC link operated by the information and communication service.

The exhibition will fully covered and promoted by television channels, the press and Internet.

The official catalogue will be available in four languages for the duration of the exhibition.

### **ORGANIZATION**

Organization gets under way with the approval of the project and will come to an end by June 2004.

The exhibition is to last two months, with public participation expected from all parts of Greece. Though focused on European participation, it will also accept contributions from anywhere outside Europe. Governmental, non-governmental and international organizations specialized in visual, audiovisual and web-based production and in education will all be involved in co-organization. The exhibition will be made mobile and will go on a tour, for at least two weeks, of countries requesting a visit and able to cover the expenses.

Co-organizers and partners are to be assigned specific roles. Co-organizers will bear five percent of the costs and will undertake suitable specialized tasks. Partners will be responsible for their own national participation and for disseminating information on the project. The project's coordinating committee will work out conditions of participation for professionals and children, which will be publicized internationally. Both co-organizers and partners will be responsible for bringing together the visual, audio-visual and web-based creations and submitting them to the coordinating committee, on which all co-organizers will be represented.

The coordinating committee will be charged with securing a suitable exhibition venue and planning the tour. It will find the premises for the lectures, workshops and ancillary functions. It will establish the committees responsible for transport, receipt, maintenance and dispatch of the works.

An international evaluation committee will be set up to take responsibility for acceptance of works into the exhibition. People of distinction from the arts and the audiovisual world will make symbolic awards to both professionals and young artists at the exhibition's closing reception.

Workshops, lectures and other ancillary functions for organized groups of children and professionals will be staged at regular intervals and on request.

Exhibition preparations and publicity will be concentrated at a specially created website, capable of attracting lively participation from all over the world. The virtual exhibition will be hosted on the website starting from August 2004 and for two months following the completion of the tour.

The exhibition tour is tentatively programmed to get under way by October 2004.

## **TIME SCHEDULE**

### **Introduction**

The time schedule is compiled from preparatory, main actions and actions of dissemination of information after the completion of the project.

In the preparatory actions the co-organisers of each country have the main role together with the partner/ subcontractor who has the executive production.

Special, partial actions are executed from the other partners of the program.

### **Preparatory Actions**

#### **MAY 2002**

Meeting of co-organisers for the establishment of the specific lines of action of the project. The participants of this meeting are the five co-organising countries that is the General Secretariat of Youth of each country and certain satellite channels.

#### **MAY 2002**

Preparatory meeting and training of the partners regarding the basic lines of action they have to cover. The partners are trained from the co-organisers on the mechanisms of preparation and function of the plan they have to activate in each country. The partners undertake to investigate the possibilities that exist in each of their countries on development of synergies and of possible content of the WORLD SPORTS EXPO.

**MAY-JUNE 2002**

Creation of mechanisms and research of possibilities of implementation of the plan in each country. Development of specific strategy for each country and creation of lists of collaborators and supporters.

**JUNE JULY 2002**

Seminars, workshops for the elaboration of content for the WORLD SPORTS EXPO. Presentation of the design of the on-line service of the World sports expo

**SEPTEMBER 2002**

Full function of the on-line service that supports the WORLD SPORTS EXPO.

**OCTOBER 2002**

Meeting of the co-organisers. The following issues are treated:

- Promotion strategy of the plan
- Creation of promotion material (printed, interactive, CD-ROM, VIDEO)
- Participation program in the big international events for the promotion of the plan
- Certification of the organisation and planning
- Definition of committees, follow up of the program, selection of material, design of the exhibition, incorporation of material to specific time and place, e.t.c.
- Special attention is given to the balanced participation of the co-organisers, the partners, the European and international audiovisual world.

**Main Actions**

During all the main action phase of the project, the promotion responsables are Participating in international events i.e Markets, Conferences, Seminars and festival in order to promote the exhibition.

**NOVEMBER –DECEMBER 2002/ JANUARY 2003**

Collection of indicative material from each country. We intend to create a prototype composed from intergovernmental material from each country.

**FEBRUARY 2003**

Meeting of co-organisers for the evaluation of the model of the composed material. Creation of the final plan of collecting material and promotion of the exhibition.

**MARCH 2003**

Distribution of participation forms worldwide. Dissemination of material by post and presentation in the on-line service.

**JUNE 2003**

Meeting of the partners and co-organisers. Seminars and workshops.

The main subjects are:

- Evaluation of the promotion campaign
- Needs and strategies of promotion in certain countries which until that point have no active participation.
- Evaluation of quality of the collected material
- Evaluation of the final plan of the exhibition
- Establishment of the jury committees and of the honorary committee.
- Establishment of the prize criteria
- Establishment of the prizes in all categories.



**JULY-DECEMBER 2003**

Collection of material. Participation of the central committee in national Events for the WORLD SPORTS EXPO. We estimate in around 12 national events.

**JANUARY 2004**

Meeting of co-organisers.

The issues are:

- Final plan for the construction of the space and the specification of time of the exhibition.
- Evaluation of the final report for the gathered material
- Time schedule of the prize committees
- Certification of the organizing plan of the final exhibition and the catalogue of the selected executives
- Organisation of the Youth Camp for the stay of the awarded children
- Approval of the final information campaign

**JANUARY-MAY 2004**

Collection of material

Final organisation of the exhibition

Promotion of the information campaign

Construction of promotional material during the exhibition

**MARCH 2004**

The deadline of submission of material for the exhibition is on the 20<sup>th</sup> of March 2004

**JUNE 2004**

Meeting of co-organisers and partners

Approval and announcement of the children's prizes

Final organizing details and issues

**JULY-AUGUST 2004**

Operation of the WORLD SPORTS EXPO and the parallel events

Awards for the professionals

**Action of Dissimination of Information after the Completion of the Exhibition****SEPTEMBER 2004**

Evaluation of the exhibition

Organisation of mobile exhibitions

Publishing of results in printed and electronic form.

**COLLABORATORS REPORT**

## **COLLABORATORS REPORTS**

We hereby attach a corpus of reports and related texts as they were conducted and submitted by the Summit event coordinators and other collaborators.

The Hellenic Audiovisual Institute (IOM), the main audiovisual research organisation in Greece with long experience on policy matters, organises a shaping the future meeting, under the title “Commitment for the Future”. The aim of this final session of the 3<sup>rd</sup> World Summit on Media for Children is to explore the possibilities for common position regarding a global policy, based upon the Audiovisual Rights for children in the digital era.

### **1. DRAFT DECLARATION OF THESSALONIKI**

#### **Commitment For The Future**

The participants in the «3rd World Summit on Media for Children», international, governmental and non-governmental organizations, decision-makers, members of the audiovisual industry representing all media sectors, researchers and children, reaffirm that the right to communicate, participate and be informed, is an essential human right of the children, reflected in the Convention of the Rights of the Child.

The respect for human dignity and the right to democratic participation in media for children demand integrated policies at the global, regional, national and local levels. To ensure the rights of children, communication process should be pluralistic, multi-cultural and should guarantee freedom and diversity of opinion and expression.

Taking into consideration:

The existing national regulations, regional and international conventions, charters, declarations and recommendations which address the question of children and audiovisual media, especially the International Charter on Media for Children;

The importance of engaging media as partners in actions to achieve the rights of children, and the social responsibility of the media in an interdependent and globalised world, particularly in addressing the needs of education, promoting life skills and bridging the digital divide;

The growing expressions of concern towards the impact on children of media programs containing violence, consumerism, gender and ethnic stereotyping;

The need to preserve cultural diversity in a rapidly globalised world;

The need for urgent and coordinated action among the media actors, in view of the rapid evolutions of technology.

We agree to work for the:

Encouragement and support of quality local content production, to be distributed through all media to reach all educational levels, for communication and cooperation among students, schools and different educational systems. The systematic synergies

between both «central and regional», «local and global», within a positive framework for the preservation and promotion of languages and cultural practices;

Adoption of convergent regulations and monitoring their application through observatories focused on children and media, on advertising and Internet harmful content, with reference to the specific local media environment, with special focus on protection from violence, pornography, pedophilia and racism;

Involvement of the audiovisual industry in seminars for professionals, in the framework of an international, intercultural strategy (flying trainers), for structural developments to deliver quality children's audiovisual media;

Acknowledgment and promotion of research about children and media, in order to enact policies and to contribute to specific program strategies;

Promotion of the issue “children and media” as a high priority, in the agenda of international, regional and national organizations for children.

In the light of the above, participants agree to undertake actions in the spirit of a “shared responsibility” among:

- parents,
- governments and international organizations,
- civil society,
- media industry,
- research and educational institutions.

## **2. GENERAL**

**Patricia Edgar**

Chair

The World Summit on Media for Children Foundation

### **Mediterranean Regional Summit**

I was very pleased to hear from you that the European Children's Television Centre is proposing to host a Mediterranean Regional Summit, to discuss the state of media for children available throughout the Mediterranean.

I believe that such a Regional Summit would be of great value to both local producers and local children. The momentum generated by the 3<sup>rd</sup> World Summit on Media for Children, which your organization hosted in March 2001, also makes this very opportune time to establish the Summit.

The World Summit movement is of great continuing benefit to the health of children's media worldwide. The movement was conceived because of the realization that television programming for children was changing and under the threat in a variety of ways. It was clear it could no longer remain a domestic issue if it was to survive with the values and objectives that professionals in the industry aspire to. In response, the Australian Children's Television Foundation proposed the first World Summit on Television and Children to a Round Table meeting hosted by PRIX JEUNESSE in May 1993.

This Summit was held in Melbourne, Australia, from 12-17 March 1995. Its objectives are:

- To achieve a greater understanding of developments in children's television around the world;
- To raise the status of children's programming;
- To draw the attention of key players in broadcasting the importance of issues relating to children;
- To agree on a charter of guiding principles in children's television;
- To ensure the provision of programs for children will be guaranteed as the communications revolution proceeds; and
- To assist in the developing world to provide opportunities for children's programming in the future.

