

## Media Release

### **World Summit Youth Award 2009: Silk ribbon of excellence was given to the World's best e-Contents at the WSYA Gala Events in Monterrey**

**Salzburg/Monterrey, 15 September, 2009.** The World Summit Youth Award (WSYA) honoured the best projects in e-Content at the Gala Events in Monterrey/Mexico, which took place from September 2-5, 2009. From online music and TV communities to interactive gaming platforms to e-learning applications and HIV/AIDS resources, the World Summit Youth Award (WSYA) presents young people who use Internet and Mobiles to get Action on United Nations Millennium Development Goals.

"While many leaders of the world fight the banking and economic crisis, young people fight the everyday crises in their communities and show that the Millennium Development Goals must be acted on concretely" says Peter A. Bruck, the Chairman of the World Summit Award. "The winning projects show how the world can be made a better place when the MDGs do not remain just government or a distant UN agenda", Bruck adds.

#### **WSYA GALA EVENT**

Participants from over 50 countries, among them many ministers, UN deputies and specialists in the e-Content field, were attending the four-day events and had the unique opportunity to learn more about the winners' projects of the World Summit Award (WSA) and the WSYA as well as being part of the annual UNDESA GAID Global Forum Conference. To experience the atmosphere at the Gala events, find pictures on <http://www.flickr.com/photos/wsaphotos> and view videos on the projects of the glamorous Gala celebration on <http://www.youtube.com/wsyaTV>.

#### **WSYA CONTEST 2009**

WSYA is 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 youth.

Young designers and e-Content creators who address in an inspiring manner the UN Millennium Development Goals were therefore invited to participate in the global competition. The Winners were selected from over 600 applicants hailing from 100+ countries, in five WSYA categories: Fight Poverty, Hunger and Disease ! Education for all ! Power 2 Women ! Create Your Culture ! Go Green !

The over 600 projects were evaluated in a three-round judging process by an international jury of 20 experts in the fields of youth engagement, new media and social entrepreneurship.

#### **WSYA**

WSYA is a follow up activity of the World Summit on Information Society and its action plan towards the year 2015 and is organised by the World Summit Award (WSA) Network for the second time after 2005 in partnership with the Cyber Peace Initiative (CPI), Egypt. It is held under the patronage of H.E. Suzanne Mubarak, Founder & President of the Suzanne Mubarak Women's International Peace Movement; Commissioner Ferrero-Waldner, Member of the European Commission responsible for External Relations and European Neighbourhood; and Mag. Gabi Burgstaller, Provincial Governor of Salzburg, Austria. Sponsors of WSYA include CPI, Egypt; Indigo Brainmedia, Mexico; and the Internet Society (ISOC).

**The Winners are:**

**Category 1:  
Fight Poverty, Hunger & Disease!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<i>Lil' MDGs: Kids making Changes</i> An informational resource by a 13 year old designed to promote awareness of the MDGs, raise funds and encourage children to get involved.	Dylan Mahalingam USA  <a href="http://www.lilmdgs.org">www.lilmdgs.org</a>
<b>Winner</b>	<i>Remote Patient Monitoring System with Focus on Antenatal Care</i> A low-cost patient monitoring system providing point-of-care decision support to rural women in Pakistan in order to reduce the alarming rates of Maternal and Infant Mortality.	Ajay Kumar Tanwani Pakistan  <a href="http://rpms.nexginrc.org">http://rpms.nexginrc.org</a>
<b>Winner</b>	<i>Mobile Doctor</i> A mobile application that helps injured persons in emerging markets with instantly finding nearby hospitals or medicine men for certain injuries.	Andreas Jakl Austria  Mobile Application <a href="http://www.symbianresources.com/projects/mobile_doc.php">www.symbianresources.com/projects/mobile_doc.php</a>

