

## General Rules

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The Italian eContentAward is open to any company, organisation and individual active in the content industry and based in Italy. The presented e-product must be produced mainly by an Italian individual or company, which must reflect Italian's local morals and traditions without any advocacy for racism, nudity, or any indecent content.

There is, basically, no limitation regarding the platforms or channels the projects work with, please refer to the proper section (channels & platforms). Special / non standard channels & platforms must be approved by the Organisation.

All submitted items have to be complete products or applications and include instructions for installation and use. No drafts, demonstrations or unfinished prototypes are accepted. Submitters are held responsible for the smooth functioning of their products / applications and must provide the appropriate electronic access to his/her submitted e-product for evaluation purposes by the judging team.

The same product cannot be submitted twice (i.e. submitted again).

The producer must own the copyright of all pictures, sounds, contents etc. related to the production of his project. All software used must be licensed.

A product can only be submitted for one category. In case of multiple submissions by the same organisation, company or team, each product requires a separate registration.

None of the materials submitted will be returned. One copy/version of each product submitted will be kept in the eContentAward Italy archive. No commercial use of this archive will be made. In no event shall the organisers be liable for possible loss, illegal uses or incidental damages to products.

Incomplete submissions and those not following the eContentAward Italy guidelines will be withdrawn from the eContentAward Italy selection process without notice. There is no way of challenging such a decision legally.

When submitting a project to the eContentAward Italy Experts (and later WSA experts), participants automatically agree to the guidelines set out by the eContentAward Italy and WSA teams.

Submitting a product to the evaluation and selection process does by no means entitle a producer to any benefits. There is no way of challenging this decision legally.

All products to take part in the eContentAward Italy selection process (except on-line webs) must be sent by mail by the producers / authors to the reference address and arrive no later the submission deadline ([www.econtentaward.it](http://www.econtentaward.it)). The eContent Award Italy Office does neither pay for any mailing or transport costs nor for customs duty. All products must be mailed at the cost of the sender.

## Evaluation Criteria

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All e-products will be evaluated according to criteria which are tied to the concept of value added for users and e-contents for a purpose. Specific criteria developed for the evaluators cannot over-ride any generic information disseminated. The final decision on the clarification of the criteria to be used is to be done by the jury:

1. Quality and comprehensiveness of content
2. Ease of use: functionality, navigation and orientation (Usability)
3. Value added through interactivity and multimedia
4. Accessibility (according to the W3C - <http://www.w3.org>)
5. Attractiveness of design (aesthetic value of graphics/audio)
6. Quality of craftsmanship (technical realisation)
7. Strategic importance for the global development of the Information Society
8. Multilinguism / Cultural Model
9. Sustainability / market model

For detailed information please refer to the official website and the refreshments: [www.econtentaward.it](http://www.econtentaward.it)

### Secretariat

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In the framework of the  
UNITED NATIONS'



Fondazione Politecnico di Milano & MEDICI Framework  
presents

**eContent Award Italy**  
premio per il miglior contenuto in formato digitale  
**2009**

[www.econtentaward.it](http://www.econtentaward.it)

## Contents, services on digital platform

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The production of digital contents and innovative solutions in the field of ICT are among the most important things for social development and economical growth. Many experts outline that there is a content gap to be bridged. In such a scenario the World Summit on the Information Society (Geneva 2003 – Tunis 2005) has promoted a collective effort so that everyone will be able to create, share, use and have a free access to knowledge. This is not enough in order to reach the goal. To be effective innovation has to impact society and every day life, digital content and services must be adopted and integrated as natural part of common procedures. The Internet has pointed out the relevance of infrastructure not only at “telecom” layer but even as availability of structured and interoperable services. Ontologies, XML tagging, data mining, metadata are just few keyword evocating such a global scenario.

Mature standards has to reach the market: not only addressing technological aspects but even concerning content and service structure, behaviour and feedbacks.

eContent and services are becoming more and more useful in e-Business, e-Culture, e-Entertainment, e-Government, e-Health, e-Inclusion, e-Learning, e-Science, e-Governance, e-Democracy, e-Security and more both at national and international level. The global soul of Web and local aspects, cultural diversities fostering intercultural dialogue and offering an incredible tool for development and sustainability.

