

3<sup>rd</sup> European Award of Excellence

# »City for Children«



# 2011

## Call for Submission

## Media Education



STUTTGART



Robert Bosch Stiftung

# European Award of Excellence

## Initiators

**Dr. Wolfgang Schuster**  
Mayor, City of Stuttgart



Education policy needs to focus on media because children and adolescents increasingly learn and communicate through web based media technology. Child friendly cities stand out by providing media education to all their children because urban life depends on the generations to come.

**Frédéric Vallier**  
Secretary General, Council  
of European Municipalities  
and Regions



A quote by Æsop states "language is the best and the worst of all things". The same applies to modern technology as it empowers citizens, allowing them to use the media in an interactive way. But as Æsop suggested, people should learn how to separate the best from the worst. It is thus the responsibility of city leaders to explore new ways of empowering citizens through media education.

**Verena Ennemoser**  
District Councillor, Graz, Austria and  
member of the European Network  
Cities for Children



Children are the future of tomorrow! As local politicians it is our duty to create an environment that takes children into consideration. Public institutions have to take into account how their decisions affect our society's youngest. It is also important to support families through fitting childcare to allow for a familial cooperation.

**Gerhard Stahl**  
Secretary General,  
Committee of the Regions



Communication is an essential part of our society. New media offer new possibilities to share information, but they also require new skills to be able to join in. All institutions dealing with education must respond to such challenges. In the framework of "Cities for Children 2011", I look forward to best practices from all over Europe implementing and sharing new approaches in media education.

**Ian Micallef**  
President a.i. of the Congress of  
Local and Regional Authorities  
of the Council of Europe



The information society provides tremendous opportunities for our children. Our challenge is to ensure they acquire the skills to make full use of these technologies while protecting them from harmful content.

**Dr. Ingrid Hamm**  
Representative of the  
Robert Bosch Stiftung



One of the most important challenges faced by the young generation and their parents today is the development of the media and the countless applications they offer. Communities and local authorities must cope with these advancements. Their role is twofold: for one, they have to support media usage by expanding media infrastructure. Yet they also have to prevent misuse of media by enabling parents to establish rules of sensible usage. Media education should also become an integral part of school curricula. Local authorities can work towards this goal at their level.

***Your city is invited to join: enter the competition with your best projects and make your innovative ideas for children and families known across Europe!***

# »City for Children« 2011

## 1. Aim

In view of the demographic transformation which is currently in progress, a sustainable paradigm shift is called for throughout European society: One which will place family policy and child-friendly framework conditions firmly at the focus of all political policy. Because it is only with children that our cities will be competitive and maintain their vitality in the future.

The fact that there are no easy answers or patent remedies to make our cities and our urban communities more child-friendly makes it all the more important that we exchange experience gained through political strategies and their practical implementation in the urban environment. It was this thinking that prompted the launch of the European Award of Excellence "City for Children" in 2008. Every year, European cities will be honoured for the successful implementation of outstanding projects aimed at children and young people in different policy areas, ranging from education to health and safety issues, the design of outdoor play areas, the integration of young and old and to achieving a balance between work and family life. By directing the public spotlight at the issue of child- and family-friendly policy and attitudes throughout Europe, the aim is to pay tribute to successful, innovative and cost efficient initiatives and thereby encourage other cities to follow positive examples from practice.

## 2. Award Topic

Virtual class rooms, cyber bullying, and mobile uploads – the life of children and adolescents is increasingly influenced by web based, so-called new media. Thus it is necessary to focus on media education and make it a central issue in the educational plan for children and adolescents. The European Award of Excellence 2011 therefore focuses on the topic of media education.

## 3. Categories

Media education is a task for society as a whole. A child-friendly city stands out by the fact that the municipalities take on a central networking function in the instruction of media competence.

The following two Award categories have been selected:

1. Participation and Competence: Children should actively involve in political and social processes. Therefore, they need to learn how to independently, safely and responsibly move and express themselves in the virtual space. Municipalities can secure instruction for children and adolescents.
2. Parents and teachers as tutors: Children need competent parents and educators who can support and protect them in their using new media. It is the municipalities' responsibility to provide further education for parents and teachers and to foster their collaboration with children and adolescents.

## 4. Selection Criteria

The submitted project must already have been implemented in your municipality.

- Innovation
- Expected yield
- Acceptance by users
- Degree of participation
- Transferability to other municipalities
- Publicity strategies
- Sustainability

## 5. Participants

European cities with more than 100,000 inhabitants are invited to apply, also in cooperation with organisations, associations, institutions, companies, churches and other partners who are involved in running or organizing the projects on the ground.

## 6. Jury

The selection process will be performed by a panel of experts and representatives of the initiators.

The Network Cities for Children is represented by the City of Graz, Austria.

## 6. Award

The jury intends to present one award for each of these topics. In the case that projects are deemed to be of equal merit, several awards may be conferred. The flagship projects will be presented with the European Award of Excellence in the form of a sculptured trophy donated by the Trumpf Group and a certificate issued by the initiators at a festive evening event attended by prominent persons from politics, industry and society on the 6th of June in Stuttgart. The prize-winning cities will be invited to deliver a presentation of their successful projects as part of the 5th Annual Conference of the Network Cities for Children on 6th and 7th June 2011.

The 3<sup>rd</sup> European Award of Excellence is supported by the Robert Bosch Stiftung.

## Application Procedure

Every city may apply with one flagship project. The application form must be filled in completely and submitted by post to the Cities for Children Coordination Office. Incomplete application forms cannot be submitted to the Jury. In parallel, the application form is to be sent via e-mail. Supplementary illustrative material such as photos, DVDs or plans should be sent by post only.

Applications must be submitted in English.

The application deadline is **1<sup>st</sup> December 2010**. The date of receipt stamped on the application by the Cities for Children Coordination Office is authoritative.

**No right of legal recourse exists.**

**Application period: 1<sup>st</sup> September – 1<sup>st</sup> December 2010**

**Forms for download: [www.citiesforchildren.eu](http://www.citiesforchildren.eu)**

**Contact:**

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Commissioner for Children's Affairs: Roswitha Wenzl

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