



**The Italian EUSTORY History Competition
2013/2014: “14-’18 The Great War in Europe!”**

Against the background of the global celebration at the occasion of the centenary of WWI, the main topic of the 11th edition of the Italian EUSTORY Competition was a large scoped title “14-’18: The Great War in Europe”. The Fondazione per la Scuola benefited from the importance and extremely positive response to such a popular theme by starting a new campaign which aims to attract more interest in the EUSTORY initiative. For the first time, a social digital medium was chosen as the main communication channel to disseminate information and raise interest: A specific Facebook page

(<https://www.facebook.com/eustoryitalia>) has been created for the Italian competition, and material and links have been posted on a regular basis, all of them previously reviewed by experts: either contemporary historians or experts in digital communication to appeal new potential contestants and to provide assistance to those who are already working on their projects. The “traditional channels of communication” (e-mails and traditional mails to the High School, posters etc.) have also been used. The competition was open to classes/groups of students (coordinated by their teachers) as well as to single students working individually. Any kind of medium was accepted for the project: written texts, videos, hypertexts and multimedia products. The deadline for the submission of the projects was the 31st of May, the winners were selected by 15th of June and the award ceremony was held in Turin on 15th of October 2014. Three collective projects (a first place, a second place and a third place) and one individual project have been awarded.

The winners:

	Title	School	Number of Students
1 st place	“14-’18: The Great War in Fiemme Valley”	Superior Institute “ <i>La Rosa Bianca</i> ”, Trento	4
2 nd place	“Genoa in War”	Classical High School “ <i>Andrea D’Oria</i> ”, Genoa	7
3 rd place	“War Memories”	Classical High School “ <i>Vittorio Alfieri</i> ”, Turin	22
1 st place (individual projects)	“Men and Women who fought during the First World War and had leading roles in the ensuing world history”	Scientific High School “ <i>Talete</i> ”, Rome	1

A few notes about this competition round:

- 33 valid applications from 10 different Italian regions were obtained: 27 from classes or groups of students and 6 from individual students; it is the second best result of the Italian EUSTORY Competition. (The best results have been achieved in 2011, when the topic tied to the Unification of Italy’s 200th anniversary).
- The video format was by far the most preferred medium in this edition, only a very few written projects have been handed in. The quality of some documentaries (like in the case of the individual student’s category winner) was astounding, evidence that this generation of high school students understand all nuances of this communication technique at high levels.
- The second most used format was the digital one, with online works and hypertexts. The new Italian social network communication strategy was only a partial success. The Facebook page obtained many “likes”, a sign that the page was visited by many people and institutions, but the promotion of interaction between the page’s visitors was missing and therefor failed.