



EDS – European Democrat Students  
Rue du Commerce 10  
B-1000 Brussels

# INVITATION

## Campaign films for the European Democrat Students

**Make campaign films for the European Democrat Students,  
and get the chance to show your work to over 1,6 million  
students and win a money prize of € 1500.**





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The European Democrat Students will be launching their Europe wide campaign "Knowledge is Power" in late February, and are now reaching out to the film schools of Europe to make them.

The campaign will be outsourced to a film school after holding a tender competition for the film schools in Europe. The films are to be high quality films, both visual and audio. The storyline of the films could be to show how an idea became reality and a product, and how investing in education is the only way to ensure future innovations.

We are searching for a team of film students that are able to produce films that are of high quality, and will give the film team creative freedom, and are open to receive suggestions of films that include animation, interviews, acting and other ways of describing the aim.

In addition to receiving 1500 Euros, productions will be spread throughout our organization reaching 1,6 million students all over Europe, and potentially many hundreds of thousands more.

Finalization of campaign together with the winning team receiving their award will be in Brussels May 9, 2012.

Letters of interest are to be received by the 2<sup>nd</sup> of January 2012 to [knowledge@edsnet.eu](mailto:knowledge@edsnet.eu) and must include:

- Name of filmschool and team
- Project plan
- Draft of ideas/script
- Earlier work
- Budget

On behalf of the European Democrat Students,

Juraj Antal

Chairman





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## EDS Campaign

# “KNOWLEDGE IS POWER”

### European Democrat Students campaign 2012

#### Campaign outline

EDS wishes to launch the 2012 Europe-wide campaign “Knowledge is Power” at the Winter University in February, Zagreb, Croatia.

The campaign will be an Internet based campaign that has as its goal to reach as many students and law makers as possible. Using the member organizations of the EDS the campaign has the potential of reaching as many as 1.600.000 students from all over Europe.

#### Campaign message

Throughout history mankind has been developing itself, and this development has led to the extreme wealth we have today. Wealth and growth could never have been possible had it not been for knowledge, innovation, imagination and education.

#### What we wish to achieve

The European Democrat Students emphasizes the importance of having a good education system for our future generations, and wish to encourage politicians to invest more in higher education and research. We know that other countries such as China and India are starting to compete with Europe in technology and education. Our message is that the only way for Europe to stay in a leading position in the world when it comes to innovation we have to have leading universities. Europe will in the future have to get more powerful through knowledge.

#### How we wish to achieve it

The medium of this campaign will be short films that are posted online.

Three to five short film of a maximum of two minutes each are going to be produced, and each film shows an example of how knowledge is power in different areas of business.

Examples of areas we wish to show are areas such as transportation, information technology, renewable energy, and creative economy.

#### Campaign details

The main effort of the campaign will be in producing three-five high quality films. These films will be promoted through a campaign webpage that will show the films via YouTube.

The webpage will also have an online petition where students can sign up to urge their governments and the EU to prioritize higher education and research. Facebook and other social media are possible advertising arenas.

#### Getting the message out

The campaign will be spread through the media, both local and national. The Internet will be its main arena, using the EDS website, the websites of our member organizations as well as the social medias. Success rate will be measured by how many students sign up to the petition and how many viewings the film get.

