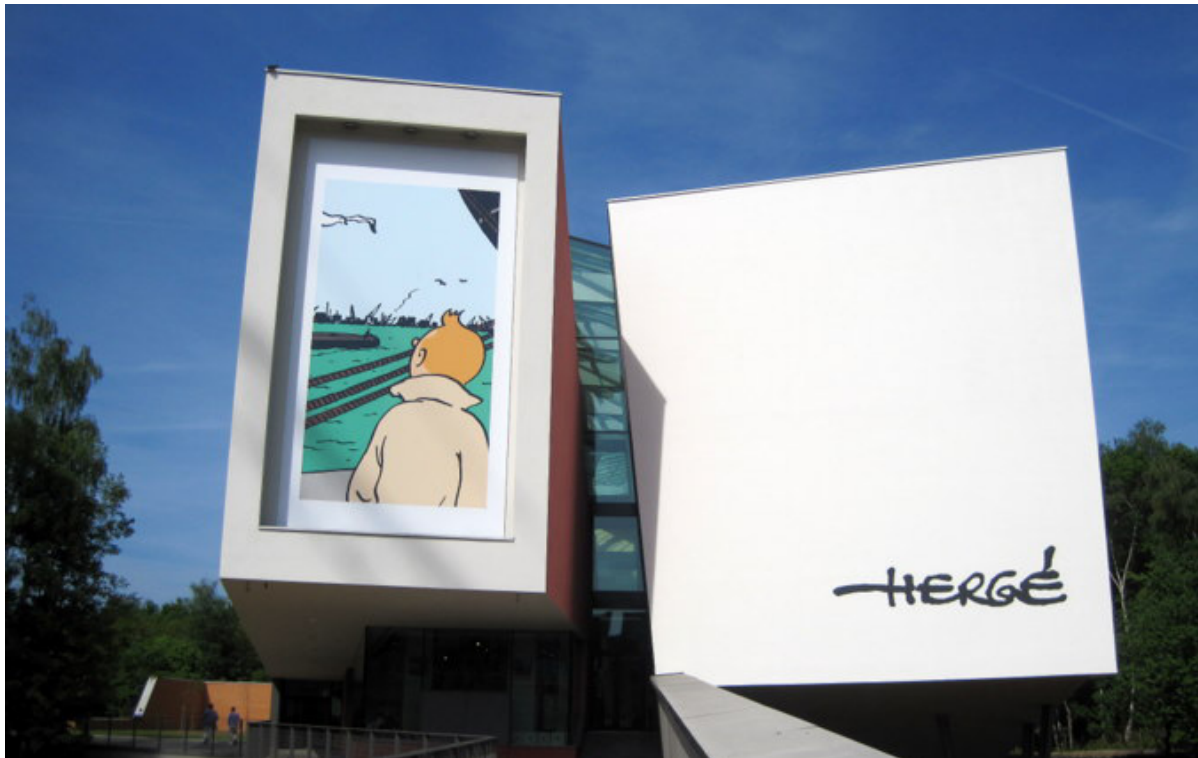


EXPLOITING CARTOONS TO RAISE PUBLIC AWARENESS AGAINST FRAUD

COMICS AS A MEDIUM

- Popular medium



- More than 5000 new comic books published in French in 2012



- Source of inspiration for cinema blockbusters:
Largo winch, Tintin, Batman and so on



