

ZONE 300

THE FUTURE OF NON-FORMAL EDUCATION



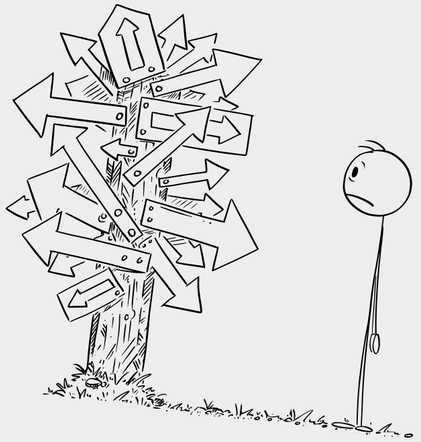




info@sestryjancove.sk

www.sestryjancove.sk

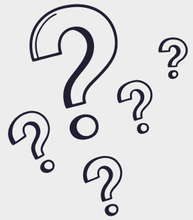
WHY WAS ZONE 300 CREATED?



The world is changing faster than ever before.



New technologies, social media, artificial intelligence, and new forms of communication are constantly emerging.
A new generation of young people is growing up, processing information in a completely different way from the generations before them. The way young people think, communicate, learn, and perceive the world around them is changing.



However, the way we educate them is changing much more slowly.





Schools, libraries, and cultural organisations are increasingly searching **for new educational methods** that can genuinely capture young people's attention and actively engage them. They are looking for approaches based on experience, discussion, participation, visual storytelling, and practical understanding of important topics.



And that is exactly why ZONE 300 was created. But what exactly is ZONE 300? Let's move on and find out.

WHAT IS ZONE 300?







Over many years of working in non-formal education through comics at schools, libraries, and events, we have engaged with thousands of children and young people.
We have tried to understand what they respond to, what captures their interest, and how they learn most naturally.



THE RESULT?
OUR INNOVATIVE APPROACH TO NON-FORMAL EDUCATION FOR CHILDREN AND YOUNG PEOPLE, COMBINING COMIC-BOOK STORYTELLING, DECISION-MAKING, DISCUSSION, AND DIGITAL TECHNOLOGIES WITHIN ONE SHARED WORLD.
ZONE 300 IS A PLACE... WHERE EVERY DECISION LEADS SOMEWHERE.

IT IS NOT ABOUT FINDING RIGHT OR WRONG ANSWERS, BUT ABOUT UNDERSTANDING THE CONSEQUENCES OF OUR OWN CHOICES.

✗ **Not learning through lengthy explanations and abstract lessons.**

✓ **But learning through stories and personal decisions that develop critical thinking.**

3 000+

Children and young people involved in our workshops and educational activities across Slovakia.

80+

Libraries, schools, and educational institutions involved across Slovakia.

IN THE NEXT SECTION, WE WILL TAKE A CLOSER LOOK AT WHAT ZONE 300 ACTUALLY IS AND HOW IT WORKS IN PRACTICE.

THE WORLD OF ZONE 300





The world of ZONE 300 is designed as a scalable educational space made up of hundreds of thematic zones. Each zone focuses on a different socially important topic and uses comic-**book storytelling, decision-making, and interactive activities to help children and young people** develop their knowledge, **critical thinking**, and ability to make independent decisions.

The individual zones may focus on topics such **as financial and digital literacy, mental health, environmental awareness, civic education, equal opportunities, online safety, or responsible gaming.**
Children and young people are not merely passive recipients of information. They become active participants in the story, and their decisions influence how it develops.



Principles

- Learning without the fear of giving a wrong answer
- Every decision leads somewhere
- Critical thinking in practice
- Engaging learning through storytelling
- An innovative approach to education



THE EDUCATIONAL WORLD OF ZONE 300

ZONE 300 PILOT PHASE



1. Design of the pilot thematic zone, development of the comic-book story, and creation of educational materials for children and young people in cooperation with experts and educators.
2. Development of a simple digital platform – the MVP phase.
3. Pilot testing through workshops organised in cooperation with libraries, schools, and cultural institutions. The testing will include comic-book workshops, an introduction to the platform, discussion, and feedback on the proposed educational approach.
4. Based on the results of the pilot testing and the feedback received, ZONE 300 and its educational methodology will be gradually prepared for use in schools, libraries, and other learning environments

Goal of the pilot phase:
To identify which elements best support critical thinking and to develop an effective tool for innovative education.



