

Using Internet and Mobiles to get Action on MDGs

WSYA WINNERS EVENTS 2010

**Bringing the most committed and creative Young People from around the world
Together with the UN Millennium Review Summit Leaders**

Draft Pre-Programme

NEW YORK CITY

18.-22. September 2010

May 2010



PRE-INVITATION TO THE WSYA WINNERS EVENTS AT NEW YORK

Become part of the Winners Events of World Summit Youth Award 2010 where the most committed and creative Young People from around the world will be brought together with the UN Millennium Review Summit Leaders.

Get involved in global UN initiated actions on the Information Society and Millennium Development Goals and specially support to the best youth to demonstrate their creativity at the Winners Events of WSYA in New York from 18-22, September 2010!

PROJECT MOTIVATION – Young people use ICT contents for millennium issues

- The world can be a better place. For millions, and yes billions of people. We can end hunger, fight diseases, elevate poverty and provide education for all kids; women can take their equitable share, we can prevent environmental degradation. These are not lofty ideals. The United Nations have declared eight very concrete and measurable Millennium Development Goals (MDGs) in order to secure the future of human kind globally.
- Young people live and work with the Internet and Mobile Communications. E-contents and mobile apps are the main form of global communication for issues and concerns and also 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.

WSYA GOALS – e-Contents for Change

- WSYA showcases the skills, ideas and projects of young people to create e-Contents and applications which address the MDGs.
- WSYA enables idea-, project- and skill-sharing between the most innovative content creators, writers, application developers and designers.
- WSYA celebrates the achievements in local content creation and offers the projects to the United Nations in support of reaching 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

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 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.

PRE PROGRAMME of WSYA WINNERS EVENTS in NEW YORK

DAY 0 | SATURDAY | 18 SEPTEMBER 2010

All Day	Arrivals in New York City, USA
Evening	WSYA Speed Matching
Night	Welcome get2gether

DAY 1 | SUNDAY | 19 SEPTEMBER 2010

All Day	Winner's Exhibition Space – Set up
Morning	An Activist Visit to New York City – meet with youth hosts
Afternoon	WSYA World Cafe
Evening	Rocking the MDGs – PART I: Winning projects of categories 1-3
Night	Big Apple Networking

DAY 2 | MONDAY | 20 SEPTEMBER 2010

UN MDG Review Summit

All Day	Desktop / Exhibition Space
Morning	Global Huddle - Challenging the Future: Xperience Xchange
Afternoon	Workshops by Partners
Evening	Rocking the MDGs – PART II: Winning projects of categories 4-6
Night	WSYA WINNERS EVENT

DAY 3 | TUESDAY | 21 SEPTEMBER 2010

UN MDG Review Summit

All Day	Desktop / Exhibition Space
Morning	World Cafe
Afternoon	Workshops by Partners
Evening	MDG Amphitheatre with UN Experts and high level-representatives

DAY 4 | WEDNESDAY | 22 SEPTEMBER 2010

UN MDG Review Summit

Morning	Next2Go Brunch : feedback and next actions towards MDG 2015
All Day	Departures from New York City



WSYA Winners 09

ROCKING THE MDGs AND WINNERS EVENTS

In two parts the winning and runner-up projects of all six categories will be presented, followed by the main **ceremony**.

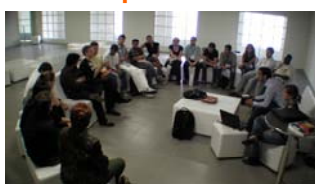
The **WINNERS EVENTS** are the highlight of the entire WSYA process 2010 and a unique ceremony to honor a group of young multimedia professionals who - through their highly motivated, creative and future oriented work - contribute significantly to the development of a quality information society, the bridging of digital divides and to reaching the UN Millennium Development Goals. Eighteen winning teams in six categories from all over the world will be presented and receive their certificate and trophy from dignitaries of government, the private sector and the United Nations.

WSYA Global Huddle – challenging future: Xperience Xchange



Putting the Millennium Development Goals into action... What is necessary to do so? What are the benchmarks? What is working best? At the WSYA Global Huddle the WSYA winners and runner-ups will discuss and talk about how they use internet and mobile content to create global awareness of the UN MDGs. Young people will have to act on MDGs if the earth should become a better place and if human kind should have a chance to survive without major catastrophes and cataclysms. The WSYA winners will focus their debates – together with two experts working in the e-Content sector – on e-Content creation and necessary strategies to address the MDGs. WSYA Fellows are invited to join and have a hand in presenting their ideas on action.

MDG Amphitheatre – with UN Experts and high level-representatives



Young people use ICT contents for millennium issues. The WSYA Amphitheatre shall provide an opportunity for world best and most creative young producers to discuss the UN MDGs, Motivations, Strategies and Visions with prominent High-level Officials, e.g. from the United Nations or UN GAID. After input statements by the high-level dignities and an inner circle discussion between those prominent supporters of the MDGs and the young creators, also

WSYA Fellows and the general public are invited to join in.

WSYA Speed Matching

To get in first contact with other WSYA Winner Teams and Runner-Ups the Speed Matching provides space for personal introduction and project presentations in 3 minutes rounds.

WSYA World Café

The WSYA World Café continues the introducing WSYA Speed Matching and brings winners, runner-ups, partners, boards, business leaders and experts together. It offers the possibility for networking, detailed presentation of the projects.

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 JURY AND EVENTS 2010

All projects will be evaluated by the WSYA Jury in two rounds online, as the years before. 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 to New York.

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

APRIL 19 – JUNE 20	Online Registration: www.youthaward.org
JULY	Jury
SEPTEMBER 18 – 22	WSYA WINNERS EVENTS at UN MDG Review Summit, NYC



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