COMICS AS A MEDIUM

- Festivals, exhibitions, urban art: comics are everywhere

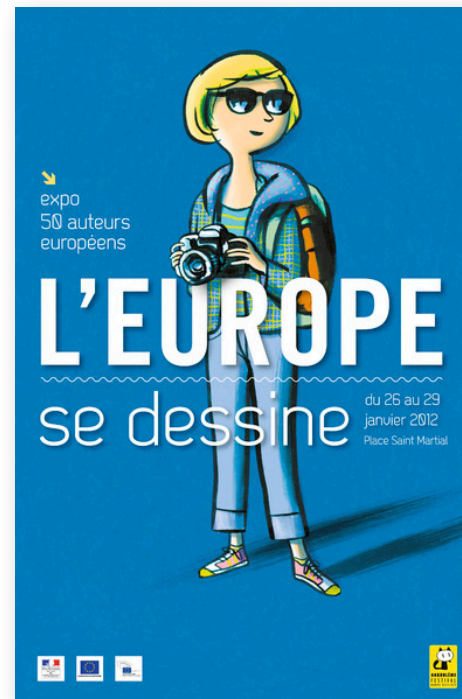
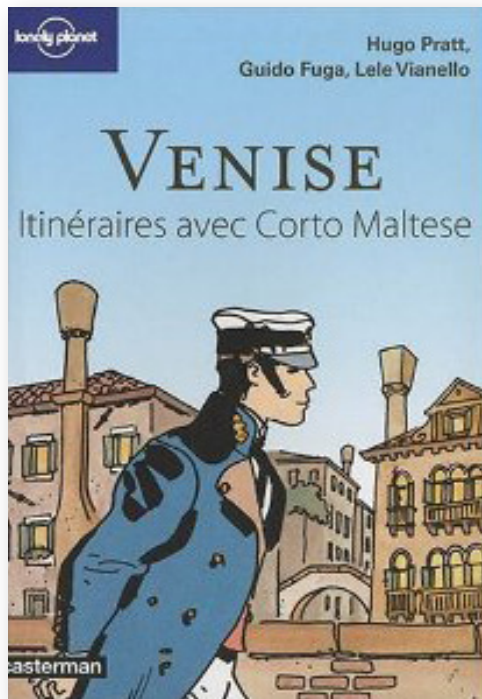


COMMUNICATING THROUGH COMICS

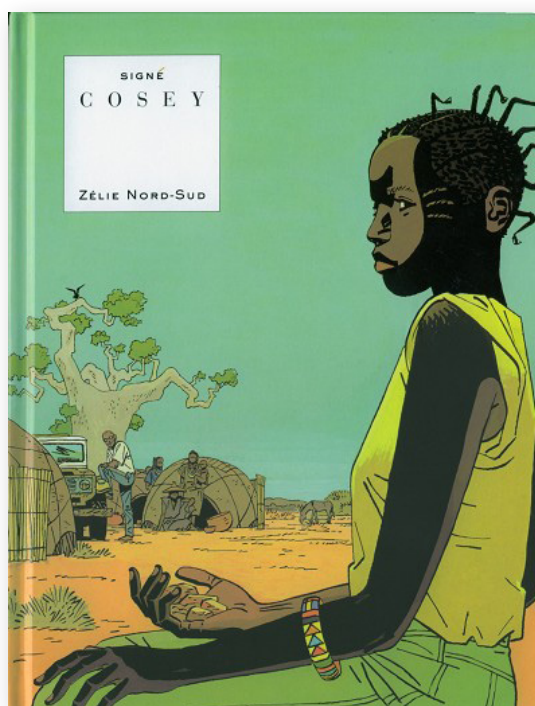
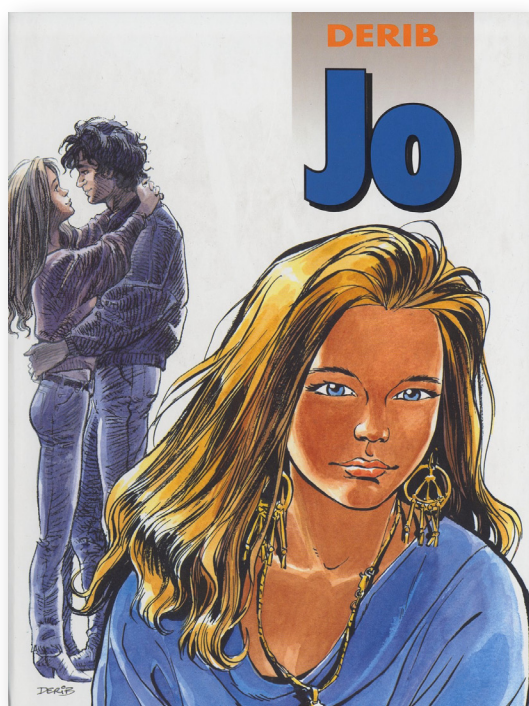
- Starting in the late 1950s



