WSA
WORLD SUMMIT AWARD
e-CONTENT+ CREATIVITY

Excellence in e-Content and Creativity
Cairo Egypt

Turning the UN WSIS targets on local content into global action towards 2015

تحويل اهداف القمة العالمية لمجتمع المعلومات للمحتوى المحلي الي تحرك دولي فاعل بحلول 2015

EXCELLENCE IN E-CONTENT AND CREATIVITY 2011

www.wsis-award.org

WSA Strategic Partners and Sponsors

Under the patronage of **UNESCO**

United Nations Educational, Scientific and Cultural Organization

UNIDO

Internet Society

WSA Winners Events Hosts and Partners

itida
Developing IT in Egypt

THE X GENERATION

TradeFairs

WSA Grand Jury Hosts and Sponsors

iProA
Internet Professional Association
互 聯 網 專 業 協 會

CYBERPORT
數碼港

WSA
WORLD SUMMIT AWARD
e-CONTENT+ CREATIVITY

Turning the UN WSIS targets on local content into global action towards 2015

World Summit Award Board of Directors

Peter A. Bruck, Chairman, World Summit Award CEO and Chief Researcher, Research Studios Austria Forschungsgesellschaft, AUSTRIA

Christian Rupp, Federal Executive Secretary, eGovernment, Chancellery Office, AUSTRIA

Catherine Warren, President, FanTrust Entertainment Strategies, CANADA

Elizabeth Quat, Founder & Immediate Past, President, Internet Professional Association (iProA), CHINA

Effat El Shooky, Director of Online Distance Learning Program, Cairo Regional Center for Training on Conflict Resolution and Peacekeeping in Africa -CCCPA- Cairo, EGYPT

Alexander Felsenberg, CEOFelsenberg Consulting, Düsseldorf / Berlin, GERMANY

Dorothy K. Gordon, Director-General, Ghana-India Kofi Annan Centre of Excellence in ICT, GHANA

Osama Manzar, Founder & Director, Digital Empowerment Foundation, INDIA
Alfredo Ronchi, General Secretary, MEDICI Framework, ITALY

Manar Alhashash, Secretary General, Kuwait e-Award; e-Leader, UN GAID, KUWAIT

Latif Ladid, President, IPv6 Forum, LUXEMBOURG

Rudy Laddaga Lopez CEO and Co-Founder, U-TOUR, MEXICO

Jak Boumans, Managing Director, Electronic Media Reporting, NETHERLANDS

Anya Sverdlov, Managing Director, Actis Wunderman, RUSSIAN FEDERATION

Lumko Mtimde, Chief Executive Officer, Media Development and Diversity Agency (MDDA), SOUTH AFRICA

Reshan Dewapura , Chief Executive Officer, ICT Agency of Sri Lanka (ICTA), SRI LANKA

Ralph Simon, CEO & Founder, Mobilium International, Chairman Emeritus & Founder, Mobile Entertainment Forum-Americas, UNITED KINGDOM

CAIRO, H.E. Dr. Mohamed Salem

Egypt Minister of of Communications and Information Technology

Recalling that the World Summit Award (WSA) is a global activity to select and promote the world's best e-Content and most innovative ICT applications, We believe that young Egyptians have innovatively utilized ICT during their revolution in 25th of January 2011 to express their hopes and aspirations through a peaceful yet firm action against a complete era.

We are certain that Egypt can economically rise and lead the whole region in the field of ICT as well if we stood up on both feet of innovation and e-content creation. Innovation can be our armor while facing many of the chronic local community challenges nowadays in the domains of education, health care, and media. Finding innovative solutions to the numerous problems existing in these areas will surely help creating a huge number of job opportunities and consequently fostering the new developed Egypt.

E-content creation is seen as our duty towards our local nation to facilitate the interaction between the Egyptian nation and the world, and to unhide Egypt's cheerful face as being safe, prosperous, and inviting all fans to visit. Arabic e-content development is considered as our responsibility towards the Arabic-speaking world, thus Egypt tends to play a fundamental role in enriching and heartening that craving content.

Egypt's young calibers are our primary resource in realizing such goals, and holding the World Summit Award (WSA) in Egypt this year, is a significant testament to the growing impact that our young talents are having in the areas of innovation and e-content industry. The fact that these young Egyptians proved themselves and won awards reflects how innovative and creative they can be.

We wish you a distinguished and successful WSA event and hope to reap the output of such esteemed hosting in the form of enthusiastic young calibers.

Thank you and good luck!

Content

WSA – Content

PETER A. BRUCK

WSA – A global Panopticum of Knowledge and Spirit in e-Content

Let me invite you to a digital panopticum that exhibits the value of modern ICTs to accomplish a true Knowledge Society.

Redress Remix

Erada Portal

The following examples of World Summit Award (WSA) Winners will illuminate why a trip through this catalogue is worthwhile. They just show the tip of the iceberg in outstanding e-Content and narratives that inspire, inform, include and allow for the equitable exchange of information and knowledge.

Redress Remix shines the light on a dark spot in Canadian history

When Canada needed workers for the Pacific Railway in the 19th century, many Chinese were brought directly from their country. Once the railway was finished and cheap labour was no longer needed, the Canadian government placed a head tax of up to $ 500 to each Chinese willing to enter Canada. Further the Exclusion Act from 1923, also known as "Humiliation Day", prevented Chinese from bringing their wives and children to Canada in order to curtail immigration.
"Redress Remix", WSA winner in the category e-Culture and Heritage, shines the light on one of the dark spots in Canadian history. Using animation techniques, newly composed music and interactive testimonial interviews Redress Remix focuses on a culture gap in history and calls the attention of the next generation.

How e-Content producers include underdogs and even treat depression

An entirely revolutionary opportunity to deal with a depression gives "SPARX" from New Zealand, winner in the category e-Health and Environment.
Developed by a team of specialists in treating adolescent depression from the University of Auckland, SPARX helps young people to combat depression playfully. SPARX is an animated 3D game where users rid a fantasy world from gloom and negativity. Young people tackle and solve a series of quests, learn to think, talk and act in a constructive way, are encouraged to analyse and compare their traditional behaviour to the improved one, and apply these skills in everyday situations.

Egyptian Winner in the category e-Inclusion and Participation, **"Erada Portal"**, responds to the fact that approximately 9.4 million people in Egypt suffer from impairment as figures from 2007 indicate. It gives persons with disabilities a helping hand and empowers them to get along independently and contribute meaningfully to society. The platform works in Arabic and thus makes sure to be understood by its target group.

Quality not Monetary Content

What can we learn from the depicted e-Content solutions? They sensitize us to the fact that "monetary" content does not necessarily mean "quality" content. Today huge amounts of money are spent on equipment, gadgets and other technologies. Far less is invested on quality stories, knowledge or insight.

The World Summit Award addresses this issue and creates awareness of the certainty that contents not technologies offer rich opportunities for local and regional economic development. Why so?

World of the Habsburgs

SPARX

Contents are tied to culture and language – creative producers have culturally restricted audiences and markets if they are not by chance part of the Hollywood business.

WSA showcases how local communities can be included creating economic opportunities and meaningful jobs. WSA provides evidence that local solutions working in native languages can have a huge global impact. As a platform WSA gives unique exposure to the best content creators apart from their origin, status or native language and supports them in their cultural and linguistic diversities.

An Austrian initiative WSA was born in the cradle of the UN World Summit on the Information Society. The engine that drives World Summit Award is fuelled by the heuristics of an inclusive Information Society. Hence WSA partners with the key UN agencies in the framework of the UN Geneva Agenda and the Tunis Action Plan selecting and promoting the world's best e-Content and innovative ICT applications. To date more than 160 countries are actively in-

volved sharing the conviction that quality contents are essential for a true Information Society.

Amidst the spring of technologies: The WSA Winners Events in Cairo

In this catalogue WSA showcases 40 winners' projects selected from over 460 submissions and 105 UN member states on the basis of content depth and a value add for users. Lean back and dive into the world's digital heritage in e-Business and Commerce, e-Science, e-Education, e-Culture, e-Environment, e-Entertainment and e-Participation.

Without the expertise and the tremendous dedication of our WSA jurors generously hosted by the Internet Professional Association (IProA), Cyberport and Crossover in Hong Kong, SAR China, the selection of the world's best in e-Content would not have been possible.

I am also very grateful to our Egyptian partners who will host the WSA winners amidst

the "Cairo spring of technologies" at the international trade fair Cairo ICT 2012. Let me also use the opportunity to acknowledge the Information Technology Industry Development Agency (ITIDA) and the Minister of Communications and Information Technology H.E. Mohamed Salem who welcomes the WSA in Cairo as Patron.

WSA winners from Europe lead in numbers – 19 projects will be honoured at the Winners' Events from 26th to 29th April 2012 in Cairo. China, India, New Zealand and Singapore won two awards each by producing content rich websites with impact. Egypt, host of the WSA Winners' Events, takes home one Award for Erada Portal.

Together with my fellow WSA directors and the WSA team in Salzburg, I hope you enjoy the journey through this global e-Content panopticum.

Peter A. Bruck
Chairman of the WSA Board of Directors

WORLD
SUMMIT
AWARD
WINNERS'
EVENTS IN
CAIRO,
EGYPT
APRIL
26TH-29TH_

Cairo ICT

Welcome to Cairo

Egypt is currently going through a transformational period of its history. This period will greatly require employing and deploying the competitive advantages of the country to best carry out its strategies and put the required building blocks in place for a long-term developmental plan.

These competitive advantages constitute the key to unlocking the unlimited potential of the country best situated to be a hub and a gateway to multiple regions and markets. The talent pool Egypt possesses is considered to be the backbone of these advantages and an invaluable asset that is being appreciated, empowered, and best utilized to serve the exponential growth plans of the multinational partners who realized the potential of the country and committed themselves to play a role in unleashing it.

The partnership between the Information Technology Industry Development Agency (ITIDA) and the World Summit Award (WSA) aims at bringing this talent pool to the forefront and shedding light on the innovation and creativity of young Egyptians who employ their qualifications and expertise to enrich Arabic content and capitalize on the country's position as the major Arabic content depository of the region.

Hosting the WSA event is a clear message that Egypt is very much committed to the process of enriching Arabic content and presenting innovative applications that manifests the true spirit of young Egyptians who will contribute in shaping the future of the country.

Eng. Yasser El Kady
CEO Information Technology Industry Development Agency (ITIDA)

Keystatements

Ms. Lynn St.Amour

President & CEO,
The Internet Society (ISOC)

The Internet Society is proud and excited to continue it's support of the WSA.
As we strive to create a society where the "Internet is for Everyone", the leadership shown by the WSA in fostering new talent, leadership and 'best practice' content as a mechanism for social transformation is outstanding.
Congratulations to all those who have participated in and contributed to the success of the WSA.

Ms. Irina Bokova

Director General UNESCO

The growth of the Internet is a blessing for freedom of expression and the sharing of knowledge. To foster inclusive, sustainable development, this must be accompanied by accessible content, applications and services in different languages. This is essential for the 'knowledge societies' we need for the century ahead, underpinned by freedom of expression, education for all, universal access to information and knowledge, and respect for cultural and linguistic diversity. I applaud the World Summit Award for stimulating and supporting quality e-content production through a competition engaging young people across the world. I congratulate the winners and encourage them to continue shaping the future for the benefit of all.

Mr. Daniel Stauffacher

Co-Chairmen, Global Alliance for Information and Communication Technologies and Development (UN GAID)

World Summit Awards (WSA) has, throughout the years, directed its focus on global efforts to support and develop high-quality e-Content and innovative ICT applications, thus demonstrating what people in developing countries can do to meet their own needs. By selecting, presenting and promoting the best products from all over the world in that field, it encourages, harnesses and channels youth energy and abilities and makes a contribution to narrowing the Content Gap.
Rich and relevant e-content is what drives the development of a meaningful information society, as access expands, efforts must be redoubled to foster local content and application.

The strong partnership WSA developed with the Global Alliance for ICT and Development (GAID) has developed a solid platform and a one of a kind award showcase, that has become a vehicle that effectively advocates for the use of ICT in all areas of social and economic development.
GAID congratulates WSA and the young entrepreneurs who will be receiving awards for always providing a platform and an environment to capture youth creativity and talent.

Mr. Armen Orujyan

Co-Chairmen, Global Alliance for Information and Communication Technologies and Development (UN GAID)

Mr. Kandeh K. Yumkella

UNIDO Director-General

Several years ago, concerned about youth unemployment in Africa, I said publicly that if we don't take care of our youth, the youth will come and take care of us. This again comes to mind when we see the recent events in Egypt. Our young people deserve a better future, and this requires concerted efforts by governments, the international community, the private sector, and other relevant stakeholder. We must be innovative and creative, learning from both the successes and failures of the past, and at the same time, developing new approaches and unveiling new opportunities.

Meshing views and use:

The Internet Ecosystem is as diverse as its users. WSA shows the pluralism of perspectives on the Internet and on e-Content. Why does language matter, how important is origin and will our cognitive abilities keep pace with modern technology?

LANGUAGE MATTERS:

WSA met Indrajit Banerjee,
Director of the Knowledge Society Division of UNESCO

There is a wealth of non-English domain extensions. Why is a pluralism of languages important for the internet ecosystem?
Banerjee: For the sake of cultural diversity being one of UNESCO's major aims. Moreover, pluralism fosters dialogue around civilizations and preserves indigenous knowledge. Communicating in our home languages makes the world a much richer place.
Alone in India more than a hundred languages and dialects are spoken. If every cultural group starts cooking their own linguistic soup – don't we get a new Babel in the www?
Banerjee: Look at the cuisine. I love my Indian food, but I also enjoy other dishes. Everybody should be allowed to use their own languages, while at the same time there are

languages like English the get across borders. If you let all languages disappear and all of a sudden everybody speaks the same, we would have a profound impact on the preservation of cultural heritage. Language is intrinsically linked to culture.
The Manthan Award in India or the World Summit Award use contests to showcase digital pluralism and quality content. Can they help to foster the creation of locally relevant content?
Banerjee: Yes. I've always been a great supporter of the World Summit Award. I have been member of the WSA jury many years ago when I was in Singapore. These awards are special because they highlight the fact that very exciting work is done out there. This is true not only for Silicon Valley or in

the metropolises of the world. It's also happening in small corners, where we see fascinating applications that have a huge impact on development.
Connectivity is only one head of the coin. **What's the point of giving people that don't speak English Internet access?** Neither do they understand the language nor is the information relevant to them. People from developing countries that are poor don't want to have access to stock market information. What they want is information that can have an impact on their lives. It is not only a matter of local language content but also of locally relevant content.

WSA network and friends share their perspectives on the Internet

GENDER MATTERS

Dorothy K. Gordon is WSA board member and the first (female) Director-General of Ghana's Advanced Information Technology Institute (AITI), the Ghana-India Kofi Annan Centre of Excellence in ICT.

How female is the internet?

Dorothy K. Gordon: If we focus on the resources and services that the internet carries, we have very different scenarios depending on which part of the world we are speaking about, whether urban or rural, which age, which language, income-level; and whether or not the woman in question is literate.

If you live in rural Africa and you cannot read or speak English, the internet and all the products it carries are usually not very relevant to your life. There is little content creation for you and certainly not by you. There are not enough tried and tested products that can deliver to your needs in a sustainable way.

Given that for many countries in Africa, internet penetration rates are below 10% there is little motivation to become a netizen even if you own a totally 'smart' unbranded, android phone.

For the 'mainstream' English-dominated web, many commentators have noticed the increasing presence of women on so-cial networking sites, women using the web to advertise their businesses and buying goods and services on line. The blogosphere abounds with spaces where women create content for other women.

In fact there are more women than men on some of these platforms and they also spend more time per month on them. Female presence in the blogosphere, in particular, is growing rapidly. But these commentaries focus mainly on North American or European women. Even for this category of women it is not all good.

In a well-publicized campaign Wikipedia has drawn people's attention to the fact that the proportion of women contributing to Wikipedia follows the mainly 85-15% male to female ratio seen in mainstream media. One can only wonder what the ratio would be if gender was aggregated with those indicators listed above. The issues outlined as impacting on this situation include gender stereotyping, a culture shaped by young men below 30 which includes some elements of bullying and aggression, and the age-old problem of the demands on women's time.

How female is the internet? Not female enough.

How can women use the www to be empowered?

Dorothy K. Gordon: Through information, peer networking and by organising internet-based advocacy and campaigns but empowerment always comes from within.

What is the status of women in Ghana in terms of IT-literacy?

Dorothy K. Gordon: There are many initiatives underway in Ghana to improve the overall status of IT literacy. There are special programmes in place to address the needs of women of differing backgrounds. The proportion of women who are IT literate is expected to improve significantly as a result of these initiatives.

