



European Youth Award Digital Solutions with Social Impact

EYA Onsite Jury & Design Thinking Forum 2018



Impact Report

September 15-18, 2018
Prishtina, Kosovo

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EYA is conducted by



Co-funded by the
Europe for Citizens Programme
of the European Union

under the auspices of the Secretary General of
the Council of Europe, Mr. Thorbjørn Jagland.



In kind co-operation with



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I. GENERAL INFORMATION

a. ABOUT THE EUROPEAN YOUTH AWARD

***Digital technologies are most powerful instruments to tackle
the social challenges people face every day.
We can make the world a better place.
Together.***

The **European Youth Award** (EYA) is a European-wide contest motivating young people, entrepreneurs and start-ups to produce digital projects improving society. The Award demonstrates their potential to create innovative solutions with Internet and Mobile technology that address the goals defined by the [Council of Europe](#) and [Europe 2020](#) as well as the [UN Sustainable Development Goals](#) (SDGs). It is conducted in 2018 for the seventh time.

b. WHAT IS THE EYA JURY?

A community of ICT youth experts, academics, business leaders and journalists - acts as interdisciplinary jury to select the most outstanding and innovative projects. The winners are invited to the EYA Festival which takes place in Graz, UNESCO City of Design and Human Rights, Austria, **November 28 -December 1, 2018**.

c. JUDGING PROCESS

The judging process is organised in **three stages**:

1. Elimination round to determine a list of 5-10 nominations per category:

ONLINE, AUGUST 2 – 21, 2018

2. Elimination round to determine a list of 3-5 nominations per category:

ONLINE, AUGUST 25 – September 9, 2018

3. Selection round to determine 12 winner(s) of the European Youth Award:

ONSITE JURY MEETING, SEPTEMBER 15-18, 2018, Prishtina, Kosovo

II. DESIGN THINKING FORUM & ONSITE JURY IN PRISHTINA, KOSOVO

a. IDEA AND BACKGROUND

With the kind help of the Austria-Kosovo Friends Association the EYA Onsite Jury Meeting was brought to Prishtina, Kosovo, last year for the first time. Thanks to all supporters and partners, it was possible to conduct the event there again in 2018.

The event was organised in kind co-operation with and supported by:



To take advantage of the chance to have 20 international experts from different disciplines in Prishtina and have a strong impact in the region, the Jury meeting was surrounded by a special workshop for local start-up teams and a *Design Thinking Forum*. Both aimed to connect local youth, start-ups and students with the international experts and jury members. This was a **unique chance** for the local community **to benefit from their outstanding expertise**.

b. PROJECT GOALS

The main goal was to continue and expand the already established partnerships and reach more people than last year.

Benefits for local youth and start-ups and Prishtina, Kosovo:

- **Goal 1:** Organize **interactive sessions** and workshops for knowledge transfer with EYA experts and **young people, students, entrepreneurs and start-up founders from Kosovo.**

Achieved results:

UPSHIFT WORKSHOP | Sept 16 | 10-12.30 am

On Sunday morning, local start-up teams who wanted to improve their odds of success learnt how to scale and make their start-ups sustainable.

Background: The UNICEF Innovation Lab organizes UPSHIFT: Social Impact Workshop lasting 2-3 days. Participants (aged 15-24) learn how to go from challenge to solution and design and develop project ideas that benefit the community. Participants gain professional experience and develop skills in problem solving, communication, collaboration and leadership. The winners of the workshop receive up to 2.000 EUR to implement their ideas which drive change in their communities.

10 winning teams (more than 25 youngsters) from past UPSHIFT workshops have been selected by UNICEF Innovations Lab to present their projects and their current challenges and successes to the international EYA experts.

The teams pitched first and then worked with the experts in small groups on their current challenges. The focus was on how to be sustainable and how to grow / scale up.

Design Thinking Forum | Sept 17 | 2-5.30 pm

Monday afternoon EYA organized a Design Thinking Forum and gathered over 80 local youth, start-ups, entrepreneurs and students. It consisted of two sessions – the Flames of Inspiration & the Solution Jam.

