ya!

European
Youth
Award

Use Internet and Mobiles to put the UN Millennium Development Goals into Action!

Winning Projects

2012

Content

Design technology for a cause: young Europeans speak up digitally!

Prof. Dr. Peter A. Bruck

Information and Communication Technologies are more than tools or extensions of human senses. They structure all of our lives. We live in technology, on the Internet, using mobiles.

But who are "we"? Everyone – especially young people under 30 years of age. Notwithstanding significant inequalities of access and costs, Internet and mobiles are pervasive for young people in all European countries. Technology is their language, this is how they relate and live.

UNICEF reported in mid-September 2012 that about 19.000 children die every day. They die of extreme poverty – no fault of their own – avoidable hunger – no fault of their own – and preventable diseases – no fault of their own! 792 kids under the age of five, every hour! Is this acceptable? Is this normal?

The UN Millennium Development Goals (MDGs) can change that. They are unique. They are the first and only undertaking of all of humanity to do more than merely pray and talk about ending misery and injustice, gender inequality and lack of education. They state clear measurable goals. They set milestones. They provide a deadline. In 2015, the heads of states and governments committed themselves to review what had been achieved towards the goals set by the UN General Assembly in the year 2000.

The projects juried in the European Youth Award (EYA) use the context of the UN MDGs to seek out those young Europeans who use digital technology to interactively make a difference. They use Internet and mobiles to change the world and they contribute to changing perspectives. They act and their actions speak! They design technology for a cause and make best use of it.

In this booklet you will find an overview of the 12 most engaging and innovative European projects from the 2012 contest. In the EU context, they bring out the best of what the European Union wants to achieve with its "Digital Agenda 2020".

The EYA winners already make a difference with ICTs and their engagement is not part of a digital policy agenda but of reality.

Their goals? To live and share in a world where poverty, disease and corruption are eradicated, where lies, inequality and lack of education are overcome, where environmental degradation and cultural prejudices are eliminated. Their projects vividly demonstrate what can be achieved when young people stand up and act digitally for a liveable future.

Thank you for your interest! Give them your support! Best wishes to you,

Peter A. Bruck
Chairman of the WSA
Hon. President of ICNM

European Youth Award

Patrons'
Statements

Young people using Internet and Mobiles
to put UN MDGs into Action

Ya! European Youth Award

Irina Bokova

Director-General, UNESCO
UN Educational,
Scientific & Cultural Organization

" The Millennium Development Goals and the objectives of the World Summit on the Information Society embody a collective aspiration for a better future for all societies. Young men and women stand at the heart of this aspiration – as leaders, actors and beneficiaries. UNESCO works across the world to support their capacities and to enhance their participation into all decisions involving their future. We seek specifically to bolster youth-led innovation and youth employability through quality education, through social inclusion and through science, technology and innovation systems. The European Youth Award Winners and Community show how digital technologies can change the world thanks to the creativity of young women and men. I thank everyone involved for their engagement to support innovation for greater dignity, justice and equality. These are the foundations for the future we want for all. "

Neelie Kroes

Vice-President
Digital Agenda
European Commission

" It's my great pleasure to introduce this publication. The Internet and new technology provide a platform for huge innovation. That can boost our economy – but also help support a stronger society.
The young generation in Europe today faces the terrible prospect of unemployment. But they also have a huge opportunity: to use the innovative power of ICT to improve their lives, and others'.
The examples in this Catalogue show that there are many such talented young innovators out there. And they also show their hard work can help the most deprived people in the world, by helping us achieve the MDGs. Well done to all those who took part. "

Eveline Herfkens

Founder of the U.N. Millennium Campaign

" Young people were the favorite allies of the UN Millennium Campaign: passionate, energetic and thinking "outside of the box". Using internet and mobiles to achieve the MDGs was certainly beyond the frame of mind of government leaders who agreed to these Goals…

Tomorrow's world is defined by action today. So some 20 years from now, when your generation will provide the Secretary General of the UN, she does not need to report once again that the Millennium Goals have not been met as yet. Your action prevented these Goals to end up as litter on yet another boulevard of broken dreams… "

Michael Spindelegger

Vice Chancellor, Federal Minister for European and International Affairs, Austria

" The Millennium Development Goals provide concrete, numerical benchmarks for tackling extreme poverty in its many dimensions. Modern communication technologies enable and foster a vivid exchange of views and ideas between young people and contribute to breaking down barriers. Where the MDGs are not achieved, young people are suffering in many different ways, but they are increasingly standing up for their rights, their future and the future of youth worldwide. The EYA honours their commendable efforts and I would like to congratulate the winners and all participants on their innovative and creative work. "

Kim Stevenson

CIO, Intel Corporation

" At Intel, we have a vision to create and extend computing technology to connect and enrich the life of every person on earth. Education and access to technology plays an enormous role in the success of this vision. Intel's education programs support enabling governments, students, teachers and universities all over the world to have access to technology and leverage it for building better communities. Together we are building the digital society. The EYA program and its winners are key actors in the digital transformation; they stand out not just due to their creativity but their entrepreneurial energy. Let youth innovation lead and communities will prosper! "

Reinhold Mitterlehner

Austrian Federal Minister of Economy, Family and Youth

" I congratulate all participants and especially the winners of the European Youth Award 2012. They are representing an ever growing group of young people worldwide, who actively take part in making the world a better place through innovation. Thanks to technological development it is now possible to put existing and emerging knowledge about effective strategies quickly into practice. Through their support in achieving the Millenium Developement Goals in ways yet unthought of, the participants give important impetus on this very relevant field of development aid. "

5

The European Youth Award (EYA)

Promoting youth entrepreneurship that makes a difference

This year marks the first edition of the **European Youth Award (EYA),** the key European partner award of the annual international **World Summit Youth Award** (WSYA) for **digital and social innovators under 30.** The EYA selects and promotes the best websites and applications which contribute to the achievement of the United Nations Millennium Development Goals (MDGs), raise awareness of the MDGs and contribute to the discussions and future of the EU Digital Agenda. Young Europeans demonstrate their commitment to make a difference through different digital projects and initiatives and prove that the MDGs are a viable source of inspiration and a driving force behind social entrepreneurship.

The EYA is **promoted in all EU member states** through the networks of the World Summit Youth Award (WSYA), the World Summit Award (WSA), the European Academy of Digital Media (EADiM) the UN Global Alliance for ICT (UNGAID), the Internet Society (ISOC), participating UN organisations and agencies such as UNESCO and UNIDO, governments and NGOs, youth organisations, universities and all others committed to the project.

YA! Friends

The YA! Friends platform enables EYA & WSYA Winners and participants from each year to connect and communicate directly. Launched in 2010 by Stephan Hamberger and Mathias Haas, two social entrepreneurs and active contributors of the EYA & WSYA network, YA! Friends makes it possible for registrants to showcase their projects and to get in touch with other young social innovators.

Connect, communicate, promote, share, showcase and (be) inspire(d) by all the projects of like-minded young people from all over the world. The new interface adopted the user-friendly environment of worldwide social networks, which makes it very easy to navigate and to find everything that you need. Much like Facebook every project can be liked to gather support which could be the start of going viral! And with the implemented marketplace **everyone can join YA! Friends.** Registration is fast and simple and without any restrictions.

http://friends.youthaward.org/

The UN MDGs

Benchmarking development towards 2015

Imagine a world where every person has the chance for a liveable future and the right to food, security, shelter, health and education. And imagine that it was not only the civil society, but also world leaders and the biggest international institutions joining in on the effort. This is what the Millennium Development Goals (MDGs) are about. In 2000, the UN member states decided on eight concrete goals to improve living conditions for everyone around the globe: Reducing poverty, hunger and diseases, promoting education, health, gender equality and environmental sustainability, and building a global partnership for development. These goals are set to be reached by 2015.

Eradicate Extreme Hunger and Poverty

Achieve Universal Primary Education

Promote Gender Equality and Empower Women

Reduce Child Mortality

Improve Maternal Health

Combat HIV/Aids, Malaria and other diseases

Ensure Environmental Sustainability

Develop a Global Partnership for Development

Fore more information visit
www.undp.org/mdg/

EYA-Categories

The six categories of the EYA are tied directly to the Millennium Development Goals (MDGs):

1.

Fight Poverty, Hunger and Disease!

Content and applications addressing issues of extreme poverty and hunger, offering solutions for those whose income is less than $ 1 a day, supporting the reduction of diseases and fighting the spread of HIV/AIDS and malaria.

2.
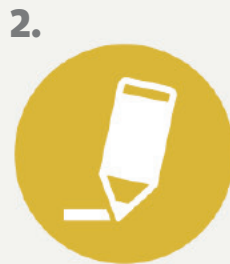
Education for All!

Content, platforms and solutions to give boys and girls everywhere in the world a full course of primary schooling, to advance training for personal development and jobs, and to achieve a high level of understanding and knowledge of the global information society and its promises, challenges and opportunities.

3.

Power 2 Women!

Content and communities which promote gender equality and empower women, eliminate gender disparity in education and at work places, facilitate access of women to all levels of political decision making and strengthen women's contribution to the peaceful resolution of conflicts.

4.
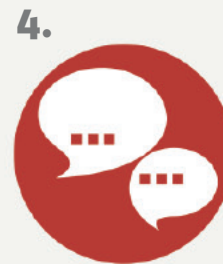
Create your Culture!

Online platforms, applications and content expressing young people's aspirations, ideas and values, sharing their news, enabling their participation in decision-making processes, strengthening social justice, promoting the knowledge of many languages and cultures, supporting multilingualism, creating contemporary forms of culture and preserving indigenous knowledge and traditions.

5.

Go Green!

Applications and content addressing the natural environment, promoting environmental sustainability, integrating the principles of environmentally sustainable development into policy programmes, reversing the loss of environmental resources and biodiversity, reducing the proportion of people without sustainable access to safe drinking water and improving the lives of slum dwellers.

