



The experiences of Zaffiria

Zaffiria – Excellence Centre of the Province of Rimini – is a centre based in the Municipality of Bellaria Igea Marina. The centre is engaged in offering and developing media education in the schools in collaboration with teachers, parents and children. Our projects and workshops are carried out in close cooperation with the many governing bodies of the schools throughout the territory.

Our aim is to promote Children's rights and their social participation through the creative use of mass media, as with awareness raising initiatives like the Children's Municipal Council.

Zaffiria is financed by the Province of Rimini according to the regional law of Emilia-Romagna for the right to study (L.26) and the Municipality of Bellaria Igea Marina.

On the European scale the centre has worked in partnership with several projects as the **Premio Mostafa Souhir**, a prize for the multiculturalism in the media, promoted by Cospe, the Municipality of Florence within the scope of the project CREA (Creative and Practical Media Education);

Fax! An international journal edited by Zaffiria in collaboration with CLEMI, the French national centre for media education, where themes close to the life of young European and Mediterranean were approached; **Iperfigurine**, an European project on the issue of interculturality and multimediality; **Global Youth**, where Zaffiria has tested some of the didactical hypotheses proposed by the project dealing with media education and interculturality.

At present Zaffiria is Italian member of the projects: **Media-Educ**, a portal about media education. The project created a European observatory on media education and organized a European conference 2003 in Belfast; **Log in the media**, dedicated to the audience of ethnical minorities with the objective of providing innovative and efficient instruments of access to the media, by analysing, decoding and validating the languages, images and messages of the media, focusing on the representation of their communities of origin in order to support active citizenship and social participation of ethnical minority groups; A European net named **Media4me** with ten other European partners. The net gives attention to mass media and interculture by promoting educational events, exchanging and divulging good practices; **EUROMEDUC**, a project sustaining efficient and integrated development of media education in Europe through three seminars and a European congress. The first seminar "Media production by young people and media literacy" has taken place in Paris from the 30th of June to the 3rd of July 2008, the second "Lifelong Media Learning: innovative practices outside school" in Belfast from the 17th to the 19th of November 2008 and the third "Media Literacy and appropriation of Internet by young people" in Faro from 16th to the 18th of February 2009. The European congress in Bellaria proposes a global approach and a problematization of media education in Europe in a moment where there is a need for recognition of this field. The programme of the congress is the outcome of the three seminars as well as the

expression of some contemporary preoccupations regarding media education. In order to realize these objectives and arrive to the point of making recommendations, the congress will be able to count on the vast participation of interns, researchers, media education professionals, responsible in education and politics, representatives of media industry and European institutions.

Zaffiria organizes every two years the national conference **Medi@tando**, gathering professors, researchers and educators in the field of media education from all Italy. From Medi@tando 2002 the Charta of Bellaria has come out, viewed as a first Charta of Values for professionals in media education proposing definitions and purposes for media education.

On the national scale Zaffiria has been and is working with various institutions and projects. As a scientific consultant in the nationwide contest “Verba Volant” promoted by **PIGNASCUOLA.IT**. A contest proposed to teachers and their classes to create a media product going through a didactical itinerary that is able to see the students as protagonists, enabling them to change from passive spectators to active communicative producers. As a collaborator with **CET** within the formula of “cultural agency” in the territory of the municipalities Bellaria Igea Marina, Santarcangelo, Verucchio, Torriana e Poggio Berni. In projects like “Palinsesti di pace” where the cartoon named “Zoom Roger” and other have been created as a stimulation for the children, a daily news video based on the quotidianity of the children, and a video about “Peace Teachers”(Maestri di Pace); The project “relancio del Bornaccino”, where we organized a seminary the 12th of January at the Musas with the title “Scuola del Bornaccino – Galleria d’arte per bambini” and a video documentary about the Bornaccino. In partnership with the **municipality of Riccione** in the project “Speciale Scuola – Beni Naturali, Ambientali, Culturali” we were responsible for the media education field and the workshops dealing with the various topics. With the **Margherita Zoebeli Foundation** we organized the project “L’età a colori” about adolescence, media and interculturality. The project consisted in creating with the students, songs and video letters that were presented the 7th of April 2009 at the theatre Atti. The work has been accompanied by a communication campaign where the adolescents created 100 manifests dispersed all over the city. We collaborate with **CORECOM** of the Region of Emilia-Romagna in the protection of minors organizing the project “La tv vicina ai bambini” (television that is close to the children), planning the conception of quality television based on places invented and proposed by the children, a contest of video products and a final publication that can be used for the elaboration of new media education workshops. The second project in this collaboration concentrates on media and scientific divulgence, creating animations based on astronomy, myths and legends around the star system in order to celebrate the Year of Galileo.

