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Press Release, Salzburg/New York, July 29, 2010

## **WSYA Winners 2010: Young People's digital media effectuating the UN Millennium Development Goals**

**From online children's education to talking animated HIViruses, from exceptional blogs to climate campaigns, the World Summit Youth Award (WSYA) presents young people who use Internet and Mobile to get action on the United Nations' Millennium Development Goals (MDGs).**

The Millennium Development Goals were implemented to assure that the world is freed from poverty, hunger and disease and for UN member nations to work together towards achieving them by 2015.

The WSYA participants do exactly what governments in many countries fail to do: they get action on the MDGs! 18 winning teams selected from 630 applicants hailing from 102 countries in six WSYA categories, try to do good with their projects and will join together in New York during the United Nations MDG Review Summit. They cover key areas such as:

**Fight Poverty, Hunger and Disease !  
Education for all !  
Power 2 Women !  
Create Your Culture !  
Go Green !  
Pursue Truth !**

The 3 winners and 2 runners-up from each of these six categories come from 21 countries. They were evaluated in a three-round judging process by a jury of 18 young international experts in the fields of youth engagement, new media and social entrepreneurship.

"The combination of creativity and commitment to advance the MDGs in their own ways and communities using technology is fantastic. These young people show how to take concrete steps towards a better world," says Peter A. Bruck, Chairman of the World Summit Award.

The Winners Events will take place from September 18<sup>th</sup> – 22<sup>nd</sup>, 2010 in New York City. Winners will be able to showcase their projects to government and business leaders, representatives of civil society and an international community. "We hope that the winners will be inspired by each other as well as by those officials in order to foster their commitment in helping to advance the goals by 2015," Bruck adds.

The 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 young people.

### **About WSYA**

The WSYA selects and promotes best practice in e-content and new media, 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.

The WSYA is organised as a follow up activity of the World Summit on Information Society and its action plan towards the year 2015. The Youth Award is organised by the World Summit Award Network for the third time after 2005 and 2009. WSYA is supported by the Knight Foundation and the Internet Society (ISOC).

### **Contact**

For media enquiries or to schedule an interview with WSYA winners, please contact our office at [wsya@icnm.net](mailto:wsya@icnm.net)

For more information on WSYA and our events please visit [www.youthaward.org](http://www.youthaward.org)



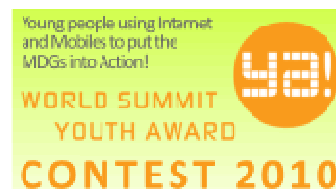
**ANNEX: This year's World Summit Youth Award Winners are:**

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

	<b>Project Name (and Description)</b>	<b>Producer</b>
<b>Winner</b>	<p><i>ANTI HIVIRUS</i>            The project is part of a worldwide online campaign. It is an education program to reduce the number of new HIV infections. There are 6 animated episodes aiming to educate the public on the characteristics of HIV and AIDS. The winner's company ManyMany handled character design, background set design and shot design.</p>	<p>Leung Chun San (28)            China   <a href="http://www.vir.us">www.vir.us</a></p>
<b>Winner</b>	<p><i>The Smallholders Farmers Rural Radio</i>            The Smallholders Farmers Rural Radio tackles rural poverty and hunger by designing and broadcasting daily broadcast programs in the local Igbo Language which enables farmers to acquire contemporary agricultural and environmental management techniques, receive daily market information, advertise their products and learn critical business skills.</p>	<p>Nnaemeka Ikegwuonu (28)            Nigeria   <a href="http://www.smallholdersfoundation.org">www.smallholdersfoundation.org</a></p>
<b>Winner</b>	<p><i>Nahrani.com - Improve your vocabulary and provide food to people in need</i>            By playing the word game at Nahrani.com, you develop and enrich your vocabulary. With each correct meaning of a word you donate 2 grams of food to the poor people in Bulgaria. The more words you have correct, the more food you give!</p>	<p>Nikolay Staney (27)            Bulgaria   <a href="http://www.nahrani.com">www.nahrani.com</a></p>
<p><b>Runners-Up</b>  <i>Village Home Tourism, Ashis Himali (26), Nepal</i>  <i>Donativa, Ilyas Bakouch (22), Morocco</i></p>		