Panellists will outline the relevance of digital content and added value services providing a comprehensive overview on the state of the art in different countries. This particularly thanks to the relevant opportunity offered by the World Summit Award. The evaluation process started in 2003 is now confirmed till 2015 and having addressed 168 countries in 2005, 2007 and 157 in 2009 it represents a significant outlook on digital content and creativity.

## World Summit Award

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The WORLD SUMMIT AWARD 2003/05/07/09 is unique through its specific categories, which cover all aspects and sectors of the emerging Information Society and put the added value of multimedia and electronic contents for specific user groups and purposes at the centre of competition and evaluation. It is also unique due to sustained outreach activities in all United Nations member states and its promotion by leading multimedia and internet organisations and institutions. The WORLD SUMMIT AWARD Project is governed by rules approved by the Board of Directors, the independent judgements of the European Academy of

Digital Media and on the basis of 5 years of experience with the EUROPRIX contest. It is carried out by the WORLD SUMMIT AWARD office at ICNM, Austria.

The World Summit Award (WSA) is a global initiative to select and promote the World's best e-Contents. It receives support from numerous national and international non-profit organisations, as well as a substantial contribution from the private industry. In 2005, 178 countries have participated in the WSA and 40 finalists were selected out of 803 submissions through a world wide expert network.

## eContent Award Italy

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Italian eContent Award 2009 is organised by Fondazione Politecnico di Milano and MEDICI Framework and inspired by the WSA - WORLD SUMMIT AWARD in order to select quality e-content and promote creativity and innovation in new media applications in Italy. This multi-aim award, encourages creativity, drives Young Talents toward international contests, nominates the eight best Italian eContent products (one for each category: eBusiness and eCommerce, eCulture and Heritage, eEntertainment and Games, eGovernment and Institutions, eHealth and Environment, eInclusion and Participation, eLearning and Education, eScience and Technology to the World Summit Award 2011.

The eContentAward is unique in Italy thanks to its specific categories, which cover all aspects and sectors of the emerging Knowledge Society and emphasise, during the competition itself and the evaluation process, the added value of multimedia and electronic contents and services for specific user groups and purposes. Content and creativity are the key aspects, without which we face a digital world completely empty and dull.

## eContent Award Road Show

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To leverage these exceptional assets, eContentAward develops synergies creating the Best eContents & Services Road Show (Montecarlo, Hannover, Bologna, Milano, Torino, Venezia, Firenze, Roma, Napoli, Bari...) and, through this, raising the awareness of the importance of the quality eContent in the development of the Knowledge Society.

## Timeframe

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Road Show:	January, September 2009
Products submission deadline:	Monday 5 October 2009
Awarding ceremony:	Tuesday 24 November 2009
World Summit Award Awarding ceremony	December 2011

## Who can participate

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The Italian eContent Award is open to any company, organisation and individual active in the content industry and based in Italy. Each e-product must be produced mainly by an Italian individual or company, which must reflect Italian's local morals and traditions without any advocacy for racism, nudity, or any indecent content.

Registration and product submission available at [www.econtentaward.it](http://www.econtentaward.it), submission deadline on **Monday 5 October 2009**. May you need further information please refer to the web site.

## Content Categories

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eBusiness and eCommerce	eHealth and Environment
eCulture and Heritage	eInclusion and Participation
eEntertainment and Games	eLearning and Education
eGovernment & Institutions	eScience and Technology

## Channels & platforms

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- Broadband/online
- Mobile Content
- Cross Media
- Off-line/DVD, CD-Rom or Video Materials
- Games Platform
- Interactive TV
- Interactive Computer Graphics
- Content Tools & Interface Design

## Young Talents Award

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The Italian eContent Award is open to young talents between 16 and 27 years old. Each e-product must be produced mainly in Italy and must reflect Italian's local morals and traditions without any advocacy for racism, nudity, or any indecent content. There are five main categories:

- Fight Poverty, Hunger and Disease !;
- Education for all !;
- Power 2 Women !;
- Create your Culture !;
- Go Green !

(please refer to the web-site may you need further details)