“Flames of Inspiration”:

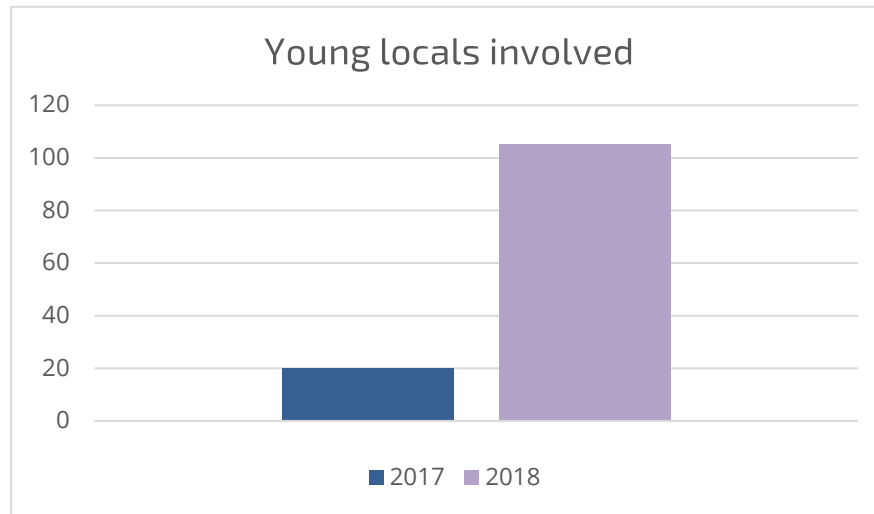
In small groups of 4-5 people, the EYA experts shared their inspiring life and success story with the participants. They answered their burning questions in these exclusive rounds. After 10 minutes, the participants could choose another “flame”. Therefore, they could get in contact with 5 different experts during this session.

“Solution Jam”:

The Flames of Inspiration were followed by the “Solution Jam”. Before the event, local start-ups were invited to submit business problems / challenges they wanted to discuss. Out of all submission, 10 topics were selected and worked on.



The number of local participants attending the public EYA events from Prishtina and all over Kosovo multiplied from 2017 to 2018 which shows that the continuation and expansion of partnerships paid off.



- **Goal 2:** Host **young internationally-renowned experts** as Onsite Jury members and schedule meetings and **networking events**;

Achieved results:

18 international jury experts (see jury experts' list below; bios can be found on: <https://eu-youthaward.org/on-site-jury-2018>) experienced the outstanding hospitality of Prishtina and met its young creative talents. The feedback was outstanding and these experts will act as multipliers and spread the word about Prishtina as a hub for digital innovation in their networks.

"The European Youth Awards make a major contribution to the future of the region, and indeed of humanity. That so many of our young people are able to use their idealism, their ICT skills, and their enterprise to advance society across Europe and the Mediterranean world, is a wonderful guarantee of a united and prosperous future. I and my fellow judges were also able to work with Kosovan entrepreneurs and share their achievements and their dreams; they presage a great future for a united Europe. I am deeply honoured and humbled to be involved in the Awards."

Dr. Stephen Vickers, Oxford, United Kingdom

The Design Thinking Forum brought an incredible knowledge gain by gathering experts with diverse backgrounds. Sharing experience with professionals from all over Europe and young talents from Kosovo was absolutely rewarding. That also applies to the selection process of the winning projects. Our exchange generated new ideas and connections.

Gertraud Eibl, Salzburg, Austria

"The focused workshop and Design Thinking Forum were great! As a juror and expert participant, it was a rich experience to see so much drive. I could learn from and contribute to the processes and projects the young people are working on. It already led to new contacts and opportunities."

Albert van der Kooij, Leeuwarden, The Netherlands

"For sure it was a lot of work but it was also exciting, inspiring and fun. I enjoyed it a lot. It was a pleasure for me to be in Prishtina."

