

<http://www.mdbr.it/en/component/k2/item/21-eco-animation.html>



*Eco-Animation* is a European project that aims at the production of three fun animations. With the help of the main characters, children will learn that they too can make positive changes that make a difference to our natural environment.

[EcoAnimation](#), developed from January 2009 to January 2011, is supported by the EU's LIFE+ programme and Explora along with partners Business Solution (project coordinator), Griffilms, WWF European Policy Programme.

With the help of leading environmental experts, children's museums, educators and children from five European countries and the backing of the European Commission, the project took a holistic approach to production of the cartoon animation [My Friend Boo](#). With input from all partners, the animators created visuals and storytelling techniques that will awake the interest of television's youngest audience on: this incredible resource, climate change, and water conservation. The cartoons are addressed to children from 5 to 8 years.

Thanks to its coordination skills, Explora has created a network of European Children's Museums and has coordinated their work. 100 children per country were involved in the project:

- Technopolis in Mechelen, Belgium
- Artland in Sofia, Bulgaria
- Imaginosity in Dublin, in Ireland
- Parkminiatur in Lodz, in Poland

The 5 Museums have coordinated the work of 5 primary schools that have taken part in focus groups, during which they have collected input, opinions, thoughts and knowledge on the 'Water' issues. Further inquiries have been carried out through the collection of feedbacks on the cartoon of children's parents and opinions of teachers on the teaching pack and activities scheduled in class.

The cartoon that was launched on March 22nd 2010, have been also promoted during weekends at the Museums when screenings for visitors and families have been arranged.