6.
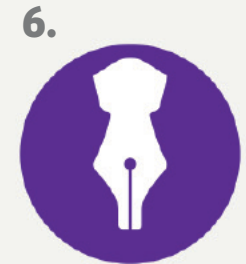
Pursue Truth!

Journalism using Internet and Mobiles to cover the MDGs and to report on issues related to them, to their realization or failure to be realized; addresses content excellence in terms of a fair, accurate, contextual pursuit of truth and the success in publishing the content using digital, interactive media platforms; invites young journalists and citizens to share their news and become active participants in the public interest of their community and country.

You(th) Taking Action on the UN MDGs

Shift happens online – Using Internet & Mobiles for a sustainable future

Shift happens online – Using Internet & Mobiles for a sustainable future **The future is now and online.** With the advent of social media, Internet turned from a passive information highway to a medium of action for social initiative and humanitarian commitment. Being online provides a mandate to every Internet user, a mandate which can make a difference. This was demonstrated vividly in the 'Arab Spring' of 2011, where hundreds of thousands demanded more democracy, more human rights, more job opportunities and better personal security from their governments through social media. Their online voice reached and touched an international crowd, an accomplishment which was never seen before and resulted in making the necessary changes. Internet and Mobiles have become indispensable companions in the lives of citizens of all UN and EU member states, and not only for communication and information. Their use in development and global initiative for a sustainable future shows the versatility of a simple network

connection, a potential which was already recognized in 2003 by the UN World Summit on the Information Society (WSIS). In Europe, the Digital Agenda aims to reboot Europe's economy and help Europe's citizens and businesses to get the most out of digital technologies. Youth in ICT is part of this flagships initiative under Europe 2020, the EU's strategy to deliver smart sustainable and inclusive growth for all.

The **European Youth Award** (EYA) honours young people who use Internet and Mobiles to take action on the eight Millennium Development Goals (MDGs). These concrete goals were set by the UN General Assembly in the year 2000, to be achieved by 2015, and their success is still questioned by many. But the EYA Winners' engagement shows a different side of the story. These **extraordinary young people** took matters in their own hands and built websites and apps to contribute to development and social change. **Shift happens, and it happens online.**
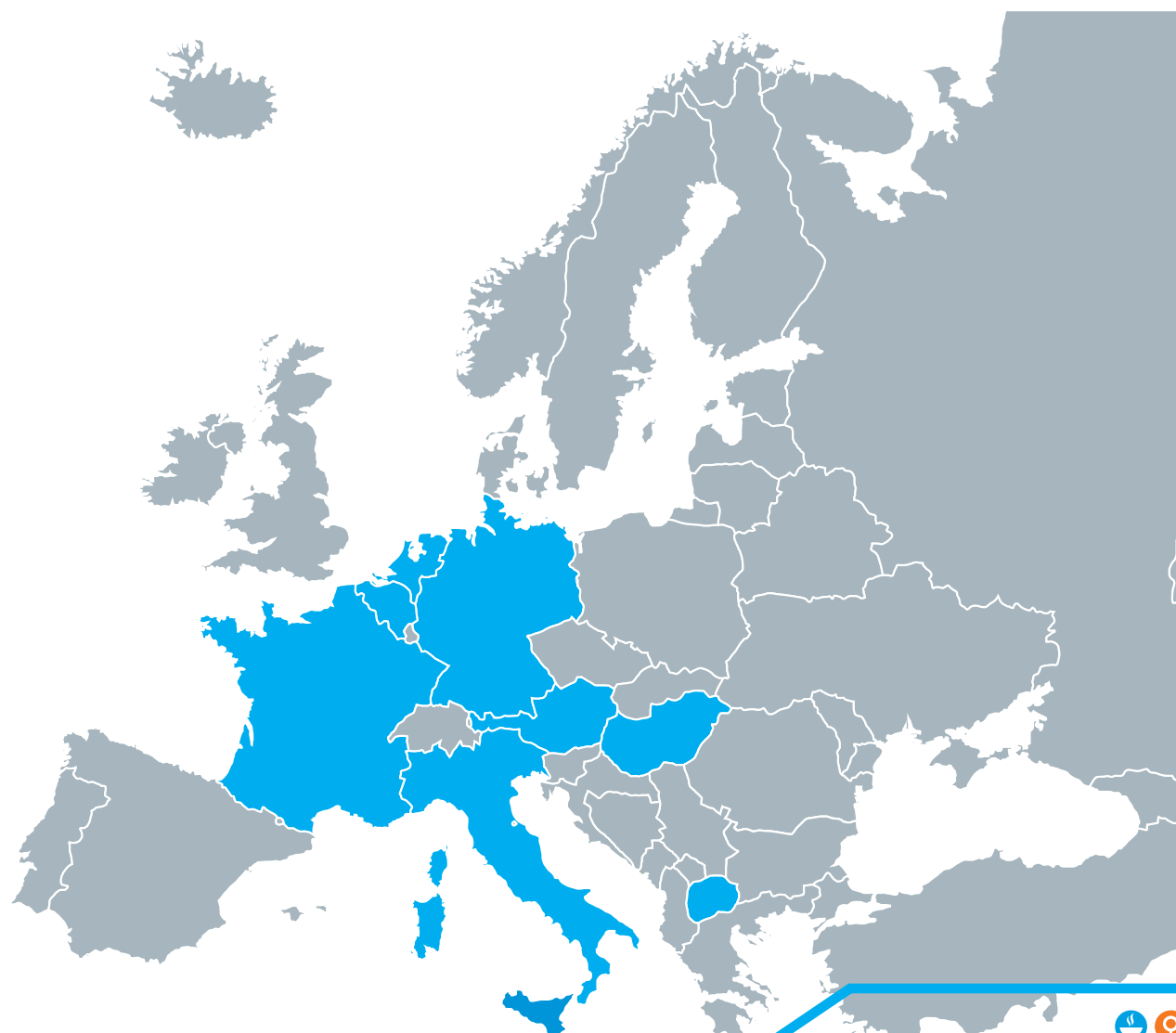
EYA 2012

Total Number of entries in Europe **228**

35 countries

Numbers of projects pre-selected for the EYA GRAND JURY

35

16 countries

12 **Winners from 8 EU countries:**

Italy
France
Germany
Austria
Hungary
Former Republic of Macedonia
Belgium
The Netherlands

The EYA Grand Jury

From the length and breadth of the digital world, again a fine crème de la crème of young experts gathered together with just one thought: select Europe's best and brightest entrepreneurs under 30 years.

Christian Kittl
CEO, Evolaris Next Level GmbH

Christian Kittl is Scientific Director at evolaris next level, a major research centre focusing on the business aspects of mobile and interactive technologies in Graz, Austria. He holds a master degree in telematics from the Graz University of Technology and received his PhD in business administration from Karl-Franzens-University. He authored more than 40 publications, is a member of IFIP Working Group 8.4 (E-Business: Multi-disciplinary research and practice) as well as numerous programme committees of international conferences and journals in the field of e- and m-Business. Christian currently serves as Captain and Mentor of the 2010 class of Information Technologies & Business Informatics at Campus02 University of Applied Sciences in Graz.

www.evolaris.net

Austria

Zsófia Ruttkay
Associate professor, Moholy-Nagy
University of Art and Design Budapest
Head, Creative Technology Lab, Media Institute

Zsófia Ruttkay is associate professor at the Moholy-Nagy University of Art and Design in Budapest and the founder and head of the Creative Technology Lab at the Média Institute. She graduated in Mathematics at the Eötvös Loránd University in Budapest, made a PhD in Computer Graphics, and – before joining MOME – had an academic carrier in computer science, particularly, artificial intelligence, computer graphics and human-computer interaction. Zsófia is involved in teaching programming and maths for art students, and running projects on applying the technology for socially relevant, useful and appealing applications (e.g. serious games, e-learning, cultural heritage). The projects are realized by interdisciplinary teams, together with students, national and international partners.

http://create.mome.hu/ruttkay

Hungary

Antti Salomaa
Facilitator, DEMOLA Open Innovation Platform
for Students and Companies

Antti Salomaa is working as a facilitator in Demola, an award winning innovation platform in Tampere. He has been involved in dozens of projects providing assistance and collaboration between universities and companies. He is also hosting an annual summer job campaign that was awarded the best summer job in Finland in 2011 by Akava.

www.demola.fi

Finland

James Norwood

Associate Professor,
Erhvervs Akademiet Lillebælt

James Norwood is a lecturer on the MMD (Multimedia Design), BA E-Concepts and Pba. i Innovation og entrepreneurship educations at Erhvervs Akademiet Lillebælt Odense, Denmark. Subjects covered include business, design and interaction. He has recently become focused on more welfare tech projects, joining the Healthgames and Applied health initiatives (EU funded joint projects between). In addition to this he is currently involved with the development of the InnoEvent festival format, helping students to innovate, collaborate and develop business opportunities in welfare tech. With over 16 years in digital media he has had the opportunity to be involved in some ground-breaking work over a multitude of digital disciplines.

http://innoevent.dk

Denmark

Marie-France Zumofen

Deputy Head, Gobelins l'Ecole de l'image

Marie-France Zumofen has been Deputy Head at Gobelins, l'école de l'image since November 2010. After her studies she joined Hachette Filipacchi Presse as a Multimedia Conceptor, later going on to oversee video game production. Then, in 1997, she formed CliqueZ, a company specialising in multimedia, whilst also teaching in the Multimedia department at Gobelins. Four years later, she took up the reins of the department before creating the Management of Interactive Digital Projects course in 2004. Since 2006, she has been head of the school's Animation department and has introduced several new projects including a new video game course in Paris and a 3D animator programme in Annecy (2010).

www.gobelins.fr/en/gobelins

France

Adam Montandon

E-Concept Associate Professor at Erhvervsaka-demiet Lillebælt

Adam Montandon is an expert in Digital Futures and a specialist consultant for creative businesses. He co-founded the digital production agency HMC Interactive and the HMC MediaLab Organisation. In just 2 years HMC was named as one of the top ten showcase technology companies with the Best of British Award. Adam had the fantastic title of Head Of Imagination working across the whole of the Twofour group, working on a range of projects for TV, the web, and real world digital installations. In 2009 he was also awarded the position of President of the Europrix Multimedia awards in Austria, the largest awards of its kind in Europe. Adam is now a teacher at the Lillebaelt Academy of Professional Higher Learning, in Odense, Denmark.

www.awesomedepartment.com/
www.adammontandon.com

UK/Denmark

József Fülöp

Professor, Moholy-Nagy University of Art and Design Budapest

www.mome.hu/hu/

József Fülöp is animation film director, illustrator and visual communication designer. József has worked as an art director of several TV channels and animation studios in Hungary (Minimax, Varga Studios, etc) and as freelancer producer for various projects (e.g. TV ads, moving images, corporate identities, interactive applications). He has been leading MOME Animation (Animation programme of Moholy-Nagy University of Art and Design, Budapest) since 2005, and produced some award winning productions, such as animated shorts and interactive applications.