Frank Lorenz, Salzburg, Austria

- **Goal 3:** Allow locals powerful **insight into Europe's start-ups scene & latest trends in innovative digital projects** from 59 European states;

Achieved results:

156 projects have been submitted to EYA18; 55 have been shortlisted and reviewed in Kosovo. The following locals have been included in the jury:

- Vjosa Mullatahiri, Advisor for Youth Employment Promotion and ALMP at GIZ
- Uranik Begu, CEO Innovation Centre Kosovo
- Afërdita Pustina, National Programme Officer at the OSCE Mission in Kosovo
- Valon Nushi, YEP Coordinator at UNICEF Innovations Lab Kosovo

"It was my special pleasure to be part of the Onsite Jury of the European Youth Award, thus meet this bunch of professional down-to-earth experts with such an amazing experience in different fields. On the other hand, seeing this very democratic process of evaluation and selection of very innovative and attractive projects run by youth, was a great experience and motivation for me. Looking forward to work with people I met during the Onsite Jury and Networking event in Prishtina and do great things together."

Valon Nushi, Prishtina, Kosovo

"It was a great privilege to both serve as judge and a host of EYA Onsite Jury, and being part of such an amazing group of experts and enthusiasts that are committed to giving back to communities. I look forward to next year's contribution, and we always welcome you back, as to what is now unofficial capital of EYA Onsite Jury, in Prishtina."

Uranik Begu, Prishtina, Kosovo

"For me being part of EYA jury was a very interesting experience. The process was very transparent that ensured the opinion of every juror was heard and taken into consideration. Moreover, jury members came from different countries, diverse backgrounds and experiences which made the process more fascinating! I must say that I enjoyed it very much!"

Vjosa Mullatahiri, Prishtina, Kosovo

c. EYA JURY EXPERTS & INTERNATIONAL GUESTS OF HONOUR

The Jury was composed of 22 experts with different backgrounds from various countries from all over Europe.

Jury Chair & Moderator		
Prof. Peter A. Bruck	Chairman of ICNM	Austria
International Guests of Honour		
Lukas Mandl	Austria-Kosovo Friendship Society	Austria
Arber Marku	Austria-Kosovo Friendship Society	Austria
Jury Members and Experts		
Christian Bauer	Bauer & Associates, Bureau André Heller GmbH	Austria
Wais Bashir	Media Consultant	UK
Uranik Begu	Innovation Center Kosovo	Kosovo
Graham Cooper	University of Lincoln	UK
Gertraud Eibl	Federation of Austrian Industries Salzburg	Austria
Carla Fabbro	Copenhagen FinTech	Denmark France
Julianna Faludi	Corvinus University of Budapest	Hungary
Anne Sofie Hoffmann Schrøder	Independent Journalist	Denmark
Dimitar Jovevski	University of Skopje	FYROM
Tibor Kesckes	Senior Architect and Spatial Designer TK Studio	Hungary
Monika Kosman	TEDxOdense	Poland Denmark
Frank Lorenz	SKIDATA AG	Austria Germany
Rodica Mocan	Babes Bolyai University	Romania
Vjosa Mullatahiri	YEP Coordinator at UNICEF Innovations Lab Kosovo	Kosovo
Valon Nushi	UNICEF Innovations Lab Kosovo	Kosovo
Arto Puikkonen	Gofore Ltd.	Finland
Afërdita Pustina	OSCE Mission Kosovo	Kosovo
Rutger de Rijk	Impact Hub Amsterdam	Netherlands
Timo Rostedt	GOFORE	Finland
Albert van der Kooij	Frisian Design Factory	Netherlands
Stephen Vickers	International Assessment Consultant	UK
Jon Mark Walls	GovFaces	Switzerland US



d. EVENT PROGRAM

Saturday, Sept 15, 2018

16.30-18.00 | Jury Plenary, Presentation of Modus & Rules

Innovation Centre Kosovo, Rexhep Mala street 28A, 10 000 Prishtina

18.30 | Welcome Dinner for partners and experts

Hotel Sirius, Str. Agim Ramadani, 10 000 Prishtina



Sunday, Sept 16, 2018

Morning Session in cooperation with UPSHIFT

Hotel Swiss Diamond, Conference Room Artana, Sheshi Nëna Terezë, 10 000 Prishtina

10.00-12.30 | Be sustainable and scale up! (in cooperation with UNICEF Innovations Lab Kosovo)

Workshop for 10 start-up teams on how to be sustainable and grow with limited HR resources. How can a team work together best?