Both officially and informally, the Summit provided an intense, exciting and fertile environment for the exchange of ideas and information.

Inspired by the benefits of that first Summit, two further World Summits have been held (in London, England, in 1998, and Thessaloniki, Greece, in 2001), and a fourth World Summit will be held in Rio, in 2004.

Each World Summit has inspired further regional events and the 3<sup>rd</sup> World Summit in Thessaloniki is no exception. These regional summits and forums form an integral part of the World Summit movement. Each exploring in greater detail the state of children's media in its particular area of the World, and how the local production industry is being affected by global changes in broadcasting. Feedback from summits indicates that they have all been extremely constructive in assisting local producers and media researchers to understand global television issues. As well, the summits have motivated the development of programming produced for children which reflects their local culture. The proposed Mediterranean Regional Summit would be an ideal catalyst in the region.

I wholeheartedly endorse the idea of a Mediterranean Regional Summit, and wish the European Children's Television Centre every success in its attempts to make this idea a reality.

**Anna Home**

The Children's Film & Television Foundation, UK  
Deputy Chair of the World Summit Foundation

The Third World Summit in Thessaloniki carried on themes discussed at the first two Summits in Melbourne and London. The issues of the globalisation of media, the protection of indigenous cultures and cultural programming and the need for ongoing collaborative research were highlighted, as was the need to form co-operative production units and co-production alliances.

The programme was ambitious and full, involving keynote speeches, plenary sessions, panel discussions and master classes. It was good that for the first time, there was an emphasis on radio and film as well as the continuing exploration of the potential of new media. Although many are impressed by this potential, others stressed the fact that they were light years away from being able to work with such sophisticated materials. The parallel children's event was active and constructive and as always, the participating children were keen to give the adults their point of view.

There was participation from all parts of the world and it was particularly pleasing to see so many delegates from the less developed countries. At times, the extremely ambitious programme led to organisational problems but most delegates left having acquired new networks of colleagues and determined to continue the fight for quality children's media.

The discussions will continue in Rio in 2004.

### **3. GOING GLOBAL DAY**

*Operation, results & future potentials of the First day of the 3<sup>rd</sup> World Summit on Media for Children.*

#### **Eugenia Liroudia**

European Children's Television Centre, Greece  
Going Global Day Coordinator

#### **Going Global dealt with issues concerning the effects of Globalisation in Audiovisual Media for Children.**

It compiled from a series of key-note speeches, presentations and forums on different issues and disciplines from all the sectors of the audiovisual industry as well as from the political and research domains.

Although the main core of Going Global took place during the first day of the Summit (26/3/01), the presentations and forums run all the four days as a special afternoon strand.

Globalisation was treated as a worldwide tendency from all perspectives and was explored as a field of collaboration and mutual exchange in order to enable the widest participation of countries and to ensure the outmost of positive benefits.

Taking into account the economic and ideological weight of Globalisation in our era, Going Global day created an interwoven puzzle of themes and perspectives where the target was to stress the importance of cultural diversity and territorial differentiation as tools for a qualitative production of audiovisual products for children and as a means of a universal consensus towards a better future for the citizens of tomorrow.

It resulted into an exciting journey throughout the developed and the developing countries, with 92 presenters, a journey where the children were the main heroes and the grail was their presence and voices determining the new century's values.

The day started with the short speech from the Greek Vice-Minister of Press & Mass Media presenting the Greek position on the globalisation issue.

Following a presentation of the Summit Movement as an organic entity around the world and the importance of its continuation was presented from Dr. Patricia Edgar (ACTF), Ms Anna Home (CITF) and Ms Athina Rikaki (ECTC).

Going Global Day incorporated two main key speeches from different perspectives and areas:

**Mr. Jerker Stattin**, councillor of Audiovisual from the Swedish Ministry of Culture set the tone of the European position towards the Globalisation trend and focused in the importance of the role of audiovisual media for the children's upbringing.



**Ms. Moushira Khattab** from the National Council for Childhood and Motherhood of Egypt spoke on the role of cultural diversity, quality media and the position of the North African Mediterranean position towards Globalisation.

The two morning round tables of the Going Global day were compiled from **a number of key players from the US, European, Japanese, Chinese and Australian industry.**

Under the moderating of **Pat Ferns**, CEO of BANFF Festival, the plenary morning sessions created a pool of information and ideas giving new perspectives for the future trends regarding international collaborations and dynamic interchange between the industrial sectors of children's audiovisual media.

The afternoon sessions run all the four days of the Summit and can be divided into two main categories:

Thematic presentations from the key players of the audiovisual children's industry worldwide forums on special cultural and communication issues.

The thematic presentations incorporated a large number of sessions covering all the span of children's audiovisual industry.

### **Minds Wide Open.**

Twelve sessions involving key players from all over the world dealt with subjects concerning quality educational production, the different needs of the each region and the ways that global educational programming tailors for the various demands of each territory.

All the five continents participated in the MINDS WIDE OPEN strand with a large audience's attendance.

From Europe presentations were held by: AITED, EBU, BBC, Channel 4, France 3, CENSIS, Greek Ministry of Education.

From USA: Nickelodeon, DISCOVERY CHANNEL Latin America, and TV CULTURA.

From ASIA: NHK (Japan Prize Symposium).

From AFRICA: SABC.

From AUSTRALIA: ABC

### **Strategies Of Tomorrow- Production and Distribution - Financing and Licensing - Festivals, Markets and Magazines**

Strategies of Tomorrow incorporated fourteen sessions, which analysed the mechanisms of the Making of Quality Programming and the Future Strategies of the industry in a global market.

The presentations were informative and innovative resulting to a large audience participation and became the nucleus of intense and creative debate.

The sessions involved a number of key players from of different world audiovisual industries.

From Europe: TV LOONLAND AG, CTTI, SCREEN DIGEST, CINAR INCORPORATION, PEARSON TELEVISION COMPANY, EGMONT IMAGINATION, C21 MEDIA, NAPTE, PRIX JEUNESSE FESTIVAL.

From USA: CTW (with a team of producers from Egypt, South Africa and China), ITSY BITSY ENTERTAINEMENT, ANIMATION WORLD WIDE NETWORK.

From CANADA: MINDS EYE PICTURES, ALLIANCE ATLANTIS, NELVANA, KIDSREEN, BANFF.

From ASIA: NHK

### **Output and results of the Going Global Day**

The Going Global Day consisted from a variety of sessions, participants and industrial sectors.

Through the span of its activities there were certain main points which resulted as future guidelines for the enhancement of the quality children's programming and the need of collaboration on all levels.

These points were:

- The need of fostering new partnerships and the adoption of multilingual and multicultural strategies.
- The strengthening of the infrastructure of the developing countries so to enhance their competitiveness in a global market.
- The further stimulation of use and access for all to the Internet by increasing availability of resources and better market environments for all territories.
- The creation of favourable conditions for the reduction of market fragmentation and for the production and distribution products to the world markets.
- The promotion of cultural diversity and the increase of export mechanisms to the global markets.
- The bridging of the gap between the digital and audiovisual content industries and the capital markets.
- The development and sharing of a common vision for a better future for the children.

Some of these partnerships and goals are already on the making. From the various collaborations, the exchange of know-how and the belief in a better future for children, new prospects are beginning to appear in the audiovisual media for children. The 3<sup>rd</sup> World Summit in Greece has forwarded a step further the making of a new era

## **4. MEDIA FOR ALL DAY**

### **Ursula von Zallinger**

Prix Jeunesse International, Germany  
MEDIA FOR ALL Day  
Coordinator

### **Kirsten Schneid**

Prix Jeunesse International, Germany  
MEDIA FOR ALL Day  
Executive Producer

The mission of Media for All Day was to explore the needs and existing initiatives guaranteeing every child's right to quality media. Presentations and thorough opinion exchange indicated media solutions for equal access and representation of world cultures to global media.

Moderator of First and Second Round-Table

**Pat Ferns**, President & CEO, BANFF Television Foundation, Canada

### **First Round-Table**

#### **Children Have The Right To Quality Media**

The multi-national round discussed the importance of issues as access to technology, training, distribution opportunities, empowering children, gender/cultural equity and diversity.

#### **Access to Media Technology by Kids**

**Rodrigo Baggio**, Executive Director/Controller, Committee for Democracy in Information Technology, Brazil

#### **Access for Creators to Resources (Equipment, Funds, Facilities), Training and Distribution Methods**

**Sue Goldstein**, Children Series Manager, Soul City, South Africa

#### **Children's Participation in Children's Media as Creators and Users**

**Tony Streit**, Administrative Director, Street Level Youth Media, USA

#### **Gender Equity in Access and Portrayal/Images**

**Fatma Alloo**, Media / Development Consultant, Tanzibar International Film Festival, Tanzania

#### **Cultural Diversity (Multicultural Issues in Content and Images of Children and Childhood)**

**Albie Hecht**, President, Nickelodeon USA

#### **Diversity of Children's Needs**

**Janie Grace**, Controller of Children and Youth, ITV, United Kingdom

## **Keynote speech**

**Ivy Matsepe-Casaburri**, Minister of Telecommunications, South Africa

## **Response**

**Masakazu Kubo**, Executive Producer, Character Business Planning, Shogakukan Inc. Japan

## **Second Round-Table**

### **Initiatives For Quality Media**

The second round table introduced and discussed informative, inspiring models i.e. existing initiatives aiming at securing funding for culturally appropriate production and facilitating children's participation and delivering quality content through specialty channels or technologies.

### **Mobilizing Organizations for Quality Children's Media**

(Broadcasting Unions, Supporting Co-Productions, Exchange and Training, Prix Jeunesse-Suitcase, etc.)