MARKETING MATTERS:

Catherine Warren is WSA Board Member and Founder and President of FanTrust Entertainment Strategies in Canada

What can e-products aiming at social inclusion learn from commercial sites (in terms of marketing)?

Warren: This is a very interesting question in light of the massive recent success of the social inclusion video "Kony 2012" and its 80M-plus viewers, making it the most viral media of all time. Today, both sides can learn from the other. Commercial sites are now looking at what they can learn from socially-conscious digital media. We also know that commercial ventures, even online games, generate more revenue and user activity if they also include a "higher purpose". So, we see this with games like FarmVille and what its profitable publishers did to inspire its audience to financially support Haiti within the context of gameplay.

In turn, social inclusion media can learn from commercial sites, which are experimenting with gamefication, rewards and other mechanisms to keep audiences engaged and coming back for more.

Finally, with things like crowd-funding, where socially-relevant and commercial media are vying for audience attention and dollars, we now have various "competitive forums" where each can track the other and more closely monitor business intelligence about what works for marketing.

What is your advice for the WSA Winners' projects when it comes to marketing and self-presenting?

Warren: Keep the dialogue going with your audience and stakeholders!

There are so many open-source and social networks that allow you to do this easily and at no cost, most which didn't exist until very recently. Of course it takes time and attention to be responsive, and that means you will need to dedicate human resources to be successful. Know the main platforms, websites, blogs and social networks frequented by your audience and establish a presence where your fans exist already. Use distribution channels that take your message global. Above all, do not do this alone: partner, partner, partner. At my business FanTrust, for example, we help clients partner on two strategic fronts: to businesses and to fans. Successful WSA Winners need to engage both.

What did you observe evaluating 383 WSA applications at the Jury Event in Hong Kong?

Warren: What I observed as a Jury member in Hong Kong was an incredible variety of projects and innovative solutions to social problems. We saw everything from clean water initiatives, to "intelligent" avatars to musical instruments deployed as gaming devices! It is no surprise perhaps because of the international nature of the World Summit Award competition, but even in our global world of knowledge sharing, people still tackle issues in original and inspiring ways, in part based on their cultural perspective and degree of access to services and technologies. From this diversity and across-the-board, the quality of the winners was world-class, offering each the chance to learn from others around the globe.

YOUTH MATTERS

Thomas Stelzer UN Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs at the Department of Economic and Social Affairs shares why it is important to involve the Internet savvy youth for social good.

ORIGIN MATTERS

WSA met Arsène Tungali (22), Blogger and Co-founder of Internet Platform "Rudi International" at the IFG in Nairobi 2011. Tungali shares how young people get Internet access in the Democratic Republic of Congo, why he cannot leave his home at night and who he admires the most.

How important is the internet for the youth in the Democratic Republic of Congo?

Tungali: The Internet penetration in my region is very low. But the youth wants to be connected. We use mobile phones as we have electricity problems.

I cannot tell you how important mobile phones are for us.

Even if we had computers we could hardly make use of them, as there is no regular electricity. And Cyber Cafes are very expensive. So there is the mobile phone which helps me to stay connected to the world. With my mobile phone I can use Facebook, Twitter, Skype and other applications.

How do you make use of social networks and blogs?

Tungali: I started blogging eight years ago, writing about science. I currently work as a chief reporter for the organisation "Now AfriCan" where I blog about the social life in my country. "Facebook zero" is most popular for us because it provides free access to Facebook mobile when using local networks. *You live under the constant threat of civil war in your country. How can you work under these circumstances?*

Tungali: It is true that my homeland has faced too many wars that affected especially the eastern region (Goma) where I live. More than five million people have died. We have a constant security problem. Business is affected since many people are afraid to come to my country. In my city I can walk sometimes but I always have to be careful. After 7 p.m. we are not allowed to go outside because at that time the insecurity is on top level. I always urge my siblings not to go out after that time so they don't walk into bandits. We actually live and do everything we can under these conditions

World Summit Youth Award, the sister Award of WSA, supports young people that enact the Millennium Development Goals (MDGs) with the help of Internet and mobile Apps. Is that feasible regarding the difficulties Governments and United Nations have with the MDGs?

Stelzer: It is important to remind our politicians of the plights they have committed to. Above all it is the engagement of the youth which we need. Civil Society thinks in longer terms than politics. Politicians are only accountable to legislative periods. Hence I think it is crucial that young people get involved.

Meshing views and use

WSA

ABU DHABI

2012

WORLD SUMMIT AWARD

MOBILE
CONTENT

Excellence in
m-Content

TOWARDS A MOBILE KNOWLEDGE SOCIETY

Abu Dhabi 2012 NOV 11TH – 13TH

WSA-MOBILE
WINNERS' CONFERENCE,
EXPO & GALA

SELECTING GEMS FROM TRASH –
THE WORLD'S BEST MOBILE CONTENT

The WSA-mobile is the only ICT event worldwide, which reaches the mobile community in over 160 countries. It promotes excellent mobile content and innovative applications, turning UN WSIS targets into action.
Use the unique opportunity and feel the pulse of this thriving industry.

www.wsa-mobile.org
wsa-mobile@icnm.net
www.facebook.com/worldsummitaward
twitter.com/WSAoffice

Link??????????

Link??????????

مركز أبوظبي للأنظمة الإلكترونية والمعلومات
Abu Dhabi Systems & Information Centre

TECHNOLOGY MATTERS

George Sharkov is WSA expert in Bulgaria and Director of ESI Center Eastern Europe.
He gives insight about the opportunities and problems which lie in technological development.

The ESI Center Eastern Europe just organized a workshop to support people with autism spectrum disorders (ASD). How can ICTs help people with ASD?

George Sharkov: It looks so natural if we consider our "standard" brain as one type of computer or operating system, and the autistic one as another. Typically, they can't communicate easily, but both can efficiently interact with the third one – the "electronic" computer. Thus we managed to develop unrevealed talents. Technologies and IT made possible a smooth integration of persons with ASD to teams and make them socialize. Some said "good morning" from the first day via Facebook to the new team mates – a thing they had not done orally in weeks. The reward was being able to catch their eyes wearing a sincere smile when they admitted feeling "happy and valuable at work". E-learning turned to be an extremely helpful approach, as most of ASD guys couldn't complete the formal secondary school grades. The result with this challenging group is encouraging: From out of 20 we have now eight at work.

The capacity of technologies to generate and store content increases exponentially. How can our cognitive abilities keep pace?

George Sharkov: For decades we used to exploit, interpret and extrapolate Moor's law in any IT, information or even social aspect. We must recall what Moor himself noted in 2005. "It can't continue forever. The nature of exponentials is that you push them out and eventually disaster happens." The technology seems to already approach the physical limits. Futurists talk about "technological singularity" a state when progress in technologies occurs almost instantly.

We must engage the technology to help increase our cognitive abilities. The brilliant examples we saw in the WSA contest in the field of semantic web, ontology-based web knowledge search and discovery are encouraging.

The initiatives for "garbage collection" in the Internet or "trusted data/information source" could also help. Web 3.0 is hoped to make our lives easier. But that would probably only delay the "disaster", as our brains won't keep pace with technology. Associative and heuristic thinking and informal logics will remain an emergent feature of our brain for quite a while. Attempts to engage social media and global connectivity to synergize those abilities in a collective brain or problem solving power are astonishing. Technologies are not a threat, but we have to learn and prepare how to adopt, and adapt our life and society to them. And probably also redefine the notion of "human touch".

Meshing views and use

Participating Countries Nominations, Winners

Category	Winners
e-Government & Institutions	Estonia
	India
	Netherlands
	Singapore
	Tunisia
e-Health & Environment	China
	Colombia
	Netherlands
	New Zealand
	Singapore
e-Learning & Education	Canada
	China
	Russian Federation
	Sri Lanka
	UAE
e-Entertainment & Games	Denmark
	Guatemala
	Ireland
	Israel
	Netherlands
e-Culture & Heritage	Austria
	Canada
	Germany
	Ireland
	Venezuela
e-Science & Technology	Finland
	Germany
	India
	Ireland
	Portugal
e-Business & Commerce	Canada
	Finland
	Ghana
	Lebanon
	New Zeeland
e-Inclusion & Participation	Egypt
	Finland
	Hungary
	Lithuania
	Mexico
40 Winners out of	**27 Countries**

North America and Oceania

Latin America and Carribean
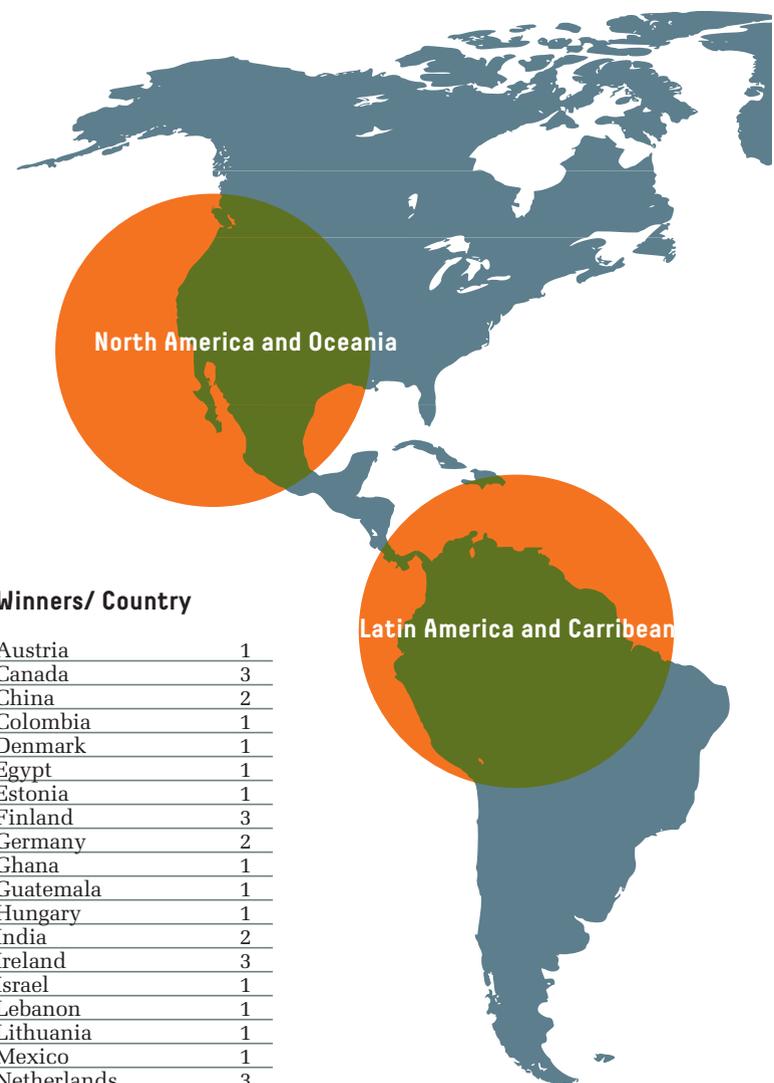
Winners/ Country

Country	Winners
Austria	1
Canada	3
China	2
Colombia	1
Denmark	1
Egypt	1
Estonia	1
Finland	3
Germany	2
Ghana	1
Guatemala	1
Hungary	1
India	2
Ireland	3
Israel	1
Lebanon	1
Lithuania	1
Mexico	1
Netherlands	3
New Zeeland	2
Portugal	1
Russian Federation	1
Singapore	2
Sri Lanka	1
Tunisia	1
UAE	1
Venezuela	1

Regions	Nominating Countries	Nominations	Winners
Africa	42	13	1
Arab Countries and Middle East	78	12	4
Asia	71	14	7
Europe	193	36	19
Latin America and Carribean	51	12	3
North America and Oceania	29	4	6
	464	91	

WSA

WORLD SUMMIT AWARD
e-CONTENT +
CREATIVITY

winners_e-Government & Institutions

e-Government & Institutions

Winners

E-ANNUAL REPORT
Estonia

MY CPF – CPF SERVICE TRANSFORMATION
Singapore

EMPOWERING INDIA: MAKING DEMOCRACY MEANINGFUL
India

TUNISIAN INDUSTRY PORTAL
Tunisia

DIGID
Netherlands

E-ANNUAL REPORT | Elektrooniline Majandusaasta Aruanne | ESTONIA | Estonian, English

Producer
Mr. Margus Mägi

Centre of Registers and Information Systems

rik.services@just.ee
www.egov-estonia.eu/xbrl

Co-Producers
Mr. Aleksandr Beloussov,
Mr. Piret Meelind

Description

e-Annual Report enables entrepreneurs in Estonia to submit annual reports via the e-reporting environment of the Central Commercial Registry. About 99% of more than 120,000 companies registered in Estonia use this new method of reporting. Its uniformity makes the entry and submission of data significantly more convenient for companies, as there is only one place and specific channel to submit all required data. Companies do not have to submit data to public authorities more than once, as the data reported is retrievable from the central system by all other relevant databases (statistics, tax office, banks, etc.) leading to less red tape for all. The processing of business data has become significantly quicker and easier, as the data can be processed immediately and is accessible to interested parties both in the private and public sectors. The e-government system used in Estonia has created more transparent, efficient, convenient and trustworthy relations between citizens and government agencies. **e-Annual Report** uses the internationally recognized XBRL standard, meets all WCAG requirements and responds to AAA level, thus anticipating the European Digital Agenda 2020.

Jury Evaluation Report

In Estonia, entrepreneurs can submit annual reports in XBRL format via the e-reporting environment of the e-Business Registry Company Registration Portal. **e-Annual Report** *is an innovative project based on an open source cross-application platform integrating diverse services to business owners simplifying legal administrative processes nationally as well as internationally.*

The overall goal of the e-reporting project is to facilitate the administration of the reporting obligation as a whole. The key principle of submitting data should be that a reporting entity submits the figures required by the state once in the agreed format and in one place and the data thus submitted can be used both by the private and public sectors in line with their established rights. The Estonian government has been deploying a technical solution that works even cross nationality, cross border by using the intelligent interfaces such as the e-ID cards from several countries.

While e-Government very often is not fancy, the combination of good design, high level technology, creative and collaborative processes opening up government for business administration and legislations makes this project outstanding and exceptional.

MY CPF – CPF SERVICE TRANSFORMATION | SINGAPORE | English

Producer
Ms. Meredith Poh

CPF Board

cpfboard@cpf.gov.sg
www.cpf.gov.sg

Description

My cpf – CPF Service Transformation has revolutionised public service delivery in Singapore. Close engagement with citizens and the innovative use of Infocomm Technology (IT) has resulted in a suite of retirement planning e-services customised to suit citizens' individual life events. Most importantly, the e-services are accessible to all citizens regardless of their IT savvy. The "different strokes for different folks" approach accommodates the retirement planning and IT ability of diverse citizens. To educate and empower an aging, but increasingly sophisticated, population to plan early for a secure retirement, interactive retirement planning tools and content are presented from the user perspective. **My cpf – CPF Service Transformation** also caters to citizens at opposite ends of the IT skills spectrum. IT advanced citizens can use new mobile and media channels. The less IT savvy citizen is also assured of being able to "bridge the digital divide" thanks to the creative use of biometric, wireless and conventional e-services, often combined with a human touch.

Jury Evaluation Report

Part of the Singapore Government portal is the Central Provident Fund, the pension fund. CPF has revolutionised the service delivery model by offering my cpf, a suite of retirement planning e-services.

The services are available and accessible to government, employers and all citizens, regardless of their IT experience, contain personalised information, and are customised according to the citizen's life events. With my cpf the citizen can keep track of his built up saving. By using calculation tools and games the citizen can simulate his situation in the future and get advice concerning retirement planning. The platform is 24/7 and available worldwide, both for computer savvy citizens or through an assisted service.

Pension has been a delicate subject in the past years in many countries as people hardly were able to see how much pension had been built up. By personalising the system, people can learn how much has been built up, but they also can see how what they have to do to remedy underfunding at different stages in their lives. Users can transfer money into the system, when needed.