Hungary

Katharina Norden

Founder and CEO, Three Coins

www.threecoins.org

Katharina has been a passionate entrepreneur since age 13, when she launched her first venture. After her studies in law, political science and business, she found her passion in social entrepreneurship as a pragmatic, hands on, and impacting way of making a difference. She was actively involved in the set-up of Ashoka in Austria with a focus on the Youth Venture, as well as regional development. Katharina's idea to use social online gaming for training financial literacy skills was awarded Coca Cola's "Ideas against Poverty" prize. Since March 2012, she dedicates her professional life to Three Coins.

Austria

Kristian Bruaroy

Interactive Producer and Project Manager, TV 2

www.tv2.no , www.tv2sumo.no

Kristian Bruaroy studied and worked with digital media and content distribution since 1998 with key skills to focus on the user experience, including the content itself and how to interactively engage the user. His projects are deployed on several kinds of devices, from Handheld and Mobile products, to computers and devices connected to the big screen. As a project manager he also has the knowledge and skills to define and establish production chains for digital products and digital content delivery. Having a broad international contact network, he is often invited as a speaker related to digital products and innovation which has helped him to establish a broad contact network inside media, software innovation, the governmental innovation institutions and universities.

Norway

Arnau Gifreu Castells

Lecturer, Researcher, University of Vic

www.uvic.cat/en

Arnau Gifreu Castells is a lecturer, research-er and producer in the audiovisual and multimedia field. He is an Audiovisual Com-munication graduate from the Universitat Autònoma de Barcelona (UAB), has a Mas-ter's Degree in Digital Arts, is Professor at the Universitat Ramón Llull (URL), the Uni-versitat de Vic (UVIC) and at the Universitat Autònoma de Barcelona (UAB). Arnau's research focuses on interactive nonfiction applied in the case of the interactive docu-mentary. He was Editorial Head of the magazine Ictineus (El Periodico de Catalu-nya) and has worked and collaborated in the production tasks of televisions like 25TV or TVC (Televisió de Catalunya) as well as in production companies like Tasmania Films or MediaPro. Arnau is currently producing documentaries for television and the net.

Spain

Milena Stosic

Psychologist, Journalist, European Youth Press / Wave Magazine

www.youthpress.org, www.wavemagazine.net

Milena Stosic is a psychologist, journalist and trainer from Serbia with significant background in the non-governmental sector and youth activism. She writes for the inter-national youth web magazine WAVE and also coordinates online projects for young media makers in Serbia. Milena's research focuses especially on the psychological an-gle of media and media consumption, social justice, social democracy, human resources and individual perspectives on micro level in ever changing society.

Serbia

Pavel Varbanov

EU Projects coordinator, European Software Institute Center Eastern Europe

www.esicenter.bg

Pavel has experience in development and management of projects that support edu-cational development, social services, com-petitiveness development and civil society development. He is certified instructor on social entrepreneurship and trained in CSR models and methodologies in the frame-work on 3-year program for social entrepre-neurship in NGOs, funded by USAID.
Nowadays Pavel monitors the funding opportunities provided by EU funds, devel-ops and manages EU projects in regional cooperation for raising the ICT industry competitiveness and providing support to disadvantaged social groups through IT education and employment.

Bulgaria

Category

1. Fight Poverty, Hunger and Disease!

This category rewards the most effective content and applications addressing issues of extreme poverty and hunger, offering solutions for those whose income is less than US$ 1 a day, supporting the reduction of diseases and fighting the spread of HIV/AIDS and the incidents of malaria.

I Mirabilia/The Wonders

A family of three dolls, each designed to overcome certain emotional difficulties faced by children in hospitals.

I Mirabilia is a family of three interactive dolls which allow children to improve their relationships in hospital with other users through different behaviors and interactions.

The main medium used in existing projects in this field are screen-based applications that offer fun interactions, colorful interfaces and intelligent metaphors in many ways. However, as these solutions focus heavily on the digital interaction they do not cater for social relationships and human empathy, important qualities for children in hospital. This enabled me to move closer to the initial goal of the project, which was to improve the human to human, through human to machine interaction.

The most challenging part of the project was to understand the children's conditions in terms of symptoms and psychological effects, and designing specific interactions to help overcome them. On-site observation of the users and their reactions to the prototypes contributed greatly towards creating the final solution.

– Erika Rossi –

The Wonders, I Mirabilia, is a family of three bright interactive dolls for children 6-12 years of age, who spend a long time in hospital due to terminal illness or frequent therapies. Drawing on interviews and observations, three dolls were designed to overcome emotional difficulties faced by children in hospital: guilt, shyness and loneliness. The interactions triggered by the dolls enable children, while in hospital, to make new connections with other children or to confide in psychologists. Odo, a special intermediary, deals with the unspoken fears of being hospitalized, easing the difficulty of expressing frustrations to unfamiliar people like doctors. Using a delicate exchange of lights and vibrations, Lucio generates a one-to-one connection, working only during night time, to reinforce the mutual sympathy typical of two people with the same needs. Tello works in groups, helping children who are waiting together for therapy to fight shyness by using storytelling and sounds, allowing them to share their feelings and to build relationships. The dolls meet different emotional needs which children with terminal illnesses experience. Using non-invasive natural interactions, I Mirabilia stimulate curiosity and offer playful emotional support for hospitalized children, supporting all those who care about a child's psychological needs

www.erikarossi.com/worldpress

English

Erika Rossi

Italy

Category

2. Education for All!

This category gives credit to the most innovative content, platforms and solutions to give children everywhere, boys and girls alike, a full course of primary schooling, to advance their training for personal development and jobs, and to achieve a high level of understanding and knowledge of the global information society and its problems, promises, challenges and opportunities.

Rooftops at dawn – literative walk

Discover the streets of Budapest with a mobile application, which is novel, tour guide and exhibition altogether.

"*Our students have changed radically. Today's students are no longer the people our educational system was designed to teach".*

While the 3rd world is fighting to meet basic educational needs, the developed world is facing an equally important challenge: overcoming the gap of classical education and culture in the digital age. Our generation, internet natives and digital immigrants being 'native speakers' of the digital language have a different outlook on information exchange. This behavioral shift, education – as we know it - is unable to meet – resulting in loss of interest and consequently: knowledge.

With the functional diversity of quickly spreading mobile devices and decentralized peer-to-peer based solutions – why not to employ those tools already in the pocket of the youth to connect with them? An interconnected mix of content presented in an edutaining experience – may just be enough to hit the mark and shed a new light on all content presented to be seen as attractive and wanted again.

– Juli Agnes Mata –

Rooftops at dawn – a literary walk, is a mobile application bringing together novel, city sightseeing and museum exhibition – into one experience on location. The interactive urban walk provides a new way to experience classical Hungarian literature, to experience Budapest as never before, and to discover parts of local history embedded into a digital framework. Rooftops at dawn, operates on two levels: one entails navigation on a map with a built-in GPS, and the other involves content adapted from the book of the same name by Géza Ottlik, whose 100th anniversary is celebrated in 2012. The plot, a love story involving four characters, introduces the lifestyle of the 1930s and unfolds in different locations. The structure of the experience follows parts of the novel which are read out loud during the walk, activated by entering a particular neighborhood, followed by multimedia galleries with archival documents evoking the era, old street names and all. The total walking time is 3 hours and follows a predefined path. It is possible to stop at any time in order to dawdle or to explore, and start on the walk again later. The Rooftops at dawn application explores the possibilities of a new genre: the urban guide enhanced by literary and historical contents.

http://create.mome.hu /urban_games

Hungarian, English

Juli Agnes Mata

Hungary

WSA
WORLD SUMMIT AWARD
ABU DHABI 2013

MOBILE CONTENT

Abu Dhabi 2013 FEBRUARY, 3 – 5

**WSA-MOBILE
WINNERS' CONFERENCE,
EXPO & GALA**

WSA-mobile facebook

WSA-mobile website

Excellence in m-Content

TOWARDS A MOBILE KNOWLEDGE SOCIETY

The WSA-mobile is the only ICT event worldwide, which reaches the mobile community in over 160 countries. It promotes excellent mobile content and innovative applications, turning UN WSIS targets into action.
Use the unique opportunity and feel the pulse of this thriving industry.

www.wsa-mobile.org | wsa-mobile@icnm.net | www.facebook.com/worldsummitaward | twitter.com/WSAoffice

مركز أبوظبي للأنظمة الإلكترونية والمعلومات
Abu Dhabi Systems & Information Centre

Mladiinfo -
Your Link to Free Education

An online platform that aims to reduce the education gap by making information equally available to all.