**Saburo Eguchi**, Director Programm Department, Asia-Pacific Broadcasting Union

### **Ensuring and Facilitating Children's Participation Children's Channels and New Technologies**

**Idit Harel**, Founder, MaMaMedia, USA

### **Creating Enabling Environments and the Role of Non-Profit Foundations and**

Coalitions: Advocates, Creators and Contributors to Regulatory Frameworks  
**Ivy Matsepe-Casaburri**, Minister of Telecommunications, South Africa

## **Breakouts**

### **The Convention on the Rights of the Child, the Children's Television Charter and Regional Charters and Declaration Accountability and Monitoring**

There are many charters and declarations prescribing the rights of the world's children. What happens when ordinary citizens are unaware of the existence of these charters? Even if they are - what can civil society do to ensure the implementation of these charters? How do these charters empower children? When broadcasters disrespect charter rules what mechanisms are in place to protect children? Those were the questions discussed in this breakout.

Coordinator

**Firdoze Bulbulia**,

Children and Broadcasting Forum of Africa, South Africa

Speakers

**Solomon Luvai**, Director of URTNApec, Kenya

**Shirley Mabusela,**

Deputy Chair, South African Human Rights Commission, S. Africa

**Maie Ayob von Kohl,** Division of Communication, UNICEF

**Maria Kostopoulou**

Lawyer & Media Advisor, Hellenic Audiovisual Institute, Greece

**Evangelia Contoumas,**

Lawyer & Media Advisor, Hellenic Audiovisual Institute, Greece

## **Children's Access/Participation**

The breakout presented examples of children given control of equipment, distribution and content with an emphasis on true empowerment, not exploitation

Coordinator

**David Kleeman,** American Center for Children and Media, USA

Speakers

**Anna Pascual,**

former Kid CEO & Content Development Associate, OurTurf.com, Philippines

**Mogens Vemmer,** Danmarks Radio, Denmark

**Spiros Tzelepis,** Editor "Junior Journal web newspaper, Greece

## **Creating Enabling Environments for Quality Media**

Dealing with Resources, Policy Support and Examples of Legislation and Realization

This panel presented examples of the children's media landscape in four different countries.

Coordinator

**Peter van den Hoorn,**

Australian Children's Television Foundation (ACTF), Australia

Speakers

**Lesley Osborne,**

Manager, Standards, Australian Broadcasting Authority (ABA)

**Yu PeiXia,** Children's & Youth Programme Center, China Central Television

**Pablo Ramos,** "Latin American Children's Audiovisual Universe", Cuba

Coordinator

**Vaso Artinopoulou,**

Lecturer, Panteion University / Member, National Council for Radio- Television, Greece

## **Bringing Together Independent Producers and Specialist Children's Networks**

Commissioning independent productions is an important means by which telecasters promote creative and cultural diversity. This open discussion session, including a panel of experts from specialist channels, explored goals, strategies and benefits of building effective relationships between telecasters and independent producers.

Coordinator

**David Kleeman,**

Executive Director, American Center for Children & Media, USA

Speakers

**Rafael Rodriguez**, Executive Director, Discovery Kids Latin America

**Sebastian Debertin**, Head of Acquisition, KiKa, Germany

**Albie Hecht**, President, Nickelodeon USA

**Lee Walker**, General Manager, K-TV, South Africa

## **Challenges for Today's Children and Children's Media**

### **HIV/AIDS, Poverty, Child Labor, Conflict Situations**

Children's and women's rights are now protected within national legislation of each country. Then, which are the reasons of the increased abuse of these rights in the media. This session explored the role world media is playing to explain and educate on children's rights.

Coordinator

**Bill Hetzer**, UNICEF, Head Office NY, USA

Speakers

**Geraldinho Vieira**, Executive Director, ANDI, Brazil

**George McBean**, UNICEF Headquarters NY, USA

**Aminatour Sar**, PLAN International, Senegal

**Stelios Perrakis**,

Panteion University/Administration Council,

Hellenic Audiovisual Institute (IOM), Greece

## 5. NEW TECHNOLOGIES DAY

### **The New Technologies ECTC Working Group**

Thanassis Rikakis, Coimputer Music Centre, Columbia University, USA

Bonnie Bracey, George Lucas Education Foundation, USA

Heba Ramzy, Regional Information Technology Engineering Centre, Egypt

Ersi Nanopoulou, European Children's Television Centre, Greece

### **Announced and signed by**

**Boyan Radoykov**

UNESCO, Information Society Division

### **Final Declaration**

We, the participants in the *3<sup>rd</sup> World Summit on Media for Children*, held from 23 to 26 March 2001, after debating the theme of "New Technologies" as a means of improving overall media programming and production for children and young people, as a tool for their sustainable development, have adopted the present Declaration:

- Taking into account the revolutionary impact of Information and Communication Technologies (ICT) in today's world;
- Recognizing that ICT are central to the bolstering of the emerging global knowledge information society;
- Aware that growing social and economic inequalities prevent harmonious and peaceful co-existence within and among nations
- Acknowledging the need for international solidarity in order to bridge the digital information and knowledge divide, while preserving cultural diversity and promoting the respect for democratic values and tolerance;
- Bearing in mind the power of traditional and new media in shaping children's perceptions and the visions that grow from them;

Considering that:

- ICT are not only about economic development, but can also contribute to building new partnerships and to worldwide interactions with greater effect;
- technical progress offers innovative lifelong learning opportunities and ICT do influence decisively the ways people learn, interact and work;
- access to knowledge and information is of utmost importance for upholding social development and peaceful co-existence.

**Affirm** our strong commitment to endeavour in favour of bridging the digital divide,

**Call upon** governmental authorities, international institutions, multilateral development agencies, the private sector and the civil society to include the development of ICT infrastructure and education for young people as a high priority in their respective agendas,

**Strongly recommend** the creation of multilateral ICT development schemes for Children and Youth in the Information Age that will aim to:

- bridge the digital divide, invest in young people, and promote their global access and participation in this respect,
- drawn on the potential of ICT to strengthen democracy, promote human rights, preserve cultural diversity and heritage, and thus bolster development and peace,
- give special priority to improving network access at affordable cost, especially in underdeveloped urban, rural and remote areas;
- support the training in IT literacy and technical skills of children and young people enabling them to enter empowered into the information age,
- create a coherent and non-discriminatory regulatory mechanisms indispensable for the equitable further expansion of the information society and to promote ethics in cyberspace,
- strengthen the capacity to generate knowledge production of free local contents and using local languages expanding thus the existing public domain,
- ensure the digital enhancement of existing mass media and interconnect radio, television and Internet,
- help adult society to enrich its perception of and for children and childhood as an active social factor.

and commit ourselves

**to act according to the spirit and letter of this declaration**

Thessaloniki, 26 March 2001



## 6. CHILDREN HAVE A SAY DAY

### **Olga Linne**

University of Leicester, UK

CHILDREN HAVE A SAY Day Coordinator

The Children's Television Charter, based on the UN Rights of the Child, stresses children's rights to receive quality programmes, their rights to see and express themselves, their culture, their language and their life experiences, through the media which affirm their sense of self, community and place. Media literacy and research at its best tries to teach children how to deconstruct a message and empower the children.

There had been demands from the participants from the previous two World Summits and ECTC's Advisory Committee that research about Children and the Media should be taken more seriously. The arguments were that there should be an increased synergy between the world of scholars and the world of production.

The Fourth Day also emphasised the involvement of children in the development of media products. This was another demand from the previous World Summits and the Advisory Committee from the many ECTC - hosted AGORAS. It is important to listen to children - hence the title " Children have a Say". The Third World Summit included a large number of children.

The Fourth Day of the Summit presented the latest cutting edge developments in media research and media literacy/ education on children and the media. More than fifty of the most distinguished and internationally renowned scholars from all over the world shared their knowledge about children in the new millennium in numerous master classes, seminars and roundtables.

The Fourth Day encouraged the participation of researchers, media literacy educators and producers to talk to each other and develop new ideas and new knowledge on the assumption that "The Cold War" between the parties was over, or should be over. It was going to be an intriguing experiment.

Sessions took place each day in the Byzantine Museum for five to seven hours. On the Fourth Day of the Summit the whole day was dedicated to research about children and media education/literacy. Dr Olga Linne, Centre for Mass Communication Research, University of Leicester, UK, had organised the programme.

- **The opening address was given by Evangelos Venizelos**, Minister of Culture of the Hellenic Republic, Greece.
- **Plenary Session one: Children's Rights.** Three distinguished speakers addressed debates on children worldwide. Maie Ayoub von Kohl, Division of Communication, UNICEF, Head Office NY, USA, Helene Fatou, Conseil Superieur de l'Audiovisuel

(CSA), France, Giorgios Sakellion Office, Secretary General for Youth, Greece. The Moderator was Dr Olga Linne, Centre for Mass Communication Research, University of Leicester, UK.

- **Plenary Session two: Media Literacy, Education, Communication.** The Second Panel addressed cutting edge research about children and the media in the world. Eleven international scholars were invited, and they also participated in master classes, seminars and round table discussions during the week. This panel consisted of Elisabeth Auclair, Research Group on Children & Media (GREM), France, Professor Anura Goonasekera, Asian Media Information & Communication Centre, Singapore, Professor Keval Kumar, University of Pune/Resource Centre for Media Education and Research, India, Professor Geoff Lealand, Screen & Media Studies, University of Waikato, New Zealand, Professor Sonia Livingstone, London School of Economics, UK, Professor Ismar de Oliveira Soares, Communication & Education Nucleus, University of Sao Paulo, Brazil, Dr Jeanne Prinsloo, Department of Education, University of Natal, South Africa, Professor Midori Suzuki, Information and Media Studies, Faculty of Social Sciences, Ritsumeikan University, Japan, Professor Samie Tayie, Faculty of Mass Communication, University of Cairo, Egypt, Professor Ellen Wartella, College of Communication, University of Texas, USA, Professor Bu Wei, Chinese Academy of Social Sciences, Research Centre for Children & Media, People's Republic of China. The Moderator was Dr Olga Linne, Centre for Mass Communication Research, University of Leicester.

