



WORLD SUMMIT YOUTH AWARD: CALL FOR REGISTRATION: APRIL 19 – JUNE 20, 2010

The World Summit Youth Award (WSYA) invites once again young designers, e-content creators, writers and bloggers from around the world to enter their online-projects in an international multimedia competition: using internet and mobiles to put the UN Millennium Development Goals (MDGs) into Action!

GET ACTION ON MDGs!

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.

An application form is available from **April 19 – June 20, 2010** online at www.youthaward.org
Online projects by youth under the age of 30 may be submitted in the following six categories:

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

An international jury of 12 ICT experts will evaluate the projects in two rounds of online judging, where the three winners and two runners-up for each category will be selected.

WSYA GOES BIG APPLE!

Winners will be invited to showcase their platform to heads of state, business leaders and civil society at the 4-days WSYA Winners Events, where the most committed and creative young people from around the world will be brought together with the UN Millennium Review Summit Leader in New York in September 2010. Travel and accommodation costs will be covered.

MORE BENEFITS

Next to the presentation of the winner's projects all winners of the contest 2010 are invited to participate in workshops at the WSYA Winners Events. All nominated projects will be presented online at www.youthaward.org and extensively promoted through the WSYA network, which offers all contest participants co-operation possibilities with ICT experts, business leaders, multimedia producers and youth to youth organizations.

CONTEST DATES 2010!

ONLINE REGISTRATION

April 19 – June 20, 2010 at www.youthaward.org

ONLINE JURY

June 30 – July 7, 2010: elimination round of judging

July 19 – July 25, 2010: nomination round of judging and winners selection

WINNERS EVENTS

September 18 – September 22, 2010 at the UN MDG Review Summit in New York City, USA



WSYA CATEGORIES IN DETAIL

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.

6. Pursue Truth !

Focuses on journalism using Internet and Mobiles to cover the MDGs and to report on issues related to them and 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.

About WSYA

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. WSYA is organised by the World Summit Award Network for the third time after 2005. WSYA 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.

Contact Information:

Maria Eschlboeck, WSYA Project Coordinator
ICNM – International Centre for New Media
Moosstrasse 43a | A-5020 Salzburg, Austria
Phone: +43 662 630408 | Email: eschlboeck@icnm.net
Web: <http://www.youthaward.org>