



#herHACK
A FEMALE-LED HACKATHON

#herHACK Challenge

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Defining the challenge



Media Literacy for Children

GENERAL DESCRIPTION

Increase the media literacy of primary school children in Switzerland by creating a concept for a gamified solution that teaches them how to use media consciously and responsibly.

While the game will be mainly played digitally, consider incorporating engaging elements that bridge the digital and real worlds. This will ensure the game can be used in school lessons and potentially be displayed in a museum.

Develop something which helps the kids to upskill while having FUN!

Media Literacy for Children

INPUT		STAKEHOLDERS	OUTPUT
ISSUE		CHALLENGE OWNERS	HINTS TO A SOLUTIONS
PAIN POINT The lack of adequate media literacy skills leaves school children vulnerable to misinformation and unable to critically navigate the media landscape.	TARGET USER The solution is designed for elementary school children. It can be used individually and / or in groups of children.	Henriette Engbersen & Pascal Nufer (Media Literacy), Mariana Wirz (Innovation)	As hints to a solution, you can look at the Self-test (Link) and what has been done for the SBB Experience Train (Link).
TECHNOLOGY Teams can use technologies such as game engines, educational technology platforms, artificial intelligence, web technologies, gamification platforms and interactive storytelling tools.		ADDITIONAL SUPPORT Miri Yoo (Programmer) Michèle Brügger (Innovation)	NEXT STEPS Work together with us, so that your solution will soon be used in schools and potentially displayed in a museum.

THE ISSUE



UN SDGS 4 (Quality Education), **11** (Sustainable Cities and Communities) and **16** (Peace, Justice and Strong Institutions)

While children increasingly use mobile devices, video games and the internet to explore their worlds outside of school, they are not yet empowered to learn about media literacy within school institutions. This makes them prone to being vulnerable to misinformation and unable to critically navigate the media landscape.

Media literacy supports SDG 4, by providing youth and adults with critical information and media competencies that enable quality education. Media literacy enhances the achievement of SDG 16 and SDG 11 by increasing citizens' critical awareness of their access to information. It also empowers them to reflect on how the information they engage with can shape their thoughts, beliefs and attitudes towards others.

TARGET USER

The gamified activity is primarily designed for elementary school children in Switzerland. It can be used individually and / or in groups of children (as it will be used in school lessons and maybe museums).



TECHNOLOGY

Teams can use technologies such as game engines, educational technology platforms, artificial intelligence, web technologies, gamification platforms and interactive storytelling tools. While the game will be mainly played digitally, consider incorporating engaging elements that bridge the digital and real worlds. This will ensure the game can be used in school lessons and potentially displayed in a museum.

RESOURCES

The following resources can help as inspiration:

- [SRF Kids](#)
- [SRF School](#)
- [Knowledge platform Jugend & Medien \(Link\)](#)
- [API Catalog](#)
- ... and many more!



SUPPORT TEAM

Challenge Owners

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HINTS TO A SOLUTION

As hints to a solution, you can find inspiration when looking at projects that have already been realised. Two examples are:

- [The Self-test](#)
- [SBB Experience Train](#)

Please note that the Self-test is designed for secondary school students.

NEXT STEPS...

Work together with us, so that your solution will soon be used in schools and potentially displayed in a museum. Potential next steps could be:

- Presentation of the solution within SRG
- Further development of the solution in partnership with SRG
- Testing the solution in schools
- ...
- Best case: Displaying the solution in a museum

