



DIGITAL CREATIVITY FOR SOCIAL GOOD

CREATIVE CONTENT
DIGITAL INNOVATION
SOCIAL ENTREPRENEURSHIP

EUROPEAN YOUTH AWARD

INVITATION FOR ACADEMIC PARTNERS & STUDENTS

*EYA Festival 2014
Graz, UNESCO City of Design & Human Rights, Austria
November, 19-21*



www.eu-youthaward.org

Your contact: Dr. Birgit Kolb, EYA Project Manager | kolb@icnm.net | +43 660 630 40 82
[facebook.com/EuropeanYouthAward](https://www.facebook.com/EuropeanYouthAward) | twitter.com/EYAgraz | #EYA2014

WHAT IS THE EUROPEAN YOUTH AWARD (EYA)?

EYA is a pan-European contest to motivate young people to produce socially-valuable digital projects that address the goals defined by the Council of Europe and Europe 2020. It demonstrates young people's potential to create innovative solutions with Internet and Mobile technology.

The winners event (EYA Festival) is an established platform for international knowledge-exchange and a widely recognized networking-event for future cooperation. EYA is organized by the International Center for New Media, a Non-Profit Organization based in Salzburg, Austria.

TIMELINE



WAYS TO GET INVOLVED

I. PROJECT SUBMISSION

Many students find it hard to choose a subject for their bachelor's, master's or post-graduate project. Others lack the motivation to finish their work.

EYA may help. Entering competitions and accepting real challenges are great ways to motivate your students!

Any project using Internet and Mobile technology (eg websites, applications,...) is eligible to be submitted in one of the following categories **until July 1, 2014**:

HEALTHY LIFE: fitness | nutrition | healthcare

SMART LEARNING: education | e-skills | open science

CONNECTING CULTURES: arts | games | diversity

GO GREEN: energy | resource management | sustainability

ACTIVE CITIZENSHIP: free journalism | open government | social cohesion

MONEY MATTERS: financial literacy | employment | smart consumerism

FUTURE LIVING: e-mobility | urban development | sustainable tourism

II. STUDENT ONLINE PROJECT

International experience and cooperation are essential parts of seminal curricula at modern universities.

Students are eager to gain skills in intercultural communication during their studies. But it is hard to find motivated working partners sharing the same interests in other European countries.

EYA may help. It connects students interested in new developments in the ICT sector and gives them the opportunity to collaborate online on innovative digital projects produced by the winners of the EYA competition.

The infographic for 'whatchapo' is titled 'whatchapo' with the tagline 'WE'RE CHANGING THE WAY'. It is divided into several sections:

- THE CONCEPT:** 'When technology meets story-telling'. It describes 'whatchapo' as a web-based career day platform where professionals give an inside view of their job and the career chances in their companies in video format. It mentions a new matching system to user generated and will bring people together by their interest and hereby widen the perspective of users. The 'whatchapo' career day is online 24 hours on 365 days a year. Companies don't have to send their employees to career days, the user will come straight to their company, meet the people who know best what their job is about and get information by digital storytelling.
- THE FACTS:** 'Whatchapo in numbers'. It shows icons for '1,600+ video resumes', '1,000+ job offers / careers', and '4th place in the competition'.
- THE EVALUATION:** 'Our research and feedback'. It lists 'What makes this project stand out' with points: 'Inspiring and motivating young people', 'Companies can meet the professionals in their field', and 'Good and suitable business plan'. It also lists 'What we have learned studying this project' with points: 'An innovative approach to career education', 'Discovered new job facts', and 'Clear and appealing design'.
- The improvements & enhancements:** 'Reducing the amount of questions', 'Clarify the entry requirements', and 'Job-related labels in a job board'.

FORMAT

- **12-18 winning projects = 12-18 student groups**
- **Professors set up student groups** and invite them to analyse the projects together online (via Google doc and Google hangouts) and answer 3 to 4 questions such as:
 1. What are the three main qualities making this project stand out?
 2. Which improvements/enhancements do you recommend the team should focus on when preparing the next version of the project?
 3. What did you learn from analyzing this project (topic, design, technical aspect, etc)?
 4. What is the role of this project in achieving the goals of the Council of Europe and strategy Europe 2020?
- Students prepare a poster and hand-out together to summarize their results.
- Students may attend the Festival (see point III.) and have the possibility to meet in Graz and present the results of their cooperation during an exhibition.



III. FESTIVAL PARTICIPATION

Students love to travel abroad to make new international friends, get to know different cultures and explore foreign cities. But it is difficult and time-consuming to organize such excursions and to set-up a beneficial program with educational workshops and outstanding speakers.

EYA may help. The EYA Festival offers a unique opportunity to kill several birds with one stone.

The festival held in Graz from **November 19-21**, comprises a three-day conference and a gala ceremony.

- EYA Winners present their inspiring projects and students show the results of the online project.
- IT pioneers and expert speakers share their experience and know-how in keynotes and interactive workshops.
- Smart people exchange and discuss innovative ideas and future cooperation.
- The festival reaches its climax in an evening of excellence when the winning teams are honoured and celebrated on an international stage (EYA Gala Ceremony).



Conference fee (students: EUR 60,-) includes:

- Graz City Tour.
- Participation in VIP opening at City Hall Graz with Styrian supper.
- Conference bag with information material, Graz city map, Festival catalogue and program
- Participation in all workshop sessions, keynotes, world-café,...
- Coffee breaks throughout the day.
- Two lunch vouchers (worth EUR 10,- each).
- Admission to Gala Ceremony including two vouchers for beverages.

ICNM will be happy to assist you with hotel and hostel recommendations and bookings (if required). Hotel prizes range from EUR 14-80 per night and person (depending on beds per room).

WHAT PARTICIPANTS SAY ABOUT THE STUDENT PROJECT AND EYA FESTIVAL

"The business plan developed by Campus02 students was better than anything we would have wished for had we hired a professional marketing company."

- **Florian Jungwirth, Software Developer, Interface and Interaction (winner 2013), AUT**

"I am eternally grateful for the learning opportunities given to attending this festival. The event in Graz was much worthy to be remembered and celebrated for gaining new friendships and networks. We are the change we want to be, and after the event I am positive that we are changing towards the better!"

- **Joanne Wong, TAMKmedia student, FIN**

"It was nice to see that many people were interested in what we are doing and the winners were glad as well as thankful to hear our opinions."

- **Carolin Büttner, TAMKmedia student, FIN**

"I was super happy that one of the original SpunOut creators came straight to us and was willing to take notes as we told our feedback. He seemed really happy to hear improvements and things to consider with further developing of the website and magazine."

- **Iina Kuula, TAMKmedia student, FIN**

"The EYA Awards were a major highlight for the year 2013 for me and for the Allversity team. I can't thank you all enough for the wonderful seminars, the great events, and for introducing me to the wonderful city of Graz."

- **Shane McMillan – Allversity.org (winner 2013), GER/UK**

"It was great to put knowledge into practice working with concrete projects. I especially enjoyed meeting content producers from so many different countries. It was fantastic to discuss with young start-up entrepreneurs, to learn about their background and motivation. The EYA Festival was one of the highlights of our master program."

- **Students of Campus02, AUT**

EYA-PARTNERS & SUPPORTERS 2013 (EXTRACT)



NETWORK PARTNERS (EXTRACT)



AKADEMIC PARTNERS (EXTRACT)



MEDIA PARTNERS (EXTRACT)