My cpf *is highly accessible. Besides the navigation, pages can be read to the user. For people not savvy with computers there is assistance by telephone. A SMS service is working pro-actively to keep the CPF members informed about changes in the services. My cpf is offered to 3,34 million CPF members (citizens and permanent residents as well as companies) since it has been launched in September 2010. Annual surveys are held regarding transparency and satisfaction.*

My cpf *has brought about a strong cost savings of mailing hardcopy statements by 1,15 million US dollar annually. The transactions of the e-services have increased to 46 million in 2010, while the transactions at the counter have decreased by 46 per cent in the same year. The governmental service of the Central Provident Fund is an impressive suite of e-services in terms of impact. Personalisation and accessibility have greatly contributed to this success.*

EMPOWERING INDIA:
MAKING DEMOCRACY MEANINGFUL | INDIA | English

Producer
Mr. Barun Mitra
Liberty Institute, New Delhi

Liberty Institute
Marketing Director

Coproducers
Mr. Siegfried Herzog
Regional Director South Asia
Friedrich Naumann Stiftung - Für die Freiheit

info@empoweringindia.org
www.empoweringindia.org

Description

Empowering India provides citizens with easy access to information about political parties, candidates and electoral constituencies at national and provincial levels. The basic premise is that information promotes transparency in the democratic process, thus allowing citizens to assess their political leaders' performance and thus hold them to accountability. A more responsive political process encourages citizens to actively participate in the largest democratic exercise in the world. The primary focus of **Empowering India** is the voter, who can realistically contribute to making democracy meaningful not just in form, but in substance. The website currently has detailed election results since 1977 and has also captured background information filed by thousands of candidates who contested elections at national and provincial levels since 2003. The information is provided at the respective constituency level in an easy to compare manner and is also available for various analytical purposes.

Jury Evaluation Report

Empowering India is a website design with multi-functional social media platforms such as facebook linked to it.

The design capability to track democratic voting and voting districts in populous India sets an example for other democratic nations by providing helpful information regarding past and future elections in India.

Among the e-government and Institutions entries Empowering India sets the stakes as the only website focusing on the broader issue of information distribution of electoral data.

The complications which arise as a result of citizens not knowing the candidates whom they should vote for in their districts or localities is eliminated by the fact that Indian citizens can access online updates about political parties. They can do so in blogsites and news updates, which are also mobinet enabled.

The values which this website supports are common constitutional rights in modern democracies: The right to vote and to have access to information in order to exercise this right. Empower India thereby fosters the aim of making democracy more meaningful and encourages citizen participation. The availability of update news as well as online interactivity sharpens transparency and integrity in of the democratic political system. For Indian citizens, this website is easy to use, for research purposes it allows easy transmission of archived content through a built-in email capability. It also allows citizens to post comments.

With the recent and ongoing revolutions supported by online communication technologies and social media platforms in countries such as Egypt, Tunisia and else, Empowering India is a pro-democracy online initiative, independent of state institutions, and supporting e-content access discourse. In facilitating political accountability through e-content creativity, this initiative could be even more relevant to other developing nations of the globe now than ever before.

winner_ e-Government & Institutions

TUNISIAN INDUSTRY PORTAL | Portail de l'Industrie Tunisienne | TUNISIA
French, English, Italian, Arabic

Producer
Mr. Kamel Ouerfelli

Agency for the Promotion of Industry and Innovation

Coproducers
Mr. Mondher Jardak

api@api.com.tn
www.tunisieindustrie.
nat.tn
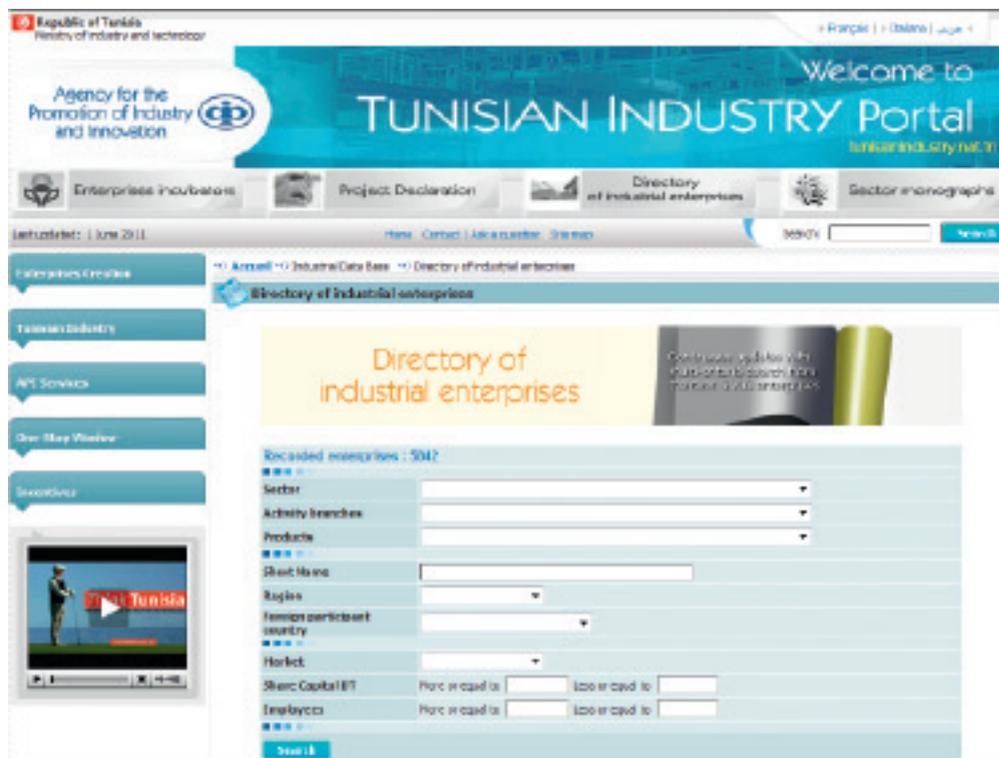
Description

Tunisian Industry Portal includes all the information you need to know in order to set up a company, from creating the initial concept through strategic positioning studies for various sectors, development of a business plan and understanding the role of support structures. It also gives a thorough review of financing possibilities, including tax and financial incentives for new businesses, explains formalities for announcing your initiative, and outlines the legal steps for setting up a company or others services.

Online services include: an enterprise multi-criteria research engine with over 5,860 entries, an industrial sectors monograph and surveys library - including statistics, performances, benchmarking indicators and cost factors - business opportunities information, an industrial data base, production channel networks and investment incentives. **Tunisian Industry Portal** is a showcase of e-Gov services in Tunisia, combining effective online support with multi-languages, on time services and good usage of ICT, thus reducing costs and enhancing transparency overall.

Jury Evaluation Report

*The **Tunisian Industry Portal** is a very comprehensive source of information for setting up companies from an initial stage of conceptualization to strategically positioning it in the market. First, it provides a wide range of information that helps in developing business plans, organizational structures, financing and business opportunities, taxes, incentives, formalities for registration and announcements, legal steps for setting up the company and providing its services. The portal also provides a dynamic Industrial Data Base Enterprises Virtual Exhibition. Secondly, the **Tunisian Industry Portal** offers a wide range of online services that include investing ideas, incubation support, business plan, initiator, one-step bureau for setting-up an enterprise, industrial sectors monography, surveys library, statistics, performance and benchmarking indicators, investment and production channels. It is an excellent showcase for e-government services that help improve cost-effectiveness, transparency, better business development, greater partnership, more linkage and networking using ICT for the development of the Tunisian industrial sector.*

DIGID | NETHERLANDS | Dutch, English

Description

DigiD is a safe and personal identification tool for citizens and companies dealing with government websites. All citizens with a citizen's service number registered in a Dutch municipality can get a **DigiD** login code. All Dutch offices offering e-government services can use **DigiD** provided they carry out a public task and are permitted by law to use the citizens' service number. Thanks to **DigiD**, public institutions can be sure of the authenticity of your application, whether for a driving license or an overview of your state pension. **DigiD** is unique world-wide. It was chosen by the Dutch public as the best government website in 2010.

Jury Evaluation Report

DigiD stands for Digital Identity. With a **DigiD** users can access a great number of online services offered by Dutch government agencies. In brief, **DigiD** does everything to make the services as reliable as possible. One can contribute to this by staying vigilant keeping personal details safe and one's **DigiD** strictly personal.

DigiD is a good example of simplifying legal administrative processes through the usage of newest technology. With the unique login for citizens, public administration and business, approximately 8 million users have access to 500 local, regional and national official services with one single sign-on. Additional communication features have been integrated – with SMS for authentication – allowing different forms of access to your personal government data.

DigiD improves the standards of government services and reduces paperwork for citizens and businesses in the Netherlands. Some examples of usage of the **DigiD** application are requesting a driver's license, paying local taxes, obtaining the statement of state pension and future private pensions. With **DigiD**, government and institution services can be easily opened up to the public while still being secure and respecting all privacy elements through a fancy application.

winner_ e-Government & Institutions

e-Health & Environment

Winners

SPARX
New Zealand

COLLAPSUS
Netherlands

EPI LIFE
Singapore

BEIJING TRADITIONAL CHINESE MEDICINE DIGITAL MUSEUM
China

VERDEATE.COM
Colombia

e – Health & Environment

SPARX | NEW ZEALAND | English

Producer
Associate Professor
Ms. Sally Merry

University of Auckland

Software
Metia Intractive Ltd

l.wigelsworth@
auckland.ac.nz
www.sparx.org.nz

Description

SPARX is a computerized self-help programme to help young people combat depression. It was developed by a team of cognitive behavioural therapists, researchers, game developers, e-learning theorists and young people. **SPARX** takes the form of an animated 3D game where users learn real-life skills by solving challenges to rid a fantasy world from gloom and negativity. Culturally relevant elements have been incorporated into the game world to ensure the programme has wide cultural acceptability. **SPARX** is unique because of the gaming technology it uses to engage users and because over 180 young people have been involved in a trial to test its effectiveness. Feedback from the testers called **SPARX** effective, engaging and helpful. As one in four youngsters experience an episode of clinical depression by the age of 18, and three quarters of them never receive help, this programme has the potential to make a positive impact on the lives of many young people in New Zealand and internationally.

Jury Evaluation Report

SPARX is a unique product combining computer game features in the field of cognitive behavioural therapy.

The main target group for the SPARX is young people. As the studies show, almost ¼ of youngsters have suffered from depression before reaching adulthood and never getting any help. There are many reasons why they are left alone with their problems, thus reaching out in a format familiar to them could be considered a breakthrough in health and therapy fields.

In SPARX you tackle and solve series of quests, learn to think, talk and act in a constructive way, you are encouraged to analyse and compare your traditional behaviour to the improved one, and apply these skills in everyday situations. SPARX helps build the way to better self-esteem and manage mood and stress in real life.

SPARX is based on a 3D animated game platform and is accessible in DVD format, since fall 2011 also available online.

SPARX is managed and led by Auckland University and Auckland UniServices and is being used as part of a clinical trial supported by New Zealand Government.

It could be said that SPARX has introduced a concept of a novel and long-awaited approach to health issues regarding young people, creating a new category "healthtainment".

winner_ e-Health & Environment

COLLAPSUS | NETHERLANDS | English

Producer
Mr. Yaniv Wolf

Submarine

info@submarinechannel.com
www.collapsus.com

Description

Collapsus signals a new experience in transmedia storytelling that combines interactivity, animation, fiction, and documentary. This pioneering approach blends real documentary footage with mini-games and movie fragments, inviting you to choose your own perspective as the story unfolds. **Collapsus** looks into the near future and shows how the imminent energy transition affects a group of ten young people, who appear to be caught up in an energy conspiracy. What will their world look like after the turbulent transition from fossil fuels to alternative energy sources? Interact and make decisions to avoid further blackouts; get a broader perspective by listening to the experts, or observe the consequences for everyday people through the fictional story. **Collapsus** challenges you to cope with failing energy supplies. In your quest to find solutions to the energy crisis, you are required to make decisions, as a player, that leave a mark nationally and globally.

Jury Evaluation Report

*Energy resources are drying up and the world is blancking out – **Collapsus** looks into the near future and shows you how the imminent energy transition affects a group of ten young people, who appear to be caught up in an energy conspiracy.*

*Never seen before such a brilliant thing – **Collapsus** signals a new experience in transmedia storytelling that combines interactivity, animation, fiction, and documentary. This pioneering approach blends real documentary footage with mini-games and movie fragments, inviting you to choose your own perspective as the story unfolds.*

After a few minutes you are a part of the story – captivating and terrifying real - interact and make decisions to avoid further blackouts – get a broader perspective by listening to the experts – observe the consequences for everyday people through the fictional story.

Description

EPI Life is the world's first mobile phone with integrated ECG (electrocardiogram) and health monitoring functions. It allows users to record their ECG simply by touching the sides of the phone with their fingers, eliminating the need for complicated electrodes or messy gels. **EPI Life** also allows the user to input key health parameters, such as Blood Glucose, Blood Pressure and Cholesterol, and to transmit these data to their online Personal Health Folder, which can be accessed by the user via internet. ECGs are sent to EPI's 24-hour Health Concierge from the device via GPRS, where qualified doctors and cardiac technicians compare the ECG against the user's baseline ECG, and respond via SMS based on the results of the comparison. **EPI Life**, coupled with the 24-hour Health Concierge and online Personal Health Folder, offers remote health monitoring, allowing the end-user to have timely feedback on their heart condition anytime, anywhere. The ability to detect heart rhythm abnormalities at the point of symptom/discomfort mean that 'warning signs' that may result in a fatal cardiac event will never be left unnoticed. Timely feedback on the ECGs sent also means that users are able to make informed decisions on their next course of action, be it visiting the hospital emergency department or the nearest 24-hour clinic. The highly scalable technology allows medical coverage to be extended into remote areas which have little or no access to medical services, making it perfect for rural health programs. **EPI Life** has won countless national and international awards.

Jury Evaluation Report

Your health at your fingertips anytime, anywhere - **EPI Life** *is the World's First mobile phone with integrated ECG and health monitoring functions. It allows the user to record their ECG simply by touching the sides of the phone with their fingers, eliminating the need for complicated electrodes or messy gels. At the same time, it is also a mobile phone with full-fledged functionalities. It also allows the user to input key health parameters and transmit these data to their online Personal Health Folder. ECGs are sent to EPI's 24-hour Health Concierge from the device via GPRS, where qualified doctors, nurses and cardiac technicians will compare the ECG against the user's baseline (resting state) ECG, and respond via SMS with regard to the results of the comparison.*

A doctor in your pocket - **EPI Life***, coupled with the 24-hour Health Concierge and online Personal Health Folder, offers an end-to-end solution for remote health monitoring, allowing the end-user to have timely feedback (on-demand) on their heart condition anytime, anywhere. This early detection capability can dramatically decrease the incidence of sudden deaths and fatal heart attacks. The highly scalable technology means that it allows medical coverage to be extended across a wide geographical spread and into remote areas which have little or no access to medical services, making it perfect for rural health programs.*

BEIJING TRADITIONAL CHINESE MEDICINE DIGITAL MUSEUM

北京中医药数字博物馆 | CHINA | Chinese, English

Producer
Beijing Traditional Chinese Medicine International Exchange and Cooperating Center

wtcg0128@163.com
www.tcm-china.info

Description

Beijing Digital Museum of Traditional Chinese Medicine is a virtual museum of popular science in Chinese and in English aiming to spread the culture of Traditional Chinese Medicine as it relates to scientific knowledge. Traditional Chinese Medicine (TCM) is said to be actively practised in one hundred and sixty two countries and is increasingly attracting the attention of international medical researchers. As natural methods and low carbon lifestyles become the hallmark of the 21st century, TCM, is becoming more and more attractive to discerning people worldwide. In China, no museum about Traditional Chinese Medicine exists, and the few affiliated to educational and research departments are inadequate. For this reason, Beijing Traditional Chinese Medicine International Exchange and Cooperating Center (BTCMIECC) supported by the Beijing Administration of Traditional Chinese Medicine has built the Beijing Digital Museum of Traditional Chinese Medicine after 5 years of cooperation with Beijing University of Chinese Modern Medicine + Advanced TCM Education, and other well-known universities and research institutes. Among the topics included on the website are medical care, acupuncture, health and life, Qigong, Tuina, imperial court medicine, culture and history, cosmetic treatment, education, science and technology, and international cooperation.

Jury Evaluation Report

Beijing Traditional Chinese Medicine Digital Museum covers both - Traditional Chinese Medicine as well as the philosophy and Qi Kung, which are all related to the health well-being of man-kind. It also has a database that covers thousands of different kind of herbs, specifying its usage and look. Navigation is easy and self-explanatory. It also has good interactive content on areas such as Qi Kung and actually shows videos of various kinds of Qi Kung and what they are good for. This Digital Museum serves as a comprehensive archive and encyclopaedia for the Chinese medicine and Chinese way of maintaining health. This way it shows 5000 years of history and demonstrates the harmony between man-kind and nature.

This website is selected by WSA because of its good promotion of Chinese Medicine and Chinese way of healthy life as a science and the sharing of this ancient science to modern people, including English speaking ones.

