



Press Release, Salzburg – Geneva – New York City: May 13, 2010

Making this world a better place by using internet and mobiles Young people putting the UN Millennium Development Goals into Action

Using mobile phones and working in the internet can be related to more than gossip and downloads – that’s what young people prove in taking part in the WORLD SUMMIT YOUTH AWARD 2010. The Austrian initiative celebrated its worldwide kick off at the World Summit on Information Society Forum in Geneva and is heading towards the special UN Summit in New York in September where the contest winners will present their concrete actions to government delegations and UN officials.

In September 2000 world leaders came together at United Nations Headquarters in New York to adopt the United Nations Millennium Declaration, committing their nations to a new global partnership to reduce poverty, hunger and diseases and to foster gender equality, universal education and environmental sustainability - targets known as the Millennium Development Goals (MDGs). Since then much has happened, but often in the wrong direction: the global financial crisis, state bankruptcies and natural disasters prevent reaching the MDGs while many Europeans are not even aware of those goals.

The World Summit Youth Award (WSYA) is activating young people in all UN member states to use mobile phones and internet for concrete actions to reach the MDGs. The global contest is organised by the International Center for New Media, Salzburg, in cooperation with UN organisations, governments and NGO’s and supported by the private sector. The contest was officially launched last week at the World Summit on Information Society Forum. Young people up to the age of 30 from all UN member states are eligible for participation.

WSYA INSPIRES UN OFFICIALS and GOVERNMENT DELEGATES!

UN delegations, head of states, experts and IT business representatives took part in the WSYA kick off event and were enthusiastic to express their support of the WSYA winner events in New York City in September. Concrete agreements could be concluded with the UN Global Alliance for ICT and Development (UN GAID) as well as the telecom ministries from Macedonia and Egypt.

Sergej Kambalov and Sarbuland Khan, Heads of UN-GAID, will be responsible for the best possible integration of the WSYA Winners Events into the UN World Summit. The Macedonian minister of information society, Ivo Ivanovski, will take over the patronage for the events partnering with the ICT ministry of Egypt.

WSYA Chairman Prof. Peter A. Bruck reminds: “If the United Nations want to reach the MDGs they have to mobilize and inspire the young people of our world as governments will only act if forced to do so by citizens and voters. WSYA honours projects all over the world which combine clever engagement with clear goals. Those projects and their young inventors are in the centre of attraction and shall be role models to encourage others. “

POWER 2 WOMEN - CATEGORY FEATURED BY LAYLA FAKHRO AWARD

The category winners of “Power 2 Women” will also be awarded by the Layla Fakhro Award as Mr. Ubaydli from Bahrain has sponsored this category as a reflection of his late wife Layla Fakhro’s devotion to eliminating poverty and raising awareness for the value of education.

GLOBAL CONTEST OPEN UNTIL JUNE, 20

The WSYA is taking place for the third time. In 2009 more than 612 projects from 110 countries were submitted by young multimedia designers, software developers, journalists, activists and creative people up to 30 years. Applications can be done online at www.youthaward.org. The Winners Events will take place from September 18 – 22, 2010 in New York City.

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