- Communication and comics: a natural connection for stars of comics

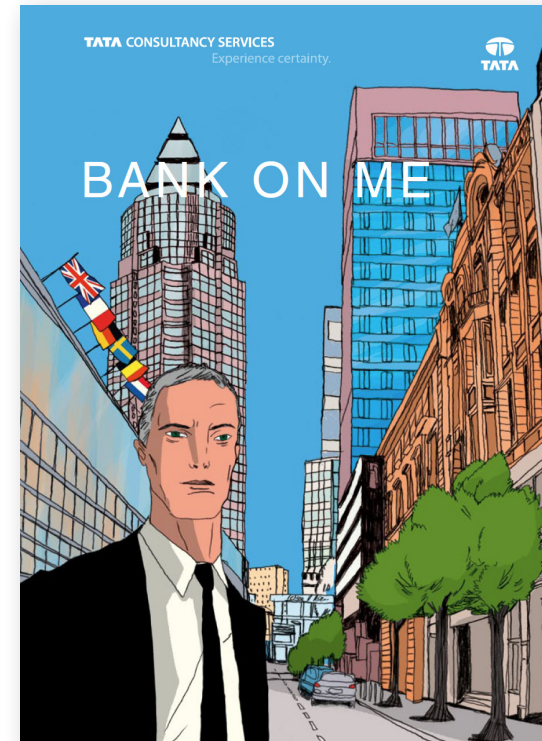
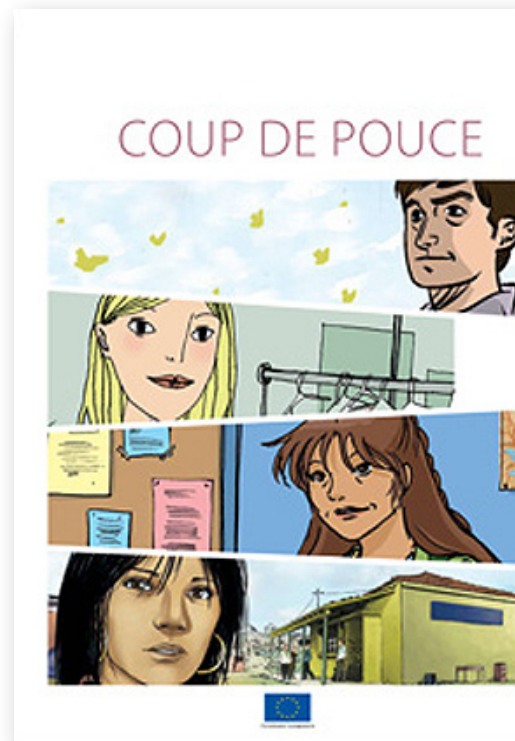
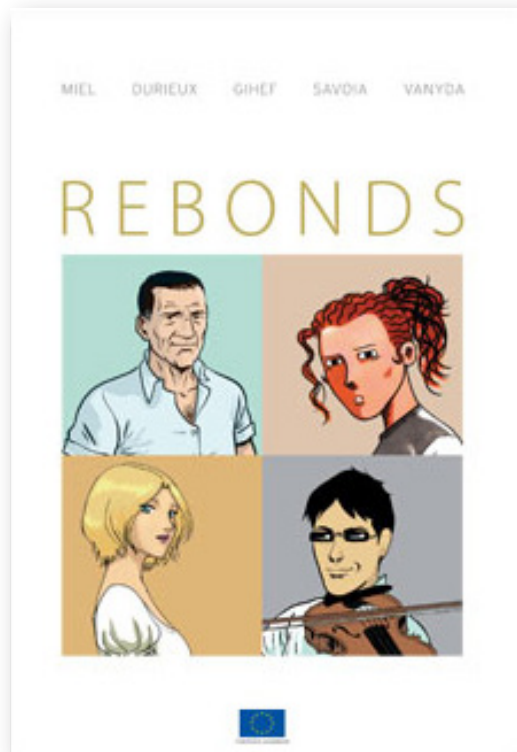