> *The MDGs are ambitiously set to be met by 2015 in order to increase the quality of life around the globe. All goals are tackling serious issues of the modern society which are interconnected and whose achievement depends on direct as well as indirect contribution by all relevant stakeholders. In this sense, Mladiinfo work contributes indirectly towards achieving the 8th goal i.e. developing a global partnership for development. Our mission is to help young people from developing regions, challenged by many educational disadvantages caused by either personal, social, cultural or economic circumstances, to fulfill their educational potential. Our vision on the other hand make an indirect contribution towards the 2nd MDG, as our work is focused on toppling down the possible boundaries on the road to quality education. Though we mainly work on promoting higher education, in the long run this can lead to overall more educated population, which will raise the standard of the country, and thus contribute to achieving the 2nd MDG of achieving universal primary education for everyone.*
>
> *– Bistra Kumbaroska –*

Mladiinfo – Your Link to Free Education is an initiative using new and social media as a tool for empowering disadvantaged youth from developing countries to realize their full potential and to be proactive in their community, as a step towards more democratic social development. The online platform provides information on formal and informal educational opportunities, training and conferences, jobs and internships, volunteering, grants and contests, in order to overcome the discrepancy in mobility and quality of education between youth from the global South and from the global North. Mladiinfo originally targeted young people in the Balkan region weakened by war and left with shaky economies.

The project aimed to reduce the education gap by making information equally available to all, while boosting confidence and encouraging young people to apply to different national, regional and international institutions, especially those providing full scholarships. Experience surpassed expectations, as requests began to pour in from Africa and Asia, stimulating the organization by Mladiinfo of free workshops and trainings. With over 900 000 hits from more than 170 countries in 2011, and reps in 14 European countries, Mladiinfo firmly believes that supporting a skilled and competent youth is the key to long-lasting prosperity for the developing world.

www.mladiinfo.eu

English

Bistra Kumbaroska

Macedonia

Category

3. Power 2 Women!

This category demonstrates the most inspiring content and communities which promote gender equality and empower women, eliminate gender disparity in education and at work places, facilitate access of women to all levels of political decision making and that strengthen women's contribution to peaceful resolution of conflicts.

Aura. A set of wearable devices for expectant parents

A tool for expecting couples, enabling non-verbal communication between parents and the unborn child.

Prenatal technologies underline the medical aspects of pregnancy: "the Western medical model has viewed women's reproductive activity as pathological" says Meredith Nash. Moreover, the "medical gaze" objectifies a power relationship that shapes the behaviors of a mother-to-be. Finally, "the use of and dependency on technology can make the woman feel further diminished. Because a machine is looking inside her uterus, her personhood is by-passed", states Côté-Arsenault. This project tries to establish a more balanced relationship between the pregnant woman and the other actors involved by exploring alternative applications of biometric monitoring. Key is the emotional side of communication between parents-to-be. Aura focuses on potential users' needs and desires, leaving room for imagination. Ambiguity was chosen as an opportunity to provide aesthetic experiences that could be "intriguing, mysterious, and delightful".
– Marco Righetto –

Aura. A set of wearable devices for expecting couples, includes a dress and a bracelet enabling non-verbal communication between expecting parents, a very particular state of heightened emotion difficult for non-parents to imagine. The goal was to design a system enriching the experience of expecting a baby, particularly for the father-to-be, for whom the changes taking place during pregnancy are not yet physical and inclusion in the emotional bonding between mother and child becomes important. The Aura project aims to explore alternative ways of communicating beyond what current screen-based services offer: in particular, to extend current applications of biometric monitoring. The service is embodied in two physical objects: a garment for the expectant mother and a bracelet for her partner. Foetal movement is translated into a light message for the mother-to-be and a haptic one for the expecting dad, while the simultaneous connection between the partners enhances the emotional 'messages' transmitted by the devices. The relationship is participatory and the actions of both partners shape the 'conversation'. Aura lets pregnant couples explore extended possibilities of communication, privacy and intimacy in a tangible way, strengthening family bonds as they evolve.

www.marcorighetto.it/
portfolio/project/aura/

English

Marco Righetto

Italy

Category

4. Create your Culture!

This category celebrates the most engaging online platforms and applications expressing young people's aspirations, ideas and values, sharing their news, enabling their participation in decision-making processes, strengthening social justice, promoting the knowledge of many languages and cultures, supporting multilingualism, creating new contemporary forms of culture and preserving indigenous knowledge and traditions.
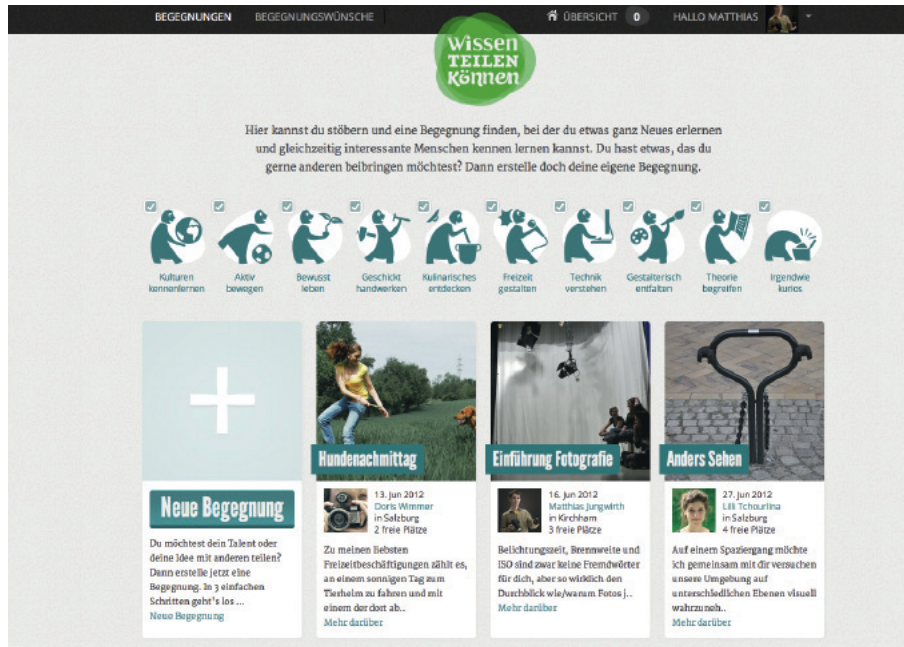
Wissen . Teilen . Können
(Know-Share-Be able to)

Find others with similiar interests and meet them in real life, learn and develope skills together with this online platform.

In order to achieve the Millennium Development Goals a foundation must be laid and it must have knowledge and understanding as well as love, attention and persuasion as it's basis. Therefore we can act conscious and determined.

There are many different ways to gain knowledge about something, but in my opinion the personal aspect, the face to face conversation and exchange, the chance to ask for other opinions, discuss and explain your own position is a main part for internalize an idea and let it grow. Wissen ▪ Teilen ▪ Können should be the place where people who want to share their ideas, thoughts, abilities and experiences can come together to pursue particular interests, face to face, while getting to know their local environment. The platform is kind of like a treasure map. Each and every one is a treasure and adventurer at the same time. The ethos that is inherent in this idea is that everyone should have the ability to take themselves further. The fact that this interaction takes place without being linked to money allows to develop or even build up a community which bases on the appreciation of your own talents and the appreciation of others.

– Lilija Tchourlina –

Wissen . Teilen . Können is a web-platform that enables people to find others with similar interests and to meet in real life to exchange, learn and develop certain skills together. Wissen . Teilen . Können believes that a vital part of being human is the opportunity to follow one's curiosity by asking questions and then getting answers, and that what is valuable for the community is to share skills. The ethos that is inherent in this idea is that everyone has the ability to stretch. Wissen . Teilen . Können focuses on people as whole human beings rather than on their economic role alone. The Wissen . Teilen . Können platform helps to organise real knowledge sharing, creating a place where curiosity and hunger for knowing can cross paths with knowledge and experience, where people who want to share their ideas, abilities and experiences can come together to pursue particular interests. The platform is like a treasure map, where each participant is both a treasure and an adventurer at the same time. The fact that this interaction takes place without being linked to payment of any kind, makes it possible to build a community based on the appreciation of your own and others' talents. Wissen . Teilen . Können is not about degrees or qualifications, but about turning ideas into action: just give them a go!

www.wissenteilen.com/

German

Lilija Tchourlina

Franz Torghele
Wolfgang Vogl
Matthias Jungwirth

Austria

Hiboo, books to explore

Reading becomes a real adventure, with Hiboo's collection of digital books and interactive features.

We are 4 designers graduated from Gobelins school (Paris) in interactive Digital Media Design (Conception Réalisation Multimédia) in June 2011.
Reading is part of our culture. Digital technologies are the future. One of the goal of the UN MDGs to achieve is "making digital technologies relevant to all citizens".
Lately, we have been spectators to a rapid change in reading supports: e-readers and tablets are becoming part of the household. Our literary culture is becoming digital.
We want to rethink the reading experience through digital media without distorting the reader's imagination, our goal is to offer an alternative for reading, a mix between reading, game-like interactions and funny tools to create a new experience, more fun, more exciting and closer to the habits of the nowadays youth and that allows them to share their culture with the community.
We want to create a new kind of readers: our readers will be books explorers.
– Céline Kniebihler –

Hiboo is a collection of digital books aiming to give young people a new reading experience stimulating the desire to read. Books available on the application are selected according to strict editorial guidelines in the areas of travel, adventure and fantasy. The approach offers interactive features for casual reading: an immersive environment, an interactive edge and community-based solutions for social networks. The teenage reader-explorer owns tools (match, knife, compass...) which can be used to collect additional content and badges or to unlock secrets hidden throughout the story and get to a higher level. Recreational activities also appear at key moments in the story using iPad features such as a camera. An interactive and animated cover, as well as visual moods and soundscapes, accentuate the reading experience. A map shows the story's localization in time and a special chart explains relations between the different characters. A dynamic table of contents sums up the story, indicating the reader's current position and the progress of friends reading the same book. Recommending a book is made easy by sending objects collected while reading in a postcard to friends. Hiboo offers books enhanced with original activities to give readers a fun way of exploring. Reading becomes a real adventure!

