



THE WINGS OF SUCCESS: PAN-EUROPEAN MENTORSHIP PROGRAM FOR EXCELLING DIGITAL INNOVATIONS

What makes success? An inspiring idea, a vision, new technology? All of that and more is to be found in the European Youth Award's thirteen winning projects. But there is one thing young start-ups are missing: yearlong business experience.

The EYA mentorship program offers exactly that: Every EYA winning project taken under a mentor's wing.

Salzburg, Austria, September 24, 2014. Already the Greek mythology knew of the importance of guidance in critical stages, and what more would be beneficial to the EYA winners as a team of top digital entrepreneurs willing to share their knowledge and advise them.

Digital technology development for social good is the prime factor in beneficial collaborative progress. But what happens after the coding, after successfully installing a project into the market, maybe even finding first interests?

For making your project sustainable, you will benefit most from sound advice.

As a new initiative the EYA introduces exactly that into its process: Knowledge transfer by mentoring from digital entrepreneurs, masterminded and fitted to each of the EYA winning project's needs.

EYA's outstanding [mentoring team](#) consists of some of Europe's and international top level entrepreneurs. Be it [Peter Olson](#), President of DIGITALEUROPE & Vice President, Ericsson from Belgium, [Kaisa Olkkonen](#), Vice President for Government Relations @ Nokia Corporation from Finland, [Günther Wellenzohn](#), Innovation Manager @Infineon from Austria or [Stephen Collins](#), Vice President for Corporate Affairs @ Microsoft EMEA, Belgium, just to name a few, the EYA mentoring team will offer a vast range of expertise and encouragement.

Taking knowledge transfer to next level: sustainability in digital mentoring

The EYA Mentorship program offers top-down and bottom-up experience and knowledge transfer to the EYA winning teams with people who have done it already! Finding advice and insight in the adventures and ventures of the conversant will deliver new perspectives and inflections to their projects. As knowledge and experience are the main drivers to survive in the economy world and become successful, personal knowledge transfer, the chance to ask and interact, and get role modeling first hand gives the EYA Winners 2014 the escalator to the next level.

The EYA Mentors will not only connect with the most engaged social start-ups in Europe, they will also advise their chosen team with their unique know-how and expertise to further develop the winning project. This will also support them to make connections and form strategic partnerships. The personal engagement of the EYA mentors provides highest value and inspiration for the young outstanding European e-Content producers.

The winner's event (EYA Festival), comprising a three-day conference and Gala Ceremony, taking place in Graz from November 19-21, will offer EYA mentors and their mentees a face to face platform, plus showcasing Europe's most innovative digital projects for social good.

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, UNESCO and UNIDO, EYA as an 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.