**The following topics were addressed in Master classes, Seminars and Round tables:**

- **Interactive Media.** Research on the role of the Internet, computing, interactive toys, video games, CD-roms etc. was discussed during this session. Speakers: Professor Kathryn Montgomery, The Centre for Media Education, USA and Professor Ellen Wartella, College of Communication, University of Texas, USA. Moderator, Dr Olga Linne, Centre for Mass Communication Research, University of Leicester, UK
- **Media Education Cultures.** Media educators from different backgrounds and regions identified intrinsic key-words highlighting the interdependence among languages, cultures and practices. Speakers: Professor Geoff Lealand, Screen & Media Studies, University of Waikato, New Zealand, Dr Maria Mitsou, Department of Pedagogic, Psychology and Philosophy, University of Athens, Greece, Dr Jeanne Prinsloo, Department of Education, University of Natal, South Africa, Dr Mark Reid, British Film Institute, UK, Professor Midori Suzuki, Faculty of Social Sciences, Ritsumeikan University, Japan.
- **Children's Images of Television.** This session examined the perception of television of children living in different regions and how they would like to see their television in the future. The session was based on comparative research carried out especially for the Summit. Children were invited to send drawings, letters and e-mails to the national research teams. Speakers: Dr Lucia Balduzzi, University of Bologna, Italy, Firdoze Bulbulia, Children and Broadcasting Forum of Africa, South Africa, Professor Andre Caron, Centre for Youth and Media Studies, Department of Communication, University of Montreal, Canada, Dr Letizia Caronia, University of Bologna, Italy, Professor Tessa Doukeri, Department of Journalism & Mass Media, Aristotle University of Thessaloniki, Dr Tatiana Merlo Flores, Research Institute on

Media, Argentine and Dr Chryssa Paidoussi, Hellenic Audiovisual Institute (IOM), Greece. Moderator: Gareth Granger, International Committee of the Forum on Youth and Media Research, Australia

- **The Discourses of Media Violence.** The effects of violent media images on children and young people and globally changing paradigms was discussed in the light of the media expansion. Speaker: Dr Cecilia von Feilitzen, Department of Journalism, Media & Communication, Stockholm University, Sweden. Intervention by Dr Helen Agathonos, Department of Family Relations, Institute of Child Health, Greece. Moderator: Dr Olga Linne, Centre for Mass Communication Research, University of Leicester, UK.
- **Formative Research within Broadcasting Organisations.** This session "listens to the children's voice" reported on co-productive media development projects of the Sesame Street Workshop in various parts of the world. Speakers: Charlotte Cole, Sesame workshop, USA, Dr Anna Genina, Sesame workshop, Russia and Dr Juliana Seleti, Sesame workshop South Africa. Moderator Charlotte Cole, Sesame workshop, USA.
- **Media Education in Practice.** Media educators selected for their interesting practices shared their experiences with the audience. Speakers: Ad van Dam, STOA, The Netherlands, Dr Ingrid Geretschlaeger, Alliance for Media Competence, Germany, Dr Keval Kumar, University of Pune/ Resource Centre for Media Education and Research, India, Dr Jeanne Prinsloo, Department of Education, University of Natal, South Africa, Mark Reid, British Film Institute, Dr Menis Theodorides, MELINA programme, Thessaloniki Film Festival, Greece. Moderator: Susanne Krucsay, Ministry of Education, Science and Culture, Austria.
- **Advertising and Children's Consumer Behaviour.** Children in western societies are affluent consumers. This session examined how children perceive advertising on television and the Internet and what impact 'the old medium' and 'the new medium' may have on them. Speakers: Professor Kathryn Montgomery, The Centre for Media Education, USA and Dr Birgitte Tufte, Danish University of Education, Denmark. Moderator: Dr Jeanne Prinsloo, Department of Education, University of Natal, South Africa.
- **Video and Computer Games.** Gaming is now a larger industry than television productions for children. The speakers considered the reasons for the expanding popularity of this industry and the impact it may have on children and young people. Speakers: Dr Bettina Davou, Department of Communication & Mass Media, University of Athens, Greece, Dr Peter Nikken, The Netherlands Youth Information Institute, The Netherlands. Moderator: Dr Anura Goonasekera, Asian Media Information & Communication Centre, Singapore.
- **Formative Challenging "Orthodoxies" in Media Education.** In the light of recent theory and changing use of the media, the speakers challenged the boundaries of what has become accepted as common Media Education/Literacy practice. Speakers: Susanne Krucsay, Ministry of Education, Science & Culture, Austria, Dr Geoff Lealand, Screen & Media Studies, University of Waikato, New Zealand, Professor Ismar de Oliveira Soares, School of Communication & Art, University of Sao Paulo, Brazil, Dr Jeanne Prinsloo, Department of Education, University of Natal, South

Africa, Professor Bu Wei, Chinese Academy of Social Sciences, Research Centre for Children & Media, People's Republic of China. Moderator: Professor Midori Suzuki, Information and Media Studies, Faculty of Social Sciences, Ritsumeikan University, Japan.

- **Media Images of Children.** This session examined how different media such as advertising, press and television portray children. Speakers: Professor Tessa Doukeri, Department of Journalism & Mass Media, Aristotle University of Thessaloniki, Greece, Dr Cecilia von Feilitzen, Department of Journalism, Media & Communication, Stockholm University, Sweden and Professor Midori Suzuki, Faculty of Social Sciences, Ritsumeikan University, Japan. Moderator: Professor Keval Kumar, University of Pune/ Resource Centre for Media Education and Research, India.
- **Children's Capacity to Construct Meanings (vulnerability or competence).** This session examined the differences between the approach defining children as vulnerable media consumers and the one defining them as "empowered" media users. Speakers: Professor Dafna Lemish, department of Communication, Tel-Aviv University, Israel and Professor Sonia Livingstone, London School of Economics, UK.

Intervention: Dr Despina Sakka, Department of Primary Education, Democritus University of Thrace, Greece. Moderator: Dr Cecilia von Feilitzen, Department of Journalism, Media & Communication, Stockholm University, Sweden.

- **Research Carried out within the Broadcasting Industry.** This session examined the methodology and research findings developed within Research Departments in Broadcasting Corporations. Speakers: Dr Sachiko Kodaira, NHK, Broadcasting Culture Research Institute, Japan, Dr Peter Nikken, The Netherlands Youth Information Institute, The Netherlands, Dr Isobel Reid, Independent Television Commission, UK, Dr Jane Sancho, Independent Television Commission, UK. Moderator: Dr Birgitte Tufte, The Danish University of Education, Denmark.
- **Children in Media Changing Environments.** Children around the world live in different media environments. The session focused on variations in these environments in both traditional and new media. Speakers: Professor Alexander Fedorov, Taganrog State Pedagogical Institute, Russia, Professor Ismar de Oliveira Soares, School of Communication & Arts, University of Sao Paulo, Brazil, Dr Kalliroi Panagiotopoulou, Department of Communication & Mass Media, University of Athens, Greece, Professor Samie Tayie, Faculty of Mass Communication, University of Cairo, Egypt, Dr Birgitte Tufte, The Danish University of Education, Denmark. Moderator: Professor Andre Caron, Centre for Youth & Media Studies, Department of Communication, University of Montreal, Canada.
- **Media Literacy Index - Map ( special Summit edition) Issued by Nordicom and the Clearinghouse on Children and Violence on the Screen. Supported by the Hellenic Audiovisual Institute (IOM) and ECTC.** This index includes international declarations, resolutions, recommendations about media education, selected short summaries about on-going and recently finished research projects and selected bibliography of organisations and websites worldwide with respect to media literacy. Edited by Dr Cecilia von Feilitzen. All Summit participants received this book.

- **Formative Evaluation and Plans for the Future**

Each of the research and media education/literacy sessions was very popular and hence very well attended. The room in the Byzantine Museum where all the sessions (with exception of the Plenary) took place was filled to capacity when some 150 conference members attended the meetings.

Students from all Greek universities were welcomed to attend the sessions without pay. This turned out to be extremely popular. There were very lively discussions and many challenging questions for the various panels. Many conference members only chose to attend the research sessions. The organiser and the members of the panels received many compliments and good wishes.

There were vociferous requests for an equally large research input in the next World Summit, which will take place in Rio de Janeiro, in 2004. In the last Plenum of the Summit the role of media research and media education/literacy was again emphasised. The Hellenic Audiovisual Institute (IOM) from Greece, after consultations with many key players in the field, produced a document to this effect. This document was discussed and accepted by the General Assembly in Thessaloniki and will be ratified before the next World Summit.

## **7. RADIO FORUM**

### **Sarah McNeill**

Unlimited Productions, UK

Radio Forum Coordinator

The first Radio Forum to be held at a World Summit on Media for Children was inaugurated at the Thessalonika conference by Summit President, Athina Rikaki, in the afternoon of Day 1. Radio Forum sessions focused on the role of radio in the spectrum of children's media with an emphasis on social, educational and economic potentials and also emphasising how, in the world of global media, new radio technologies are meeting needs and finding ways to bridge the digital divide. In bringing together some of the main actors in the development of future radio initiatives in children's media the Radio Forum aimed to lay foundations for the establishment of a professional association of children's radio producers and broadcasters.

Invited speakers from India, South America, Africa and the United States represented all sectors of radio from community groups to national broadcasters and, at global level, the internet. Other participants included delegates from the People's Republic of China, Japan, the Caribbean, Nigeria and Eritrea as well as a strong contingent from South Africa. Radio Forum Convenor, Sarah McNeill, also received and read out at the opening session, many messages of goodwill from producers and programme makers unable to attend the Summit. Radio Mozambique, Latvia Radio, Radio Sagarmatha in Nepal and Denmark's U-Land youth radio were all included and also the message received from Diana Senghor, Director of the PANOS/West Africa Radio OxyJeunes project.