Life Needs Internet

A video installation portraying the evolution of digitalization and its impact on cultures from all over the world.

> *Life Needs Internet was created by Linda Eijssen and me; began on a very local scale. In The Netherlands everybody has an Internet connection, this made us think about places that were the extreme opposite of our Western access to digital technology. Just as the scope of all the UN MDG's is to achieve action on a much bigger scale we decided that Life Needs Internet would give a global and multicultural perspective on digital culture or sometimes the lack of it. It's often said that we live in a post-digital culture while in reality only 38% of our world population uses the Internet. Therefore the term digital culture can vary on a local scale. For us a UN MDG means to inform people about these local differences in order to get a better global perspective. That´s what Life Needs Internet does; it shows local personal stories that together portray our global digital culture.*
>
> *– Jeroen van Loon –*

Life Needs Internet is a video-installation showing the impact of digital technology on cultures today. Jeroen van Loon started the project by traveling to areas at the extreme opposite of Western realities, whether a village in West Papua, where nobody had heard of the concept of Internet, to the bustling metropolis of Singapore where the Internet controls society. Here, and everywhere in between, van Loon interviewed people, asking each to hand write a letter in their native language describing the influence of digital technology on their daily life. Life Needs Internet shows eight video-portraits with written testimonies, which together portray the evolution of digitalization and its impact. By looking at our digital world through a traditional technique like the handwritten letter, Life Needs Internet tells very personal stories reflecting a global digital process transforming society: it can preserve indigenous knowledge and traditions, as well as change or even erase them, while creating new hybrid contemporary cultures. Life Needs Internet reminds us that the post-digital world of the Western world is not a global experience. The stories told in Life Needs Internet are interesting for digital natives, as well as for digital immigrants or even digital exiles, because it reminds us of the old world that has changed so drastically.

www.jeroenvanloon.com/
lifeneedsinternet

English

Jeroen van Loon

Netherlands

Design is thinking.

Innovation is doing.
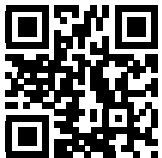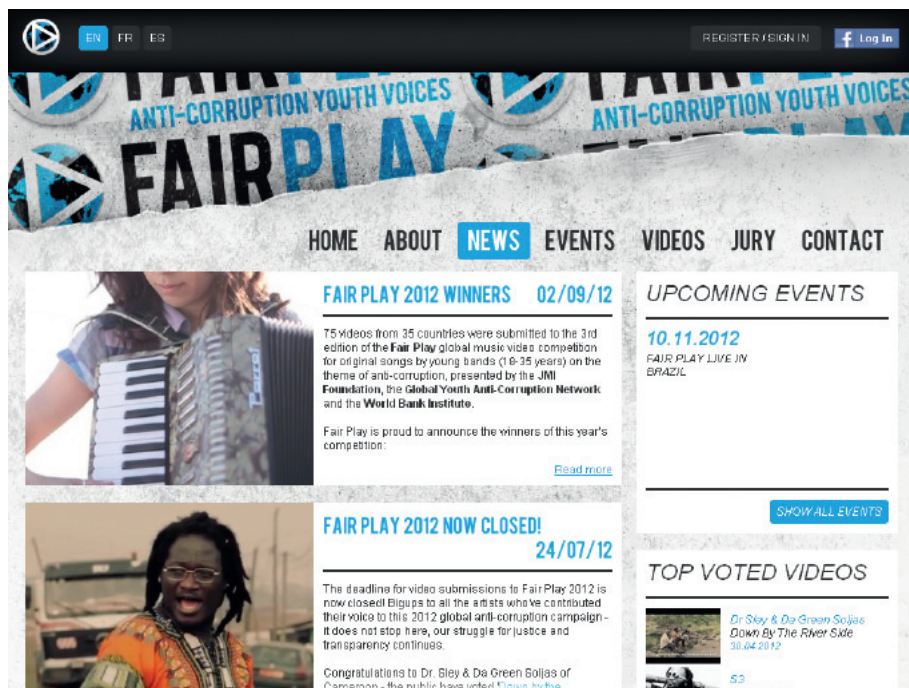
Fair Play Anti-Corruption Youth Voices

Music used as a universal medium to stand up against corruption and express hope for a fairer world.

> *The MDGs are noble goals, but in the development ment arena, it is easy to be intimidated by experts, leaders, and decision-makers in suits whose job it is to make the world a better place. Our winning "Create Your Culture!" Fair Play aims to popularize a culture in which the youth is just about as "in charge" on the MDGs as the men and women in high-level meetings deciding on the future of the planet.*
> *Fair Play is centered on one medium that everyone, regardless of gender, status, creed, profession, or income, is engaged and unified by: music. Through Fair Play, young people have the opportunity to be heard on their hopes, pleas, frustrations, and plans of action for a fairer world. This culture of Fair Play – both the opportunity for the youth and the corrupt-free, enabling the environment it promotes – is crucial in the achievement of the MDGs. As those who have most to inherit from corrupt systems, young people stand up against it and Fair Play helps them amplify their voices and actions.*
> *– Raphaël Shepard –*

Fair Play Anti-Corruption Youth Voices is a global anti-corruption music video competition for young musicians aged 18-35 years. Corruption has a profound negative impact on the lives of youth around the globe: bribes demanded by health sector officials cut youth off from proper medical care; police corruption perpetuates violence within communities driving youth into the frontlines of gun battles; and barriers to accessing education and employment push youth into depression, drugs, and alcoholism. The impact of corruption on the attitudes of youth is no less harmful – the embezzlement of public funds and international aid by politicians and institutions erodes their trust in public systems; bribes offered by politicians in exchange for votes seed frustration, as the confidence of youth to influence public policy and realize social change is undermined. The Fair Play Anti-Corruption Youth Voices project, implemented in partnership with the JMI Foundation, the World Bank Institute, and the Global Youth Anti-Corruption Network, aims to engage young musicians as ambassadors for the anti-corruption cause, utilizing the appeal of music videos to deliver a global anti-corruption message. The Fair Play website (www.anticorruptionmusic.org) showcases all the videos submitted to Fair Play, over 100 artists/bands, and serves as a platform for connecting socially conscious artists (or 'artivists') and audiences around the world. Check out the music: Say No to Corruption, Hand in Hand and We Are One People.

http://anticorruptionmusic.org

English, Spanish, French

Raphael Shepard

Belgium

Category

5. Go Green!

This category showcases the ground-breaking applications and content addressing the natural environment, ensuring environmental sustainability, integrating the principles of sustainable development into country policies and programmes, reversing the loss of environmental resources including biodiversity, reducing the proportion of people without sustainable access to safe drinking water and improving the lives of slum dwellers.

SUPPORT
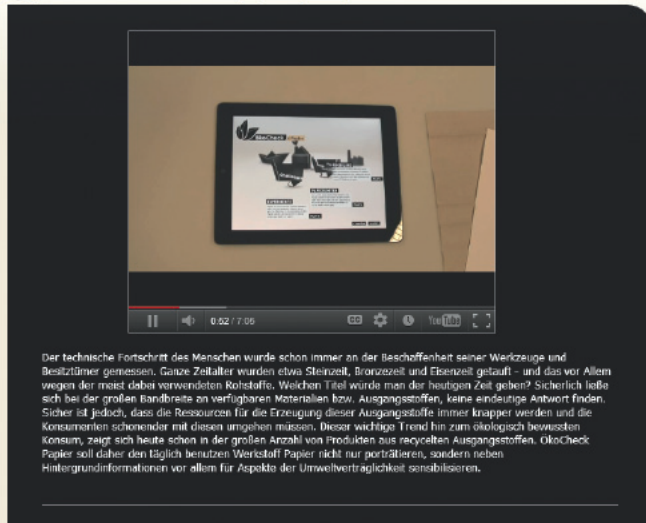
ecoCheck

Paper re-visited: a mobile app which sheds a different light on this everyday material.

> *The last decades brought such a technological progress that today smartphones in our pockets have become the rule, while 15 years ago a home with an Internet connection was the exception. Because of this we risk taking other, smaller things for granted. For example, what difference would recycling a sheet of paper possibly make? Our app ecoCheck aims to prove that this difference can be significant, if only enough people change their everyday habits.*
> *If we want the MDGs to become reality, we cannot rely on politics alone. As soon as an economic crisis arises, important targets disappear from political agendas and newspapers alike. The only change we can be sure of is the one we make ourselves. ecoCheck entertains you as you use it, and leaves you a bit smarter each time you put it away. It's to be used in the same way we understand the MDGs: not as something you agree with once and never think of again, but as something that influences your behaviour a little bit, each and every day.*
> *– Max Maier, Alexander Renner & Corbinian Kling –*

ecoCheck Papier is a mobile phone app giving the user an informative hands-on experience with fun. Civilizational eras are known by the dominant materials of the time, whether Stone, Bronze or Iron Ages. Which name would today's age deserve? While a definitive answer is open, it is certain, that as resources become scarce, all of us must adopt economically sustainable choices. This key trend towards an eco-logically conscious usage of resources is seen today in the many recycled products available. ecoCheck Papier thus strives to not only portray paper as the everyday material that we know but also to make the user aware of its environmental impact. Videos and tools are provided with essential and surprising facts, as well as a self-check test comparing the user's consumption to the national average. What really sets the app apart is the challenge to grab some paper and learn to recognize different kinds of paper where all you saw before was a blank page. Put sheets on the screen of your tablet and activate an ecoCheck's light table with an integrated guided tour. Once through, you will have probably unlocked another feature, a folding manual for a shot glass – made of paper: a great trick for your next party.

www.dm.hs-ulm.de/showcase/oekocheck/

German

Corbinian Kling

Maximilian Maier, Alexander Renner

Germany

31

WSA

WORLD SUMMIT AWARD

SRI LANKA 2013 e-CONTENT + CREATIVITY

Colombo 2013 OCTOBER

**WSA E-CONTENT + CREATIVITY
WINNERS' CONFERENCE
EXPO & GALA**

Excellence in e-Content and Creativity

TURNING UN WSIS TARGETS ON LOCAL CONTENT INTO GLOBAL ACTION

Soon ...
the entire world will be connected and shared through digital content!

