



WORLD SUMMIT YOUTH AWARD

**Using Internet and Mobiles to get Action on MDGs
WSYA 2010: INVITATION TO BECOME AN AMBASSADOR**



INVITATION TO BECOME AN AMBASSADOR

You are invited to take part in supporting young people using Internet and Mobiles to get Action on UN Millennium Development Goals in becoming a WSYA Ambassador.

BENEFITS

- Gain membership in a unique youth network in more than 160 UN member countries.
- Strengthen your position as advisor on the MDGs and in the field of ICT in your country and region.
- Get support from WSYA Office and network for your own activities and objectives.

COMMITMENT AND TO DOs

- Promote WSYA activities and events among your network.
- Spread word on the MDGs all over the world through mailings/newsletters/articles and website.
- Create synergies and procure organisations and institutions relevant for WSYA agendas.
- Mobilize partners/resources to support WSYA initiatives /activities and events on MDGs.

PROJECT MOTIVATION – Young people use ICT contents for millennium issues

- Young people live and work with the Internet and Mobile Communications.
- The United Nations has declared eight Millennium Development Goals (MDGs) in order to secure the future of human kind in a just global community free from hunger, poverty, disease and environmental degradation.
- Internet Contents and Mobile Multimedia are the main form of global communication for issues and concerns and increasingly so in terms of journalistic work and reporting.

The World Summit Youth Award (WSYA) invites in an international competition e-Contents from around the world that address in an inspiring manner the UN Millennium Development Goals and use internet and mobile contents to create awareness of the MDGs, show actions towards reaching those goals and demonstrate the consequences of inaction or counteraction.

PROJECT DESCRIPTION – A global contest for best practice to support a better world

The WSYA selects and promotes best practice in e-Content and technological creativity, demonstrates young people's potential to create outstanding digital contents and serves as a platform for people from all UN member states to work together in the efforts to reduce poverty and hunger, and to tackle ill-health, gender inequality, lack of education, lack of access to clean water and environmental degradation.

WSYA is therefore both, a showcase to the world for young e-content creators, journalists and writers, application designers and technologists and as well as a contribution on a global scale to addressing poverty, protecting the environment, sharing knowledge and empowering young people.

The World Summit Youth Award will be promoted in all UN member states through the networks of the World Summit Award (WSA), the UN Global Alliance for ICT, the participating UN Organisations and Agencies, governments and NGOs, youth organisations and all others committed to the motivation of the project.

The WSYA will be organised 2010 as a follow up activity of the World Summit on Information Society and its action plan towards the year 2015 and with a special focus on the MDG Review of the heads of state and government in September 2010. It will be conducted in six categories. The finalists and category winners will be invited to the WSYA Winners Events in September 2010 in New York City and the UN Headquarters.

CONTEXT – A young world with a challenging future

Youth under the age of 30 are a majority of the world's population. If accessible and affordable, they use electronic technologies for communication and information as an integral part of their way of living. These technologies are interactive, multimedia-based, fast, instant and potentially global.

The problems addressed by the MDGs are those issues young people will have to address if the earth should become a better place and if human kind should have a chance to survive without major catastrophes and cataclysms.

Youth are often portrayed in mass media as apathetic, distrustful or angry. The WSYA addresses another world of youth – one with technological expertise, dynamic energy, journalistic zest and innovation in applications. Whether it is young leadership in new development projects, students eager to study, teens at the cutting edge of social change, teenagers building their relationships by instant messaging, or youth running telecentres or media blogs to bridge the rural digital divide – young people have made ICT their own.

WSYA GOALS – e-Contents for Change

- The World Summit Youth Award (WSYA) wishes to showcase the skills, ideas and projects of young people to create e-Contents and applications which address the MDGs.
- The WSYA will network best-practices and allow idea- and skill-sharing between the best and most innovative content creators and producers, writers, application developers and designers.
- The WSYA will celebrate the achievements in local content creation and offer the projects to UN for the support of the MDGs.

WSYA CATEGORIES – MDGs in Action

e-Contents and ICT applications will be submitted in the following six categories, which are tied directly to the eight UN Millennium Development Goals: www.youthaward.org

“Pursue Truth !” will be introduced as new category for WSYA 2010 and focuses on journalism using Internet and Mobiles to cover the MDGs and to report on issues related to them and their realisation 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.

1. Fight Poverty, Hunger and Disease !
2. Education for all !
3. Power 2 Women !
4. Create your Culture !
5. Go Green !
6. Pursue Truth ! - NEW FOR 2010

WSYA JURY AND EVENTS 2010

Most probably projects will be evaluated by the WSYA Jury in two rounds online, as last year. In the second round the winners of WSYA 2010 will be evaluated. The finalists and category winners will be invited to the WSYA Winners Events.

We are planning to see the 2010 results and winning youth projects presented at UN Review Summit next September where the leaders of the world will meet in New York to take stoke and chart a new course on the MDGs.

WSYA JURY AND EVENT DATES 2010 – to be confirmed

15 April – 20 June
30 June – 7 July
19 July – 25 July
End July
18-22 September

Online Registration
first round: Online Jury
second round: Online Jury
Fixing winners of WSYA 2010
WSYA Winners Event in NYC



CONTACT INFORMATION

Prof. Dr. Peter A. Bruck
Chairman, World Summit Award
bruck@youthaward.org

Ms. Maria Eschlböck
Project Coordination | eschlboeck@icnm.net

WSA / WSYA Office
ICNM - International Centre for New Media
Moosstrasse 43a, 5020 Salzburg, Austria
Tel: +43 662 630 408 | wsya@icnm.net | www.youthaward.org