



**United Nations Educational, Scientific and Cultural Organization
Organisation Des Nations Unies pour l'Education, la Science et la Culture**

P.O.Box 1177
Telephone No.: 011 551 39 53
 011 551 72 00
Fax: 011 551-14-14
 011 551-44-16

Reference: ADI/CI/07/597

26 October 2007

To Whom It May Concern

UNESCO's Addis Ababa Cluster Office has been working with the Whiz Kids Workshop PLC since December 2005 in the area of development communication with a focus on film production, and training for children.

We have found Whiz Kids Workshop PLC to be an organization with a team of creative professionals with high standards who are continuously seeking to further improve their skills and committed to developing quality early childhood education content. Our various joint interventions have attracted numerous positive accolades within Ethiopia, from the general public and Ministry of Education, as well as internationally through the coverage of this work by television, print and Internet news media.

Following is a listing of the activities in which UNESCO and Whiz Kids Workshop PLC have worked together:

- Production of several episodes of a children's television series in Amharic called "Tsehai Loves Learning" addressing the issues of sanitation and germs transmission, water conservation and environmental protection;
- In concert with Whiz Kids Workshop PLC, UNICEF, UNEP and ETV organized a joint press conference to publicize the launching of the Tsehai Loves Learning series on ETV;
- Whiz Kids Workshop has served as facilitators/trainers in UNESCO's Africa Animated Workshop. The Africa Animated Workshop now in its 4th year of operation brings together young aspiring African animators from across the African continent to Nairobi, Kenya, for a 1-month residential training program in animation.

- Whiz Kids Workshop participated in the 5th World Media Children Summit held in Johannesburg South Africa under UNESCO's patronage and presented the ongoing work carried out in the "Tsehai Loves Learning" as an example of African experience in educational broadcast production and offered child-friendly strategies for addressing development issues such as HIV/AIDS

- Currently within the framework of UNESCO's Intergovernmental Programme for the Development of Communication, a project proposal submitted by the Whiz Kids Workshop PLC was selected from amongst over 500 international projects for funding. The project which will be carried out in Ethiopia from 2007 to 2008 focuses on the training of young people in animation and film production.

Our collaboration with the Whiz Kids Workshop PLC has been productive, mutually beneficial, and based on the comments received from various stakeholders; the involvement of their specific expertise is a significant contribution to our efforts in addressing development challenges in this area.



Nureldin Satti
Director and Representative
UNESCO Addis Ababa Cluster Office