In her opening address, Sarah McNeill briefly outlined the lobbying process which had led up to the inclusion of Radio in the TWSMC programme of events. In inviting those attending the two scheduled Radio Forum sessions to maximise their opportunities for sharing ideas, networking and forward-planning during the four-day conference, she also asked delegates to recognise and embrace the differences that until now have seemed to keep them apart; differences defined not only by the north-south divide (often experienced as a digital/analogue divide) but also differences in target audience, in programming aims and in production methods. The work of all those participating in the Radio Forum had a shared purpose in its focus on the best interests of the child.

During the subsequent presentations from invited speakers at the first session of the Radio Forum a wide range of examples of children's radio illustrated an equally wide range of definitions of what is meant by 'children's radio'; audience targets which go from under-fives to older teenagers; formats which include programmes made for children, by children and about children and productions categorised as educational, entertainment and/or promotional programming.

In the promotional category, Aminatou Sar from Senegal, representing PLAN International as Assistant Co-Ordinator of their radio campaign on child rights "*I'm a Child and I Have My Rights Too!*" (broadcast in Togo, Burkina Faso, Guinea, Mali and Senegal), explained how in this region of West Africa with its strong oral tradition and high illiteracy rates, radio is the most effective means of mass communication. This radio campaign together with the children's radio show *Radio Gune Yi*, in Senegal, is the medium through which PLAN International reaches and informs children and their guardians that children have rights as well as needs. In this same area of social action radio is the work subsequently outlined by Madoda Ncayiyana of Vuleka Productions in South Africa, where one strand of children's radio production specifically focuses on those orphaned by the HIV/AIDS pandemic. Programming aims to impact on affected children and their carers with messages to boost self-esteem and give support. Vuleka Productions, 'a black-female owned and operated empowerment agency specialising in media production' is the South African radio producer for *Takalani Sesame*, the first ever radio version of the *Sesame Street* Early Childhood Development TV series.

Lou Giansante from the USA outlined very contrasting experience in the field of radio production. Currently producing internet radio for teachers (*Teacher Radio*) and for children (*News Zone*) at Scholastic Publishing, he also had ten years producing live children's radio broadcasts in New York City (*New York Kids*) on the public radio station WNYC. Giansante addressed the Forum on issues relating to creating radio programmes for and with children, on the differences between broadcasting and cybercasting and on future integration of old and new technologies. Describing radio in the United States as ninety per cent commercial whether national or local, he explained that the remaining ten per cent, known as 'public' radio, is funded by donations from listeners, government grants and private foundation grants, and this means that most children's radio programmes are labours of love on local, non-commercial stations. The only national children's radio programming in the US being the network of Disney Radio stations.

In outlining the content, structure and goals of the *New York Kids* show on WNYC, Lou Giansante explained how this weekly, two-hour, live programme for 8 - 12 year olds, involved children and their parents as well as having a connection to local schools. Committed to promoting cross-cultural understanding within the diverse cultural backgrounds of New York City, the show also developed a website with online activities to complement radio broadcasts. Giansante went on to describe his recent work at Scholastic productions, creating, producing and co-hosting *Teacher Radio*. Now piloting a weekly, internet-only news programme for children, Lou Giansante told Forum participants of plans to begin streaming the show from the Scholastic website late in 2001. He invited contacts from producers interested in exploring children's radio collaborations with WNYC *New York Kids* or additional Internet News collaborations for an *International Kids News* section for the Scholastic *News Zone*. Comparison between Giansante's vision and that of fellow speakers exposed the reality of the digital divide and triggered lobby discussions on analogue-digital conversion technology which now exists to bridge the gap.

On the far side of the divide is the Delhi-based group of street and working children known as the *Butterflies Programme for Street & Working Children*. Director, Rita Panicker, described her own vision for including radio as part of the alternative media centre she aims to set up for these marginalised and rejected young people. In the past decade the *Butterflies* programme has organised a comprehensive structure for non-

formal education and welfare of children who live and work in the streets of the city. Media and communications activities involve children in lively street theatre productions and in the publication of a regular wall-poster newsheet. Radio workshops were added more recently in a project organised by PressWise and funded by the Diana Princess of Wales Memorial Fund with portable recorders and microphones donated by the British Council in Delhi. Children learnt how to make their own recordings about their experiences of life on the streets. Their idea for broadcasting the recordings involved fixing a cassette-player to a hand-cart and wheeling it to locations around the city to play their news and views to the world! Plans outlined by Rita Panicker, building on the enthusiasm of the children for using radio as a medium for their voices, now include establishing a radio production unit as part of the media training centre with the aim of eventually being able to bring children off the streets and into work.

She asked the question 'Why do we need children's media?', setting out her own reasons as a basis for Forum discussions:

- children can use radio as a tool for advocacy
- radio is a media which surmounts barriers of literacy while at the same time encouraging children to learn literacy skills
- children's radio workshops encourage teamwork and help children learn how they can each have different roles to play
- participating in radio-making empowers children and boosts self confidence
- radio is a very cost effective medium

Rita Panicker's view of the digital divide is that it is not so much a gulf between north and south as the poverty factor, which separates the haves and the have-nots.

Each of the Radio Forum speakers demonstrated a different approach to children's and/or youth radio within the context of indifferent or unfriendly broadcasting environments with funding and airtime being the major hurdles. For Rocio Franco, Co-Ordinator of the *Chaskiwawas* youth radio groups in Peru, the central issue is always the need to finance training and equipment for new groups of youth radio reporters, together with the challenge to engage more stations in making slots available for their recordings to be aired. The *Chaskiwawas* initiative (their name being a Quechua word meaning *the young messengers of the children*) was originally launched and funded as part of the UNICEF/ProAndes project, funding which has now been discontinued. Working with groups such as street children in Cuzco or Cajamarca, the *Chaskiwawas* promote awareness of child rights issues as well as cascading training to other groups. Organisation is co-ordinated from the Instituto de Defensa Legal (IDL) bureau in Lima which had established a network of eighty stations from among the two hundred or so local radios which broadcast to widely dispersed communities throughout Peru. This IDL network is developing links with the young programme makers in an effort to make the voices of children heard on issues that affect their lives. Addressing the Forum in Spanish, Rocio Franco described the project, the intervention process and the results, giving details of how a campaign is carried out and statistics on the response generated. The role of radio, which she explained in great detail, impacts in very specific ways on the children involved, drawing them from isolation into citizenship, from indifference to becoming involved with children's problems, and raising their level of self esteem. The opportunity to participate in radio-making also has an effect on their personal responses to life experiences, drawing them from silence to action, from violence to sharing and from 'being happy to being more happy'.



The role of radio in Latin American countries as an instrument of social change, education and entertainment is legendary. In recent years, similarly high expectations for radio in South Africa has led to its expansion in all sectors with grassroots radio groups and independent production companies existing alongside the national, commercial and community radio broadcasters. At the 2001 Radio Forum, Fakir Hassen, Head of Education Radio at SABC and one of the chief lobbyists for having radio included at TWSMC, outlined the national broadcaster's strategy for school-radio programming in eleven different languages, linking with local and community stations, and emphasising the importance SABC attaches to this aspect of public service broadcasting. Fakir Hassen spoke of the law requiring SABC to provide education programmes and of the importance in South Africa of the consciousness and identity of the many different ethnicities. Emphasising the status of radio as an important media platform he referred to the ongoing battle for access and participation from some of the many different groups, and went on to call for an integrated approach with partnerships to find funding and to help surmount the kind of media imperialism that excludes instead of including the whole spectrum of voices, especially those of children.

Other voices from South Africa included the commercial sector's Soul City representative, Sue Goldstein, who spoke about their multi-media programming, *Soul Buddyz*, an edutainment health initiative which targets 8 - 12 year olds. The radio part of the project, consisting of 26 half hour magazine shows, incorporates dramatisations made by children and includes a talk show with youth presenters. She pointed out that part of the impact lay in the fact that it was unusual for children to have themselves represented and to hear their own language being used by children on the radio dealing with important issues.

Two children from South Africa, Bumzi and Su Andrea, also participated in the Radio Forum sessions and made presentations about media work they were involved in. As part of the delegation of young people led by Benjy Francis of the Afrika Cultural Trust in Johannesburg, they represented the media awareness of a rising generation keen to take on a role as communicators.

Discussion of issues raised during the first session of the Radio Forum was animated and untiring, continuing well after Hall 4 closed for the evening. Forum participants met up on every occasion during the conference to continue conversations on the spectrum of issues raised.

The agenda drawn up for the final session of the Forum on Day 4 of the conference featured airtime, funding, collaborations, the status of children's radio, the question of agenda and the need for training as the lead items. The Radio Forum's keynote speaker, finding time from world travels to attend the Thessalonika event, was Zane Ibrahim, founder Director of Bush Radio in Cape Town, South Africa and winner of the 2000 millennium year Prins Claus Award for International Development. In his summing up of the first ever Radio Forum, Zane Ibrahim urged those present to redouble their efforts to have the role of radio and its importance in raising the status of children recognised at the highest level. To further these aims, participants agreed to co-operate in setting up and establishing a formal structure for the Radio Forum as a group for the promotion, expansion and development of children's and youth radio. At the TWSMC Final Session, Sarah McNeill spoke for the Radio Forum group,

giving a brief summary of outcomes, stating that in a globalised media, radio has the technology to span the digital divide, and thanking the European Children's Television Centre for including radio at the Third World Summit.

## **8. INDIGENOUS PROJECT**

### **Bonnie Bracey**

George Lucas Education Foundation, USA

Indigenous Project Coordinator

### **Report to the Organizers of the 3<sup>rd</sup> World Summit on Media for Children**

In the work of the Indigenous Project at the 3<sup>rd</sup> World Summit on Media for Children, I feel we accomplished a lot. We had a small audience, but we got worldwide acclaim for our work. I know that if there was another conference we would have better attendance. I have had about 108 contacts about the Indigenous project since the event. We were supporting the work of UNESCO by putting a human face on the kinds of resources that are on the international web site.

