



Bund der Freien  
Waldorfschulen



Presse- u. Öffentlichkeitsarbeit:  
Kaiser-Wilhelm-Straße 89  
20355 Hamburg

Fon +49 (40) 34107699-5  
Fax +49 (40) 34107699-9  
pr@waldorfschule.de  
www.waldorfschule.de

Henning Kullak-Ublick  
E-Mail hku@waldorfschule.de

Hamburg, 18.05.21

### **#KidsOnTech.Film**

#### **Children, Education, Media**

Waldorf 100: The fifth and long awaited film is here!



Dear friends of AWSNA,

The Covid 19 pandemic has challenged parents and educators around the world due to the heavy use of digital devices. Distance learning has fuelled this trend, as has the long separation from friends and schoolmates. Innovations such as Zoom and others were certainly helpful but could not replace what children need for their physical, emotional, cognitive and social growth.

Today's children are growing into a world increasingly steered by artificial intelligence. The question of how they can learn to use this epochal technological revolution creatively, discerningly and in the interest of people and nature, instead of being enslaved by it, is one of the most important questions of our time.

The new 57-minute documentary "#KidsOnTech" grapples with this very question. It addresses parents in particular, but also educators, teachers and policy-makers. The film does not pretend to offer a "silver bullet"; instead, it helps parents to better understand and accept their options - without shame or blame. It shows how big our influence is on our children's experiences with digital media, and how we can address this global generational problem ourselves on a grassroots level.

We expect that the film will be broadcast in many countries because of its international scope. We are thrilled to be able to show it to a selected audience for ten days before the TV broadcast viewings.



Please register NOW at <https://kidsontech.film>. You will receive a confirmation email and direct access to the film on May 20th, viewable until May 30th.

Help us spread the word via your mailing lists and social media channels. If you have any questions, please contact Miriam Rönn or me at [pr@waldorfschule.de](mailto:pr@waldorfschule.de)

Waldorf 100 and the German Bund der Freien Waldorfschulen have played an outstanding role in making this film possible. Waldorf education offers many possibilities for a media curriculum that encompasses all age groups. Further information can be found in the attached document which Douglas Gerwin sent us, or on the website of the German Waldorf Association following this link: <https://www.waldorfschule.de/paedagogik/medienmuendigkeit>

... but first view our film trailer here: <https://kidsontech.film>

*After having opened the trailer, you can choose the language of the subtitles by clicking on the "CC"-button at the bottom right of the window.*

We look forward to you! With warm regards

*Henning Kullak-Ubs?*