



EUROPEAN YOUTH AWARD

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Spring Time for Young Digital Social Entrepreneurs – Open Call to be Creative

The European Youth Award is inviting for innovative and digital projects to solve Europe's social challenges and to enter this year's contest

Salzburg, Austria, May 4, 2015. Flowers are blossoming across Europe and with spring in full swing the European Youth Award (EYA is opening this year's call for the most outstanding and innovative digital projects.

Young digital changemakers, entrepreneurs and Start-Ups are invited to participate. The competition is open until July 15.

"The European Youth Award has developed in the last year as young entrepreneurs care more about learning from each other than winning prizes or having fun. Participants in the EYA are more interested in compare their results and taking next steps in improvements of their projects than show off skills and talents. EYA is becoming THE meeting place for digital creative who start up their projects and aim for social impact" explains Prof. Peter A. Bruck, founder and mastermind behind EYA, the idea.

The European Youth Award is the unique in addressing young digital creative, content producers and app developers in 49 European countries and inviting them to enter "Digital Creativity for Social Good"-competition. Innovative solutions are solicited in six categories that address the goals defined by the Council of Europe and EU strategy Europe 2020:

- 1. Healthy Life: fitness | nutrition | healthcare**
- 2. Smart Learning: education | e-skills | open science**
- 3. Connecting Cultures: arts | games | diversity**
- 4. Go Green: sustainable energy | mobility | urban development**
- 5. Active Citizenship: free journalism | open government | social cohesion**
- 6. Money Matters: financial literacy | employment | smart consumerism**

In each category the best three digital projects will be selected and awarded by the Grand Jury consisting of international experts from all branches of the creative industries.

The producers and creators behind of the winning projects will win a trip to participate in the EYA Festival in Graz (November 18-21), which has become a central hub for international knowledge exchange and collaborations. Together with socially-active ICT experts, business leaders, and other creative minds, EYA winners will work on new ways to employ the tools provided by Internet and mobile technology for social good and develop foundations for future cooperation.

About the European Youth Award (EYA)

Started in 2012, the European Youth Award (EYA) is the leading European competition honouring excellence in the use of Internet and mobile applications for social empowerment. The annual contest motivates young people under the age of thirty to produce socially-valuable digital projects and products. The winners' event (EYA Festival) is held in Graz, City of Design and Human Rights, from November 18-21, 2015 under the patronage of the Council of Europe, UNESCO and UNIDO.

European Youth Award – Digital Creativity for Social Good!