### **The Objectives**

The objective of this project was to communicate ways in which the Indigenous People of the world use:

- Technology as Media
- Technology as a message to share their people with the world
- Technology used to preserve culture
- Technology used to unite scattered groups in their Diaspora
- Technology as a weapon to enter a world that discounts them, often using media to try to affect change, reversing their culture
- Technology as a linking tool in a convergence project

In many places in the world the media and new technologies are changing their world. We felt that they should speak to help change the world to create a vignette on their view of the world, and to understand the ways in which they use technology as media. We wanted them to have a voice at the summit.

Culture and cultures will play a powerful role in the world of the future. As this happens, people will have to learn more about culture and cultures in general, and their own culture in particular, if they are to function effectively in society and live creative, constructive and fulfilling lives.

Today, virtually every government and country in the world is involved in many measures to develop culture and cultures, from passing legislation to protect the heritage of history to executing plans, programs and policies to increase citizen participation in cultural life. Indeed, indicators of the importance of this work is the creation of the World Decade for Cultural Development and the World Commission on Culture and Development by UNESCO and the United Nations. Both these developments confirm the fact that culture and cultures are playing a more vital role in individual, institutional, community, regional, national and international affairs.

### **About Indigenous People**

The recognition of the relation between environment, sustainability and development has drawn positive attention to the ways of life of Indigenous People, their cultures,

land, nature and resource management, Indigenous sciences, knowledge and healing practices.

Development policies, strategies, projects and activities, however, often do not take into account the specific needs and capacities of Indigenous People. Therefore, Indigenous communities customarily resist to forcefully integrate into mainstream society and lose their cultural identity and distinctiveness in the name of "development" or go through development processes alien to their way of life.

[www.undp.org/csopp/CSO/NewFiles/ipabout.htm](http://www.undp.org/csopp/CSO/NewFiles/ipabout.htm)

### **Indigenous People have shared many resources with the world**

There have always been exchanges; the most chronicled among these changes recorded in old media is that of the time when the Old World and the New World, one came together as a result of Columbus's voyage.

The foods that the Indigenous People of the Americas gave the world were as good as gold: Chocolate, corn, tomatoes peppers, squash, and many kinds of potatoes and beans.

We can use technology to See, to Learn, to Understand all People of the World in new and exciting ways.

We used media to locate and share the place from which the groups came.

We showed resources helping to learn about Indigenous groups using media.

The Internet is an information resource.

### **Preserving Culture: A World View**

These were our presenters

Movies and Television: Treasure Boxes: The virtual Treasure Chest

Dr. Pierre Hoffman, Faust Film + Projekt GmbH, Germany

He presented a project titled "Big Treasure Chest for Future Kids". This is a cultural archive containing beautiful big treasure chests built by artists and craftsmen from areas of Indigenous People. The treasure chests are time capsules. They are addressed to those who will live in the year 2050. What shall they see, read, touch, hear ?

The speaker also focused on the Dalai Lama and the Culture Diaspora of Tibet. He also presented to us vignettes, a lens to share and show a bit of the treasure boxes , from Mexico, the Masaai and an Inuit village of the First People in Canada.

### **Results**

This is not a project that is on-line, this is a film project with involvement of the community of the children creating the project.

Dr. Hoffman has made important contacts for his work as a result of being presenting in the conference. He is in touch with attendees of the conference from Kuwait, and from Palestine, (he has to wait to do the project in Palestine because of the unrest there at this time). And he is continuing to talk to people who saw the presentation and who are still thinking about it. In the US he is in contact with INTERNATIONAL CHILD ART FOUNDATION, Washington, Mr. Ashfaq Ishaq they are still in negotiations at this time, but there is a big conference that they are planning to have the treasure boxes be a part of.

Dr. Michael Vetter is a filmmaker, living in the Mayan culture, he showed the beautiful films he has created to document their past: "The Lords of the Jungle". The Chiapas Maya have been outstanding in the use of technology to tell the world their story. There are compelling stories to share; there is wonderful, incredible footage of this work. The Maya still survive and, there, we will take a close look at the past, present and future of their culture.

The Chiapas Maya have used technology to tell their story of persecution to the world from the jungle.

Michael created a presentation that involved sharing the cultural heritage, and showing the resources of a people, the Lords of the Jungles, the Maya, because at this time they are under fire by the Mexican Government, and are being devastated because they are a cultural minority group.

The Chiapas Maya have used technology as a megaphone. It was especially of interest to present the Maya because there was a march the Maya were making to the capital of Mexico that happened days before the Summit. Michael Vetter brought a letter, which he left with summit organizers that was written for the children of the summit by the leader of the Maya protest. I do not have a copy of it.( but I can get it if you cannot locate it,)

### **Making Technology Work**

The National Indian Telecommunications Institute (NITI), USA, director of many projects for the Indigenous will present projects of the NITI which is a dynamic, native-founded and run organisation, dedicated to using the power of electronic technologies to provide American Indian, native Hawaiian and Alaskan native communities with extensive educational tools, assure equal opportunities for them and a strong voice in self-determination. This project also forms links to the Indigenous Conferences held every other year and Indigenous on-line resources.

### **Results**

Though Karen Buller usually only travels the Indian places of the world in and works with the Indigenous, she was reluctant to come. She made meaningful contacts with people in the conference. She and I continue to work among the Native Americans and Indigenous with a different international viewpoint.

The project he is doing is in Karen Buller's part of the world. I was invited to speak on the project in Greece, and they got funding for their work from the National Science Foundation. . Evans Craig has been invited to share the story of the Indigenous and the subsequent funding he got with the ISTE Minority Symposium. I am involved in their outreach for Native Americans. I am just back from Las Cruces, and Santa Fe, New Mexico.

First, I had more people who wanted to come to share the resources of the Indigenous than we had funding to bring. Because of this initial contact, we have been able to make a difference online, in real conferences here in the US, and in international conversations, and conferences about the Internet. Karen and I have been invited to three conferences and have made 6 presentations, the most important one being in Las Cruces, New Mexico, with a very large Indigenous and Minority population and the other was to be asked to create a project for ISTE.

### **Museum and Indigenous Distance Education**

Manorama Talaiver, Science Museum of Virginia, USA presented a museum approach to teaching about the Indigenous and projects on-line that reach Russia, Pakistan and India and resources for this kind of outreach. Museums hold cultural artefacts and create shows and lessons for teachers to learn about the indigenous. Example Cross Roads of the Continents, about the First People who live in Alaska, Russia, Canada and Siberia (Russia). She used new technologies to create the connections. Children from India, and Pakistan came by distance education to the Summit.

### **The Jason Project**

This is the work of Robert Ballard and his partners. Since he discovered the Titanic, children have followed him in expeditions as an active part of his discoveries while learning the use of technology has become a tool to direct "downlink" involvement (being able to see and communicate using satellite downlinks as the expedition studies a site). The Jason Project combines video, the Internet, an online academy for teachers, outreach workshops and specialized television links.

This year, the Jason Project returned to Hawaii with a focus on the Indigenous populations of the region while also integrating earth science, history, career education and technology. The project curriculum is on-line in streaming video as well.

### **Result**

This was the highest of technology, involving media, online academy, workshops in person, a curriculum, and a web site for involvement of the various people using the project. I can't give you any results, except that it did share the way in which projects have converged all of the technology.

### **The Rom ( International Indigenous )**

Alexandros Tsolakis, European Commission, Education and Culture, Greece, presented a piece on the Gypsies of Greece and Europe with some discussion of the roots of the ROM and their dispersal to other countries.

### **Result**

The round table that took place after the official meeting gave us ideas to create for funding. I created a project, which was an outcome of the informal and extended talk and sharing about the Gypsies in Europe. It was a project for funding. I gave the software, and the print out of the project to the staff. I do not have a copy of it, as the bag I had it in was taken from me in theft. I did give a printed copy to Alexandros Tsolakis, there was a copy left on the computer and I gave the disk to the staff. There are Rom all over the world, but with special groups that may be of interest in the Mediterranean. There is a culture that varies from group to group with some commonly accepted variables of thought.

### **Preserving Ancient Cultures, Bringing the Past Forward**

Dr. Eid Abdul Latif works in Cairo a e city that is mother to more than 16 million Egyptians, Arabs, Africans and other International groups. The march of history through this region has resulted in the peopling of the region by three distinct groups the Hamito-Semitic race that has peopled the Nile, The Berbers, the Bedouins, and the Nubians. Dr.Eid was tol present vignettes of these ancient cultures and their arts.

### ***Results***

Dr Eid was involved in a serious automobile accident. I do not know if he is recovered. He did not attend the Summit as he was struck by a truck on the way to the Airport. This would be a project that could be brought forward to the Mediterranean summit

## **9. CINEMA EVENT**

**European Cinema Film Association (ECFA)**

**International Centre of Films for Children & Young People (CIFEJ)**

### **Conclusions**

The 3<sup>rd</sup> World Summit on Media for Children was the first Summit to include cinema in its program. As representatives of the cinema working group, CIFEJ and ECFA were very proud to take part in the event.

Cinema is an important narrative audiovisual medium and therefore a basis for the media literacy of any kind. What we have to care for is the preservation of cinema's cultural authenticity. This is important for European countries as well as for other national cinematography open to international media markets. Children want to use media and especially cinema to rethink about themselves, who they are and who they want to be, what the future means to them and what they need to achieve. Authentic films that relate to children's own cultural backgrounds help them identify their own relationship to reality. The special atmosphere of cinema is that children see films together and are able to communicate about films to each other. This is the main difference between privately consumed audiovisual, whether it is cinema or other media.

Considering all this we believe in the importance of various workshops and presentations that make children familiar with films from their own countries as well as from neighboring countries and other cultures from all around the world. We support film education projects teaching children the language of cinema and how they can use it as an instrument for their own biographical development. We support projects that bring films to children who don't have access to cinema.

The cinema we have in mind cannot exist without the partnership of other media. The TV stations as well as video, DVD and Internet providers all around the world are important partners in the production, promotion and distribution of high quality films for children. Let us work together using different media to serve the best interests of children today and tomorrow.