With the **Istituto beni culturali** (Institute of Cultural Assets) of Emilia-Romagna we organized the intercultural project “Mapforld”. The project tries to enable the participation of migrants in the life of museums. The Museo degli Sguardi and Zaffiria proposed this experimental project to the secondary school Panzini in Rimini. It will be presented next October in Madrid in the context of an international conference.

Our most important extra school projects are the afternoon workshops about mass media with boys in difficult situations (GET) and children in hospitals (**Hakuna Matata**).

As a **Documentation Centre** we provide books, booklets, audiovisual materials and consultation to teachers, educators, education centres, schools and cooperatives from all over Italy. In the field of academic research we are associated with Bologna, Siena, Rimini and Urbino providing possibilities of internship. Together with the publishing house **Fulmino**, we propose books and didactical instruments in order to raise the awareness on the need of media literacy in Italy, also

organizing since three years the contest “Verso una piccola biblioteca. I mass nei racconti dei bambini.” The chosen texts are published in the anthology “**Amici di Zapping**”. For the diocesan journal “Il Ponte” we curate the insert for children “**Il Ponte – Popotus**” giving value to the school products of children of the many schools in the region.

From the 2008 Zaffiria has been managing the archive of the **Centro Alberto Manzi**. The Centre Alberto Manzi is based in the Legislative Assembly and Commission of the Emilia-Romagna region and is financed by the Legislative Assembly and Commission of the Emilia-Romagna region, the Ministry of Communication, the Ministry of Public Instruction, the Department of Educational Sciences of the University of Bologna and Rai.

The centre has the purpose to promote the acquaintance of the figure and work of the “Maestro” through the analysis of his work as an educator, writer and author of radio-television programmes. The objective is to constitute a point of reference for educational research and communication, in particular through the new media.

The teacher Alberto Manzi has been one the most original personalities in contemporary Italian pedagogy. Decorated with awards and international recognition he was noted by the great audience to be first in knowing how to use the medium of television for didactical purposes addressed to the weaker social levels; was a teacher and educator committed in a continuous pedagogical and didactical research in order to meliorate the quality of instruction starting from the most difficult subjects; author of an incredibly rich production of books for young people that reach from texts with scholastic narratives, over scientific education to the compilation of fables. He fought for the culture of freedom and solidarity, the aversion of any form of violence and racism, the relationship between man and its environment – all these topics are central in the work of the writer Manzi.

Centro Manzi proposes:

- To collect in one place all the documentary and archival material that belonged to or was produced by Manzi. It's about an archive that comprises and relevant quantity of writings, to a great extent unpublished, working booklets, notes and drawing following international catalogue standards. Making all these materials, that were donated by Manzis wife Sonja, available for studying and research.
- To enrich through time the archive with the gathering of new publications of editorial or audiovisual materials of his vast production, of studies about his work or inspired on it.
- To promote cultural and formative initiatives, addressed in particular to teachers, educators and cultural operators.
- To promote every two years the award “Premio Alberto Manzi” for the educational communication. The award valuates the best projects in the various field of educational communication recognizing traditional publishing, audiovisual and multimedia products with didactical and educational characteristics and purposes.
- To promote in collaboration with other institutions at least one initiative a year on themes that regard educational communication and media education