

Summary of Development 2006

The Little Earth Charter has grown significantly in the past year. Feedback from end user interviews resulted in the development of additional content for the series, as well as a greater focus on the market assessment.

The Little Earth Charter will now be presented in a series of 8 X 4 minute animated clips, (rather than 8 X 90 seconds). Each clip will focus on one of the eight principles: Life, Interconnected, Family, Past, Earth, Peace, Love, and Future. Each clip will follow the same format, beginning with an explanation of the meaning of the principle and why it is important to respect and care for it, followed by a musical segment which celebrates the principle, and finishing with an interactive invitation to pledge to uphold that principle. A printed teacher's guide will also offer activities to do in the classroom, to further consolidate the learning. The development has been completed in the form of the animated production of a new 4 minute demo.

The Little Earth Charter proposal has also been the center of our focus. In particular, the market assessment is critical and in-depth, establishing the scope and segmentation of our target audience. We are working closely with CineFETE, an established institutional distributor, as well as the McGill I-Core business team to complete our proposal.

Meanwhile, the online version of the Little Earth Charter continues to gain momentum, now available in seven languages: English, French, Catalan, Spanish, Portuguese, Dutch and Russian. In its first full year of existence, the website enjoyed over 11,000 visitors in 2006. Our visitors come from more than 81 countries across the planet, proving the international appeal of our content. In greater detail, our statistics tell us that the Little Earth Charter is most popular in the US, Canada, Portugal, Brazil, Australia, the EU, Mexico and Spain.

The web-based program of the Little Earth Charter is also now being integrated into classrooms in several countries. Some of these have websites of their own, such as the "Working Together Project", coordinated by the Schools of Cacía in Portugal, between Belgium, Russia, Japan, and Brazil (<http://users.prof2000.pt/wtcacia/>). Students in grades 1 to 7 in at the Our Lady of the Rosary P-7 School in Kenmore, Queensland, Australia created an online art show based on the principles of the Little Earth Charter (www.olrkenmore.qld.edu.au/Art/index_art.html). Just these two end user samples represent participation from over 800 children.

As well as the school project links, Little Animation For Kids is now linked from many other sites in several countries, such as Canadapost.ca (Canada), WorldLit.ca (Canada), YdesFemmesmtl.org (YWCA in Montreal) EarthFuture.com (Canada), UnescoBkk.org (Thailand), EarthCharterinAction.org (international), EarthCharter.org, KidsforFuture.net (Japan), and Aspea.org (Brazil).