## **International Centre of Films for Children & Young People (CIFEJ)**

### **CIFEJ's statement on its participation in future World Summits and Mediterranean Regional Summits 'AGORA'**

As was written in the conclusions of the cinema working group, CIFEJ was more than happy to be invited to participate in the very first World Summit that included cinema in its program. When it comes to capturing and exploring the multifaced nature and complexity of human existence, there is no medium that comes close to a film, and children's films should be no exception to that exploration.

This collaboration must continue and responsibilities taken by CIFEJ and its members must be increased, especially regarding cinema-related activities. CIFEJ is a network, which draws on the varied strengths of its diverse members and puts them at the service of children. Because no one profession predominates, the focus on the needs of children remains sharp. With 150 members in 53 countries, CIFEJ offers a place where North and South meet, where every child carries the same weight, where financial preoccupations do not yet set the agenda. It is also a modern organization, restructured in 1990 to deal with current realities, be they economic, political or ethical.

CIFEJ will always offer its complete collaboration on such important international meetings where every participant, every delegate shares our main concern: to promote excellence in films, television programs and videos for children and young people around the world, thus allowing us, as individual and as an organization to do our part in shaping the future for children, and with children.

## **10. ANIMATION EVENT**

**Martin Steppe**, Audiovisual Eureka, EU

**Petr Wagner**, Audiovisual Eureka, EU

### **Report for Coordinator's Committee**

Within the scope of the 3rd World Summit on Media, a major audiovisual event bringing together professionals from all five continents, with the aim of creating media awareness world wide and to demonstrate the emerging relationship between children's television and new media, Audiovisual Eureka was asked by the Summit organisers to chair the Special Animation Event and in particular to design and support a «Pan-European Creative Umbrella».

The Umbrella targeted professional animators from Central and Eastern Europe, and provided them with a platform upon which they showcased recent animation works. Participants have been identified through Eureka co-ordinators, in collaboration with ECTC and through the websites of Eureka and the Summit. An "open call" inviting all European animators, participating in the Summit has been published on the websites. On a surface of 70 sq. m., furnished with screening equipment, participants presented their works in scheduled screenings (approx 1 hour per country).

In the meantime they were showing their works non-stop on TV-sets NCR's. Both ways of presentation attracted big audience, participants were able to encounter the ideal audience for their ideas and projects and also discuss and share information with their colleagues.

The Special Animation Event of the Summit, co-designed with ECTC introduced to the Summit's audience various audio-visual professionals and their work in a set of panels, workshops and animation retrospectives. The programme was set up as a mix of lectures, interactive sessions and screenings.

All participants of the Umbrella have received a questionnaire (enclosed), which should help us to evaluate this action. We have received a positive feedback not only from animators gathered under our Umbrella, but also from other organisations and institutions, which have been actively involved in the Summit. Under the supervision of the Hellenic Audiovisual Institute (HAI) a "Commitment for the Future" has been prepared. -This declaration represents the conclusions of the lectures, studies and debates of the 3rd Summit. The draft version has been distributed during the closing session, all participants of the Summit will be asked for additional remarks and/or approval. After this "editing" period, the Commitment will be published as the official outcome of the 3rd World Summit on Media for Children and will represent a base for further works during the upcoming 4th Summit in three years. Mr. Faruk Gunaltay, on behalf of Audiovisual Eureka, has already during the Summit expressed to Mrs. Olga Kliamaki (HAI) full support to the Commitment and has ensured her that Audiovisual Eureka is sharing the values stated in this document.



**Takis Kyriakoulakos**

European Children's Television Centre, Greece

Coordinator of the Animation Event

**Animation Event at the 3<sup>rd</sup> World Summit**

**Animation Workshops** in cooperation with the Children's event:

AnimAction, The BOX, AB.Studio proposed several workshops to the children audience. Several short animation pieces were produced during these workshops and the young talented trainees presented their clips during the Animation Working Group Closing Plenary Session.

**Audiovisual Eureka Creative Umbrella**

A Pavilion of 72 square meters equipped with a video-projector and several screening facilities hosted European animators and children programming professionals. A Screenings program was available to the Summit audience, and children followed many of the proposed sessions. Slovenia, with the presentation of the work of the famous illustrator Marjan Mancek, Poland, with the salt animation clips by Aleksandra Korejwo, Czech Republic, with the puppeteers Vladimir Malik and Vlasta Pospisilova, and Russia, with creations by Natalia Fedossova and Anatoli prokhorov, amazed the children audience. Professionals from the Central and East European countries demonstrated their know-how and started several collaborations.

**Participants Of The Pan European Creative Umbrella**

Anri Koulev Andreev, Pencho Kunchev (Bulgaria), Jan Balej, Stanislav Zacha, Vladimir Malik, Vlasta Pospisilova (Czech Republic), Parn Priit, Raamat Rein (Estonia), Jankovics Marczel, Zsolt Richly (Hungaria), Dace Rozlapa, Janis Cimermanis, Maris Putnins (Latvia), Vaigauskas Henrikas (Lithuania), Adamczak Jacek, Aleksandra Korejwo, Galysz Leszek, Hieronim Neumann (Poland), Bogdan Chiran, Corneliu Ticu, Marian Ralea, Mihaela Dima (Romania), Anatoli Prokhorov, Garri Bardin, Fjodor Chitruk, Natalia Fedossova (Russia), Gabriela Klaucova, Katarina Minichova, Michal Struss, Ondrej Slivka (Slovakia), Marjan Mancek (Slovenja).

**History of Animation Techniques (60')**

Professor Michael Meimaris presented the video produced by ACM Siggraph and after the screening a session of questions-answers indicated a vivid interest of the participants in computer animation techniques.

**Interactive Fiction Lectures**

The session was cancelled: Jean-Noel Portugal (Dramaera) did not meet the Summit and Frank Boyd (BBC Interactive), although present during the other sessions, had to move back earlier due to tight flight schedules.

### **Virtual actors, virtual presenters**

This session highlighted several motion capture techniques by acclaimed professionals of the field.

#### **Participants**

Guillaume Hellouin (Sparx, France)

Stefan Liechter (Tevox, Germany)

Marc Miance (Attitude Studio, France)

Mark Brittain (Mangos Studios, Greece)

**Moderator:** Christian Jacquemart (Artefact, France)

### **Animated characters psychology**

Clifford Cohen proposed a 5 min video introduction on the subject and a panel of specialists described special case studies concerning TV animation programming. The debate was animated and the audience participated in a vivid manner.

#### **Participants**

Serge Bromberg (Annecy International Animated Films Festival, France)

Clifford Cohen (AnimAction, USA)

Junji Ito (Jext, Japan)

Theresa Plummer-Andrews (BBC, UK)

**Moderator:** Corinne Jenart (CARTOON, EU)

### **Background and Perspectives**

Since the beginning of our collaboration in the Animation Working Group, during the preparatory week of the Summit in June at AGORA 2000, we started with the idea that Animation is a universal language for children of all ages and all cultures.

Thanks to the support of Audiovisual Eureka, an international organization with 34 country-members and as associate members the Council of Europe and the European Union, we created a dissemination program to inform, educate and entertain the Summit's audience.

We created also a meeting place bringing together 40 animators and experts coming from 16 different countries in a Pan-European Creative Umbrella, another initiative of Audiovisual Eureka. Last but not least, we gave space, tools and directions to children who created their own animation workshops made by AnimAction, AB Studio and the Swedish Educational Broadcasting Company. These animations are now the property of the World Summit on Media for Children. We confirmed during this Summit the interest of children in Animation and we are willing to continue our dissemination effort for the next Summit.

We are strongly support the "Commitment for the Future" proposed by the organizers, because it goes in the direction of the recognition of the cultural diversity, making also the force and the originality of the Animation Medium. Animation is evolving

with the new technologies and the New Media, like Internet, will facilitate the diffusion of animated content. We will encourage every training activity giving to the professionals the opportunity to save their invaluable know-how to the new generations of animators. We commit ourselves to organize workshops and training sessions on important animation techniques during the 3 years leading to the 4<sup>th</sup> World Summit. One of our first dissemination actions will take place during the Annecy International Animated Films Festival and Market, where we will invite the Animation professionals to share their Art with other Media professionals and the Children during the next Summit (Rio, Brazil, 2004).

## 11. CHILDREN'S EVENT

### **Vicky Georgiadou**

Children's Media Development

Coordinator of the Children's Event

The Children's Event was one of the parallel activities dedicated to the young delegates of the Summit. Over 100 children from 18 countries as well hundreds from the city of Thessaloniki had the opportunity to participate in the media education workshops and screenings designed by media literacy specialists from around the world.

#### • **KIDS FOR KIDS 2001**

**128 films** made by children were submitted in this year's KIDS FOR KIDS, a special event of the Summit which –for the first time- functioned as a global event (up until 2001 the Festival was strictly European).

Out of the 128 films, 83 were animation, 27 fiction, 7 documentaries and 7 represented the last category of the Festival, which included all other genre.

This year's festival theme, "2001 ideas", was inspired by the effect of Globalisation in children's life.

Youngsters aged between 13 and 15 years from all over the world were invited to submit their own video production. The videos had duration of maximum 5 minutes. The kids worked on different format (VHS, S-VHS, Hi8, etc), on their native language.

There was a pre-selection of 20 films that took part in the festival competition. A professional jury as well as a kids' jury in the award ceremony that made the starting point of the Summit awarded the winners of each category. Information about the festival programme, submission form, regulations and rules of the video competition are available on-line.

The rest of the videos participating in the festival competition were presented in the Kids for Kids Video Kiosk, set in the Technology Playground.

