

## EUROPEAN YOUTH AWARD

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## European Youth firing up innovative Thinking

*Europe's most creative start-ups will set Graz on fire from November 19-22. Speed-networking, international keynotes, project presentations, a story-telling campfire session and the public Gala Evening are only some of the highlights of the European Youth Award Festival. The three-day event will be full of digital innovation, creativity and networking.*

From Nov. 19–22, Graz, Austria, will become a hub for digital creativity and social activism. On Wednesday Franz Fischler, former EU-Commissioner and President of the European Forum Alpbach, will welcome the 14 winners of this year's European Youth Award. Moreover, students from all over Europe, business leaders and international speakers will kick-off the EYA festival 3.0 in the City Hall Graz.

*"Young people are the drivers of Europe's creativity and innovation. The European Youth Award is selecting the best among them, puts them on a global stage and offers a powerful network to support them",* says Prof. Peter A. Bruck, Honorary Chairman of EYA organizer ICNM.

For the third consecutive time, the EYA Festival offers not only interactive sessions, keynotes and workshops. Hence the festival is a platform for young entrepreneurs and their best practice examples of creative, socially-valuable eContent.

International speakers like Paul Hughes, globally renowned for his impressing "Ten Meters of Thinking" or Manar AlHashash, one of Kuwait's most powerful women and eContent Alchemist will inspire the audience. Marina Kusumahardhani, co-founder of the start-up initiative "Generation Social together" with Nobel Laureate Prof. Muhammad Yunus, will share her thoughts on the potential of social entrepreneurship to tackle youth unemployment.

Thursday, the completely new approach of the "web of needs" will be the main focus. The "Innovation Camp" will offer an interactive workshop on creative solutions tied to the "web of needs". The afternoon is dedicated to the winners and their projects. Friday starts with "Morning Campfires", where participants listen to the life stories of experienced and successful entrepreneurs.

The highlight of the EYA festival, designed to be not only an event to network and gather business cards, but a place to find friends and connect with like-minded people will be the EYA Gala Ceremony & adjoining party. After the Award Ceremony it's time to push aside the chairs and enjoy DJ Mama Feelgood setting the audience on fire!

### **About the European Youth Award (EYA)**

Called into life by Prof. Peter A. Bruck, honorary chairman of the International Center for New Media, in 2012, the European Youth Award (EYA) is a leading European competition honoring excellence in the use of Internet and mobile applications for social empowerment. Conducted under the patronage of the Council of Europe, European Parliament, UNESCO and UNIDO, EYA as annual contest seeks to motivate young people under the age of thirty to produce socially-valuable digital projects that address the goals defined by the Council of Europe and Europe 2020.