

Submit from today

## **Media Literacy Award 2025 for creative teaching projects**

**(Linz, November 7, 2024) The Austrian Federal Ministry of Education, Science and Research (BMBWF), Ars Electronica and the OeAD are jointly presenting the Media Literacy Award 2025. The award recognizes innovative teaching projects in Austria in the field of media education and digital learning. Entries can be submitted from today until 10 March 2025.**

<https://ars.electronica.art/mla/en/>

The Media Literacy Award, or MLA for short, is a media education competition designed to encourage teachers in Austria to try out new teaching methods and promote digital learning concepts. Embedded in the context of the Ars Electronica initiative create your world, the competition is looking for exceptional projects that promote a productive approach to media and focus on collaborative work. The winners will receive media education workshops valued at up to 2,000 euros.

Teachers from all types and levels of schools are invited to submit their classroom projects for the Media Literacy Award 2025. Students, in turn, can nominate projects that have inspired them at school. Submissions will be accepted until 10 March 2025.

### **Award Ceremony and Ars Electronica Festival 2025**

One grand prize will be awarded from among all submissions, which includes a workshop for school classes worth a total of €2,000. Submitters also have the chance to win two additional awards, each endowed with a workshop worth €1,000. There is also a special prize for 'Digital Learning', endowed with a budget of €1,000 for a workshop of the winner's choice. In addition, four honorary mentions will be awarded, including an invitation to the Ars Electronica Festival 2025.

The award ceremony for teachers and their students will take place at the Ars Electronica Festival 2025 (September 3-7, 2025).

### **Becoming an Ambassador**

By participating in the competition, teachers also gain access to the Ars Electronica network and, as ambassadors of media education ideas, receive exclusive invitations to events, exhibition openings and special programs.

#### **Further inquiries**

Nina Victoria Ebner  
Tel. +43-699.1778.1593  
[nina.ebner@ars.electronica.art](mailto:nina.ebner@ars.electronica.art)  
[ars.electronica.art/mediaservice](https://ars.electronica.art/mediaservice)