Festivals co-operating:

- **Amandus Film festival**, Norway
- **Visions of Lights**, 11 Nordic/Baltic countries
- **Young European Animators Connection** (includes these festivals: Laon Intl. Film Festival for Young People, France - European Festival, Italy - Oulu Intr. Children's Film Festival, Finland, Ales Film Festival, France)
- **ASIFA Workshop Group (AWG)**
- **Up-and-coming" festival**, Germany
- **Riverside Education Centre**, Canada
- **The International Student Film festival**, Connecticut

### • **VIDEO KIOSK**

During the Summit, children participating in the Kids for Kids Festival were the hosts of the VIDEO KIOSK based in the Technology Playground so as to present and discuss their films with the Summit's delegates. The Summit provided a compilation video of the best films on Beta masters for those interesting in broadcasting them in their countries.

### • **CINEMA SCREENINGS**

Special screenings for the young participants were held in OLYMPION CINEMA in PAVLOS ZANNAS screening room.

The objective of the Cinema working group that organised the screenings was to make young viewers aware that Cinema is an art defending authenticity and uniqueness of expression. The Cinema activities within the Summit suggested an overview of the cinematic image addressing young viewers.

Yet, the screenings did not attract many young viewers probably due to the fact that the venue of the screenings was outside that of the Summit. As for the local audience, the programme (all films were scheduled until 18.00 pm) as well as the promotion of the event did not help attracting local kids.

### • **TECHNOLOGY PLAYGROUND**

A place specially designed for kids from 7-16 year old, where they experimented, played and discovered the incredible world of media and interactivity. Media specialists and professionals from all over the world brought to Greece innovative workshops and products. The kids created their own media projects and expressed their point of view on the world of multimedia using their artistic spirit, their fantasy and their general knowledge. The Technology Playground was the cultural exchanging point for all those kids from all the continents.

### **TEVOX**

The character of the TEVOX workshop was welcoming the kids to the Technology Playground. TEVOX has created a combination of software and high- tech hardware that allowed children, to control a sophisticated and sympathetic virtual character only via joystick and microphone. Although the character can be played with interactively, and although it will react to joystick manipulations like a digital marionette, had its own life and surprised the visitors by having its own will. The TEVOX character especially surprised the local kids. Interactive characters are still to be seen in Greece...

### **ABC LINK UP**

The ABC World Link Up Youth Booth provided student guests at the Summit the ability to instantly participate in World Link Up and learn web creation skills through a web based interactive activity allowing participants of the 3<sup>d</sup> World Summit the ability to express their personal concerns and aspirations via the World Link Up web site live from the Summit.

### **BBC Workshop**

BBC offers multimedia packages for pre-school and school age children in a special workshop, open to all the kids participating in the Summit and to all the kids from the local schools visiting the Technology Playground.

### **ELLIOT AND FRIENDS WORKSHOP**

The mission of Elliot and Friends is to enlighten, educate and entertain children through interactive technology. Blending education and storytelling, animation and on line activity, Elliot and Friends challenge children to take responsibility for the Earth.

EiNews, Elliot's interactive Newspaper by children for children. EiNews promotes reading and writing. The Online Newspaper promotes timely, age appropriate news. Elliot's Interactive World invites children in scheduled distance learning opportunities and satellite calls with Mote Marine Whale and Dolphin Hospital in Florida, Wildlife Way station in California, CAMELL Expedition in Australia and Trans Oceanic Solo Row.

The kids experienced a big variety of interactive games and multimedia activities, like the Multimedia Mural activity, based on mixed media and art. E

The kids had the opportunity to talk and play with the Elliot puppets.

All the programme of Elliot and Friends was made especially for the kids who really wanted to obtain a multicultural experience and knowledge on the evolution of the World.

### **INTEL IMMERSIVE EDUCATION**

This workshop is designed as an international classroom presenting interactive educational packages, combining learning and fun. The special project of Kar2ouche is an interactive game, which takes the kids to a time trip in a Medieval Village.

### **THE WORKSHOP OF LUCAS FOUNDATION**

Lucas Foundation presented a special interactive workshop, in which the kids got trained through various web games.

This workshop needs a special preparing of the kids before the main game. It is based in new educational methods, which stimulate the kids to learn and be active by using the New Technologies.

### **YOUR EARS CAN SEE**

The kids in the Playground had the chance to experience the eternal power of communication in the radio's world, through a beautiful and romantic play with marionettes.

"Your Ears can see" is a play, which combines different pedagogical resources to promote the radio like the best screen in the world. The story is simple but the emotions strong and various.

Two marionettes listen to an old radio. Suddenly this radio starts to live and its spirits (radio language) start to express their feelings and interchange with the audience. The atmosphere is magical.

In an ambience of new technologies and interactivity, the traditional media show their power through an artistic expression.

#### **ATR NEURO-BABY**

Neuro Baby ‘lives’ within a computer and communicates with others through its response to inflections in human voice patterns. Neuro-Baby is reborn every time the computer is switched on, and it departs when the computer is turned off. Neuro-Baby’s logic patterns are modeled after those of human beings, which make it possible to simulate a wide range of personality traits and reactions to life experiences.

#### **ACTF KAHOOTZ**

KAHooTZ is a portal intended to bring together kids, teachers and eventually parents connected to their kids.

The kids, divided in groups, learned how to use their creativity through the interactive world, by making stories, creating music and special games.

This workshop had pre-registered kids prior to the Summit. Yet, the workshops were open to all kids participating in the Summit or visiting the Technology Playground.

#### **KAHOOTZ’S Schedule**

##### **March 23 - Orientation Meeting**

Meeting with ten children and demonstrating KAHooTZ to them.

Ten kids also met the two ACTF children who helped out at the KAHooTZ demonstration as mentors. Creation of a roster for each of the four days where the ten kids were split into two groups (5 children in each group). Each of the four days both groups (one in the morning, one in the afternoon) were rostered to attend the KAHooTZ area for 60-90 minutes each day. Children were shown what type of activities they would do each day. They will involve in making stories, creating music and making games.

##### **March 24 - Creating Stories**

Group One spent time with ACTF staff and children created stories using KAHooTZ.

##### **March 25 - Creating Games**

Group Two spent time with ACTF staff and children created games using KAHooTZ.

##### **March 26 - Sharing Content**

Both groups spent time with ACTF staff and children sharing content they have developed.

#### **• THE ANIMATION WORKSHOPS IN THE PLAYGROUND**

For all the kids who have an artistic interest and they have developed creative skills, the Technology Playground offered three Animation Workshops, where traditional and new animating techniques are used. Papers, colours, plasticine, and other materials took life and became beautiful figures made by kids.

**AB STUDIO, Latvia:**

AB.Studio is an award-winning studio based in Latvia, specialised in puppet animation. AB.Studio proposed to the children audience at the 3rd World Summit to animate five puppet characters in order to create a short film of 20 seconds with an original scenario exclusively made by 2 groups of children.

This kind of workshop with puppets awakes the children's theatrical creativity.

**ANIMATION, USA**

AnimaCtion is an American company, based in California specialising in the organisation of animation workshops with children. During workshops two groups of children, with fundamental drawing and colours skills, were guided to create their own short animation.

The technique is simple, so that the children could focus mainly on the subject of their animation projects.

**THE BOX, Sweden:**

THE BOX, a kiosk-like friendly environment providing to kids tools for drawing and animation. A studio Box provides many advantages. It is illuminated by four fluorescent lamps, which last a long time and give off little heat. The camera is screwed into its ceiling, and the floor of the box is where the pictures and figures are placed. A studio box has everything you need in one convenient package. Creative attitude is encouraged, but at the end of the show, trainers and trainees shared fun.

**• KTV Offered To All The Kids A Sweet Surprise**

In the Technology Playground the kids from all over the world had the opportunity to taste a very unique and traditional candy, which is called 'Grandma's Hair'...

**THE GUEST STAR Of The Technology Playground**

The world famous SESAME STREET came to the Playground with a very funny and beloved representative: the Cookie Monster! This monster, which has been the best TV friend of many kids in all over the world, was walking around and play with the children.

**• CHILDREN HAD THEIR SAY**

The organisers of the Summit encountered an interesting ..."problem". Although the kids had the opportunity to play and create at the Technology Playground and although the 3<sup>rd</sup> Summit was actually the first to host so many kids from around the world, the kids felt "left out". They wanted to be heard during the sessions. The fourth day of the Summit, the organisers gave the floor to the young delegates who discuss their own views on media.

Their charter will soon be announced in the Summit's website ([www.3rd-ws.org](http://www.3rd-ws.org)).



## **12. THE 3<sup>rd</sup> WORLD SUMMIT ROAMING REPORTERS**

**Miomir Rajcevic**  
Serbian Broadcasting Corporation  
**Roaming Reporters Event Coordinator**

The Roaming Reporters Project of 3<sup>rd</sup> WS is the perfect idea born as the compilation of many years of work of ECTC. ECTC was gathering for long time in the past the professionals from many countries, not only from Europe, what made possible exchange of experience in their work with children originated from different geographical and economical backgrounds. Besides that, ECTC communicates with all institutions of importance in the world dealing and involved in media, media education and problems of children in general. It is important to emphasize the trend of getting better known and involving the new technologies for education to all children of the world. I consider the project successful in total. It, also, has to be the basic model for the future projects as proved to have great contribution to the initial and further communication of children all around the world. That is the condition and will result later in their active cooperation.

1. It was the utmost satisfaction to follow the children from nine countries adopting swiftly for them not well known technologies (both hardware and software), and at the same time forming international teams functioning with great efficiency on requested tasks.
2. Besides the shown ability for high quality teamwork, the children spontaneously performed the need for friendship, willingness to help each other. And, what is the most important, they were spending together with joy and enthusiasm a lot of free time after their daily “duties”/tasks were over.
3. It is of great importance that the project Roaming Reporters left after concrete result of their work: more than 20 hours of filmed TV material, successfully made TALK SHOW in studio, several dozens of interesting interviews and reports on different topics.

In my opinion the Roaming Reporters Project of 3<sup>rd</sup> WS had shown the right way of involving the children in activities of grownups. I recommend above project to be incorporated in all future manifestations.