- A number of success stories

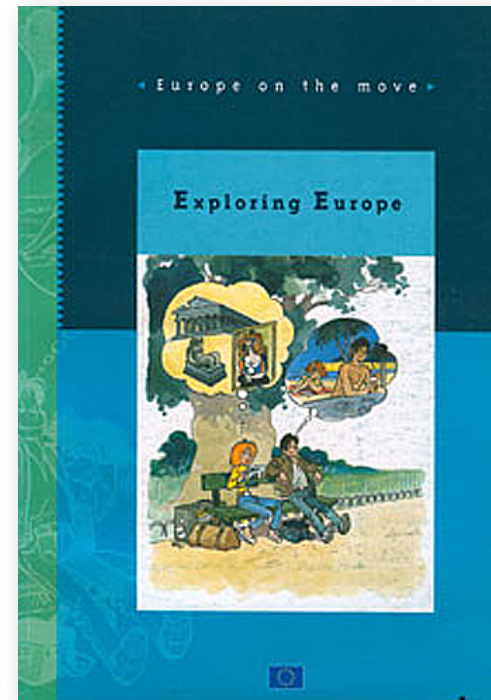
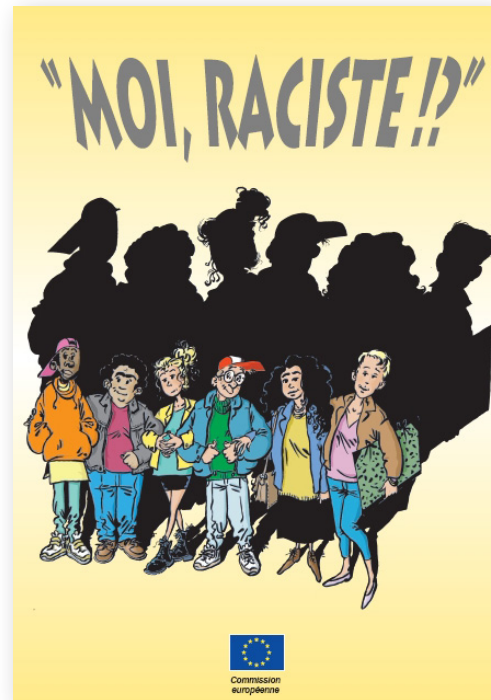
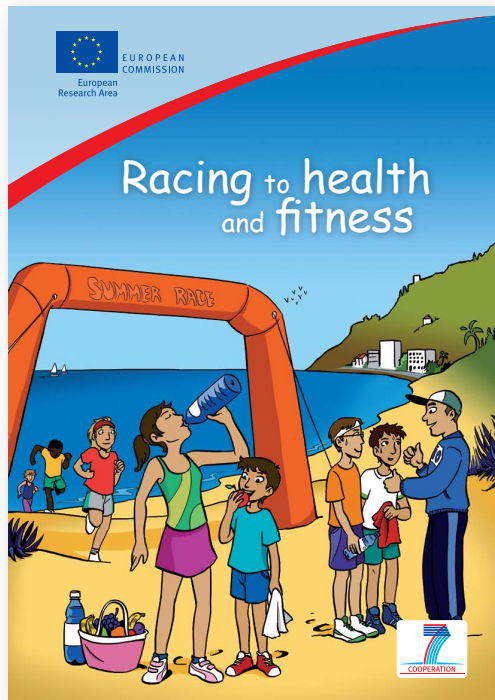


COMICS' TOOLS

- Comic books




COMICS' TOOLS



- Events






INTERGENERATIONAL ICT SKILLS

AUSTRIA, CZECH REPUBLIC, ICELAND, ITALY, PORTUGAL

The project addressed new forms of literacy, namely digital literacy through the use of intergenerational learning. The innovative aspect of the project was the method in which younger people taught basic ICT skills for older generations: they interviewed the older people to find out their life stories and together write them down with the computer using text, pictures and sometimes short video sequences. Consequently, the younger people also learned about their cultural and social backgrounds. Some of these stories can be found on the project website.



www.intergenerational-ictskills.eu

Coord. by: **ECI, Austria**
© 2014 - 2015

Education and Training



GRANDPARENTS AND GRANDCHILDREN (G&G) Enhancement

ITALY, FRANCE, GERMANY, SWEDEN

The project aims to improve the digital skills of people over 55 years old through the strong involvement of local stakeholders. The innovative aspect of the project is its simplicity and good transferability: a tutor trains volunteer students how to teach ICT skills to older people, including internet browsing, email communication and basic access to online services. These volunteer "grandchildren" then offer one-to-one guidance for the "grandparents" in local schools, where laboratories have been made available for training. The "grandparents" can also use these facilities for independent training using online material available on the project website. The website also contains manuals and examples of best practice.



