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## Case study: Children's comics as tool for spreading the principles of fair play



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ty lístek: The most famous comics



[cztirz\_li\_stek]

# The project starting point

- Sensitive stage for spread of values fair play is between 7-11 years
- It is easier to develop something what it has already known and inovate it than to invent a new concept
- Strong emotions and experiences from stories and exemplary demonstrations allows stable anchoring fair play principles
- Children needs an idol, idol who do exercises and he is ethically acceptable („verba movent, exempla trahunt“)
- Idol for boys and girls is a team of four friends CLOVERLEAF

# Aim of the project

- Find and create appropriate communication tools of the principles fair play for children
  - ✓ Easy understanding
  - ✓ Fun
  - ✓ Familiar ambience
  - ✓ Stories, not only rules
- Focus on spreading these principles
  - ✓ Friendship
  - ✓ Cooperation
  - ✓ Include everyone
  - ✓ Respect others
  - ✓ Gender equality etc.

# The project focus

- Reach new sporting also non-sport kids
- The use of modern forms of communication
- To involve primary school
- Used for communications roof, full project focusing on non-sport kids – Czech do sport
- Use to communicate well known comics for kids

# Traditional Czech comics — Cloverleaf

- Long tradition (1959) a very good knowledge in Czech population (98%)
- Strong impact of children (20 magazines per year, additional 2-4 books; more than 40.000 prints of every publication)
- Merchandising





**MYŠPULÍN- black and white cat;**

Features: Technical type, professor and genius inventor, a natural leader of the group - Cloverleaf.

**PINĎA- hare;**

Features: quiet and timid, but in the group with the support of friends can usually overcome your fear. It is an excellent runner and thanks to its long ears hear well.



**BOBÍK- piggy;**

Features : reliable strongman - a sportsman who always help the weak, the hedonic nature (I like to take it, but I also like doing nothing); is fearless, but often choleric. It also has a liking for good food, so sometimes has problems with being overweight.



**FIFINKA - white female;**

Features : brings feminine element; cook, takes care of the household, cooking, cleaning and mending clothes. She does not like clutter, but otherwise has a mild and sensitive nature. Cares about their appearance and sometimes a little dressy. It lifts the other gentleman's behavior.



# Face of the project

Vav inecHradílek

- World Champion 2013 (Prague)
- Olympic Silver medal holder 2012 (London)





# Using Cloverleaf for spreading the principles fair play

## Publications

- Additional issue of the magazine
- Sports pupils diary (be active, be fun, do sports, do exercises)
- Promotional materials
- Competition rules



# Using Cloverleaf for spreading the principles fair play

## Internet and New Media

- Social nets – Facebook, Youtube
  - 10 principles of fair play - ([movie](#))

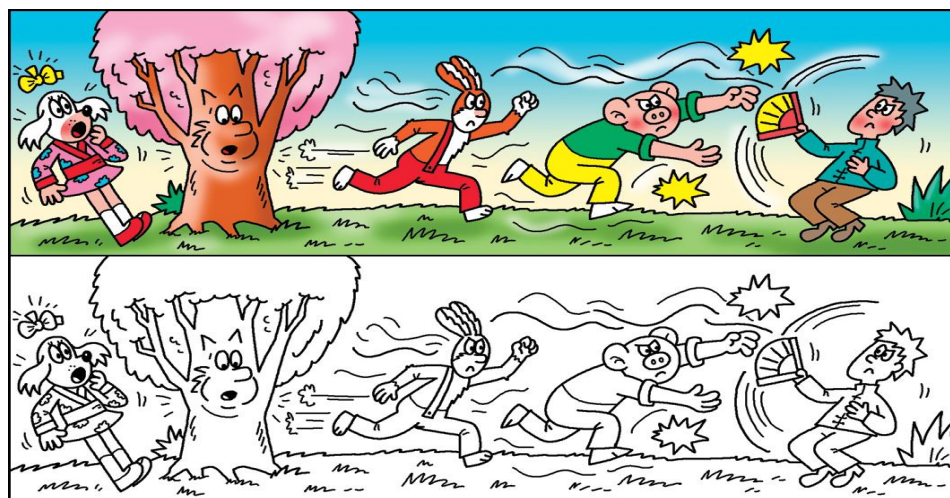
## Sports events

- Promo figures



## View to the future

- ✓ Souvenirs
- ✓ Coloring exercise books
- ✓ Board Game
- ✓ Training diary
- ✓ Cloverleaf figures like TV presentors on children channel – sports broadcast







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Thank you for your attention