VERDEATE.COM | COLOMBIA | Spanish, English

Producer
Mr. Sebastián
G. Bustamante
Mr. Frank Olaya
Gutiérrez
Mr. Juan Camilo
Arbeláez Zapata

Ideas Online

sebastian.bustamante@
verdeate.com
www.verdeate.com

Description

Inspired by the Green Movement in Latin America and involving regional actors committed to the environment, **VERDEate.com** enables individuals and organizations to adopt progressive environmentally friendly new habits in consumption routines through "Green Challenges". These challenges motivate action in a significantly different way by using current web and social media technologies. With Green Challenges users understand the relation between their habits and climate change, gain control over their own CO_2 emissions and are able to address the climate issue from the perspective of root causes. Here is an example of a Green Challenge that any user, whether individual or organization, can take: "Don´t eat meat in the following 2 weeks". This action produces a reduction of 5.95 Kg of CO_2. Through thoughtful content and the creative use of social networking, **VERDEate.com** creates awareness by promoting specific actions which radically change daily habits, so as to reduce CO_2 emissions.

Jury Evaluation Report

VERDEate.com *is a social media platform enabling individuals and organizations to tackle "Green Challenges" and promoting awareness through specific actions to reduce CO2 emissions by changing their daily habits.*
People can exchange on energy saving, nutrition challenges, impacts on environment, post data, share statistics, reports, surveys and best practices ranking through Internet, Facebook, Twitter, YouTube, etc.
VERDEate.com *is delivering top quality content and interactive services on different media. It combines simplicity, attractiveness and an inclusive approach to promote environment awareness.*

e-Learning & Education

Winners

WIKIGOVIYA
Sri Lanka

BITSTRIPS FOR SCHOOLS
Canada

RUFOOF
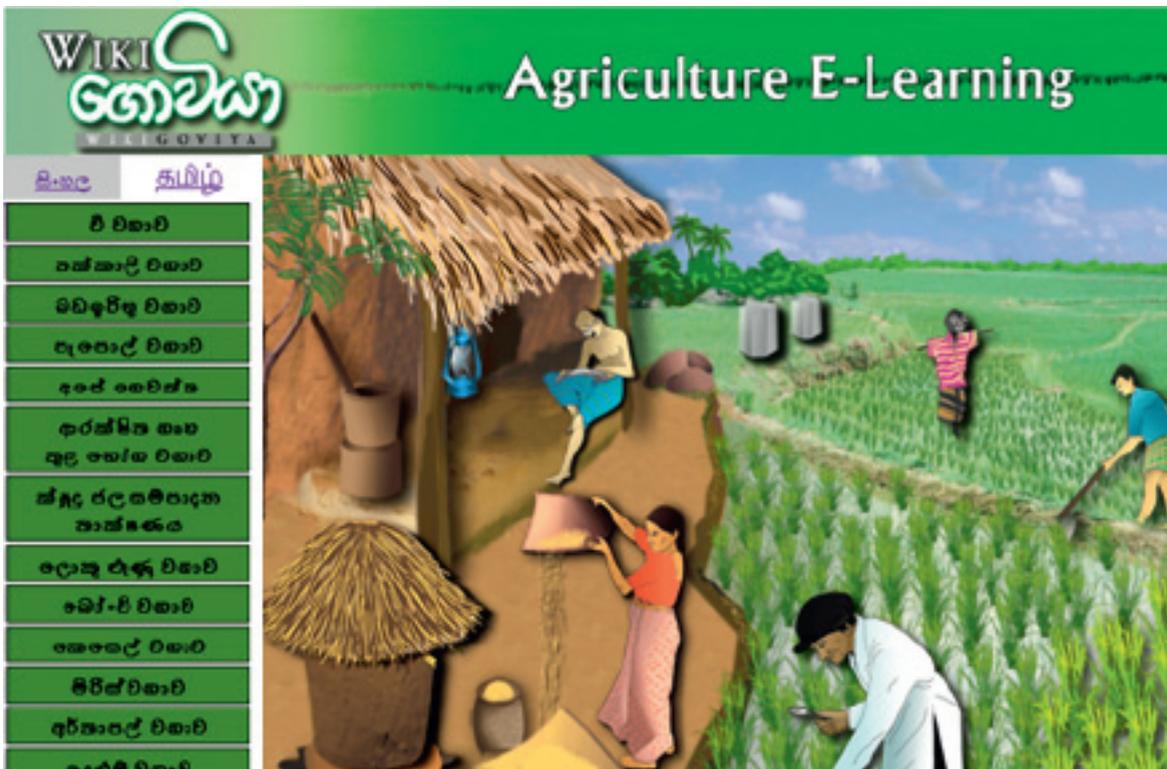UAE

TECHNOLOGY AND CIVILIZATION IN ANCIENT CHINA
China

DNEVNIK.RU
Russian Federation

WIKIGOVIYA

SRI LANKA | Sinhala, Tamil, English

Producer
Dr. Rohan Wijekoon
Deputy Director of
Agriculture

Coproducers
Mr. Mohamed Farook
Mr. Mohamed Rizwan
Mr. Prabath
Abeysiriwardana
Mr. Krishan Wasalage
Mr. Upul Namal
Bandara
Mr. P.N.K.
Weerasuriya

avcentre@sltnet.lk
www.goviya.lk

Description

Wikigoviya, the latest ICT initiative of Cyber Agriculture Wikipedia is a participatory and interactive web tool for agriculture development in Sri Lanka. The content is comprehensive and attractive, but simple in its approach, and has an easy navigation structure. Importantly, **Wikigoviya** is available in both Sinhala and Tamil – the two local languages. **Wikigoviya** serves as a meeting place for the agriculture community of farmers, experts, academics, private sector organizations, students and the interested general public. Designed with the farmer in mind, it provides the necessary platform for disseminating and sharing agriculture information among participating groups while serving as a forum for discussing current agriculture policies and their implementation, as well as sharing experiences and ideas. A detailed agriculture crop technology guide is provided, together with multimedia applications for easier understanding. All information is presented in a very user-friendly and colloquial manner, in a jargon in which the rural farmer feels comfortable. **Wikigoviya** has made a difference – clearly evident from its very active forum which has 399 registered users, 79 uploaded video clips and 14 active blogs.

Jury Evaluation Report

Wikigoviya *web portal has been designed with "the farmer in mind". It provides useful information skills and allows farmers, experts, academics, students and general public interested in agriculture to share their ideas and experiences. Importantly,* **Wikigoviya** *is available in both Sinhala and Tamil – the two local languages.*
It consists of three major components:
1. Discussion Forum
2. e-Learning
3. Wikipedia on Agriculture.
The Forum works as a meeting place for the agricultural community. It allows users to share their ideas and experiences and post comments on current government policies. Crop leaders have participated to answer questions raised in the forum. The Agriculture e-Learning content is very comprehensive and interactive. It provides know-how of 21 agriculture crops. Each title based on a crop has almost all the information such as new varieties, good agricultural practices, pest and disease management, post-harvest handling etc. Further, these cultivation and technology guides have been carefully designed with graphics to maintain simplicity and a user-friendly interface for the rural community. The e-learning contents are also available in an offline version. Agripedia - a web based encyclopaedia for Sri Lanka agriculture - has been developed using the Mediawiki tool and is updated continuously by the users.
Wikigoviya *is attractive but simple in its approach and has an easy navigation structure. Much of the video and text content is presented in colloquial jargon, with which the farmer is more comfortable and can relate to.* **Wikigoviya** *has made a difference – this is clearly evident in its very active forum, uploaded video clips and active blogs.* **Wikigoviya** *gives a very good example on how ICT tools can help developments of agriculture in rural places.*

BITSTRIPS FOR SCHOOLS | CANADA | English, French

Producer
Mr. Shahan Panth
Mr. Jacob Blackstock,
Creative Director
Mr. David Kennedy,
Development Architect

Bitstrips Inc.

support@bitstrips-forschools.com
www.bitstripsforschools.com

Description

Bitstrips for Schools is a groundbreaking educational website that enables any student to create, share and collaborate on amazing comics without having to draw. This gives teachers an entirely new teaching medium. Based on the educational premise of differentiated instruction for different learning styles and multiple intelligences, **Bitstrips for Schools** engages kids by making the process of writing more visual, interactive and fun. It introduces elements of identity, role-play and digital storytelling to schoolwork, letting students demonstrate their learning in a more personal and creative way. Since launching in September 2009, **Bitstrips for Schools** has been used by over 60,000 teachers and 600,000 students in every grade and virtually every subject. Over 20,000 kids log on each day and create 20,000 new comics! By attending to the different needs of students, rather than relying on one mode of communication or one mode of literacy, **Bitstrips for Schools** demonstrates that hands-on interactive learning engages students in ways that traditional instruction simply can't match.

Jury Evaluation Report

Bitstrips has raised the bar of Edutainment to a new level or even better, it has created a new category for web and education: EduFUN! There's no better learning experience as when the students have fun and learn. This is the case for Bitstrips, an impressive demonstration on how ITC's can create new tools for education using old communication media like cartoons.

From the very beginning teachers and students are engaged with a beautifully executed interface design and after a couple of seconds the students are already creating their characters and bringing them to life in their stories. For teachers the database works seamlessly to present the students' work, asses it and publish it to the class and to parents.

With Bitstrips, everything is perfectly integrated in a unique platform where teachers have the control, students create and collaborate and parents can see the result. It is remarkable how Bitstrips integrates the whole education community in a web product with style, fun and filled with interaction.

RUFOOF | فـوفـر | UAE | Arabic (70%), English (30%)

Producer
Mr. Shadi Al Hasan

Flagship Projects Marketing FZ-LLC

shadi@flagshippro.com
www.rufoof.com

Description

Rufoof is a one-of-a-kind e-content store application that offers thousands of books and publications covering various fields. **Rufoof** offers an amazing reading experience for both Arabic and English content. The language is 70% Arabic and 30% English, thus targetting the Arab audience in a new way. Steps to a quality reading experience are very easy with **Rufoof**, which makes technology easier and user-friendly for everyone. The **Rufoof app** is free of charge. The platform is compatible with iPad, iPhone, iPod, Android, web app and Windows Phone.

Jury Evaluation Report

Rufoof is a unique product as it helps enriching e-Contents in the Arab World. The interface looks great and offers amazing reading experience. It furthermore offers many features such as searching, changing the font size, adding multiple bookmarks, or sharing to social networks such as Twitter and Facebook. One of the major features of this app which makes it unique in enriching Arabic e-Contents is that it has its own store with thousands of Arabic books and publications covering various topics. Additionally it offers many English contents as well.

TECHNOLOGY AND CIVILIZATION IN ANCIENT CHINA

中国古代科技文明 | CHINA | Chinese, English

Producer
Ms. Zhang Xiaolin

Information Center of China Association for Science and Technology

lishuangbin@sina.com
www.ancientech.cn

e – Learning & Education

Description

Technology and Civilization in Ancient China is an e-Learning and education website for the development and dissemination of ancient Chinese scientific techniques. China is the birthplace of silk and porcelain, where paper-making, printing, gunpowder and the compass were invented. The website contains a vast amount of information, with over two hundred thousand words of text, 1,500 images, and more than 100 movies divided into a Chinese-language section, an English-language section, and a discussion forum. The website is keenly devoted to disseminating scientific understanding, explaining the creative process behind scientific principles, and using modern multi-media methods to make ancient inventions come alive. **Technology and Civilization in Ancient China** uncovers their underlying scientific reasoning, displaying the value and wisdom of ancient Chinese technology, a centrepiece of our human heritage.

Jury Evaluation Report

Technology and Civilization in Ancient China *is an e-learning and education website, designed as a special introduction to the development and advancement of ancient Chinese scientific techniques. China is the birthplace of silk and porcelain, where paper-making, printing, gunpowder and the compass were invented. The Website is filled with information: several thousand words, 1,500 images, 100 movies and games. Being divided into an English and Chinese language section, it is accessible for a vast number of people. Interactivity is given through a discussion forum. A precious aspect of the website is the attempt to reconstruct the ancient inventions by using modern multi-media methods. That way several eras connect into one informative and modern interface.* **Technology and Civilization in Ancient China** *uncovers the underlying scientific reasoning of ancient Chinese technology, displaying the value and wisdom of a milestone in our cultural heritage."*

Producer
Mr. Gabriel Levi

Dnevnik.ru

Coproducer
Mr. Alexey
Danilovsky

team@company.dnevnik.ru
www.dnevnik.ru
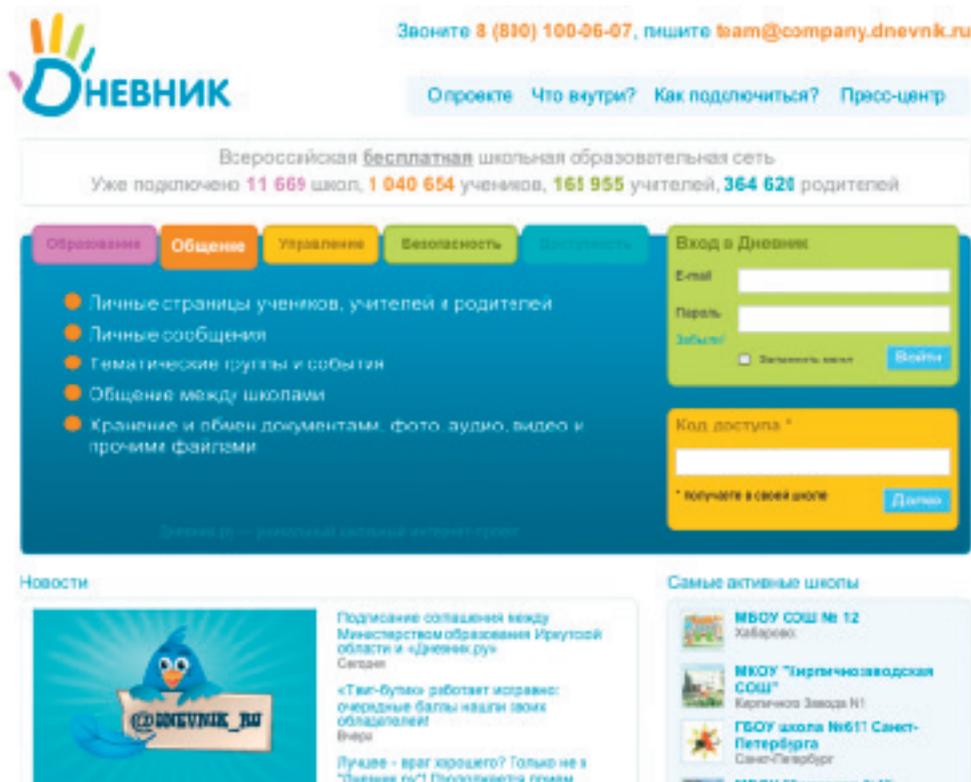
Description

Dnevnik.ru is the first social educational network in the Russian Federation that aims to create a single network for all participants in the educational process, whether school administrators, teachers, students or their parents. **Dnevnik.ru** makes school life more convenient by creating a tool for efficient and convenient electronic document management, allowing participants of the program to quickly and simultaneously exchange information with each other, as well as to be briefed of current developments in participating schools.

Dnevnik.ru provides real-time information about students' class schedules, grades, and homework assignments, also offering a library and a media library. The program allows schools to create homepages, gives each participant a page and has a thriving - and protected - community. Additionally, **Dnevnik.ru** houses a large learning resource centre, provides an electronic information exchange system, electronic messaging and distance teaching capability, educational audio and video materials and facilities for creating personal profiles, subject blogs and groups for schools and online learning communities. Since its launch, a large number of St. Petersburg schools and many thousand students use the instrument daily.

Jury Evaluation Report

A product is as good as its popularity. With over 700,000 students users, **Dnevnik.ru** *has proven to be a great product by integrating the tools and needs to generate a portal beyond any school expectations. From the school webpage to the student one, this flexible tool uses the advantages of web technologies to integrate a one stop school for anyone interested in making the web the next step for their schools.*

The interface and the way the different tools and information are organised in the portal makes the navigation and the usage impressively user friendly; a titanic task for the developers who wanted to integrate an administrative tool for content, schools, teachers and parents into a social school network.