www.gandg.eu

Coord. by: **Let it Bee Collaborative**
© 2013 - 2015

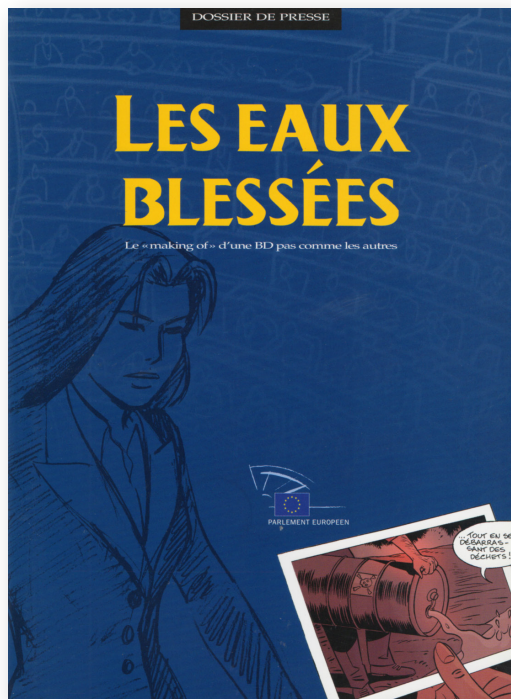
Education and Training

- Press kits

DOSSIER DE PRESSE

LES EAUX BLESSÉES

Le «making of» d'une BD pas comme les autres



PARLEMENT EUROPÉEN

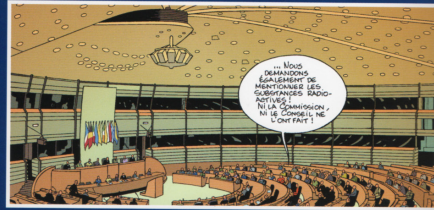
... SONT EN UN DE DÉBARRAS... SANS DES DÉCHETS !

Le Parlement européen pour la première fois en bulles et en cases


Dans sa résolution du 15 mai 1998, le Parlement européen décide de lancer des campagnes d'information ciblées, notamment en direction des jeunes.

En juin 2000, le Directeur général de l'Information et des Relations publiques demande une étude de faisabilité portant sur la réalisation d'une bande dessinée avec sur le Parlement européen.

En 2001, un appel d'offres international est lancé.



... NOUS ORGANISONS ÉGALEMENT DE MENTIONSNES RADIO-POUR... EN LA COMMISSION... NI LE COMITÉ NE S'OFFRANT !



L'EAU N'EST PAS UN BIEN VRAI... GRAND COMME LES AUTRES.

... AGUA NO ES UN BIEN...

WATER IS NOT A COMMERCIAL... CIAL...

... SONDEN EN ERRETES GUT...

EN ALMINDELIG... HANDESUVAR...

TO NEPO DEN EINAI...

... WATER IS REEN GEWONE...

WATEU XE INGEN...

... MAIS EN PATRI MOINE APPARTENANT...

VEG... COE...

... INFLUENTES COMMERCIALE...

Le cahier des charges précise que la bande dessinée doit «présenter le rôle et le fonctionnement du Parlement européen, en même temps que le rôle et l'activité du député européen, d'une manière à la fois rigoureuse et le moins austère possible, en illustrant l'action législative d'un rapporteur, du Parlement et de ses composantes au fil des étapes les plus significatives de la procédure.»

A cette fin, le scénario devra mettre en exergue les pouvoirs essentiels du Parlement européen, en particulier, son rôle de législateur. Il doit donc intégrer des éléments importants de la vie, du décor et de l'atmosphère du Parlement européen : lobbying des groupes d'intérêt, travail des journalistes, rôle des secrétariats des commissions parlementaires, des délégations au Comité de conciliation, des groupes politiques, des assistants parlementaires, multilinguisme, interprètes et traducteurs, visiteurs...

Le Parlement européen souhaite que les projets s'inspirent d'un cas de figure réel. La procédure, choisie pour ses « qualités » grand public, l'impact du Parlement européen sur le résultat final et le consensus parlementaire qui l'a marqué, est « la politique de l'eau - cadre pour l'action communautaire », qui s'est achevée par la résolution du Parlement européen du 7 septembre 2000. Une documentation exhaustive comportant plus de 600 pages est fournie aux soumissionnaires par l'Unité publications du Parlement européen.

