

The Wildlife

The Wildlife was produced by Flickerlab llc, Denmark. The Wildlife was a zany barnyard community where animals model how to care for the environment and learn about climate change. Participation ranged from watching hilarious, enlightening eco-cartoons to encouraging the viewers to make their own Climate Cartoons. The idea was to create a “save the planet” cartoon, with their downloadable Animtoon™ animation software. In this episode the barnyard animals imiate environmental activism and explore fascinating facts about how to reduce carbon dioxide in the atmosphere. The Wildlife nurtures a deep appreciation of nature, teaches eco-literacy and even provides the opportunity to learn some animation skills that can be put to use in order to inform others about the climate crisis, empowering its participants with real learning and real action!

The Wildlife was one of the PRIX JEUNESSE INTERNATIONAL 2010 finalists in the 7-11 Non-Fiction category.

International experts’ opinions



Figure 1: The protagonist pig who tries to solve the riddle of the earth.



Figure 2: The turkey and the rat explained them the meaning of 350.

The international experts had mixed reviews about the program. They admired the interactive part of it: “Children are invited to send in ideas, and those ideas of the shows are being animated” (female expert, Netherlands). There was some confusion among the experts about the main aim of the program. “Is that an invitation to create your own animations on Web? Is that the main aim?” (female expert, Israel). The experts also could not make out the creator of the animated stories in the program. “They can use the characters to create animations on the web. But at the same time, I don’t know, but I believe that some of these stories are coming from kids” (male expert, UK). They appreciated the good job done through animation. “It is



Figure 3: The turkey’s wildlife show to explain the meaning of 350.

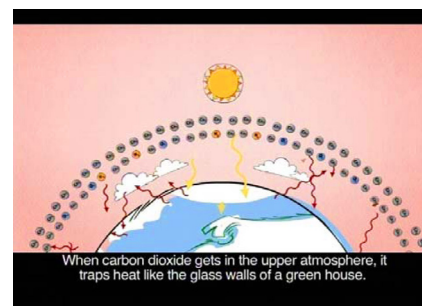


Figure 4: The show explains how various gases present in the atmosphere.

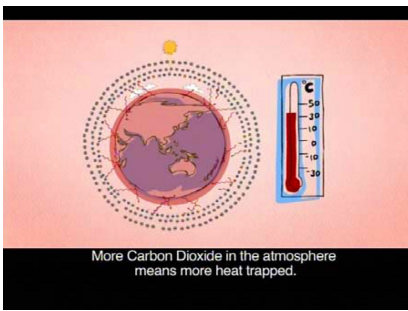


Figure 5: The atmosphere is trapping more Carbon dioxide.

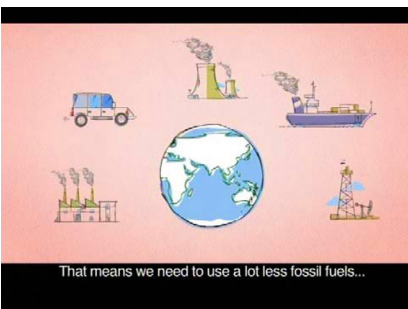


Figure 6: How Carbon Dioxide is getting emitted into the atmosphere.



Figure 7: The program invites children to send in their own cartoon on climate.



Figure 8: The program encourages children to understand about climate in a fun way.

Screenshots from *The Wildlife* © Flickertab llc

a program that has a big part in the Internet, where children can animate their own stories. What this program offers, that you have the opportunity to create your own animation – I don’t know if the whole part is made by children, because this explanatory part with climate change was pretty well made, but nevertheless I know that this company specializes in these interactive things. They are doing a good job” (female expert, Germany).

Some experts found the program very informative. “You actually learn something from it. If a child isn’t aware of some these type of scientific phenomena or if they are scientific, the cropped circles and all that sort of the thing – then came the explanation. That was very informative, I thought. Because a lot of children are concerned right now about their environment and are interested in what they can do” (female expert, Jamaica).

However, there were also contradictory voices among the experts. Some international experts found the program complicated as it was handling too many issues at the same time. “It was so complicated. It was just too short to understand everything. Then when they started explaining the whole climate change thing, they were rushing through it. It was like 40 seconds. It was so complicated. There were so many numbers in there. I don’t think that you can really follow that” (female expert, Germany).

Others held a mixed opinion about the program. “The Great Climate Change was fun, but in the main thing they wanted to explain – and they were so fast – I don’t think that anybody could remember anything. The beginning, the explanations were somewhat funny and you got interested, and then it was so fast with all these explanations and how much carbon dioxide and stuff – that was a little bit too much. That was a pity, because those types of explanations children like very much” (female expert, Germany).

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