



The Medea Awards: New Tools for Valorizing European Educational Media Production

Eleonora Pantò¹, Sally Reynolds², Mathy Vanbuel²

CSP Innovazione nelle ICT¹ (Italy), ATiT² (Belgium)

eleonora.panto@csp.it, sally.reynolds@atit.be, mathy.vanbuel@atit.be

The annual MEDEA Awards began in 2007 as an annual competition to recognise excellence in the production of media to support learning. While the idea of organising an annual competition is not a new one – there are now literally 100's of competitions in the field of technology supported learning – it was always conceived as a way in which interest in the topic of media-supported teaching and learning could be brought together to enhance knowledge and support networking on this topic.

Since 2007, the number of activities around the awards has grown and now includes regional workshops and training courses, a monthly multilingual newsletter, an annual international conference, a growing database of resources and lively communities of people engaged in various social networks related to the Media & Learning topic. Plans are in place to launch an independent, not-for-profit legal entity to support activities in this community in the latter part of 2012 and several European projects have been funded under the Lifelong Learning Programme to help support the work of this growing network.

However the heart of this community is still the annual awards scheme, which provides an opportunity to discuss and celebrate what is meant by excellence in this field in a very practical way based on the entries and new participants they attract on an annual basis. The awards scheme also provides a constant flow of new and enthusiastic proponents of media-supported learning who provide excellent examples and case studies as well as know-how and experience, which adds to the wider MEDEA community.

The 2012 edition of the MEDEA Awards website was launched on April 16: this year's main awards are the MEDEA Award for User-Generated Educational Media 2012 and the MEDEA Award for Professionally Produced Educational Media 2012. In addition, there will be a Special Prize for European Collaboration in the creation of Educational Media 2012 supported by the European Commission's Lifelong Learning Programme and a Special Prize for Educational Media Encouraging Active Ageing and Solidarity between Generations 2012 that is being organised in collaboration with the European Year for Active Ageing and Solidarity between Generations. An additional Special MEDEA Jury 2012 Prize may also be awarded at the discretion of the MEDEA jury. The submission Deadline Closing 17 September 2012 and entry forms are available in English, French, German, Italian, Spanish and Polish while entry materials are invited in any language. Entry to this competition is free and prizes of hardware and/or software will be awarded along with the MEDEA Statuette and commemorative medals. All finalists will be invited to take part in the Media & Learning Conference 2012 in Brussels which includes the MEDEA Awards Ceremony. This conference, being organised in collaboration with the Flemish Ministry of Education, will take place 14-15 November in the Flemish Ministry of Education Headquarters in Brussels.

References

[1] MEDEA Awards – the main website <http://www.medea-awards.com/>

[2] MEDEA:EU - Dissemination action 2008 – 2011 involving UNI-C, Denmark, IADT, Ireland and ATiT, Belgium – see: <http://www.project-medea.eu/>

[3] MEDEA2020 – Dissemination action 2010 – 2012 involving CSP, Italy, FOZ, Poland, University of Lorraine, France, CECE, Spain, IADT, Ireland and ATiT, Belgium see: <http://www.medea2020.eu/>

[4] MEDEAnet – ICT Network action 2012 – 2014 involving MFG, Germany, Ministry of Education Flanders, Belgium, Ministry of Education, Greece, ActiveWatch, Romania, EducationGroup, Austria, EITF, Estonia, ITPIO, Bulgaria and ATiT, Belgium see <http://www.medeanet.eu>