**Category 2:  
Education for all!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<i>Everything on HIV and AIDS in Iran</i> An interactive and user-friendly bi-lingual website on HIV and AIDS, launched in cooperation with experts and medical doctors in order to reduce the present stigma and discrimination of HIV infected people in Iran.	Morteza Moshir Sinaei Iran  <a href="http://www.iranhiv aids.com">www.iranhiv aids.com</a>
<b>Winner</b>	<i>Alternatives: Finding new possibilities for Youth</i> Interactive website established by young social entrepreneurs that aims to provide proper opportunities, skills and power to young people and make them able to contribute and responsible for the nation.	Sanjeev Raj Neupane Nepal  <a href="http://www.alternatives.com.np">www.alternatives.com.np</a>
<b>Winner</b>	<i>Voices of Africa for Sustainable Development</i> An online Platform targeting the empowerment of local communities (and within those especially women and youth) to take control of their own development through information and education.	Crystal Kigoni Kenya  <a href="http://www.voicesofafrica.org">www.voicesofafrica.org</a>

**Category 3:**  
**Power 2 Women!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<i>Dokhtiran: e-Magazine on Women's Rights</i> An electronic magazine on Women's Rights aiming to inform women of their rights and to give women more opportunity in society by discussing critically judicial, cultural, political and educational rules affecting women.	Gholamzadeh Hamid Reza Iran <a href="http://www.dokhtiran.com">www.dokhtiran.com</a>
<b>Winner</b>	<i>The Sisters 4 Peace Network</i> A social-change portal providing an one-on-one mentorship as well as a "Transform Your World Toolkits", and offering a support network to aspiring girl changemakers around the globe.	Sejal Hathi USA <a href="http://www.sisters4peace.net">www.sisters4peace.net</a>
<b>Winner</b>	<i>Empower Women and Meet Millennium Challenges</i> Interactive website aiming to create an informed and articulate community by improving computer usage skills in slum communities and by making information accessible as to foster faster development.	George Onyango Kenya <a href="http://www.sidarec.org">www.sidarec.org</a>

**Category 4:**  
**Create Your Culture!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<i>Roots &amp; Routes TV</i> Space for youth from different cultural backgrounds ("roots"), to communicate their own issues and cultural practices ("routes"), amongst each other and to an international public by means of media (video/web-TV).	Aileen Wessely Germany <a href="http://www.rootsnroutes.tv">www.rootsnroutes.tv</a>
<b>Winner</b>	<i>Savvy Chavvy</i> An online community forum for young gypsy travellers that aims to encourage members to see media as a democratic means of self-expression through which they can control how their community is perceived.	Christy McAleese Great Britain <a href="http://www.savvychavvy.com">www.savvychavvy.com</a>
<b>Winner</b>	<i>The Extraordinaries</i> A crowd-sourcing smartphone software that allows anyone to do social good from any place on earth within cell reception. Extraordinaries as the "gateway drug" to traditional volunteering.	Jacob Colker USA Mobile Application <a href="http://www.beextra.org">www.beextra.org</a>

**Category 5:  
Go Green!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<i>Sewer Tourism</i> Informational website on sewer tourism around Nairobi River following the vision set by the government of Kenya to eradicate poverty, poor sanitation, development of slums and other issues.	Andrew Mutua Kenya  <a href="http://www.nairobits.com/students">www.nairobits.com/students</a>
<b>Winner</b>	<i>Greenlighted</i> An unusual online shop that focuses on common brands and their social responsibility shown. Greenlighted allows to measure market trends, and let companies know what consumers really demand, incentivizing them to become more socially responsible.	Vladimir Dubovskiy USA  <a href="http://www.greenlighted.com">www.greenlighted.com</a>
<b>Winner</b>	<i>Guardian of Eden</i> A computer game about a little boy who has to restore the natural balance of the world that aims to educate kids environmental responsibility.	Ricardo Quirante Martinez Netherlands  <a href="http://www.guardianofeden.nl">www.guardianofeden.nl</a>

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