

5th EVENS PRIZE FOR MEDIA EDUCATION, 2017

CALL FOR SUBMISSIONS



A CRITICAL ATTITUDE TO THE MEDIA

The fifth Evens Prize for Media Education will reward a project that helps young people, aged 12 to 18, to develop a critical attitude to the media. Any European project that enables young people to question, analyze and evaluate the media, in non-formal or informal learning contexts, can apply.

Media literacy is a key competence nowadays. It serves us in many aspects of our daily lives: It acts as a foundation for constructive and participatory citizenship; it enables us to create ethical and well-produced media messages; it supports our cultural awareness and tolerance; it simplifies our lives if we have acquired the necessary technical skills... and, above all, it helps us in filtering, questioning, analyzing and evaluating the constant stream of media messages that come to us non-stop.

This call for entries focuses on the latter competence. Today, young people are extremely vulnerable to manipulation by the media. Within the constant stream of media messages (24-hr news cycle, endless feeds on social media platforms, specialist sites, etc), false and manipulative information is no exception. From all sides of the ideological spectrum, false media messages are constructed and distributed to influence thoughts, opinions and even behavior. On top of that, there is an increasing number of online hatemongers whose main objective it is to polarize society into competitive or even enemy groups, with growing extremism and radicalization as a worrisome result.

The Evens Foundation believes that media literacy is one of the ways of tackling this problem. If we want young people to develop a critical attitude to the media and all its messages, and to become better equipped to recognize disinformation and propaganda, it is vital that they be empowered to find answers to the five key questions of media literacy (as defined by the [Media Education Lab](#)):

“Who is the author of the message and what is the purpose? What techniques are used to attract and hold your attention? What lifestyles, values and points of view are represented? What is omitted from the media message?” Actively seeking for an answer to these, and other, questions will lead to a better understanding of how media function and, as a result, to a more critical attitude to the media.

This call, therefore, is aimed at European initiatives that creatively address these issues, together with the target group of young people. Given the inherent, well-documented limits of formal education, which do not meet the needs of learners in certain socio-economic groups or geographic locations, or due to language and social barriers, this call focuses exclusively on projects in informal or non-formal learning contexts.

In the light of the above, all initiatives that contribute to the development of a critical attitude to the media among young people aged 12-18, in informal or non-formal learning contexts, whether they involve research, raising awareness, education, productions or other effective methods, are eligible for this prize. Organizations can only submit an ongoing project.

An external international jury will assess all the proposals and select the laureate(s). The winner(s) will be invited to the Award Ceremony during the next Media Meets Literacy conference in May 2017. The prize money of 25,000€ can be used to further develop their project.

CRITERIA & RULES

1. Regardless of the educational method used, projects must aim to develop a **CRITICAL ATTITUDE** to the media among young people aged 12 to 18 years.
2. Only **INFORMAL** or **NON-FORMAL LEARNING PROJECTS** are eligible.
3. Projects must be **ONGOING**. Proposals to add a **NEW DIMENSION** to this current project are also welcomed.
4. The proposal starts from a well-defined **DIDACTIC METHODOLOGY** in accordance with the overall objectives.
5. The proposal contains a **CLEAR** and **TRANSPARENT BUDGET**.
6. The project will be **EVALUATED**. The Evens Foundation may share with interested organizations the final evaluation report and lessons learned.
7. The project is **TRANSPOSABLE** to other contexts.
8. The proposal is submitted by a registered organization, association or institution based and working in the **EUROPEAN UNION**. Each organization can submit only one proposal.
9. The organization operates in conformity with the **VALUES** of the European Union (Art. 2 of the consolidated version of the Treaty on European Union).
10. Shortlisted projects will be **VISITED** between October 2016 and February 2017.
11. There will be no correspondence about the decisions of the nomination committee and the external jury.
12. Questions about this call will only be answered up to 27th June 2016.

The prize money of €25,000 will be awarded by an external international jury of experts and the Evens Foundation.

SUBMISSION DETAILS

- Project proposals must be submitted along with the Application Form, available at www.evensfoundation.be, before **16th August 2016**, to tim.verbist@evensfoundation.be.
- Extra documentation that cannot be emailed may be sent to:
Evens Foundation, Tim Verbist, Stoopstraat 1/5, 2000 Antwerpen, Belgium
- A shortlist will be drawn up by 15th September 2016. Visiting of the selected projects will take place between October 2016 and February 2017.
- Jury deliberations will take place in March 2017.
- Award-winners will be invited to the Award Ceremony in May 2017.