Content builds bridges between ideas,
cultures, development and people ...
all for a better tomorrow.

e-Business and Commerce
e-Learning and Education
e-Culture and Heritage
e-Health and Environment
e-Science and Technology
e-Government and Institutions
e-Entertainment and Games
e-Inclusion and Participation

www.wsis-award.org | wsa@icnm.net | www.facebook.com/worldsummitaward | twitter.com/WSAoffice

e **Sri Lanka**
smart people smart island

ICTA
ideas actioned

Sri Lanka – Endles Possibilities in ITCs

Climate for Children

Interactive multimedia presentations raise awareness about climate change in classrooms.

> *The adoption of the MDGs represents recognition of global challenges that address many dimensions, which are unacceptable with today's wealth and technological achievements.*
>
> *Involving children in the awareness process and teaching them about the consequences of their actions would result in a greater impact on the world's future. World organizations all over the globe provide access to different data related to the MDGs. Combining this data with new technologies, teachers can improve the learning experience of their students. New technology seems to have a positive effect on the energy in classrooms, providing a rich learning environment that integrates with traditional classroom layouts and collective activities.*
>
> *Combining different technologies, I started my project to create a learning environment that boosts creativity, encourages student-teacher collaboration, and allows a more personalized constructive learning by combining the power of traditional multimedia with the ability to navigate the content more flexibly.*
>
> *– Darko Bozhinoski –*

Climate for Children is a prototype of multimedia interactive presentations and games for interactive boards in classrooms, to involve elementary and high school children in the climate change awareness process and teach them about the impact of their everyday actions on the world's future. Climate change is one of the most critical issues of today. At stake are recent gains in the fight against poverty, hunger and diseases as well as the lives and livelihoods of billions of people in developing countries. The presentations in Climate for Children use different sets of data making learning easier and more exciting. Combining open data from the World Bank and the Human

Development Reports' databases with new technologies such as interactive boards, teachers can improve students' experiences by intensifying the emotional energy in the classroom. Students interact with the content for a specific country they care about, and discover how to help in solving a particular problem. Combining a rich learning environment with traditional classroom settings and group activities, interactive boards boost creativity, encourage collaboration, and move away from a teacher-centric to a more personalized learning. Climate for Children aims to mobilize children from early ages to social responsibility and enables teachers to enrich their lessons using the latest technology.

http://fon.edu.mk/content.aspx?cid=420&ln=mk

English

Darko Bozhinoski

Republic of Macedonia

Category

6. Pursue Truth!

This category focuses on journalism using internet and mobiles to cover the MDGs and to report on issues related to them as well as their realisation or failure to be realized. It addresses content excellence in terms of a fair, accurate, contextual pursuit of truth and the success in publishing the content using digital, interactive media platforms. It invites young journalists and citizens to share their news and become active participants in the public interest of their community and country.

International Reporters

A youth journalism initiative for fair news coverage and sustainable development, aiming to change the stereotypic depiction of the world.

" *Young people where I come from have many opportunities in life, yet so often don't appreciate them. Coming from this background I was shocked when I first traveled out of Europe eight years ago. In Namibia I discovered a way of life that was so different from how we look at things in Europe. As my perspectives immediately changed, it was a powerful moment that kick-started my life journey of discovering and learning.*

I wanted to take action myself and felt the most powerful thing I was capable of was to give other young people similar opportunities. I wanted to give them the chance to experience the change of perspectives that I experienced when I first started discovering new cultures.

International Reporters is one result of my work. It is a project that brings together young journalists from 20 nations to learn together, meet to change perspectives and to eventually help others better understand the circumstances in which they live.
– Carina Schmid – "

International Reporters, IR, is a youth journalism initiative for fair news coverage and sustainable development. Our image of the world is highly selective, often influenced by news based on intransparent commercial, political or social interests. IR, a project developed by an international group of students who met in Münster at www.theglobalexperience.org, aims to change the stereotypic depiction of the world. The meeting initiated by the German-based intercultural youth network for global education provided the chance to take media workshops on sustainable development, globalization and migration, for example, and to develop a common workflow. 38 young people from 17 nations currently form the IR editorial team and create news with an original approach, portraying people with great life stories, tackling key issues, sharing insights into cultures and political views of young people from across the world. IR aims to be an intercultural learning experience for readers and for the team itself, by highlighting perspectives unlikely to be found in national media. The team meets monthly in an online conference and daily in an internal online forum, where editorial work is upgraded and article proposals are reviewed. The IR online magazine publishes written and video reports, as well as photo stories, from 22 nations on a regular basis

www.international
reporters.org

English

Carina Schmid

Ben Eve
Michael Nientiedt
Michael Nientiedt
Martin Wauligmann
Chung Dao Thuy
Meryem Simsek

Germany

Findia. A Journalism-, Charity- and Art Project

Through a 360° perspective, Findia paints a colourful picture of India by sharing first-hand information on a wide scale of different topics.
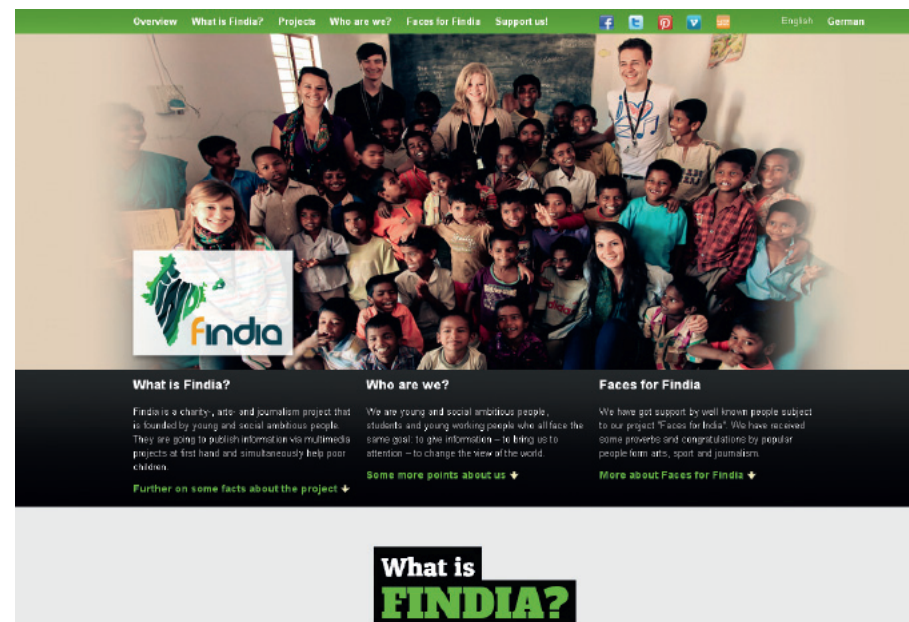
www.findiaproject.org

English & German

Maria Kamptner
Mathias Haas

Anna-Maria Haas
Philipp Benedikt
Lora Tasseva
Stephan Hamberger
Christina Feistritzer
Daniel Mayer

Austria

"

Nobody can choose where to be born. A small amount of the world's population has the fortune to live in a safe and high developed environment. Therefore, I believe in the good cause of the UN MDGs to help the unprivileged ones who were dealt a bad hand from the beginning.
As mentioned, I had the luck of growing up in a peaceful environment, BUT I can choose to help, I can choose to make a difference, I can choose to support the UN MDGs to help in developing a better world for everyone. And I did. Findia gave me a great opportunity to take part in this good cause and to experience reaching the UN MDGs actively.
– Maria Kamptner –

"

Findia breaks with cultural stereotypes by bringing detailed and colourful information about India into a world trapped in black-and-white thinking, thus raising awareness and educating. Findia gathers first-hand information on little known topics and shares it via social media, as well via classical media channels. The main focus in Findia is on the researching and publishing of stories by nonprofessional student journalists and socially engaged young people. Findia seeks a 360 degree perspective, by asking questions to different persons related to a chosen topic. For instance, NGOs, victims, journalists, policemen, UN officers, professors, students and politicians were asked: "How do you see the situation of human trafficking in India?" The findings are presented in schools and universities in Europe. Design & access is key, in order to make information easy to understand and thought-provoking.

Findia includes a charity project collecting donations via social media to support an Indian human rights centre advocating for minorities, as well as, an art project in which Indian children sing dance, and draw their stories. The entire proceeds from the sale of pictures go to food and education for the children. Findia team members work voluntarily in their free time, thus acting as ambassadors for truthful media.

Fight Poverty, Hunger and Disease

Erika Rossi
I Mirabilia
26 years, Interaction and Visual designer
Italy
www.erikarossi.com

Education for All

Bistra Kumbaroska
Mladiinfo - Your Link to Free Education
28 years, Mladiinfo Network Coordinator & Co-founder,
Vice president of Mladiinfo Slovenia
Macedonia
www.mladiinfo.eu

Power to Women

Marco Righetto
Aura. A set of wearable
devices for expectant parents
27 years, Interaction and Service designer
Italy
www.marcorighetto.it

Education for All

Juli Agnes Mata
Rooftops at dawn - literative walk

29 years, Student,
Creative Technology Lab,
MOME, Budapest
Hungary
http://create.mome.hu/urban_games

winners

Create your Culture

Jeroen van Loon
Life Needs Internet
27 years, Digital media artist
Netherlands
www.jeroenvanloon.com

Create your Culture

Lilija Tchourlina
Wissen ▪ Teilen ▪ Können
24 years, Student, Multimedia and Arts,
FH Salzburg
Austria
www.wissenteilen.com

Create your Culture

Céline Kniebihler
Hiboo, books to explore
24 years, Freelance graphic and UX designer
France
www.hiboo-project.com

Create your Culture

Raphael Shepard
Fair Play Anti-Corruption Youth Voices
25 years, Consultant, World Bank Institute
USA / Belgium
www.anticorruptionmusic.org

Go Green!