Le projet de l'agence de communication Concerto est sélectionné. Le synopsis - écrit par Cristina Cuadra et Rudi Miel - mettant au cœur de l'intrigue une parlementaire européenne, combine une présentation rigoureuse de l'action du Parlement européen et un récit réunissant les ingrédients traditionnels du polar. La dessinatrice retenue est Dominique David.

Le projet se présente sous un format BD classique comportant 32 planches. Il sera complété par un dossier didactique de 5 pages fourni par le Parlement européen.

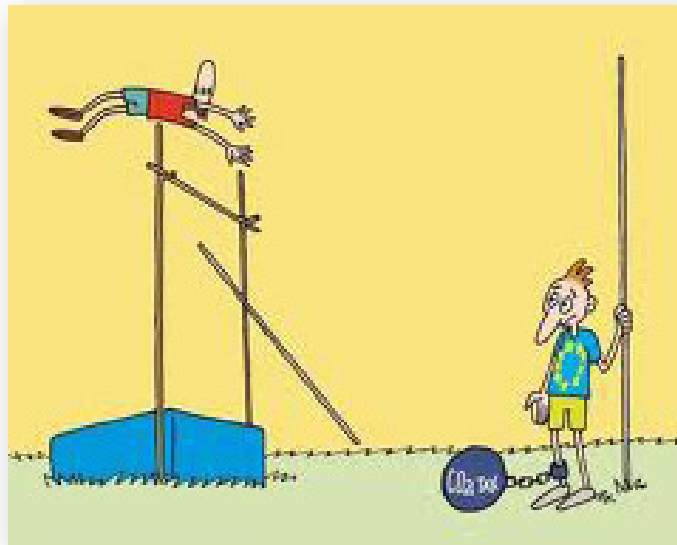


... MAIS EN PATRI MOINE APPARTENANT...

- Exhibitions



- Films
- Serious games
- Webdocs



- Report



WHY COMICS ?



WHY COMICS ?

- Drawings AND words can be more efficient than drawings OR words
- Opportunity to create your own universe and characters
- Emotions, passion, action, information, special atmosphere, you are your own creative director (with the help of specialists of course!)
- Easier to distill a message with a fiction or thriller connected with an actual background (cf films about the manipulation of tobacco industry)
- Much less expensive to produce a comic than a film (cinema) and as much efficient

WHY COMICS ?

- Opportunity to organize debate after reading
(same concept at the television after a film)
- Designed in the right way, comic book is a nice object to keep in your library
- One object and many readers
- Easy to adapt in many languages
- Sustainable object and easy to reprint

DANGERS

- Overly didactic approach
- Too much information
- Casting error in the choice of authors



CASE STORIES

- EUROPEAN PARLIAMENT

“Troubled Waters” (Dominique David, Cristina Cuadra, Rudi Miel)

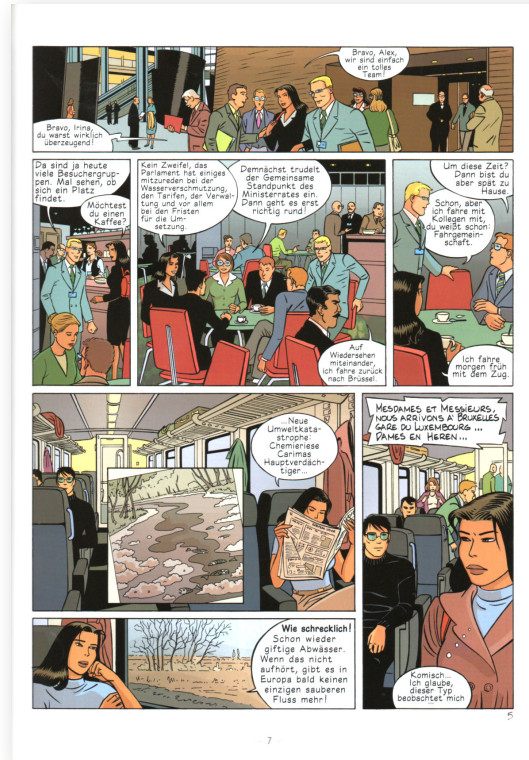
The challenge: Present the role and functioning of the European Parliament through the activity of one of its members (a deputy).

The solution: Use all of the ingredients of a detective novel; a story structured like a thriller.

