

OPEN CALL: Evens Foundation grants for European media literacy projects

‘How to involve parents in the media education of children’

The [Evens Foundation](#) aims to stimulate efforts to increase media literacy in Europe – mainly by raising critical awareness of the media and by encouraging media creativity. Both of these contribute to the development of highly aware, active and responsible citizens. The Foundation subscribes to the European Commission’s view of media literacy as “an extremely important factor for active citizenship in today's information society, as literacy was at the beginning of the twentieth century”. The Foundation continues to support a selection of European projects that contribute to raising the media literacy level of European citizens. After the great success of its publication ‘[Media Literacy in Europe: 12 good practices that will inspire you](#)’, the Foundation decided to publish a second media literacy magazine in 2015. Again, we will highlight 12 good European practices that can inspire others with their work, but this time we will exclusively focus on projects that actively include parents (and grandparents) in their media educational activities.

We are (non-exclusively) looking for projects that:

- Empower parents to question, evaluate and discuss the media within their household
- Create awareness among parents that the same ethical rules apply on the Internet as in real life
- Guide parents how to introduce their children to digital media (smartphones, tablets...)
- Teach parents and children (together) the mechanics of the new media
- Raise parents’ interest in and understanding of the media activities of their children

Any projects with a similar focus (and that fulfil the criteria listed below) may be submitted.

The Evens Foundation believes that media education is part of the general education of children, and thus a responsibility that cannot be entirely outsourced to schools or (informal) learning organizations. The scope of this call, therefore, includes European media literacy projects that actively involve (grand)parents. An external jury will select six projects for a grant of €6,000 each. These projects will also be highlighted in the upcoming publication of good practices.

CRITERIA

- This call is open to European media literacy projects that allow for an active role by (grand)parents, regardless of the age of the children.
- All media literacy projects that involve any type of media, any kind of output, and any educational and / or didactical methodologies are eligible.
- Only ongoing projects in existence for one year or more (since 1 March 2013 at least) can apply.
- The grant will be used to further develop the submitted project or to create a new dimension to it.
- The project must be submitted by a registered organization, association or institution based and working in the European Union.
- The applicant organization operates in conformity with [the Mission](#) of the Evens Foundation and the Values of the European Union (Art. 2 of the consolidated version of the Treaty on European Union).

APPLICATION

- Candidates should electronically send a presentation of four pages max., in font Times New Roman, size 11.
- Because of the international character of the external jury, all presentations must be submitted in English.
- Presentations must contain the following information:
 - ✓ Name, type and founding date of the submitting organization
 - ✓ Contact details
 - ✓ Project title and starting date
 - ✓ Project summary in 5 lines
 - ✓ Main goal(s) of the project
 - ✓ Role of parents in the project
 - ✓ Target group description
 - ✓ Media type(s) used in the project
 - ✓ General project description
 - ✓ Results achieved so far
 - ✓ Project budget summary
 - ✓ Brief description of how the grant will be used

PROCEDURE

- All presentations should be submitted electronically **before 1 July 2014** to Tim.Verbist@evensfoundation.be
- Photographs and / or promotional materials may be sent separately. Extra documentation that cannot be emailed may be sent to:

Evens Foundation

Tim Verbist

Stoopstraat 1/5

2000 Antwerpen

Belgium

- Jury deliberations will take place in September 2014. Selected projects will be informed soon after.
- Organizations that accept the grant agree to collaborate with the Evens Foundation in the presentation of the selected project in the upcoming publication of good practices.