AVAILABLE ON MOBILE DEVICES AND TABLETS

A story presented through a simple digital platform – pilot phase

Young people enter the world of ZONE 300 and explore a specific thematic zone through a comic-book story and relatable characters.







Illustrative example of a comic-book story on a mobile device or tablet

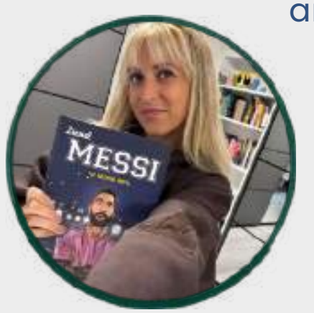
PROJECT CREATORS
THE JANČOVÁ SISTERS

The Jančová Sisters are a Slovak creative duo who have been creating educational comics, workshops, and interactive storytelling experiences for children and young people since 2019.

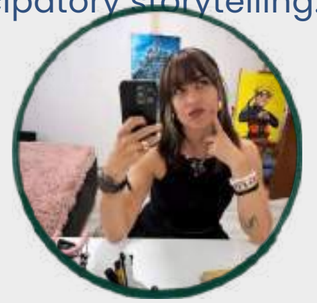
Their work combines **storytelling, illustration, and education,** with the aim of making important social issues understandable and engaging for young audiences. In 2026, their comic-book titles reached the international market and were published in languages including English, French, Italian, Portuguese, and Czech.

They are recipients of support from She's Next – Business Idea and the creators of educational and environmental comic-book projects. Their workshops and activities have already reached approximately **3,000 children and young people** across Slovakia.

ZONE 300 is a natural continuation of their long-term work in non-formal education and participatory storytelling.



Ivana Jančová
Screenwriting, storytelling, educational methodology



Zuzana Jančová
Illustration, visual design



SUPPORTERS, PUBLISHERS, AND PARTNERS

WHAT KIND OF PARTNERSHIP DO WE OFFER?



BECOME A FOUNDING PARTNER OF THE ZONE 300 EDUCATIONAL WORLD

Join us in creating the first pilot educational zone within ZONE 300 — an innovative project that helps children and young people understand important social issues through comic-book stories, their own decisions, discussion, and interactive activities.

A specific thematic zone can be developed in line with the partner's focus and values — for example, financial and digital literacy, environmental awareness, mental health, civic education, equal opportunities, or online safety.

Pilot phase: 7 000 – 10 000 €

PThe pilot includes:

- development of the story, script, and educational content
- professional comic-book illustrations and graphic design
- expert consultations and feedback from educators
- development of a basic digital platform for testing
- pilot testing in partner libraries and schools
- collection of feedback and evaluation of results

Target group:
Young people aged 13–18

What the partner receives

- founding partner status for the selected thematic ZONE 300 zone
- visibility on the digital platform and in comic-book and educational materials
- placement of the partner's logo across the project and pilot outputs
- association of the brand with innovative education for young people
- the opportunity to participate in the selection of the zone's thematic focus
- access to pilot testing results and participant feedback

.

Together, we will create a new way of introducing young people to important social issues in an environment that feels familiar, understandable, and natural to them.


I THINK, LET'S START WITH THIS. WE NEED A PAIR OF GLASSES. YOU'LL SEE WHY WHEN WE GET TO THE END OF THE PRESENTATION.
AT THE END OF THE PRESENTATION... YES. ZONE 300 IS NOT THERE ANYMORE.
SO WE'LL START WRITING THE NEXT CHAPTER.


BYE