

Competition title

The inspiring journey of Moomins and Pippi

Purpose and philosophy

The competition invites Primary School pupils to express themselves creatively, delving into the fundamental values of self-acceptance and the acceptance of others. Pupils are called upon to draw inspiration from the world of Pippi Longstocking and the Moomins, adopting the philosophy of uniqueness, kindness, and respect which are championed by these fairytale characters.

Thematic axes

Submissions must develop one or more of the following themes:

- **Uniqueness and self-confidence:** The value of daring to be yourself and the power of what makes you special.
- **Love and acceptance:** Understanding and respecting diversity as a basis for creating healthy and strong relationships.
- **Kindness and tolerance:** The importance of small daily acts that make the world warmer, more inclusive, and beautiful for everyone.
- **Respect for nature and the environment:** Care, gratitude and responsibility towards the world around us.

Central message: Uniqueness is a strength, which, together with kindness, respect, and love, can build a better world.

Participation categories and forms of expression

The competition is differentiated into the two cycles of primary schools. Each cycle focuses on different forms of creative expression, appropriate to the skills of each cycle:

Cycle	Grades	Form of participation
A' Cycle	1 st , 2 nd , 3 rd grade of Primary School	Visual creations (drawing or collage two dimensional)
B' Cycle	4 th , 5 th , 6 th grade of Primary School	Creative writing (short stories)

Clarifications for visual creations: Submissions may be individual (size A3) or group (maximum group number: five children – size A2). Use of various materials is permitted.

Clarifications for written expression: Short stories must not exceed 500 words, either in Greek or English.

Pupils' participation in the competition is **optional**, and the work is expected to be done in their **free time**.

However, if the thematic axes of the competition align with the objectives of the schools' Action Plans or with the choices of teachers in cognitive subjects such as Health Education and Literature, it is suggested that interested teachers attend the online seminar.

Attendance will provide them with the necessary tools to conduct initial discussions and guidance within the classroom, strengthening the children's motivation and the quality of their work before they work independently.

Selection process: The intra-school competition

Each school will conduct an intra-school competition so that, from all submissions, a maximum of four projects are selected and sent to the Central Evaluation Committee (one from each category):

- One individual submission from the A' Cycle
- One group submission from the A' Cycle
- One individual submission from the B' Cycle
- One group submission from the B' Cycle.

Note: Schools may choose not to submit a project in a category, if they wish.

Submission of projects/works will be accepted from **Friday, 13 February 2026** in digital format through the following link: <https://forms.office.com/e/yjCaJ02C46>. Submissions will be accepted until **Thursday, 30 April 2026**.

Visual creations must be submitted as high-resolution photographs. Original works may be requested by the Evaluation Committee for evaluation purposes and/or exhibition at the awards ceremony.

Preparation and teacher support

Before the official start of submissions, a webinar will be organised for teachers who wish to participate. The seminar will be presented in English by Dr Elina Druker, Professor in Literature Sciences of Stockholm University and Mr Charalambos Demetriou of International Board on Books for Young People (IBBY) Cyprus. Topics to be discussed are as follows:

- Presentation of the characters, philosophy, and work of Astrid Lindgren and Tove Jansson.
- Practical and creative ideas for approaching the thematic axes and categories of the competition.

Teachers are called to declare intent to participate in the competition by **Thursday, 15 January 2026** through the following link: <https://forms.office.com/e/Nj8qaUzcC4>. Upon submitting the form, further information will be sent regarding the webinar. Teachers can find additional information and activity ideas on the Moomin and Pippi websites:

- <https://www.moomin.com/en/>
- <https://www.astridlindgren.com/se-en-gb/characters/pippi-longstocking/historien-bakom-pippi>

Evaluation

The evaluation of submissions will be carried out by an **Evaluation Committee**, which will consist of representatives from the following bodies:

- Ministry of Education, Sport and Youth: Two persons
- Embassies of Sweden and Finland in Cyprus: Two persons
- Cyprus Board on Books for Young People: One person

Note: The Committee reserves the right not to award a prize if the quality or number of projects is insufficient or unsatisfactory.

Visual image evaluation criteria

- **Originality and creativity:** Creative visual interpretation of the concepts of kindness and each individual's uniqueness (40%)
- **Visual quality and aesthetics:** Harmony of composition, colours and technical rendering, with emphasis on imagery that alludes to the heroes and what they represent (30%)
- **Relevance to the theme:** Thorough connection between the artwork and the message, how the image relates to the philosophy of kindness, respect and love (30%)

Text evaluation criteria

- **Originality and imagination:** Offering a distinct perspective and original ideas around the central message and the prospect of changing the world for the better (40%)
- **Linguistic excellence and relevance to the message:** Syntax, word choice, richness of expression and literary quality, connection with the philosophy and thematic axes (30%)
- **Aesthetic excellence:** The story's ability to inspire, move, mobilize and convey an optimistic message (30%)

Prizes

Three prizes will be awarded in each of the four distinct categories:

Category	Prizes
Visual creations (individual)	3
Visual creations (group)	3
Short stories (individual)	3
Short stories (group)	3
Total	12 (for 12 schools)

Awards and distinctions for pupils and schools:

- **"Book Corner":** Schools of the 12 winning submissions will be awarded a furnished "Book Corner" on school premises.

- **Special emblem:** All 12 schools that are awarded a prize will receive a special emblem or flag for display at the school entrance.
- **Awards ceremony:** Pupils and teachers of the winning submissions will be invited to attend a special awards ceremony at the residence of the Ambassador of Sweden in Lefkosia.
- **Diploma/certificate of participation:** All pupils who receive an award will receive a special diploma and all participants will receive certificates of participation.

Indicative timeline

Activity	Date
Circular to primary schools	Early January 2026
Press conference	12 February 2026 (at the Fairytale Museum in Lefkosia)
Online seminar (webinar) for teachers	19 January 2026
Submission period	13 February - 30 April 2026
Announcement of winners - awards ceremony	End May 2026