More than an administrative tool for schools and homework, **Dnevnik. ru** *permits to take the school out of the walls by presenting a unique virtual place for students, parents and teachers where they all can coexist in a secure platform free from outsiders.*

e-Entertainment & Games

Winners

MINI-MUNDI: ONLINE TAMAGOCHI, A GAME FOR THE ENVIRONMENT
Guatemala

SUMO
Ireland

MY NAME IS HAAS
Netherlands

JOYTUNES
Israel

LIMBO
Denmark

MINI-MUNDI: ONLINE TAMAGOCHI, A GAME FOR THE ENVIRONMENT

Mini-mundi: cuidando el ambiente con un juego electronico | GUATEMALA | Spanish

Producer
Mr. Juan Carlos Ruiz
Mrs. Karla Ruiz
Mr. Gustavo Quin-
tana
Mr. Andrés Monge
Mr. Melvin Alonzo
Mr. Cesar Giron
Mrs. Wendy Ruiz

MilknCookies

Coproducer
Mrs. Chema Bonilla

www.mini-mundi.com

Description

Mini-mundi is an online tamagotchi, a virtual planet to learn how to separate for recycling. Depending on how well the planet is cared for, it starts growing an abundance of flora, fauna, natural resources and funny creatures. **Mini-mundi** was created in order to provide an entertaining way to teach kids how to separate for recycling. The game begins by giving children a little baby world which they have to nurture through recycling tasks and games of which there are 16 throughout the platform. The game adapts its interface to the time of the day the child plays and also displays the 4 different seasons through the year. Players receive different forms of recognition and can make albums with the different stages of their **mini-mundi**. The technically well-designed **Mini-mundi** platform also provides a tool for teachers to register kids in their classrooms to promote an environmental conscience.

Jury Evaluation Report

Mini-mundi *is very nicely designed learning game. It provides a fun way for kids to raise a cleaner environment.* **Mini-Mundi** *is an earth that is being taken care of by a playing kid. The game provides levels where the kids learn about waste, recycling and keeping the earth happy.*
Mini Mundi *is based on a unique concept with high quality images and functionality. It is an engaging game, since the earth keeps evolving through the different weather seasons and changes its colour based on its cleanness. With its 6 levels, it provides variety of tasks and challenges where the kids positively learn about the earth and the environment.*

SUMO | IRELAND | English

Producer
Mr. Niall Austin

OmniMotion Technology Ltd.

Creator
JAB

www.sumobattle.com

Description

'Playing with the Big Boys!' **SUMO** is an online and Facebook casual and social game featuring unique, accurate, 3D motion control technology for any PC and MAC with a standard webcam. Use your body movement and your computer's webcam to guide your **Sumo character** through **Sumo School** before taking on a host of enemies in survival quests and challenges. **SUMO** is also available from the AppStore for iPhone/iPad (ref: OmniMotion Sumo), and is among the first games in the world to use both intuitive, multi-touch controls, and next-generation 'bump-map' graphics, offering near-console standard visuals and a uniquely engaging playing experience. Sumo.ie delivers alternative playing experiences that are engaging, fun and easy to play. What's more, **SUMO** is available on Facebook as a browser-based Motion Control game with full community functionality to enjoy and share! Do you have the stuff for it?

Jury Evaluation Report

*The **Sumo** project combines all the key elements that make for e-Entertainment success: it is highly engaging, uses new cutting-edge technology, requires both strategic thinking and manual game-playing, and is social in its Facebook version. The challenges and quests will appeal to players who like strategy games, while the fun of having to use one's body movements to control the balls will appeal to players of all ages who just want to have fun. And while the MAC/PC version is wonderful in that it forces gamers to get up and move in order to play, the social components of the Facebook game version will also appeal to the more social gaming crowd, who "live" on Facebook. Overall, **Sumo** provides an excellent demonstration of how combining modern technology and graphics with strategic thinking and fun provides for hours of playing pleasure and is, as such, an superb example of game-making for others to emulate.*

MY NAME IS HAAS | Mijn naam is Haas | NETHERLANDS | Dutch

Mijn naam is Haas

Producer
Mijn naam is Haas

Coproducers
Stichting ontSpruit
Wouter Tulp
Illustrator
AudioRally Sound-design
Sound Design
AudioRally Music
Music Composition

sprins@mijnnaamis-haas.nl
www.mynameishaas.com

Description

My name is Haas is a transmedia concept from the Netherlands for young children, age 3 to 7. Via 8 different themes, children experience the rich world of Haas and his friends. A unique and serious game is the core of the concept. The world of Haas is designed to fit the target audience seamlessly. The game increases very young children's vocabulary, stimulates their story comprehension and challenges their problem-solving skills, all in an interactive animated setting. The main character Haas, a hare, is the archetypal child. "Haas" knows nothing, but his name. The combination of lack of experience and a philosophical nature gives rise to Haas' original twists of mind. Children create an interactive story by simply drawing the character Haas' world and creating solutions to problems. Haas quickly gets into conflict with the other characters who are much more adult, leading to comical situations. **My name is Haas** is currently used in two versions: at home and in classrooms. In addition to the online game, there are CD-ROM's, picture books and zigzag books with circular stories. **My name is Haas** won the prize for the best serious game in the Dutch Game Awards.

Jury Evaluation Report

"Mijn naam is Haas" or **My name is Haas** *from Netherlands is an entertainment and learning game presented by a Rabbit "Haas", targeting children from three to seven years of age.* **My Name is Haas** *instils both the novice smartness of kids and the learning with fun in a very pleasant, vivid environment with greenery images suitable for the little ones.*

Haas takes the kids for a journey between trees and hills and makes them learn by simple moves and clicks. Haas speaks to and interacts with them by requesting solutions and actions to some of the hurdles facing Haas in his journey.
*It is a very engaging, educating and entertaining product. The product is crafted around narratives, which develops kids' vocabulary, enhances the story comprehension and listening, and helps parents by providing means to have fun with their kids.*

JOYTUNES | ג׳וטיונס | ISRAEL | English, Hebrew, German

Producer
Mr. Yuval Kaminka
Mr. Roey Izkovsky
Mr. Yigal Kaminka
Mr. Eyal Kaminka
Ms. Sivan Baron

JoyTunes

info@joytunes.com
www.joytunes.com
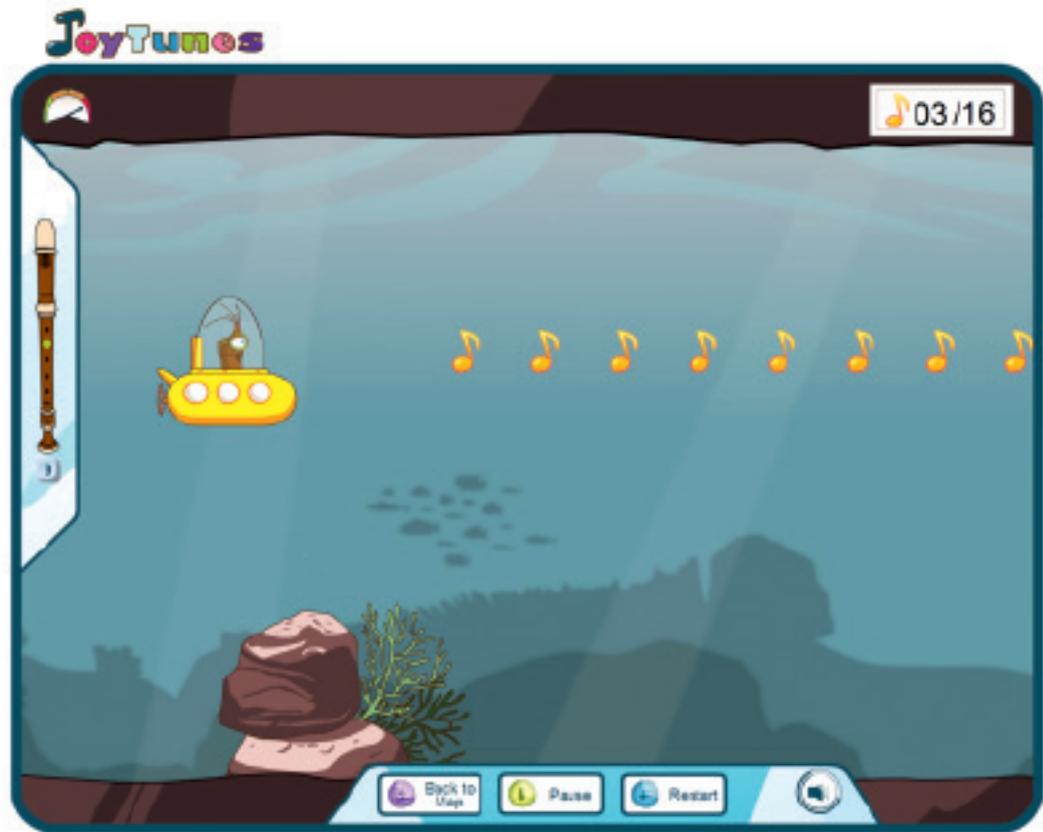
Description

All fledgling musicians are familiar with the gap between the fantasy of playing a musical instrument and the frustration involved in learning how to play it. **JoyTunes** bridges that gap and motivates kids to play through interactive computer games activated by real instruments. According to the **JoyTunes** team – world-renowned musicians and music educators, game developers, signal analysis experts and graphic designers – this unique, patent-pending technology will increase the motivation to practice and shorten the learning process for millions of music lovers. The interactive games work with your very own instrument and a simple microphone so they are easy and natural to use. The first game in the series, **JoyTunes Recorder**, a web-based music instruction game, teaches crucial initial skills on a simple instrument. The different game levels are actually musical lessons designed to develop a variety of important musical skills - from the production of a single note to the rhythm and timing of complete melodies. More games with other instruments are on the way. The game has won several prestigious awards and is being supported by leading music educators from around the world. Through this innovative computer game, **JoyTunes** creates a fun and interactive doorway to the world of music, as the young musician's motivation to learn is directly correlated with his or her motivation to beat the game.

Jury Evaluation Report

JoyTunes *takes us to a virtual world of learning music with fun through games. This entertainment website for kids encourages the learning of musical instruments, such as the recorder, from the rudimentary stages up to the mastery level, through practice games. It serves both as complementary and supplementary tool to formal music education, helping both teachers and parents monitor the children's progress in playing the musical instruments. Using the real instrument and a microphone, the children check their musical progress by following a game pattern, and the way to win is to be able to play the right tune at the right tempo. Incentives are provided to encourage progress, and teachers enjoy free musical scores and discounts by partnering with* **JoyTunes**. *Learning new things takes time, so practicing online with* **JoyTunes** *after school would be a fun and easy to progress.*

LIMBO | DENMARK |

English, French, Italian, German, Spanish, Portuguese, Japanese, Chinese, Korean

Producer
Mr. Arnt Jensen
Mr. Dino Patti
Mr. Mads Wibroe

Playdead

fan@playdeadgames.com
www.limbogame.org

Description

Uncertain of his sister's fate, a boy enters **Limbo**. **Limbo** is a puzzle-platform video game presented primarily in monochromatic black-and-white tones, using lighting, film grain effects and minimal ambient sounds to create an eerie atmosphere often associated with the horror genre. The navigation is simple and intuitive. What makes this game absolutely outstanding is the aesthetic design, moving reviewers to classify **Limbo** as an example of "video game as art". Journalists have praised the dark presentation, describing the work as comparable to film noir and German Expressionism. Some of the qualifiers coming to mind when playing this game: magnificent, unique, poetic, beautiful, special, intriguing. It can't get better than that!

Jury Evaluation Report

Limbo *is a truly superb example of world-class best practice in e-Entertainment and Games due to its unique combination of incomparable and inspirational black-and-white artwork, astounding sound effects, an incredibly engaging storyline, and a unique game atmosphere. This 2D puzzle platform is real "video game as art" – players not only engage in the game, but also receive aesthetic pleasure from the process. At the same time,* **Limbo** *has all the elements that make a complex game so entertaining – logical thinking / puzzle solving and quick reflexes are both important. The game manages to stay within the genre without being too gratuitous or too gory – players are entertained, surprised, challenged and forced to think continuously. It manages to establish a real connection without using dialogue or text, while using "only" visuals and sound to create the necessary atmosphere. The game's technical realization is nothing short of superb, as well – making Limbo a winner in all aspects of game-making.*

e-Culture & Heritage

Winners

WORLD OF THE HABSBURGS
Austria

VAEGGEN/THE WALL
New Zealand

REDRESS REMIX
Canada

THE NUDE MAJA
Venezuela

THE GERMANS
Germany

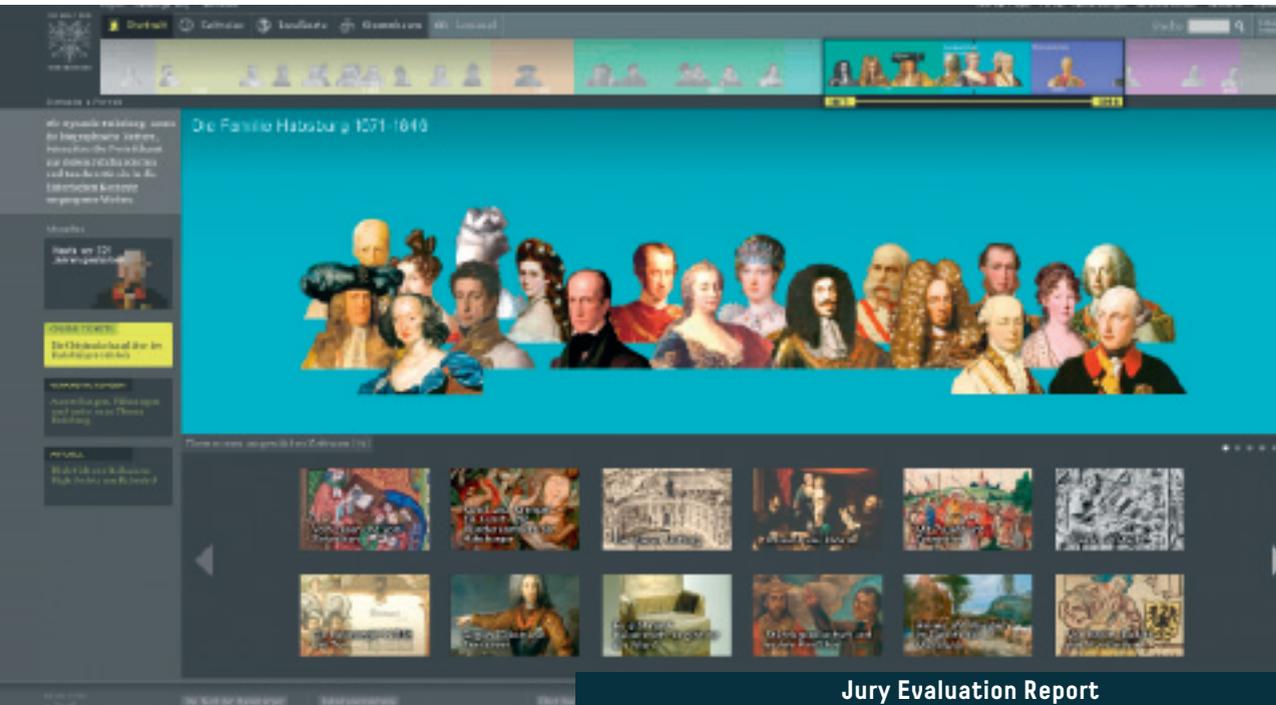# WORLD OF THE HABSBURGS | Welt der Habsburger | AUSTRIA |
| German, English

Producer
Dr. Franz Sattlecker
Mag. Josefa Haselboeck
Ing. Stefanie Drucker
Mag. Martin Mutschlechner
Univ.-Prof. Dr. Franz X. Eder
Univ.-Prof. Dr. Karl Vocelka
Mag. Martin Gasteiner
Mag. Josef Koestlbauer
Bernhard Snizek

Schloss Schoenbrunn Kultur- und Betriebsges.m.b.H.

**Coproducers
D+ Büro für Design**
Mr. Andreas Pawlik
Mr. Julian Roedelius
Mr. Christoph Höbart

info@habsburger.net
www.habsburger.net

Description

The World of the Habsburgs is a virtual exhibition in a multimedia presentation. In addition to the representatives of the dynasty, the virtual exhibition spotlights the political history and the general social developments of the Habsburg era. The website draws a colourful picture of **The World of the Habsburgs** from the 13th until the early 20th century, going far beyond any similar presentations, whether text or other media, of virtual historical exhibitions. **The World of the Habsburgs** links the exhibits through topics and key issues, thus assembles storylines, objects and texts like a museum exhibition, accompanied by multimedia presentation of texts, maps, a genealogical table and a navigable timeline opening up completely new contexts and connections. In all, there are more than 500 chapter modules contained within about 100 key topics and over 1,400 images or exhibits, including objects that have never been on public view. Despite the enormous archives, **The World of the Habsburgs** is neither a Wikipedia nor an encyclopaedia. It is a virtual exhibition with an innovative user interface that turns exploration of history into a unique pleasure. Moreover, www.habsburger.net casts light with a critical slant on the current status of research on the history of the Habsburgs and their epoch.