Corbinian Kling
EcoCheck
29 years, Web developer and
Graphic designer
Germany
http://www.dm.hs-ulm.de/showcase/
oekoCheck/

Pursue Truth

Carina Schmid
International Reporters
26 years, Founder, Online magazine
International Reporters
Germany
www.internationalreporters.org

Go Green!

Darko Bozhinoski
Climate for Children
22 years, Student, Faculty of Communication
and IT, FON University
Macedonia
http://fon.edu.mk/content.
aspx?cid=420&ln=mk

Pursue Truth

Maria Kamptner
Findia. A Journalism-
Charity- and Art Project
23 years, Student,
Multimedia and Arts,
FH Salzburg
Austria
http://www.findiaproject.org

Mathias Haas
25 years, CEO & Founder,
SuperSocial e.U.
Austria
www.supersocial.at

winners

23 other projects were pre-selected for the EYA GRAND JURY

Category: **Fight Poverty, Hunger and Disease**	
MakeSense : challenging people for social business **Leila Hoballah**	France
NowDoctor **Loukas Germanos**	Greece
i-mine.org **Covadonga Moya**	Spain

Category: **Education for All**	
Daily Board **Kristina Freimane**	Denmark
Radjiojo World Childrens Radio & Media Network **Jonathan Hackenberger**	Germany
Parea – Your Project **Verena Maria Stoppel**	Germany
SoundBow **Agoston Nagy**	Hungary
Young Digital Lab **Guido Ghedin**	Italy
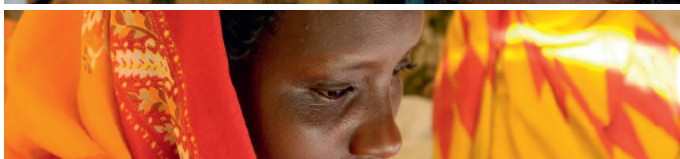
Category: **Power 2 Women**	
I ♥ Being a Girl **Luize Ratnice**	Belgium
Stuffed Friend **Nicola Herrmann**	Germany
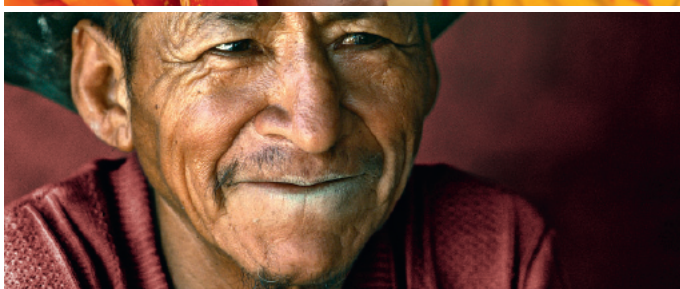
Category: **Create your Culture**	
The boat is full **Christopher Jaritz**	Austria
berlinseries **Jannis Keil**	Germany
140 seconds **Tim Klimes**	Germany
The Land of Švyturys **Ieva Padegimaite**	Lithuania
Expotool **Heinze Havinga**	Netherlands
ZIN / Cultural Magazine **Karol Grabiec**	Poland
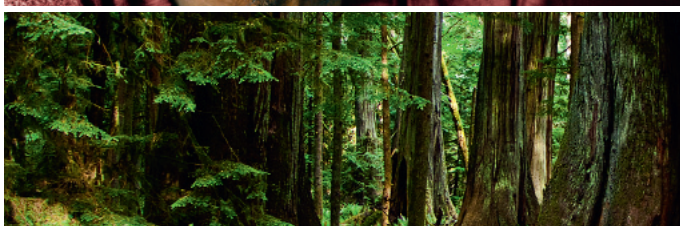
Category: **Go Green**	
Ekowise **Admir Dizdarevic**	Bosnia And Herzegovina
KAR Energy Software **Hoffmann Alexander**	France
Pangaea Project **Saskia Bauer**	Germany
Cleanbios **Ravi Subramanian Venkateswaran**	Sweden

Category: **Pursue Truth**	
Openboard **Marianne Nicolas**	France
Youth for human rights **Anna Kertesz**	Hungary
Obsurveillance **Blaine Rennicks**	Ireland

ya! European Youth Award

European Youth Award

The Festival – Program Highlights – EADIM

Thursday, November 22th –
Sunday, November 25th

Graz, AUSTRIA

Statements

Siegfried Nagl
Mayor of the City of Graz

Sonja Grabner
City Councillor, City of Graz

Ladies and Gentlemen, dear participants of the European Youth Award Festival!

As Mayor of the City of Graz it is my special pleasure to welcome so many innovative and young minds who present their multimedia ideas for the struggle against hunger and poverty and towards equality in our city. While we live in peace and prosperity in Austria today, it is our duty and responsibility even more to support others on their way there. Who could fulfil this mission better than the generation under the age of 30 with its affinity to new media? Within seconds a great number of like-minded fellows can be reached, spreading messages and creating networks. Still, in spite of the many advantages of the digital age, the real friendships that connect minds are the most important. That is just one of the positive side-effects for the participants of the European Youth Award and of the European Youth Award Festival in Graz.

For the first time the European Winners' Event takes place in Austria, in the Styrian capital, traditionally a center of science and education and carrying the titles of Human Rights City and City of Design. As such it is an ideal place to duly celebrate the creative and social potential of these young minds. Congratulations to the Winners and thanks to everyone attending for their engagement.

You are going to take action on the United Nation Millennium Development Goals. This is why you have to think different and act different to what most of us are used to do.

As I am responsible for education issues in the City of Graz, I think we have to focus much more on how to think, not what to think, which is thought nowadays to our pupils. From today on we should start to teach new methods on HOW to think, so children become able to handle all kind of problems they might face during life and manage upcoming challenges. This is a key-issue as development speed in all areas is continuously increasing.

Knowing how to think enables you to think different! This is where quality will flourish.

I wish you all the best and many discussions, visions and new networks at the Festival!

Elisabeth Grossmann
Regional Minister for Education, Family,
Women and Youth, Styria

It is an honour to welcome the European Youth Award and especially the winners in Graz. Youth is not just the time between childhood and maturity. It is the phase of life for personality development as well as the acceptance of responsibility for society. In a global world with cross-border challenges this includes a worldwide responsibility. Today's most urgent socio-political aims are combined in the Millennium Development Goals. The participants of the EYA sustainably support the development of a global information society in order to reach the MDGs.

Kathryn List
Founder & CEO
AVL Cultural Foundation

Creating future together

Thanks to the digital world the campaigning opportunities were never before as diverse and geographically unbound as today.
However, with so many opportunities available where connectivity and solidarity can be created with a simple mouse click, support is of the essence. Perseverance and the desire to create are necessary to actively shape the future. These characteristics need and deserve more attention. Awards like the European Youth Award show that outstanding projects receive the spotlight they deserve and value the commitment of the nominees.
The participants of the European Youth Award are young and open-minded people who take matters in their own hands concerning (in)direct day-to-day problems. Initiating change is not an easy task. These young participants show

the willingness and commitment to share knowledge in order to find solutions and to discuss on social, political and environmental topics. The connection between the problems of the world and the solutions of the digital world provide a viable platform for progress. Because of AVL, which solves current mobility problems, and the AVL Cultural Foundation, which tries to combine the two different worlds of technology and art, I understand the challenges faced by the nominees in connecting the "real world" and the "digital world". A big concern for me is to provide the young generation with new experiences and support them in the exploration of the available opportunities. A youth competition like the EYA serves as an exemplary platform showcasing the potential of young digital creators.

EYA Festival Program Highlights

Three days dedicated to Youth Engagement, Innovation and Design in Graz, Austria!

THURSDAY, NOV. 22

DIGITAL DISRUPTIONS

15:00
Meet Up: EYA First Get2Gether.

16:00 – 18:00
**UNESCO City of Design
Walking tour around Graz**

18:00 – 19:45
**Digital Disruptions and
"Designing MDGs"
Opening of EYA 2012
Festival @ the City Hall of Graz**
Lightning Talks and Vernissage
of Exhibition

20:00 – 21:30
**Graz Twittering and
Styrian Supper**
Find friends, network for the evening

FRIDAY, NOV. 23

DESIGNING SOLUTIONS,
SPACES FOR ACTION

10:00 – 13:30
**Designing Solutions:
Speed Workshop Market place**
In several workshops, participants learn
and debate about MDGs and Social
Innovation and have the chance to give
their own projects a drive!

14:30 – 17:30
**Spaces for Action: Europe´s Best
in e-Content for a social cause**
Winning Project Teams´presentations &
Final Round Jurying for 2012 EYA Ove-
rall Winner!

18:30 – 20:30
**Mulling the wine:
Glühwein@Xmas Market**

19:30 – 22:00
**The Final Choice:
European Jury Decision Meeting**
(For jurors only)

SATURDAY, NOV. 24

KNOWLEDGE SHARING: INNOVATION,
YOUTH IN ICTS, EXCELLENCE

10:00 – 13:00
**Fishbowl: Exploring the Borders
of our Digital Society**
Interactive dialogue with the audience.
Trends, hot topics, new ideas and
perspectives about the Future of
our Digital Society!

14:00 – 16:00
**Young Digital Planet:
Student Panel**
Students from all over Europe talk about
the EYA Winning Projects, applying
directly the skills they developed during
their academic year!

