



European
Youth
Award



YOU(TH) TAKE ACTION ON THE UN MILLENNIUM DEVELOPMENT GOALS WITH INTERNET AND MOBILES!

EUROPEAN YOUTH AWARD – EYA *YOUNG DIGITAL POWER & CREATIVITY IN E-CONTENT 2.0*

*Graz, UNESCO City of Design, Austria
28-30th November 2013*



www.eu-youthaward.org



YOUNG DIGITAL POWER 4 SOCIAL GOOD

An international contest for a global change. Promoting digital technologies acting for a better future.

The European Youth Award selects and promotes Europe's best practice in e-content. It demonstrates young people's potential to create outstanding digital contents **via Internet and Mobiles** and serves as a platform for people from all UN member states to work together in the efforts to reach the Millennium Development Goals (MDGs). The European Youth Award is organized by the International Center for New Media, a not-for-profit Organization based in Salzburg, Austria.

6 GOALS TO MAKE A DIFFERENCE

1. **Showcasing** the best projects from young developers, designers and producers
2. **Demonstrating** young people's potential and entrepreneurship spirit
3. **Addressing** poverty, hunger, inequality and environmental damage and creating awareness of the potential of **Internet and Mobiles** to tackle today's challenges
4. **Promoting** best practice examples in new media that get action on the MDGs
5. **Contributing** to the UN post-2015 development and the EU Digital agendas' discussions
6. **Empowering** and **connecting** people through a global networking platform for everyone interested in ICTs & new media for social challenges.



6 CATEGORIES TO BECOME A DIGITAL CHAMPION

The EYA addresses:

- **Students, engaged talents** or **young entrepreneurs** under 30.
- Working on an **outstanding, innovative** and **social project** related to the 6 EYA categories based on the MDGs



TIMELINE FOR ACTION



TOP EXPERTS FOR YOUTH EXCELLENCE

15 to 20 jurors in the fields of youth and ICTs, education, new media and social innovation select the best and brightest entrepreneurs under 30 years on the basis of the following criteria:



- **Content:** Quality, comprehensiveness and impact of content and relevance for MDGs.
- **Design:** Usability, navigation and aesthetic value of layout and graphics.
- **Innovation & Creativity:** Demonstration of significant originality and initiative.
- **Interactivity:** Level of engagement and action offered to site users.
- **Sustainability:** Project survival over time.
- **Strategic value:** Get action on reaching one of the MDGs and the UN Post-2015 development and the EU Digital agendas' discussions to make digital technologies relevant for all!

CHOOSE TO ACT.... JOIN US!

- **Find out** @ the EYA Winners' Event what is happening in terms of high quality e-Content, Social Innovation and Youth entrepreneurship
- **Meet** the winners, speakers and experts from all over the world
- **Learn** from each other
- **Benefit** from workshops, keynotes and interactive discussions
- **Address** the audience and young engaged people from all over the world
- **Spread** the word about the UN MDGs



A TOP PUBLICATION ABOUT YOUTH, ICTs AND SOCIAL INNOVATION



The European Youth Award Catalogue presents best practices in e-content and highlights Companies and Institutions supporting the MDGs through Innovation and Creativity and creating awareness of the potential of digital technologies to tackle today's challenges.

A COMMUNITY OF PURE ACTIVISM

- ✓ Young Entrepreneurs and business leaders
- ✓ Youth Advisors Expert Group
- ✓ UN and EU Institutions representatives
- ✓ Policymakers
- ✓ ICT experts
- ✓ NGOs representatives
- ✓ Community leaders
- ✓ Young Digital Natives
- ✓ Medias
- ✓ Students, Academics



SOCIAL FRIENDCHISING: YA! FRIENDS 2.0 PLATFORM

Learn about creative and innovative projects from around the world. Get in touch with engaged youth and be inspired by their ideas! The YA! Friends 2.0 platform offers a unique opportunity to present projects, collaborate with other winning teams, talk to potential partners and connect with new friends.



Neelie Kroes

Vice-President, Digital Agenda, European Commission

"The Internet and new technology provide a platform for huge innovation. That can boost our economy – but also help support a stronger society, by improving our world in areas from food, to healthcare; from better transport, to better education. The young generation in Europe today faces the terrible prospect of unemployment. But they also have a huge opportunity: to use the innovative power of ICT to improve their lives, and others'. EYA shows that there are many such talented young innovators out there. And they also show their hard work can help the most deprived people in the world, those who face poverty, hunger and disease – by helping us achieve the Millennium Development Goals. Well done to all those who took part."

Irina Bokova

Director-General of UNESCO

"The Millennium Development Goals and the objectives of the World Summit on the Information Society embody a collective aspiration for a better future for all societies. Young men and women stand at the heart of this aspiration – as leaders, actors and beneficiaries. UNESCO works across the world to support their capacities and to enhance their participation into all decisions involving their future. We seek specifically to bolster youth-led innovation and youth employability through quality education, through social inclusion and through science, technology and innovation systems. The World Summit & European Youth Award Winners and Community show how digital technologies can change the world thanks to the creativity of young women and men. I thank everyone involved for their engagement to support innovation for greater dignity, justice and equality. These are the foundations for the future we want for all."

Eveline Herfkens

Founder of the U.N. Millennium Campaign

"Young people were the favorite allies of the UN Millennium Campaign: passionate, energetic and thinking "outside the box". Using internet and mobiles to achieve the MDG's was certainly beyond the frame of mind of government leaders who agreed to these Goals... Tomorrow's world is defined by action today. So some 20 years from now, when your generation will provide the Secretary General of the UN, she does not need to report once again that the Millennium Goals have not been met as yet. Your action prevented these Goals to end up as litter on yet another boulevard of broken dreams..."

Kim Stevenson

CIO, Intel Corporation

"At Intel, we have a vision to create and extend computing technology to connect and enrich the life of every person on earth. Education and access to technology plays an enormous role in the success of this vision. Intel's education programs support enabling governments, students, teachers and universities all over the world to have access to technology and leverage it for building better communities. Together we are building the digital society. The EYA program and its winners are key actors in the digital transformation; they stand out not just due to their creativity but their entrepreneurial energy. The EYA winners have put into action the UN Millennium Development Goals, and are driving technological and social innovation that will change the world. Let youth innovation lead and communities will prosper!"

Strategic Partners



Key Partners



Festival Partners



Network Partners



Academic Partners



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