Jury Evaluation Report

The website draws a colourful picture of the world of the Habsburgs from the 13th until the early 20th century, going far beyond any similar presentations, whether text or other media, of virtual historical exhibitions. **The World of the Habsburgs** *links the exhibits through topics and key issues, thus assembles storylines, objects and texts like a museum exhibition, accompanied by multimedia presentation of texts, maps, a genealogical table and a navigable timeline opening up completely new contexts and connections. Covering six centuries of their rule, it includes historical personalities and important locations associated with the dynasty and also explores economic, social, political and cultural aspects. The enormous archive includes more than a thousand images, including objects that are rarely or never on public view.* **The World of the Habsburgs** *is neither a Wikipedia nor an encyclopaedia. It is a virtual exhibition with an innovative user interface that turns exploration of history per mouse-click into a unique pleasure. Extraordinary and never seen such a comprehensive content in one user friendly, easy to oriented portal on the history or the Habsburgs.*

VÆGGEN | The Wall | NEW ZEALAND | Danish, English

Producer
Mr. Allan Smith

Gibson International

Coproducers
Ms. Jette Sandahl
Museum of Copenhagen
Mr. Jakob Thorbek
and Ms. Lotte Broe
Spild af Tid

allan@gibson.co.nz
www.vaeggen.copenha-
gen.dk/en/

e – Culture & Heritage

the WALL (Vaeggen) is a massive but mobile interactive video installation on the streets of Copenhagen that allows citizens and visitors to explore in depth the cultural past, present, and future of the city together with its diverse ethnic and cultural communities. Open and inclusive in its philosophy and operating mode, the WALL also provides a vehicle for citizens to contribute their own material to the experience via its innovative street level and web user interfaces. Multi-touch and multi-user, the interface uses a strong graphical idiom understandable by all community groups and encourages them to not only explore the 14,000 cultural assets accumulated to date, but to also create new original contents that enrich, comment on or incorporate the heritage collection. The giant on-screen touch keyboards make it possible to email these assets around the world and insert them into their own social media networks. Based initially on the rich heritage collections of the Museum of Copenhagen, the WALL is also a public multimedia repository for new discoveries emerging from the large-scale archaeological excavations being undertaken in the old city centre for the next seven years. In the first half year of operation, the WALL has attracted more than 400,000 users, who viewed more than two million cultural media assets, sent more than 60,000 digital postcards, and uploaded 2,500 new contributions of their own. The idea is already being taken up by other cities in Scandinavia and attracting interest around the globe.

Jury Evaluation Report

Based initially on the rich heritage collections of the Museum of Copenhagen, the WALL is the public multimedia repository for cultural assets emerging from the large-scale archaeological excavations being undertaken in the old city centre for the next 7 years. But the WALL is not about propagating a received version of history; it is open and inclusive in its philosophy and operating mode, so the WALL also provides a vehicle for citizens from the diverse ethnic and cultural communities of the contemporary city to contribute their own material to the experience via its innovative street level and web user interfaces.

What is really so important about this project is the fact that it is turning the tables on the way we gather history and information about ourselves. Originally we relied on historians and institutions to tell us who & what was important and to tell us about our past.

The Museum of Copenhagen is not only opening the doors and turning the equation to give the citizens of Copenhagen the real opportunity to be part of this process & genuinely make a collective project

The fantastically forward thinking of this commission by the Museum is enabling participation as it has not really been conceived of before. Copenhagen, a very old city is having major excavation & development - what better time to mine that history collectively and in a very contemporary way.

That the Museum had the foresight to think ahead so far ahead & that the Gibson Group had the intelligence to come up with the tools is terrific.

REDRESS REMIX | CANADA | English, Chinese

Producer
Mr. Evan Jones
Ms. Dana Herlihey
Project Manager

Stich Media

Executive Producer
S&S Entertainment

dana@stitchmedia.ca
www.redressremix.ca

Description

Redress Remix is an award-winning project comprised of a three-part documentary series and an interactive living documentary. **Redress Remix** tackles one of the most controversial Canadian government decisions in recent years: the official 2006 apology to the Chinese Canadian community for the Head Tax and Exclusion Act of 1923. The documentary film uses a unique approach that includes animation techniques, newly composed music and testimonial interviews, to reveal to audiences the events that shaped the Redress movement and led to the official Government apology and its influence on a new generation of Chinese Canadians. The interactive web project, developed in conjunction with the film, allows Canadians to contribute to the national dialogue on the issue through a ground-breaking 'living documentary' experience. Users are invited to explore 180º panoramas featuring subjects from the film who represent a certain theme related to the Redress movement. The panoramas offer information about the subject, the theme, and a thematic video featuring repurposed documentary footage. **Redress Remix** invites the user to respond to what they have learned by turning on their webcam and becoming a part of the discussion.

Jury Evaluation Report

This multi-platform project brings attention to one of the dark spots in Canadian history, the discriminating laws and taxes against the Chinese population in the country, and it's controversial official apology in 2006. With advanced and interactive presentation techniques, the **Redress Remix** *manage to tell the story differently from its original TV documentary series. The online project has the potential to bring the story to a younger audience and through social media animate people to participate in the public debate on the issue. The project is well executed, using a rich library of videos, still images, panoramic shots and text. The content is beautiful presented and this makes the project stand out with beautifully design and creative navigation. The* **Redress Remix** *is an excellent example of using e-Content to sensitize the next generation about a culture gap in history.*

winner_ e-Culture & Heritage

THE NUDE MAJA | La Maja Desnuda | VENEZUELA | Spanish

Producer
Ms. Nidia Hernández

La Maja Desnuda

Coproducers
Ms. Marisela Valero

lamajadesnuda@
gmail.com
www.lamajadesnuda.com
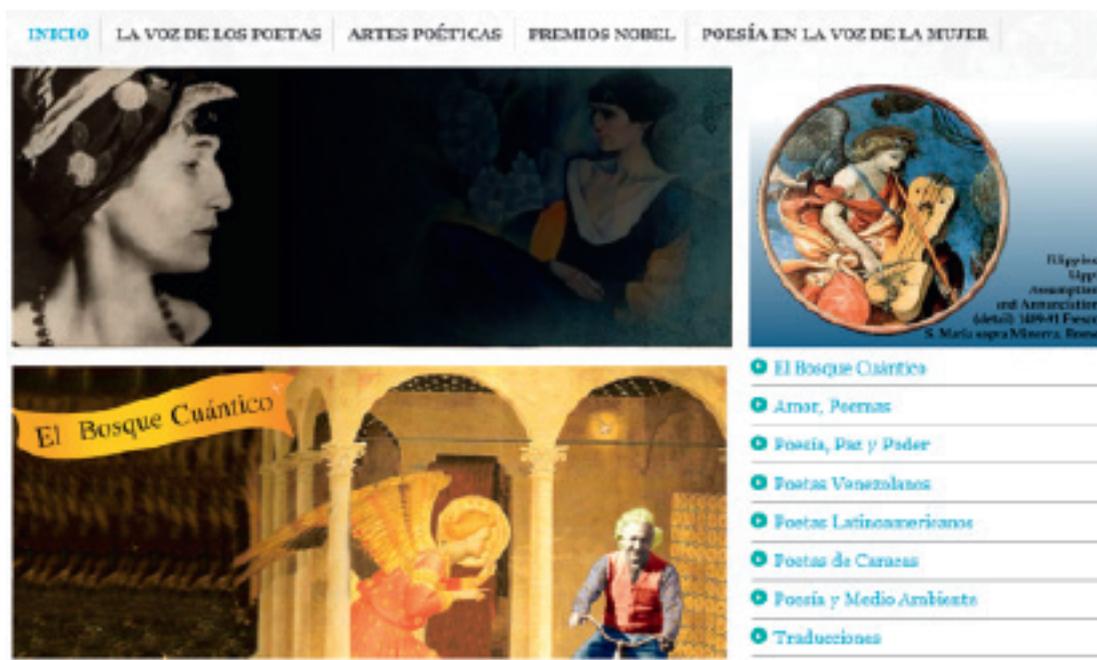
Description

La Maja Desnuda is an independent radio production and is on air for more than 22 years. **La Maja Desnuda** is an ongoing website housing a multimedia archive for poetry, with biographies, images and especially, voices of poets narrating their work. The growing collection concentrates on Venezuela and Latin America, but includes numerous other international artists. **La Maja Desnuda** has a database with more than 900 poets recorded reading their poetry, among them contemporary poets as well-known such as Adonis (Lebanon), Fina Marruz Garcia (Cuba), Blanca Varela (Peru), Ledo Ivo (Brazil), Casimiro de Brito (Portugal), Nidaa Khoury (Lebanon), Ide Hintze (Austria) and Luisa Castro (Spain). The portal is complemented by a radio program on poetry, also called **La Maja Desnuda**, which has been on air for more than 22 years and is currently broadcasts in Venezuela. More than 1144 programs were produced during this time, presenting the most representative voices in world poetry, including: Walt Whitman, Tomas Tranströmer, Adonis, Pär Lagerkvist, Jorge Borges, César Vallejo, Miguel Hernandez, Sophia de Mello, T.S. Eliot and Pier Paolo Pasolini.

Jury Evaluation Report

The La Maja Desnuda is a radio program for poetry, which has extended its reach to an internet site. It took its inspiration from the painting by the Spanish painter Francisco Goya and used the Nude Maja as its muse, originally for poetry on radio. The program has been on the air in Venezuela for more than 22 years and has produced

*more than 1144 programs, while presenting more than 900 voices from representatives of world poetry. With the advent of cross-media the program has been able to extend into internet and the producers have grabbed the occasion to build a website hosting an archive for poetry, with biographies, poems and translations, illustrated with images and soundbites of the poets. In this way **The La Maja Desnuda** has been able to achieve two results: besides a collection of radio programs build a multimedia archive and make a jump from a regional to an international audience.*

The site itself excels in simplicity and uses multiple media such as illustrations and soundbites to illustrate the biographies and the translations of poems. Despite the fact that the collection is Latin American centered, it includes also international artists from the US, UK, France and India, regardless whether it is a major language like English, Spanish and Portugese, French and German or a less widespread languages such as Danish and Dutch.

By the using radio the producers reached a regional group of listeners in Venezuela, but by using internet as an archive, the producers have been able to reach out to the world and make the site attractive for an international audience.

***The La Maja Desnuda** is a fine example of how internet can be used as an extension of an already existing radio and television program or a newspaper, how the media can cross over from radio, television or newspaper into internet and add value with the simple use of text, sound and images, and can expand the target group from a local/regional audience to an international group of interested people.*
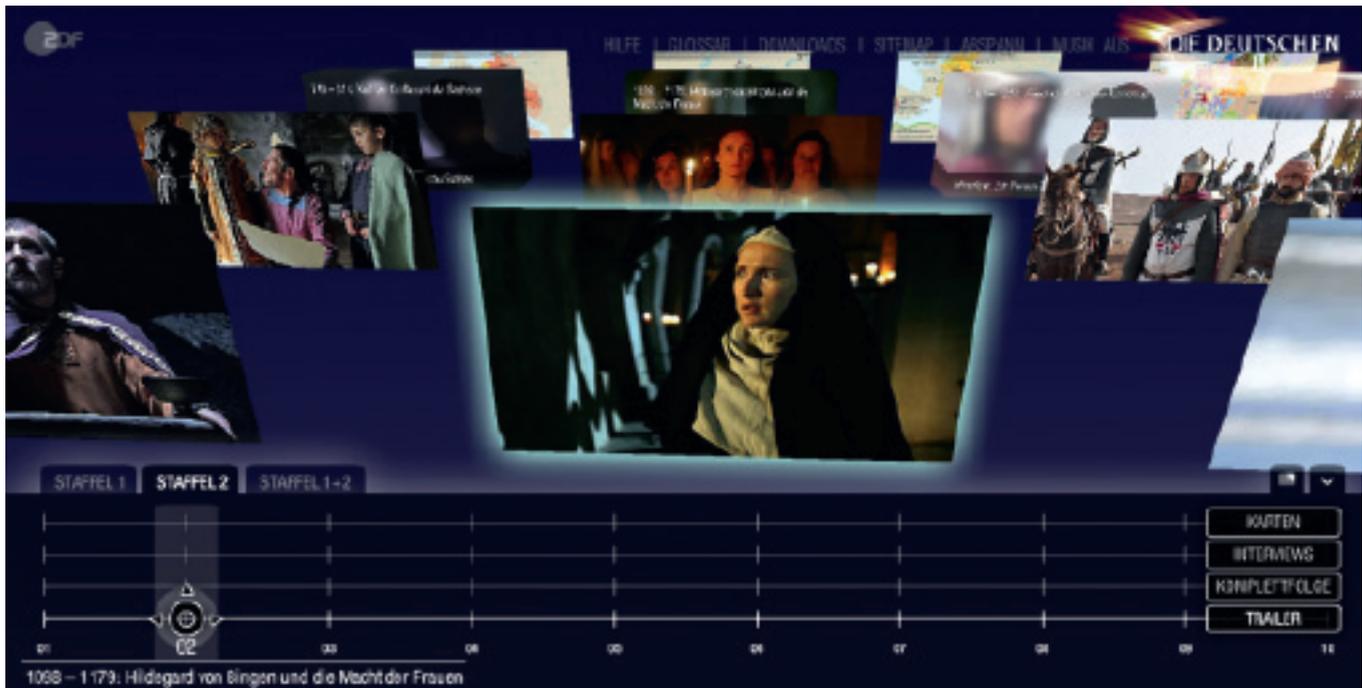
e – Culture & Heritage

THE GERMANS | Die Deutschen | GERMANY | German

Producer
Ms. Karin Müller
Mr. Stefan Brauburger
Ms. Katja Berwind
Dr. Kirsten Bode

ZDF

Technical concept, design & Flash interface:
www.form-one.de

www.diedeutschen.zdf.de

Description

The website presents 1200 years of German history as the interactive core element in a new and unique approach. Told in 20 feature films, discussed by experts and illustrated with interactive maps – the user can choose to enjoy Germany's history in a few minutes or for several hours! It combines uniquely different multimedia elements such as implemented videos of the TV series, pictures, interactive maps, downloads and a glossary. It also has a state-of-the-art look and feel, based on a very straightforward, intuitive navigational structure. History is presented in a very easy-to-use and playful manner and skilfully avoids long texts or boring timelines. This is the most elaborate multimedia project in this field on the internet. An added feature, the service called ANIMATION stands out for its exceptional navigation and flawless technology. The aesthetics, the rich content and the well-developed storyline makes it a pleasure to watch. **The Germans"**has earned many national awards for its outstanding historic and artistic value.

Jury Evaluation Report

The Germans *demonstrates the power of smart technology choices combined with breathtakingly executed content as it invites us to explore 1200 years of German history. Anchored on a set of 20 feature films with expert commentary, the scope of the project is vastly expanded through dynamic web-based content.*

In addition to being truly 21st century in its multi-media approach the content is licensed such that it can be used in many different ways in educational settings. This ensures that millions of users can benefit from the major creative investment of the talent and wide-ranging skills of the huge team that makes a project of such scale possible.

Ease of navigation is assured through the innovative use of interactive maps and time-lines; just one example of the many features that guarantee a truly enjoyable user experience for diverse audiences including both young and old. **The Germans** *is truly best of breed in its category delivering fun and learning while demonstrating outstanding historic and artistic value*

e-Science & Technology

Winners

RENDERFARM.FI – MAKING MOVIES WITH A SCREENSAVER
Finland

PEER WATER EXCHANGE
India

DISCOVER PRIMARY SCIENCE AND MATHS
Ireland

PORDATA
Portugal

SCINEXX
Germany

RENDERFARM.FI – MAKING MOVIES WITH A SCREENSAVER

Renderfarm.fi - Elokuvantekoa näytönsäästäjällä | FINLAND | Finnish

Producer
Mr. Julius Tuomisto
Finland,
Mr. Janus Bager
Kristensen
Denmark

**Laurea University
of Applied
Sciences**

Coproducers
Mr. Olivier Romand
France,
Mr. Jesse Kaukonen
Finland,
Mr. Nathan Letwory
Finland

Julius.Tuomisto@
laurea.fi
www.renderfarm.fi

Description

Renderfarm.fi – Making movies with a screensaver is the most accessible rendering platform available on the Internet. It is – and intends to remain - a completely free service that enables its users to render their animations or stills while engaging the computing power of volunteers from around the world. By using **Renderfarm.fi**, 3D artists and animators benefit from being able to use higher image quality and higher resolutions when rendering. Equally important, users participate in the rendering of stills and animations, regardless of whether or not they themselves are able to or even interested in learning about 3D modelling and animation. The stills and animations once created, can then later become parts of a movie. **Renderfarm.fi** encourages everybody to take part in both, the online community and collaborative rendering, and advocates the use of open licensing (especially Creative Commons), open values and sharing of resources over geographic borders.