The review: Alph-Art Communication award at the 2003 Angoulême Comics Festival; Over 2 million copies distributed in all the European official languages; reprinted each year.

CASE STORIES

- EUROPEAN PARLIAMENT "Troubled Waters"



- EUROGARE

“Next Station” (Maud Millecamps, Rudi Miel)

The challenge: An international event in Brussels for Europe’s top railway sector players organized by a consulting firm specialized in railway and architectural projects.

The solution: A wordless story (a meeting with a man, a woman and two dogs) in three acts and an epilogue, staged in the train stations of Liege, Namur and the future Mons railway station.

The review: A comic book produced in less than 6 weeks, printing included (1000 copies)... a gift for all the participants of the event and a visit card for Eurogare.

CASE STORIES

- EUROGARE "Next Station"



- EUROPEAN COMMISSION (DG EMPL)

“Jump Start” (Maud Millecamps, Tefenkgi, Vanyda, You Rudi Miel)

The challenge: Illustrate the role of the European Social Fund (the ESF allocates 10 billion Euros a year for projects in the 27 Member States).

The solution: Present four slices of life based on true stories and illustrated by four drawers.

The review: The second comic book published by the DG EMP, after the success of ‘Take two’, with the help of Let It Bee. Translated into all the 23 official languages of the European Union. A third book, a mix of comics strips and reportages will be published in June 2013.

CASE STORIES

- EUROPEAN COMMISSION (DG EMPL) "Jump Start"



TO CUT A LONG STORY SHORT

Main steps:

- Definition of the message
- Choice of the scenarist, drawer and colorist
- Creation of the synopsis
- Writing of the scenario and dialogues

Title: Bank on me	
Cover page: Frankfurt financial district back drop, bank buildings with European flags. Walter (CIO) on the cover.	
Page 1	
The G20 leaders meet in Paris to discuss the worsening financial crisis. They agree to tougher new rules to supervise international banks. As the crisis worsens, the European Banking Regulatory Authority decides to impose the new, strict regulations or the Smith-Abrams Reforms (SAR) which call for periodic assessment of the overall health status of the banks in Europe. The banks are given a relatively short timeline to comply with SAR because of the fragile economic situation.	
1) Conférence à Paris entre Angela Merkel, Sarkozy, Manmohan Singh, Obama and Cameron (plan bandeau)	<p>PARIS, G20 LEADERS MEETING</p> <p>Angela Merkel: We need to agree on tougher supervision of banks to avoid another economic downturn. The Smith-Abrams Reforms which we are debating today are critical to implement.</p> <p>Sarkozy: We agree on this. SAR is a step in the right direction...</p>
2) Siège de l'European Banking Regulatory Authority (vue extérieure -plan bandeau)	<p>EUROPEAN BANKING REGULATORY AUTHORITY, A FEW DAYS LATER</p> <p>Voix off: "After careful deliberations following the G20 Summit, we have come to the conclusion that all banks should implement SAR within a period of 6 months. This is to guarantee economic stability and transparency."</p>
3) Walter sur un terrain de golf en Allemagne (région de Frankfort) ; avec son club il s'apprête à frapper sa balle quand le téléphone sonne (plan bandeau)	<p>WALTER KLEIN, THE CIO OF DRACHEN BANK IS ON TRACK FOR HIS BEST SCORE EVER</p> <p>TILITILITIT</p>
4) Walter fait une pause pour répondre (mais il a envoyé la balle entretemps)	<p>Voix téléphone off.: Sorry to disturb you a Saturday, Walter; But did you see the newspapers headlines? We have a big problem. Could you come to the board room immediately?</p>
5) Focus sur la balle de Walter qui s'est arrêtée à quelque distance du trou	

TO CUT A LONG STORY SHORT

- Storyboard
- Drawings
- Colors
- Layout of the book
- Printing



TO REMEMBER

- Every detail counts (well written script, quality graphics, layout, finishing)
- Respect for traditional rules for both the style and substance of comics
- Collaboration of a specialized agency

END OF THE STORY?

- Distribution of the book
- Multimedia approach
- Leaflets
- Press conference



END OF THE STORY?

- Exhibitions



END OF THE STORY?

- Signatures in festivals





LET IT BEE SPRL

www.letitbee.be

Rudi Miel

Managing director