

European Award of Excellence

»City for Children«

2011

Application Form

Media Education



STUTTGART



Robert Bosch Stiftung

European Award of Excellence

Application form

Please complete in English.

The documents can be accessed on the European Network Cities for Children website:

www.citiesforchildren.eu.

I am applying for the European Award of Excellence on the topic "**Media Education**"

1. Information about the applying municipality

1.1. Legal representative:

Department / Institution: _____

Surname / first name and function
of the legal representative: _____

Street: _____

Post code, city: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

1.2. Contact partner for your application:

Surname / first name, function: _____

Fon: _____

E-mail: _____

1.3. General information about the municipality:

City: _____

Country: _____

Number of inhabitants, surface area: _____

Number of households with members under 18 years of age: _____

Information on the work of the municipality in relation to children and young people and the demographic change (no more than 2 DIN A 4 pages, font size 12):

»City for Children« 2011

1.4. Information about the allocation of media education in the formal education system in your country

Short description of the allocation of responsibilities regarding media education in the formal education system of your country, including the formal responsibilities of the municipality in the field of media education.

2. General information about the project

2.1. Project name

2.2. Initiating department

2.3. Project partners

2.4. Website of project, department or city

2.5. Implementation period

2.6. Costs (both procurement / investment costs and running expenditure)

2.7. Financing

2.8. Summarized description

Please sketch out an outline of your project detailing the following points (no more than 1 DIN A 4 page, font size 12):

- What aims did you achieve?
- Which target groups does your project address?
- Subject matter and execution of the project
- What do you believe are the special characteristics of your project?
- Why would you call yours a successful project?

3. Selection criteria

(no more than a ½ DIN A 4 page per criterion, font size 12)

3.1. Innovation

- a. What makes yours a cutting edge project?
- b. In which way has your project created added value?
- c. Which other aspects do you consider of particular importance in this context?

3.2. Expected yield

- a. How do you measure the gain of your project in relation to your investment?
- b. Did you succeed in finding sponsors and additional funding for your project? If so, for which period?
- c. Which other aspects do you consider particularly important in this context?

3.3. Acceptance by users

- a. To what degree do children and young people make use of the facilities offered by your project?
- b. Have your expectations as regards utilisation frequency been met?
- c. Which other aspects do you consider particularly important in this context?

3.4. Degree of participation

- a. Which social groups have been involved in the planning and execution of the project?
- b. Which participation methods were used?
- c. Which other aspects do you consider particularly important in this context?

3.5. Transferability to other municipalities

- a. Is the implementation of your project dependent upon conditions special to your community?
If so, what are these?
- b. Has your project already been imitated by others?
- c. Which other aspects do you consider particularly important in this context?

3.6. Publicity strategies

- a. What measures do you put in place to ensure public awareness of your project?
- b. What is the media response to your project? (e.g. newspaper articles, TV coverage)
- c. Which other aspects do you consider particularly important in this context?

3.7. Sustainability

- a. What criteria do you use to judge the long-term success of your project?
- b. If you were to step down from the project, could it continue without you?
- c. Which other aspects do you consider particularly important in this context?

Please include two photographs of the project with your application for the documentation, preferably on CD-Rom.

Legal notes:

I hereby declare with my signature that the information submitted is correct to the best of my knowledge. If the submission is successful, at least one representative of the city will attend the award ceremony in Stuttgart on **6th June 2011** and deliver a presentation of the project.

The applying city consents to the publication of the submitted work within the framework of the European Award of Excellence "City for Children".

The applicant hereby confirms the necessary authorization to use all pictures, text, architectural plans, online media, CD productions, video files etc. submitted with the application to which copyright rules apply.

Plans and pictorial material which is not intended for publication must be marked separately when submitting the application documents. Possible claims by third parties cannot be accepted by the City of Stuttgart for publication as part of the competition documentation (such as press releases, documentary brochures, mobile exhibitions etc.). Any such claims must be met by the applicant.

Place, Date

Legally binding signature of the Mayor or the
Legal Representative of the city and stamp

Name and function in block capitals