

eContent Award Italy

premio per il miglior contenuto in formato digitale

the first phase of the Road Show

The project *eContent Award Italy* includes a series of aimed events, *eContent Award Road Show*, organized in different regions by invitation or with the collaboration of local partners with the purpose of contributing to the sharing and improvement of eContents.

The Road Show project has had its official kick off within the **Cebit** held in Hanover the 13th of March 2005.

The first Italian stage has been held in Bologna the 22nd of March 2005 with the collaboration of “Progetto nuove istituzioni museali, Comune di Bologna”. The lecturers were Alfredo M. Ronchi from the “Politecnico di Milano”, Cesare Massarenti from the “Università Bicocca Milano”, Silvia Ines Amici from “Ars Media”, with the coordination of Mauro Felicori from the commune of Bologna. During the conference Alfredo Ronchi projected the best econtents presented at the last



World Summit Award 2003; Cesare Massarenti presented the international scene of digital production, while Silvia Amici put the attention on the young talent section of the prize.

The Young Talents Award, co-organised and supported by Fondazione Italiana Nuove Comunicazioni, is a competition for youth-led projects that encourage the active participation of

young people in the emerging Information Society. The "Young Talents" national pre-selection process nominates the three best Italian eContent products to the “World Summit Youth Award.



The second stage has been held in Torino the 20th of April 2005, organized by Silvia Amici with the collaboration of “Provincia di Torino” and the participation of the assessors Alessandra

Speranza and Aurora Tesio, Rodolfo Zich, President of Torino Wireless Foundation. In Milano the 21st of April 2005 has been held the third of the **Road Show** stages, where among the others has intervened His. Excellency. Habib Mansour Ambassador of Tunisia, introducing the World Summit in Tunis, Marcello Barone, President of Lombardia Informatica presenting the Regional Card of Services and Maria Grazia Mattei introducing the Broad Band Week.

The last **Road Show** conference has been held in Bari the 28th of April 2005, organised by Cinzia de Marzo in collaboration with “Provincia e Comune di Bari”.

Both Vincenzo Divella president of Bari province and Michele Emiliano major of Bari participated as lecturers to the conference. Vito Santacesaria, Confindustria Puglia, presented “Apulian Industries Community” project based on eContent and knowledge management services on broadband



networks. The last stop of the road show was in Rome on the occasion of ForumPA event (the Forum of Public Administration) introducing the project to public administration and governmental bodies.

The main aim of the first phase of the Road Show is that to promote **eContent Award Italy** and to offer the opportunity to the participants to know more deeply the modalities of participation to the Award, the second phase, after the completion of the evaluation process will showcase the best econtent on display in Tunis both at national and international level.



eContent Award Italy has received a silver plate from the *Presidenza della Repubblica* and is patronized by the *Ministry for Innovation and Technology, Ministry of Foreigner Affairs, Ministry for Education, Universities and Scientific Research, Ministry of Health, Ministry of Cultural Heritage, Ministry for Community Policies, Ministry of Communications, Ministry of Productive Activities, Regione Lombardia, Camera di Commercio di Milano, Occam.*

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