**Category 2: Education for all!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<p><i>Youth Ki Awaaz: Mouthpiece for the Youth</i>            The popular blog serves as a platform for young people across India to express their views on issues such as environment, politics, women's empowerment, drug abuse, child abuse, and youth leadership. YouthKiAwaaz.com (YKA) hosts over 1000 articles by 400 writers, read by 1000+ visitors everyday.</p>	<p>Anshul Tewari (19)            India   <a href="http://www.youthkiawaaz.com">www.youthkiawaaz.com</a></p>
<b>Winner</b>	<p><i>Clo's Ship (La nave di Clo)</i>            Coloured animations and fondly drafted figures invite kids to learn, play and be creative on this site. The pages aim is to educate young people from six to eleven years with meaningful and rich activities for digital natives.</p>	<p>Silvia Carbotti (30)            Italy   <a href="http://www.navediclo.it">www.navediclo.it</a></p>



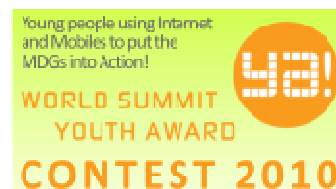
<b>Winner</b>	<p><i>KSNA (Knowledge &amp; Science News Agency) Scientific magazine - Founder of OpenScience in IRAN &amp; Middle East</i>          KSNA Science Magazine is an online Persian language publication offering the latest Iran and international scientific news and articles in Farsi in over 20 scientific fields.</p>	<p>Mohammad Rashidi-Kochi (22)          Iran</p> <p><a href="http://www.ksna.ir">www.ksna.ir</a></p>
<p><b>Runners-Up</b>  <i>SME-Challenge, Santiago Peyré (27), Argentina</i>  <i>Sexual Maturation and menstrual hygiene management practices associated with school girls in Ghana,</i>  <i>Philip Kwesi Agyei (28), Ghana</i></p>		

**Category 3: Power 2 Women!**

	Project Description	Producer
<b>Winner</b>	<p><i>Women's Forum</i>            The Women's Forum is an online network which enables young women to express themselves through writing. Published articles cover women's rights, careers, and family life and even approach issues that are still taboo in the Caucasus, such as domestic violence, virginity, and homosexuality.</p>	<p>Corobco Natalia (26)            Azerbaijan</p> <p><a href="http://www.women-forum.net">www.women-forum.net</a></p>
<b>Winner</b>	<p><i>We are all Laila</i>            We are all Laila is an online initiative, aiming to motivate females to speak up and express their social frustrations using any language, or any form of expression they feel most comfortable with – while also welcoming men to share in the conversation.</p>	<p>Eman Abd El-Rahman (25)            Egypt</p> <p><a href="http://www.kolenalaila.com/en">www.kolenalaila.com/en</a></p>
<b>Winner</b>	<p><i>we are not inferior to anybody</i>            "We are not inferior to anybody" is an initiative to empower and strengthen young women to take up the fight against female oppression in Pakistan. Up to 40 young women will be trained by experts from a variety of fields, to develop vision and skills for leading the process of progressive change in communities in Pakistan.</p>	<p>Samina Khushi (28)            Pakistan</p> <p><a href="http://www.owopakistan.org">www.owopakistan.org</a></p>
<p><b>Runners-Up</b>  <i>Effemine Blog - For Making Change, Petra Gönczi (19), Hungary</i>  <i>Mother Nature, Dotun Adewunmi (28), Nigeria</i></p>		

**Category 4: Create Your Culture!**

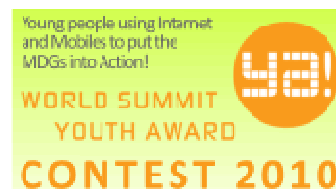
	Project Description	Producer
<b>Winner</b>	<p><i>artur.org.hu - online guide on contemporary architecture</i>            The Hungarian Contemporary Architecture Centre (KÉK) decided to create a database organising the main milestones of contemporary architecture of Hungary into tour routes. The website serves both as a site for virtual adventures and for printable supplementary material for real tours.</p>	<p>Daniel Kovacs (27)            Hungary</p> <p><a href="http://www.artur.org.hu">www.artur.org.hu</a></p>



<b>Winner</b>	<i>WupY "What's up Youth"</i> What's Up Youth is an interactive portal whose main purpose is helping active youth from all over the world find valuable opportunities (workshops, conferences, trainings, scholarships) & connect with international & regional organizations & funders, for the purpose of furthering their education, leadership & activism.	Abdullah Mosaad (22) Egypt  <a href="http://www.wupy.org">www.wupy.org</a>
<b>Winner</b>	<i>Afrique in Visu</i> Afrique in visu is the first platform for photographers who are working in Africa. Its aim is to free photographic practice in Africa from the reductive label of "African authenticity", by linking photographers from all over Africa while conserving and presenting their work.	Jeanne Mercier (27) France  <a href="http://www.afriqueinvisu.org">www.afriqueinvisu.org</a>
<b>Runners-Up</b> Nuok, Alice Avallone (25), Italy Lemon24.com, Suny Md. Ashraf Khan (27), Bangladesh		

**Category 5: Go Green!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<i>VERDEate.com, Challenge your Green Side!</i> VERDEate.com is an online community through which people and organizations accept challenges to reduce their CO2 footprint. The users are shown the numeric positive impact their challenge is creating in terms of CO2, trees and water – and can have a friendly competition on who fares best.	Sebastián Bustamante (27) Spain  <a href="http://www.verdaete.com">www.verdaete.com</a>
<b>Winner</b>	<i>Colour Me Green Campaign</i> The 'Colour Me Green' Campaign is a call for youths all over Malaysia to take environmental action besides spreading awareness regarding various environmental issues. As participants in this campaign, students will be required to complete a series of tasks ranging from executing environmental projects to implementing new policies within the school. All work done during the course of the campaign should be posted on their very own campaign blog.	Liew Yao Ren (18) Malaysia  <a href="http://www.colourmegreencampaign.com">www.colourmegreencampaign.com</a>
<b>Winner</b>	<i>Climate Change Virtual school for Youths</i> The Development Reality Institute (DRI), a youth based organisation, has designed the first virtual school on climate change in Southern Africa run and managed by youths for youths. The course aims to raise awareness on the effects of climate change to development in Zimbabwe.	Verengai Mabika (30) Zimbabwe  <a href="http://www.driafrica.org/virtualschool.html">http://www.driafrica.org/virtualschool.html</a>
<b>Runners-Up</b> Eco Options Egypt, Omnia Abbas (22), Egypt Green Brigade, Tewari Chitranshu (18), India		



**Category 6: Pursue Truth!**

	<b>Project Description</b>	<b>Producer</b>
<b>Winner</b>	<p><i>Social MDGs</i>            Social MDGs is looking to harness the power of social media to create a destination where students can see in real time what people from around the world are saying about the UN and the Millennium Development Goals (MDGs). The web application allows users to instantly see content posted on social media sites like Twitter, Youtube, and Wordpress that relates to each of the eight MDGs</p>	<p>Baxter Stapleton (19)            USA</p> <p><a href="http://www.socialmdgs.com">www.socialmdgs.com</a></p>
<b>Winner</b>	<p><i>Forgotten Diaries</i>            FD aims to raise global awareness of the lives of children and young people growing up in forgotten conflict zones: conflicts which have lasted for years but which have also lost the interest of the world's media. FD enlists young bloggers from 10 different conflict zones.</p>	<p>Biffi Selene (27)            Italy</p> <p><a href="http://www.forgottendiaries.org">www.forgottendiaries.org</a></p>
<b>Winner</b>	<p><b>JOIN Informed Youngsters</b>            JOIN – Jóvenes Informados – is an e-magazine dedicated to citizen journalism that enables young people to share ideas about the issues that affect Mexico. What started as an ideal of 4 young people is now is a well known weekly publication with a reach of 10,000 youngsters.</p>	<p>Juan Rafael Rivera-Sanchez (22)            Mexico</p> <p><a href="http://join.org.mx">http://join.org.mx</a></p>
<p><b>Runners-Up</b>            Urban Journeys, Salman Siddiqui (27), Pakistan            Pamir Times, Noor Muhammad (26), Pakistan</p>		