Jury Evaluation Report

This product contributes to promoting the capability of technology that handles e-content without changing the available hardware. Its main distinction stems from the feature of enabling individuals and organizations worldwide to utilize the concept of "grid computing" and thereby put its benefits in the public domain. In this respect, users can form "groups", where each group can "share the computing power" of its members. As a result, running sophisticated applications, which were difficult to run on the computing power of an individual or organization, become feasible, due to the shared computing power of the members of the group. Such applications include, but are not limited to, processing: 3D modelling, high resolution images, animations and more. In addition, the shared processing power in groups enable "virtual organizations" to be established, with their disbursed members sharing their processing capabilities. Accordingly, the product provides a new dimension that supports the establishment and use of sophisticated e-content and virtually integrates distributed business. The readers of this statement shall see for themselves!

PEER WATER EXCHANGE | INDIA | English (with Hindi, French, Spanish explanation)

Producer
Mr. Rajesh Shah

Blue Planet Network

rajesh@peerwater.org
www.peerwater.org
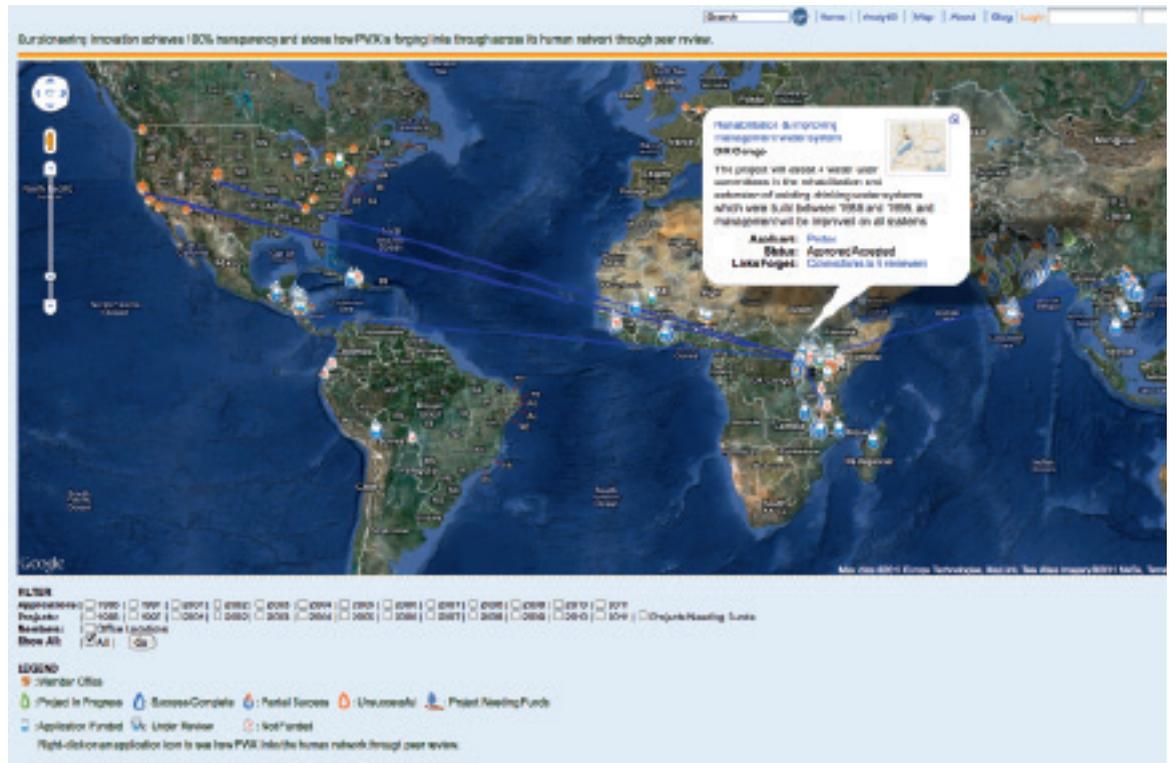
Description

PWX, or **Peer Water Exchange** based in Bangalore, India, is the water sector's marketplace to host and manage all global transactions and long-term activities in the efficient, collaborative, and transparent selection of water projects, as well as in funding, managing, and tracking of impacts. One billion people lack access to safe drinking water and 2.7 billion people lack access to a toilet. To solve these mammoth global challenges requires changes in the way the entire value chain operates. **PWX** brings together all stakeholders in the water sector: funders, service providers, project implementers and beneficiaries. The web-based multimedia exchange platform enables stakeholders to adopt a new mindset and to collaborate in bringing safe drinking water and hygienic, dignified sanitation to all. A central clearinghouse makes better organization during projects possible, together with funding of water-related initiatives and project monitoring. The only scalable, map-driven, and transparent platform in the water sector, **PWX** is the first truly participatory decision-making system in development work, allowing empowered applicants to weigh in on funding decisions. All the data on the exchange is generated by the users. **PWX** combines people, process, and technology to help make a sustainable dent in the global water crisis.

Jury Evaluation Report

The Millennium Development Goals aims to reduce by half the number of people without safe drinking water and sanitation. **The Peer Water Exchange (PWX)**, *based in Bangalore, India is the water sector's marketplace to host and manage all global transactions and long-term activities to address the above challenge.*

PWX *has created a web based multimedia exchange platform to share information on funding, monitoring and realising thousands of grassroots water and sanitation projects worldwide.* **PWX** *brings together all stakeholders in the water sector: funders, service providers, project implementers and beneficiaries, gets them to adopt a new mind-set and collaborate to resolve a critical issue. Operating as a network without a central bureaucracy, empowered members tackle distributed tasks related to their core competency to select, fund, manage, and track the impact of all water and sanitation projects efficiently, collaboratively, and transparently.* **PWX** *divides up the problem of soliciting thousands of applications, selecting and refining them, managing them, and measuring their impact into small manageable tasks which are assigned to a network of peers. The work can thus get done in a decentralized, bureaucracy-free manner with little overhead and maximum transparency. Not only are a larger number of resources brought to bear, moreover they are connected in a collaborative way that maximizes learning and sharing.*

DISCOVER PRIMARY SCIENCE AND MATHS

IRELAND | English, Irish

Producer
Caroline Coleman
Project Manager,
Xwerx
Web developer

primaryscience@sfi.ie
www.primaryscience.ie

Description

Discover Primary Science & Maths, together with its website www.pri-maryscience.ie, offers excellent and valuable resources for teachers and students in Irish primary schools. The programme helps large numbers of children to understand that science and maths are also about fun, discovery and adventure, and are fundamentally relevant to their everyday lives. Whole-school, hands-on training sessions via worksheets, games and experiments are provided for all teachers who wish to participate in the initiative. A range of resources are then supplied to participating classes. These include: - a pack of over 30 easy-to-follow science activities; - helpful hints for teachers; - explanations of the science behind each activity, and how the module relates to the SESE (social, environmental and scientific education) curriculum. Schools that take part and meet certain criteria are recognised with an Award of Science and Maths Excellence. Since the outset, the web has played a fundamental role in delivering the **Discover Primary Science & Maths** programme in both the Irish and English languages.

Jury Evaluation Report

Discover Primary Science & Maths *is an interesting website for teaching and learning science and mathematics to kids between 4-12 years in an easy manner. It helps kids understand natural science and play games to learn mathematics. In addition, it shows how science is part of our daily life and that it is integrated in everyday activities.*

This website is rich in multimedia content explaining science and maths in a simple way. It is a valuable resource for children to help them understand that science and maths are about fun, discovery and adventure. This website is targeting teachers, parents and children in Ireland, but it could be used everywhere in the world.

The **Discover Primary Science & Maths** *is an engaging website and has a participatory approach as teachers, parents and kids can upload their photos, video, experiments and essays. It has a newsletter and launches periodic awards for schools to promote the organization of events on science and maths for kids. It links Discovery Science Centres in Ireland and shows their activities, and it is actively used and a valuable tool for both students and teachers in primary schools in Ireland.*
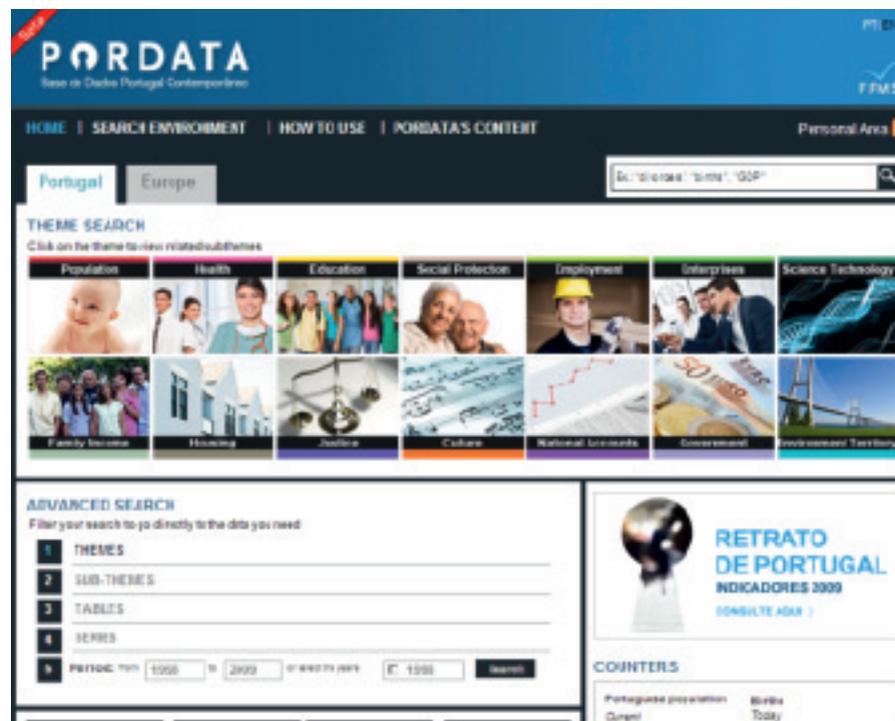
The WSA team thinks that this is a very good site that promotes science & maths for kids and facilitates the teachers' tasks by providing illustrations experiments and tools to explain space and science.

PORDATA | PORTUGAL | Portuguese, English

Producer
Ms. Mario João Rosa

Francisco Manuel dos Santos Foundation

pordata@ffms.pt
www.pordata.pt

Description

PORDATA is a free public service provided and promoted by the Francisco Manuel dos Santos Foundation and responds to the growing need for credible statistical information. The database includes thousands of official statistics from more than 50 bodies. **PORDATA** started with a database for Portugal and more recently augmented its contents with another for Europe (including the USA and Japan, whenever possible). Data are displayed in an innovative and easy way, covering many subjects of public interest (such as Population, Education, Health, Economy, Environment and Science & Technology), within a time frame of up to five decades. In just a few clicks, the information is displayed in both static and dynamic tables or graphs. Indicators from different subjects can be added and cross-referenced in the same table and a variety of statistical operations can also be applied. Complete and detailed metadata is also available. **PORDATA** keeps up with technology like iPhone, Facebook and twitter, making facts easily available as you need them in different situations.

Jury Evaluation Report

PORDATA *is a very interesting database that includes thousands of official statistics covering all social and economic areas within a timeframe of up to five decades. It regroups data from more than 50 official bodies in Portugal and has thousands of data items on a wide range of themes such as Population, Health, Education, Social Protection, Economy, Environment and Government. To navigate this information easily, the data archive is organised in theme, sub-theme, table and series.* **PORDATA** *has search facilities and embeds outstanding reporting facilities which enable the visualization of data in tables, static chart and dynamic char. It shows data either in absolute value or in percentage. In addition, it permits data export to a PDF, DOC file or to Excel sheet.*
This website is selected by WSA to promote publishing official data for better governance in the information society. The WSIS stressed the importance of free access to public data and this site is a very good example demonstrating the usefulness and the relevance of such sites.

e - Science & Technology

SCINEXX | GERMANY | German

Description

Scinexx looks like a simple magazine-style website for the interested public, but at closer look, is an amazing conglomerate of first-rate content. As an internet magazine for popular science, Scinexx provides extensive and up-to-date insights into the world of scientific discoveries and trends, backed by the prestigious Springer publishing house specializing in science magazines and books. Clear, understandable, and competent, **Scinexx** provides daily news, as well as weekly in-depth dossiers that provide background information looking beyond the boundaries of individual fields or subject areas. Each of the 500+ dossiers consists of a series of articles augmented by slide-shows, quizzes, interactive modules, image galleries, as well as TV- and book-tips. Current events are featured in the section "Earthview": an interactive globe with clickable icons shows significant events happening in the world over recent days. Events of greater impact are covered by special portals, where all information can be accessed at a glance. The name **"Scinexx"** draws on the words "science" and "connection", emphasizing the direct link between research and the inquisitive public. **Scinexx** stands out with its clear "no-thrill" looks, well-structured navigation and is provided for free without advertising.

Jury Evaluation Report

*The average layman is often baffled by the complexities of science and does not know much about new developments in the scientific world and ongoing research. MMCD NEW MEDIA GmbH addresses this gap through a very well structured, easily navigable internet magazine, **Scinexx**. It reaches out to the non-scientist by presenting complex topics of everyday interest such as biotechnology, resource utilization or climate change by showing relations and consequences to society. Its weekly editorial features topics which would arouse the curiosity of the ordinary citizen – What will the computers of the future be like? Can solar energy or offshore windfarms provide enough energy for our future? Will mankind stand on mars someday? Did Atlantis exist? It also provides background information to current events such as Fukushima or Deepwater Horizon and presents fascinating puzzles, developments and discoveries in science and nature. One of the interesting features of **Scinexx** is "Earthview", an interactive globe with clickable icons detailing recent significant events across the globe. Addditionally, **Scinexx** provides didactic and interactive resources for schools and teachers with entire courses on specific topics such as volcanism or rock circles as well as stand-alone modules for use in class or at home. **Scinexx** also provides a platform for renowned German research organisations (Geo Union, GFZ Potsdam, Partner) to present information on their work, thus fostering a link between high level research and society.*

e-Business & Commerce

Winners

AREOSCAN
New Zealand

HOOTSUITE
Canada

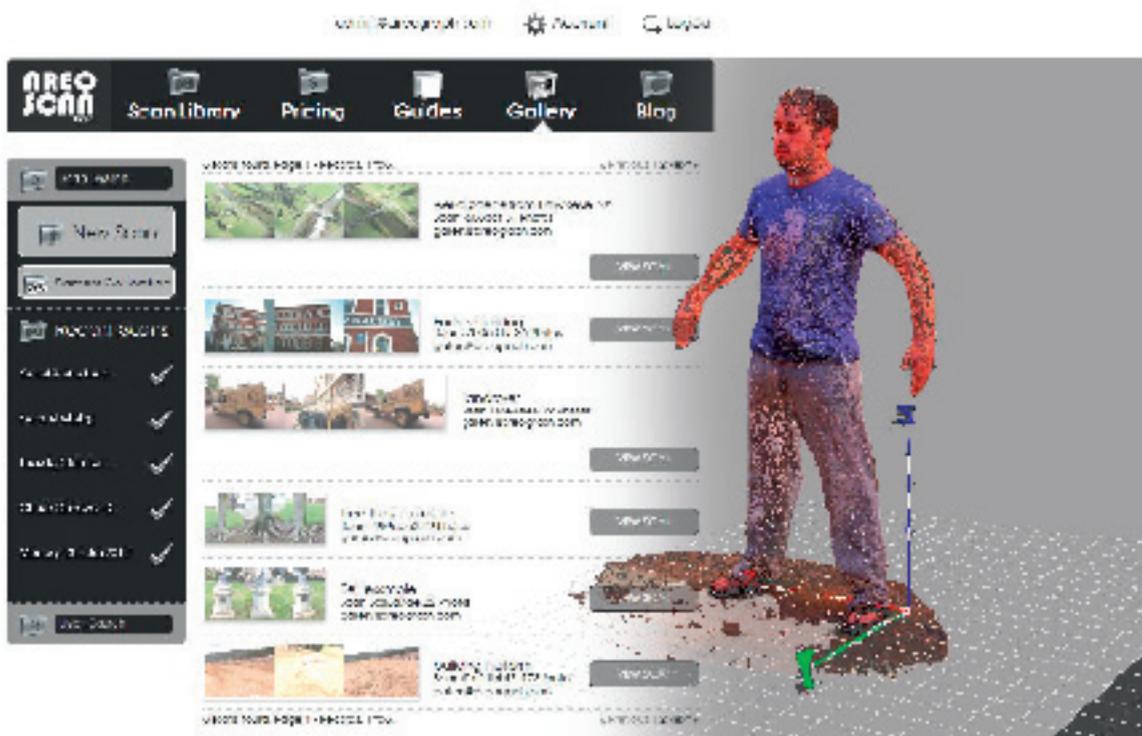**MONAQASAT.COM**
Lebanon

HAMMERKIT STUDIO
Finland

STAR
Ghana

Producer
Mr. Graham
Hambleton,
Chief Financial Officer,
Luke Reid
CEO,
Jiri Fajtl
Chief Technical Officer,
Sam Clarkson
Creative Director,
Dr Phil McLeod
Head of Software
Engineering,
Dr Steven Mills
Head of Software
Research

Areograph Limited

support@areograph.com
www.areoscan.com

Description

Areoscan is a web-based service that enables the user to create a 3D model of any area or object using digital photography. In industries such as surveying, architecture and design, **Areoscan** is proving to be a cost effective, flexible and time efficient solution for all sorts of jobs, ranging from complex land surveys through to creative art projects. Whatever the need, **Areoscan** takes a real-life subject and automatically generates a 3D model in the same way a 3D laser scanner does, without specialized equipment. The 3D models can be downloaded in several formats for manipulation by a range of computer-aided design (CAD) programmes. There are a number of guides available online to assist the user in maximising their experience and getting great results. This project cements New Zealand's reputation as an innovative global developer.