12.30-14.00 | Lunch

Afternoon Session, EYA Onsite Jury meeting I

Innovation Centre Kosovo, Rexhep Mala street 28A, 10 000 Prishtina

14.00-16.30 | Online Jury Round I

Preparing 2-4 Nominations per category and presentations

16.30-18.00 | Plenary Round I

Selecting the winners in the EYA categories

19.00 | Networking Dinner for partners and Onsite Jury members

Etno Kuca Restaurant, b.b Devet Jugovića, Gračanica



Monday, Sept 17, 2018

Morning Session. EYA Onsite Jury Meeting II

Hotel Swiss Diamond, Conference Room Artana, Sheshi Nëna Terezë, 10 000 Prishtina

9.00-13.00 | Plenary Round II and Writing of Jury Reports

13.00-14.00 | Networking Lunch for partners and experts



Afternoon Session, Design Thinking Forum

Innovation Centre Kosovo, Rexhep Mala street 28A, 10 000 Prishtina

14.00-15.30 | *Flames of Inspiration*

"Learning the hard way" – stories & first-hand experiences from 20 international experts in the fields of innovation, start-ups, digitalization and social impact.

15.30-15.45 | *Coffee Break*

15.45-17.30 | *Solution Jam*

Participants work with the international experts on present business problems they submitted beforehand.



Evening. Farewell Reception

Hotel Swiss Diamond, Conference Room Ulpiana, Sheshi Nëna Terezë, 10 000 Prishtina

18.30 | *Farewell Reception & Networking*

with jury experts, MEPs, OSCE, ICK, UNICEF, GIZ and partners

Guests of Honour:

- *Valdrin Lluka, Minister for Economic Development*
- *Uranik Begu, Executive Director Innovation Centre Kosovo*
- *Julia Becker, Head of Component GIZ YES programme*
- *Ambassador Gernot Pfandler, Austrian Ambassador in Kosovo*
- *Ambassador Sami Ukelli, Kosovar Ambassador of Austria*
- *Lukas Mandl, Austria-Kosovo Friendship Society*
- *Peter A. Bruck, Honorary Chairman ICNM and many more.*



III. MEDIA REPORT

Press releases related to the EYA Onsite Jury Event, sent to some 40 media partners and about 1000 international media contacts

Kosovo's start-ups connect with all-European experts (in English)

https://eu-youthaward.org/wp-content/uploads/sites/2/2018/09/PR_Kosovo_startups_international_experts.pdf

#EYA18 Winners change the world: Unicorns of social impact (in English)

https://eu-youthaward.org/wp-content/uploads/sites/2/2018/09/20180924_EYA_Press_Release_Winners_2018.pdf

Live-Appearance on Kosovan Television Kohavision "Biseda": <https://www.youtube.com/watch?v=pfq0N47TDmc>

Media Clippings (extract):

[From smart learning to active citizenship, here are the winning projects for the 2018 European Youth Award](#) (tech.eu)

[EYA18 Gewinner sind digitale Superhelden](#) (Wirtschaftszeit)

Social Media Tracking:

- Facebook: The EYA FB Posts covering the Onsite Jury & Design Thinking Forum during the event reached 39.334 impressions, while 2.768 Users interacted with these posts. Promotional videos, such as a video message from minister Valdrin Llluka reached an audience of 1.236 interacting users and a total of 41.280 impressions.
514 unique Users interacted with the Facebook Event, the majority of the target group being 18 – 24 year old females.



- Twitter: Tweets from the Design Thinking Forum reached 10.300 impressions, 85 likes and 20 retweets.

e. PHOTOS OF THE EVENT

Event Gallery:

https://www.facebook.com/pg/EuropeanYouthAward/photos/?tab=album&album_id=1033771523467378

f. PARTNERS AND SUPPORTERS

The EYA Onsite Jury was conducted with kind support of:

