

Mediae/Just Ideas proposal to European Union

Invitation to potential partners

Mediae and Just Ideas are planning to submit an application to the EU Non State Actors in Development - Development Awareness Call for Proposals which will be invited in October, 2011. The project will be a roll-out to other schools in the UK and in two other EU member states of the highly successful Makutano Junction pilot project. Over three years 125 secondary schools in England used Kenyan TV soap opera Makutano Junction as a stimulus for learning about development and exploring their role in a global society. EU funding will be sought to develop and extend this opportunity to older primary school students in the UK, and school students in two other EU member states. Participant groups in the project will use video, email, skype and face to face opportunities to share their experiences of working with Makutano Junction with each other, and also to share it with young viewers in Kenya.

There will be a research element which will look at the efficacy and impact of using TV drama to increase understanding of development issues in the three participating countries, and using different approaches. Research will be led by London's Institute of Education. A key component to this will be identifying a Kenyan evaluator who will work alongside the Institute and will be integral to the research design and process.

The programme will have **three geographical strands**:

1) In the UK it will focus:

- a. Working with Development Education Centres, developing Makutano Junction resources suitable for Year 6 primary school students. Issues to include rights, responsibilities, bullying and inclusion as a way of exploring some of the issues particularly important in the transition to secondary school, as well as other development issues such as migration, climate change, health (esp Malaria and HIV/AIDS).
- b. Working with teacher training institutions and other networks and settings to develop resources and training packages for teacher training. Initially this will be with London's Institute of Education (initially with Geography teacher training) and possibly with Hope University in Liverpool, Later in the project we will explore other teacher training opportunities - using networks of free schools, chains of academies, clusters around Teaching Schools or whatever emerges under the current government. The Institute of Education will also lead the research into the usefulness and impact of using teacher training networks.
- c. Exploring sustainable/ economically viable ways for Mediae/Just Ideas and DECs to provide workshops for secondary schools, and training for secondary school teachers, using Makutano Junction after the funding period of the project.

This is about developing a wider reach, rolling out a proven model in the most cost effective way to get it out to as many schools as possible, as well as undertaking a research component.

In terms of delivery, we (Mediae and JI) will work in partnership with DECs to develop learning materials and a training package around Makutano Junction series 1 - 11. We will test this out with teacher trainers, trainee teachers and existing teachers in schools. We will train a small group of facilitators (DE professionals) to be able to deliver the training across the country in different institutions.

- 2) and 3)** We are looking for organisations from two other EU member states to partner us in this project, and to develop ideas for how Makutano Junction could be used in schools in other countries in Europe. We are particularly interested in partners in Poland and Malta, but not exclusively. We would like to invite interested organisations to contact us for a discussion on how we might work in partnership to develop this exciting opportunity. It may be that similar methodologies are used in each country, or you may have other ideas you would like to put forward.

If you are interested, please....

- Have a look at www.makutanojunction.org.uk to get a feel for how the initial project worked in the UK, and to look at some of the materials already developed.
- Contact Kate Lloyd Morgan of Mediae (mediaetr@aol.com) and Helen Garforth of Just Ideas (Helen@just-ideas.co.uk) with some very basic information:
 - a) about your organisation – including your contact details
 - b) ideas for how Makutano Junction might be used as a Development Awareness tool in your country
 - c) what networks you have access to for delivery in schools and with teacher trainers
 - d) why you are keen to work with us on this.

We will then contact you to arrange a discussion about ideas, and to talk about next steps in developing an innovative and robust project proposal.

Looking forward to hearing from you,

Yours sincerely

Helen Garforth and Kate Lloyd Morgan