



WORLD SUMMIT YOUTH AWARD

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GENERAL PROJECT INFORMATION AND INVITATION



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### 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.

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 counter-action.

### 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 designers, technologists and e-Content creators 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 2008 to 2009 as a follow up activity of the World Summit on Information Society and its action plan towards the year 2015. It will be conducted in five categories. The finalists and category winners will be invited to the WSA Events in June 2009 in Monterrey, Mexico.

### 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 and innovation. 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 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, 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 may be submitted in the following five categories, each of which will have three winners who will be presented at the World Summit Youth Award Winners Gala in Monterrey, Mexico in June 2009:

1. **Fight Poverty, Hunger and Disease !**  
Rewards the most effective contents and applications addressing issues of extreme poverty and hunger, offers solutions for those whose income is less than \$ 1 a day, supports the reduction of diseases and fights the spread of HIV/AIDS and the incidents of malaria.
2. **Education for all !**  
Gives credit to the most innovative contents, platforms and solutions to give children everywhere, boys and girls alike, a full course of primary schooling, to advance in training for personal development and jobs, and to achieve a high level of understanding and knowledge of the global information society and its problems and promises, challenges and opportunities.
3. **Power 2 Women !**  
Demonstrates the most inspiring contents 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.
4. **Create your Culture !**  
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.
5. **Go Green !**  
Showcases the ground-breaking applications and contents addressing the natural environment, ensuring 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.

## CONTEST ENTRY AND DATES – Enter in 2008, win in 2009

A single application process for all the categories is being overseen by the World Summit Award Head Office. Applications are being submitted using an online system which will be accessible at [www.youthaward.org](http://www.youthaward.org) as from 1 September 2008 to 28 February 2009. The Awards ceremony will take place in the course of the WSA Events in June 2009 in Monterrey, Mexico

## WSYA JURY – Young judge young

The jury of experts to evaluate the applications will be comprised of up to 12 members, consisting of international experts from the backgrounds of youth activists and young entrepreneurs, journalists and media workers, researchers and teachers, representatives of relevant international organisations and partners.



## EVALUATION CRITERIA

### Excellence and innovation, interactivity and sustainability

In the first round of judging, projects in all entries will be evaluated online in order to obtain a list of ten finalists per category. In the second round, three projects per category will be selected as the final winners of WSYA. The winners will be presented both at the WSA Gala Event and the WSA Winners Conference in Mexico. The evaluation will be done on the basis of five criteria:

- Content: Quality, comprehensiveness and impact of content
- Design: Usability and aesthetic value of site and graphics
- Innovation & Creativity: Demonstration of significant originality and initiative.
- Interactivity: Level of engagement and action offered by to site users
- Sustainability: Level of project sustainability over time

## WSYA PATRONAGE – To be confirmed

For the World Summit Youth Award the high patronage of H.E. Suzanne Mubarak, First Lady of the Arab Republic of Egypt has been confirmed, and for H.E. Ban Ki-Moon, General Secretary of the United Nations has been enquired.

## WSA PARTNERS - Cyber Peace Initiative, GAID, ISOC and Indigo Media

The WSYA is organised by the World Summit Award Network for the second time after 2005. The 2008/09 contest is organised in partnership with the Cyber Peace Initiative (CPI) launched by the Suzanne Mubarak Women's International Peace Movement in 2007. The CPI has a mission to empower youth of any nation, through ICT, to become catalysts of change, to create safe and better futures for themselves and others, to address the root causes of conflict, to disseminate the culture of peace and to create international dialogues for a harmonious world. Founding partners of CPI are The Suzanne Mubarak Women's International Peace Movement, the Ministry of Communications and Information Technology of the Arab Republic of Egypt, the International Telecommunication Union, the Global Alliance for ICT and Development, Microsoft, Cisco and Intel. WSYA is also supported by the Internet Society (ISOC) and Indigo Media.



## Strategic Partners – Invitations to be extended further



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## WSYA COORDINATION TEAM

WSYA is based at the International Center for New Media (ICNM), an independent non-profit organisation in Salzburg, Austria

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