19:30 – 22:00
**EYA 2012 Gala Ceremony
Design Technology for a cause**
Evening of youth excellence and social
entrepreneurship

EYA Festival Key Speakers & Participants

Alexandre Rogalski, EU Digital Agenda, DG CONNECT, EU Commission, BE

Andrea Keimel, Economic Development and Tourism Dept., City of Graz, AT

Barbara Stelzl-Marx, Austrian UNESCO-Commission, AT

Boris Nemsic, Delta Partners Dubai, UAE

Christian Kittl, Evolaris Next Level GmbH, AT

Christian Rupp, Platform Digital Austria, Federal Chancellery, AT

Dimitris Tsigos, European Confederation of Young Entrepreneurs (YES), BE

Eberhard Schrempf, Creative Industries Styria, AT

Isabelle Cholette-Bachner, T-Mobile, AT

Katharina Norden, Three Coins GmbH, AT

Niki Ernst, Planetsisa GmbH, AT

Olga Shirobokova, Ashoka, AT

Ravi Karkara, UN Millennium Campaign, USA

H.E. Stella Tembisa Ndabeni-Abrahams, Dep.Minister of Communications, ZA

Uschi Theißl, LOGO!, AT

Wolfgang Rauch, Faculty of Social & Economic Sciences, University of Graz, AT

achtzehn | Foto: www.jasminschuller.com | Bezahlte Anzeige

MAMA, WIESO HAT KUNST EIN EIGENES HAUS?

Kunsthaus, Festivals, Spielstätten, Museen und eine freie Kunstszene
prägen auch nach 2003 unsere bunte Kulturhauptstadt Graz.

www.kultur.graz.at

GRAZ STADT

The Social University:

Towards a Higher Education with Students as Producers

EADiM European Academy of Digital Media

Academic Network Conference 2012

In conjunction with the European Youth Award (EYA)

22 – 23 November 2012

Location: University of Graz

Today's students are intense users of ICTs and multimedia and have taken charge of creating content. Intellectual and cultural production in general have been democratised radically through social media. It is a revolution of relationships. The new technologies deliver smart phones and tablets in everybody's hand and online social media and PCs are ubiquitous in higher education environments.

Citizens of Europe are organising themselves in new socio-political movements and the wider societal and cultural impact of interactive production opportunities develops at considerable pace. Using the new media platforms people can participate according to need and energy to the limits of exhaustion or fun. They participate, collaborate, produce and distribute at staggering rates and individual paces.

A new culture is emerging thanks to new media platforms and the convergent media environment. New skills and new literacies are acquired and need to be passed on. Try and learn, explore and study, live and reflect are the main ways of growing up as student and staying up2date as teacher/instructor.

Theme question: How are Institutions of Higher Education/Universities maintaining currency in this shifting media environment and engaging students as producers and partners in practicing new paradigms of learning and research?

Contributions and papers are focusing on the following topics:

1. The paradigm shift in universities: new media teaching that is student centred, learning focused

2. Collaborative learning in interactive learning environments

3. Teachers/ professors as multimedia producers

4. The new economy of education: the more you share, the more you have

5. SPECIAL SESSION: Teaching research in action/ Learning practice as research: Academics present projects and works

Topics and Speakers

- *Play Is More Important Than the Bottom Line*
  Adam Montandon, Erhvervsakademiet Lillebælt, DK

- *Experiences on collaborative online learning*
  Cai Melakoski, TAMK School of Art, Music and Media, FI

- *Leadership in education*
  Niki Ernst, Planetsisa GmbH, AT

- *Combining courses with real life projects*
  Ari Närhi, TAMK School of Art, Music and Media, FI

- *The use of digital media in the creation of a safety culture*
  Kostas Gouliamos, European University, CY

- *Develop This – Educating science doing research as education*
  Geert de Haan, Rotterdam University of Applied Sciences, NL

- *Toward student teacher research*
  James Norwood, Erhvervsakademiet Lillebælt, DK

- *Teacher or/and eLearning producer*
  Vladimir Burcik, Comenius University, SK | Jozef Hvorecký, City University of Seattle, Bratislava, SK | Robert J. Skovira, Robert Morris University, Moon Township/Pittsburgh, Pensylvania, USA

- *Some examples for archaeological education and on the evolution of social media*
  Katharina Holzinger, TU Graz, Student, AT

- *Transformatlab - an intensive multiplatform progression for creative industry graduates*
  Hannah Raybould, Media Academy Wales, UK

- *Pleasure of Participation*
  Albert van der Kooij, Hanze University, NL & Gyorgy Retfalfi, BKF, HU

- *UX as a critical success factor for participatory projects: Enhancing the user experience to encourage participation*
  Richard Vickers, University of Lincoln, UK

- *Leading the change or missing the challenge? A Proactive approach to the natural evolution of the educational domain*
  Alfredo Ronchi, MEDICI Framework, Politecnico di Milano, IT

- *Science is to test ideas – Engineering is to put ideas into practice On Experiences with Research Based Teaching*
  Andreas Holzinger, Medical University Graz, Research Unit Human-Computer , AT

- *Serious Game Design Summer School*
  Maja Pivec, FH Joanneum, AT

- *UVIC_Lab, an innovative concept of digital content laboratory at the University of Vic*
  Arnau Gifreu Castells, University of Vic, ES

- *Findia and YA! Best Practice Social Media Youth Project*
  Mathias Haas, SuperSocial, AT

The European Academy of Digital Media (EADiM)

The European Academy of Digital Media (EADiM) is a network of instructors, academics and professors in digital media which is interested in cooperation and discussion on topics for teaching and learning, for internship and best start-up preparations for careers of students. EADiM aims to contribute to the EU Digital Agenda 2020 and to establish Europe's first network for the development and advancement of quality e-contents by:

- Highlighting and giving life-long recognition to the best producers and designers in Europe
- Identifying and recognizing those who do the creative work in online and offline platforms Initiating the analysis of current trends and providing a strategic vision for e-content in Europe
- Acting as a catalyst for supporting quality products and applications in industry and society
- Collecting, categorizing and presenting knowledge on multimedia to a wide industrial and academic community in order to capitalize on existing 'know-how'
- Providing a forum for developing focused initiatives in e-content, such as summer schools, trainings and international collaboration.

The Academic Network conference

The EADiM Academic Network Conference is a multi-disciplinary European conference organized by the European Academy of Digital Media (EADIM) and supported by the International Centre for New Media (ICNM). The Conference is an opportunity to discuss potential opportunities for cooperation and partnerships between universities, institutions, courses and projects. Academics, researchers, instructors, students, ICT experts, public institutions and all those involved in the field of Multimedia and e-Content are invited to share ideas and contribute to the future of Media and ICTs in Europe.

2012 Conference Proceedings

Conference proceedings will be published in a SPRINGER PRESS Serie *"Smart Media and Applications"* edited by Peter A. Bruck, Richard Vickers, Jak Boumans and Cai Melakoski.

2012 Conference Committee

Peter A. Bruck, University of Salzburg, ICNM, AT
Richard Vickers, University of Lincoln, UK
Cai Melakoski, TAMK School of Art, Music & Media, FI
Jak Boumans, EADiM, NL

Contact

Secretariat EADiM
European Academy for Digital Media /
Academic Network Conference
International Center for New Media / ICNM
Moosstrasse 43a
5020 Salzburg, Austria

Ms Lucie Jagu, Project Manager
jagu@icnm.net
T: +43 (0)662 630 408
http://academics.eadim.org

SEE
HEAR
FEEL

AVL CULTURAL FOUNDATION

www.avlcf.com

Sponsors

GRAZ · Creative Industries Styria® · Graz UNESCO City of Design · Das Land Steiermark → Jugend · AVL CULTURAL FOUNDATION

EVOLARIS NEXT LEVEL · WKO Unternehmensberatung · IT STEIERMARK · bmwfj Bundesministerium für Wirtschaft, Familie und Jugend · intel

Media Partners

DER STANDARD

emedia

FORMAT

thegap

ORF St STEIERMARK

WAVE INTERNATIONAL YOUTH WEB MAGAZINE

network of young media makers european youth press

media biz MEDIEN | KULTUR | TECHNIK www.mediabiz.at

ecommerce MAGAZIN

Event Partners

LOGO! INFO & SERVICE FÜR JUNGE LEUTE · UNI GRAZ · FH JOANNEUM UNIVERSITY OF APPLIED SCIENCES · Der Menschenrechtsbeirat der Stadt Graz · zotter Schokoladen

Strategic Partners

UNESCO Under the patronage of UNESCO United Nations Educational, Scientific and Cultural Organization · UNIDO · Internet Society · WITSA WORLD INFORMATION TECHNOLOGY AND SERVICES ALLIANCE

Network Partners

WORLD SUMMIT YOUTH AWARD · EADM European Academy of Digital Media · WSA WORLD SUMMIT AWARD MOBILE CONTENT · WSA WORLD SUMMIT AWARD e-CONTENT CREATIVITY · TAF tampereettfactories

MINDTREK · INNO EVENT 2012 · KENNE DEINE RECHTE MENSCHENRECHTE ONLINE · supersocial · European Journalism Centre EJC

mladiinfo Your link to free education · cij Centre Information Jeunes · INFOR JEUNES · agenzija zghazagh · DOCUMENTA

Academic Partners

TAMK TAMPEREEN AMMATTIKORKEAKOULU · UVIC FACULTAT D'EMPRESA I COMUNICACIÓ · LILLEBAELT ACADEMY OF PROFESSIONAL HIGHER EDUCATION · CAMPUS 02 FACHHOCHSCHULE DER WIRTSCHAFT · MOME

UNIVERSITY OF LINCOLN · JOANNEUM RESEARCH · University of Salford MANCHESTER · FMK Fakulta masmediálnej komunikácie Faculty of Mass Media Communication · Polytechnic of Varaždin

ya!

European Youth Award

You(th) Take Action on the UN Millennium Development Goals!

European Youth Award Office
ICNM | International Center for New Media
Moosstraße 43a | AT - 5020 Salzburg | Europe | T: +43 662 630408 | F: +43 662 630408 22 | eya@icnm.net

www.eu-youthaward.org

http://friends.youthaward.org | www.facebook.com/youthaward | http://twitter.com/#!/EYAgraz