Jury Evaluation Report

Aeroscan *is an innovative eBusiness website that enables everyone to create a 3D model of any area or object using a number of digital photographs taken by ordinary digital cameras.*
Areoscan *uses pictures taken from a real-life subject and automatically generates a 3D model in the same way as a 3D laser scanner does, but without the need for specialized equipment. The 3D models can be downloaded and seen in the free player before payment and then can easily be downloaded in a variety of formats for use and manipulation in a range of computer aided design (CAD) software programs.*

HOOTSUITE | CANADA | English

Producer
Mr. Ryan Holmes

**HootSuite
Media, Inc.**

dave.olson@hootsuite.com
www.hootsuite.com

Description

HootSuite is a web and mobile social media dashboard aimed mainly at professionals who need to leverage sites such as Twitter and Facebook for their business needs. **HootSuite** helps both individuals and organizations to spread messages, monitor conversations and track results across multiple networks, relying on a freemium business model. Its free version allows you to add five networks and supports Facebook, Twitter, LinkedIn, Foursquare, MySpace, PingFm and WordPress. **HootSuite** enables organizations using the social web to launch marketing campaigns, identify and grow audiences, and distribute targeted messages across multiple channels. With **HootSuite's** unique social media dashboard, teams can collaboratively schedule updates to Twitter, Facebook, Linkedin, Wordpress and other social networks via web, desktop or mobile platforms, plus track campaign results and industry trends so as to rapidly adjust tactics. Best for actively managed accounts, **HootSuite** is designed to focus on streams which are housed in customizable tabs, organized by account, network or content. This flexibility makes it easier to monitor a specific type of feed more closely. Launched in December 2008 by Invoke Media, HootSuite's rapidly growing user base includes governments, artists and organizations like the White House, Martha Stewart Media, SXSW and Zappos. Accolades include awards from Mashable's Open Web, Canadian New Media, and Shorty Awards.

Jury Evaluation Report

e-Business and Commerce are very much influenced by social media communication. This new discipline is gaining importance, though it adds more complexity and workload: **HootSuite** *offers a remarkable solution for this challenge.*

HootSuite *helps organizations use the social web to communicate, identify and grow audience, and distribute targeted messages across multiple channels. Using* **HootSuite's** *unique social media dashboard, teams can collaboratively schedule updates to major US based Social Media platforms and services via web, desktop or mobile platforms. Further it helps to monitor topics by keyword monitoring or monitoring a preferred stream.* **HootSuite** *solves the problem of social media marketers and managers, community managers, analysts, researchers, and governments in regard to updating multiple social profiles with multiple editors without sharing passwords.*

Although **HootSuite** *has focused on North America, is available in English, French and Spanish and connects only to social media platforms and services in the USA and Canada –yet-, the jury acknowledged the functionality that* **HootSuite** *provides for the user, the quality of services and its execution as a SaaS. It is an easy to use, well structures SaaS tool with great potential.* **HootSuite** *is a very good example for a new kind of tool that will be essential for e-Business and e-Commerce companies to be successful in the future.*

Producer
Mr. Karim Helal
CEO and Co-Founder

NuServ Online Tender Services LLC

khelal@monaqasat.com
www.monaqasat.com
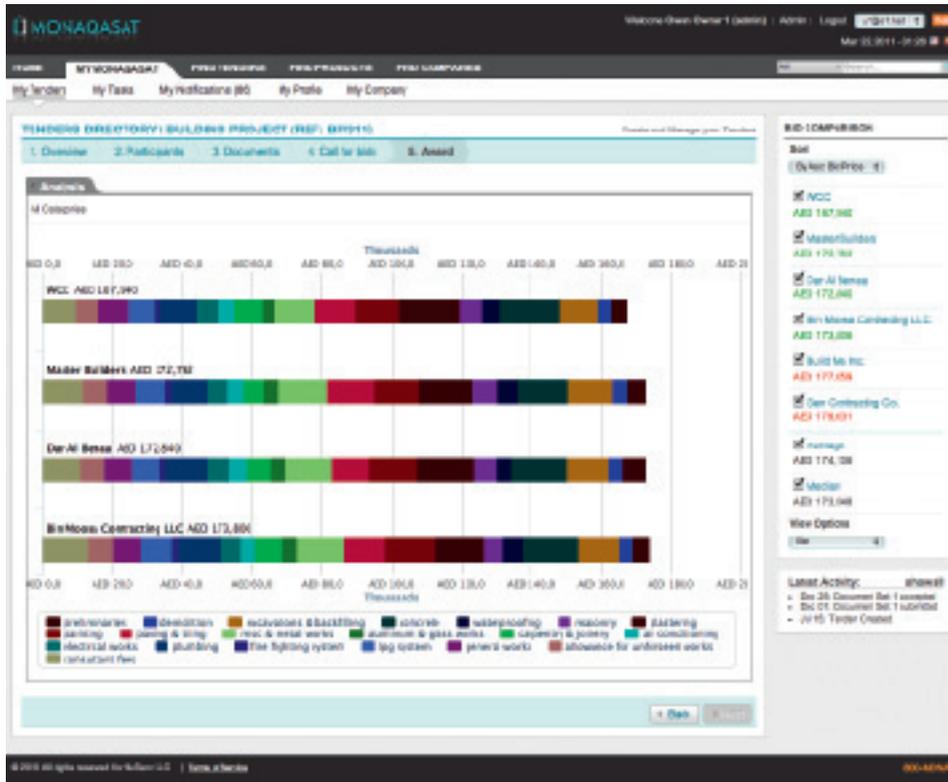
Description

Launched in 2009, **Monaqasat** — is an online state-of-the-art e-Tendering solution/platform that enables users to work with their tenders in an easy, secure, cost and time efficient way. The platform contributes greatly to reducing administrative overhead for clients and increasing productivity. With over 600 active customers, **Monaqasat** has quickly grown to become the largest private provider of e-Tendering solutions in the United Arab Emirates. The majority of large UAE construction companies now registered. What makes **Monaqasat** stand out from the crowd is the implementation of the complete tendering process from beginning to end: users create tenders, invite participants, upload, stamp and verify documents, submit and compare bids and award tenders, all from one place.

Jury Evaluation Report

*No more paper based tenders in the Middle East! The vast majority of tendering in the Middle East still happens using the old pen and paper process, which is extremely inefficient, requiring tens of thousands of pages of paper to be printed, distributed and stored and is open to forgery and fraud. **Monaqasat** aims to solve these problems, first by allowing tenders to be completed without the need to print a single page of paper and secondly by ensuring that bidders are only allowed to enter the information that is required, thus minimizing the possibilities of bidding fraud. The Jury recognises a great value of the project in contributing to the information society, providing a real added value service both to citizens and authorities, and at the same time strongly contributing to eradicate corruption and fraud thanks to a robust and well-designed procedure. The platform appears well conceived; it offers an appropriate level of security. The interface is well designed and crafted. Each offer is set up in a private and secure way.*

HAMMERKIT STUDIO | FINLAND | English, Finnish, Swedish

Producer
Ms. Anu Halme,
Mr. Robin Lindroo
Lead software architect,
Mr. Mark Sorsa-Leslie
Managing Director

HammerKit Oy

info@hammerkit.com
www.hammerkit.com

Description

HammerKit is a cloud-based web application development environment. Based on a unique component technology, **HammerKit** enables web applications to be built in a modular and visual way. A consequence of the component approach is the capacity to copy any application precisely with a single button click and to use it as the basis of another modified application. It turns web projects into globally repeatable solutions. **HammerKit** differs from traditional coding-based environments, by allowing users to design and build anything from a simple web site to a complex, data-driven application. With **HammerKit**, you create applications in a real-time visual drag and drop interface where building web services is made easy through the use of functional elements and visual components. There is no command line coding to worry about and nothing to download or install. The real-time approach allows you to work collaboratively with your clients and your team. Everything you create with **HammerKit** is stored in the Cloud. **HammerKit** runs on Amazon AWS infrastructure and is built to scale projects as required.

Jury Evaluation Report

*Cloud computing is a business and technological paradigm that is advancing with great pace all over the world. It enables the opening of new business services and new business models. **HammerKit** is an application that allows design and building of a service from a simple web site to a complex, data-driven application for the cloud computing service. **HammerKit** is based on a component usage approach that enables any application to be copied precisely with a single button click and used as the basis of another application. As such, **HammerKit** turns web projects into globally repeatable solutions. **HammerKit** differs from traditional coding-based environments as it enables creating applications in a real-time visual drag and drop interface where building web services is made easy through the use of functional elements and visual components. The real-time approach allows collaborative work between clients and developers. It runs on Amazon AWS infrastructure and has been built to scale as required.*

Description

Nsoroma is a company that provides a range of tracking and fleet management services in Ghana and the West African sub-region. It combines the skillset of 3D-tracking and the management knowhow of Multiplant Ghana Ltd. Enhancements include: Working with proprietary maps or generating maps of unmapped areas, and integrating solutions into the database. Dispatch capabilities: Garmin satellite navigation units with Ghana maps are now integrated into the Nsoroma tracking system, permitting two-way communication with drivers, automatic driver ID recognition and the use of an order management system for real-time adjustment to operational directives. You can, for instance, send your driver an instruction with a location which will be clearly and unambiguously displayed on the navigator map and will also be recorded in the database system. This is made to work without house numbers, a must in a country like Ghana where street names and numbers are rarely used. The advantages include: Solutions to compute and automate reports based on fuel consumption averages. Low costs, with no monthly subscription payments. Highly effective solutions for financial companies or individuals, who do not want to track their vehicles all the time, but wish to immobilize and retrieve their vehicle easily if needed. **Nsoroma** prides itself on tailoring solutions case by case for any clients, taking into account the specific needs of the regional business context. **Nsoroma** improves efficiency and reduces costs, handling individual client needs in first-rate fashion, thanks to the technical competence of the team.

Jury Evaluation Report

Star provides a total solution for vehicle and asset tracking in Ghana and the West African sub-region. It enables two-way communication with drivers and provides automatic driver ID recognition and the use of an order management system for real-time adjustment to operational directives. You can send your driver an instruction with a location which will be clearly and unambiguously displayed on the navigator map and will also be recorded in the database system. This can be made to work without house numbers which is useful in Ghana where street names and numbers are not used often. It helps to compute and automate reports based on fuel consumption averages, thereby curbing fraud, and also provides a solution to allow drivers to invoice per mileage driven.

*Tailoring solutions on a case by case basis, efficiency and reducing costs are the main assets of **Star.** They are ready to tailor solutions for any of their clients taking into account the specific needs of the regional business context.*

e-Inclusion & Participation

Winners

HELP FOR CHILDREN
Lithuania

EPOOQ
Finland

NEWS AND LEARNING BY SIGN-LANGUAGE
Hungary

MEXICO IN COMMUNITY
Mexico

ERADA PORTAL
Egypt

HELP FOR CHILDREN | Pagalba vaikams | LITHUANIA | Lithuanian

Producer
Mrs. Evelina Firaitė
Mrs. Giedrė Grigaliūnaitė
Mr. Karolis Kosas

State Child Rights Protection and Adoption Service
under the Ministry of Social Security and Labour

www.karoliskosas.com
www.pagalbavaikams.lt

Description

The **Helpline for children webpage** was created as an extension to the children's helpline started in 2009 as a professional phone-in service for children, teens and even adults, concerned about child rights protection. Recognizing that some children or teens are afraid to talk on the phone or prefer to write about their troubles, the website was designed to deliver better and quicker help for children and teens, who themselves need help or know about a child who needs help. Extremely easy to comprehend and to navigate, **Helpline for children** is perfectly adjusted to its target audience – children and youths. Consultants address various abuses, whether drugs/alcohol dependency, unwanted pregnancy, child abuse, violence against a child, or family problems in general. Users quickly find professional help and support via this portal. With information about how children can also help themselves and where to seek help, **Helpline for children** also functions in a preventive way. This exemplary project empowers one of the most powerless groups in society – children and youth – to protect their basic rights and seek solutions to their problems.

Jury Evaluation Report

Children are the most precious resource for humanity, but many of them unfortunately face harsh conditions of abuse, neglect and even violence. And regrettably, sometimes the ones who are supposed to protect and nourish them can be the negligent ones.

This service from Lithuania, **Helpline for Children**, *has got off to a terrific start with its Web site staffed by professional consultants in childcare. Through phone, email and Web forms, the target audience -- children, teens and even adults worried about child rights protection – can contact professionals for assistance. In addition to a daytime helpline, there is an online feature to come to aid of children or teens afraid to talk by phone. In such a case, it is better for them to write a letter about all their troubles.*

The site is easy to use and navigate, and is well designed for a young audience. There are services for young users as well as elders who know of other needy children. In addition to the helpline, there are online resources about abusive alcohol and drug problems, domestic conflicts and teen pregnancy.

EPOOQ | FINLAND | English, Finnish

Producer
Mrs. Ilkka Tiainen
Mr. Jan Stenberg
Mr. Teemu Ruohonen
Mr. Risto Kettunen

Oppifi Oy

www.epooq.net

Description

The idea of **Epooq** is to create an experimental mean for reliving past moments by recalling and telling stories. Epooq has three special features to reach the mark: INSPIRATION: The content of the service consists of
1) user stories;
2) historical events; and
3) thematic memory keys that refer to life phases of the user.
The guiding idea is to inspire the user to recall past moments and reflect those experiences. STORYTELLING BY USING OWN VOICE: **Epooq** enables storytelling by using all avenues of multimedia. Users write texts, use images and record videos or audios, or mix these together. Video and audio are central functions. Stories gain a special quality when told by real voices, with personal intonation and slang. SHARING EXPERIENCES: While content is normally private to protect the privacy of the user, stories can be published or shared with communities important to the user. A key part of publishing is the opportunity to see one's own story in its historical context. **Epooq** is still developing on the basis of user feedback, but comments of the first customers and users indicate, that it is hitting the right spot.

Jury Evaluation Report

Creating content for the Internet is not as easy as it sounds, especially for structured narratives such as stories. The challenges are even more acute for communities such as elders, who have a wealth of knowledge and experience to share but may not be digitally savvy enough to use the latest digital storytelling tools. Finland's Oppifi has met the needs of this community and others through their online storytelling **Epooq***.*

In Finnish as well as English, the site explains how multimedia tools can be used to blend voice, pictures, text and video in a storytelling activity. The site reflects the thought process of narratives by showcasing tools and features for storytelling around specific incidents, historical significance and personal memory keys.

Users can leverage individual media or cross-media formats. In addition to providing this useful service for individual users, the site adds a valuable and appreciated social component by sharing the online stories with other community members chosen by the user. The story timeline is the foundation for the narrative's structure. New features can extend the utility of this service more.

NEWS AND LEARNING BY SIGN-LANGUAGE

| Jelnyelvi híradó és tanulás | HUNGARY | Hungarian, English, Spanish, German

Producer
Mr. Pál Bartos

Hallatlan Foundation

info@hallatlan.hu
www.hallatlan.hu

Description

The content and services of the website **News and learning with sign language**, aim to provide an effective learning tool popularizing the everyday use of Hungarian sign language. The innovative display of well categorized content is viewable through video loops, providing an opportunity to practice mimicry and gestures, a key factor for effective communication in sign language. The website structure makes for easy searches and area-focused language learning. The content of the website, including the interpretation of the signs, is currently available in Hungarian, English, German, and Spanish. The project is not only an online sign language dictionary, but also offers additional services such as a forum, chat room, online quizzes, news and crosswords, all together not only a useful source of information, but also a great community site. A CD-ROM series is available, focusing on different target groups, with content customized to each groups' needs. News produced by MTV, Hungarian Television, the national public-service television channel, is translated into sign language and made available at this site weekly.

Jury Evaluation Report

At a time when broadband and mobile penetration is increasing rapidly around the world, it is imperative that the benefits of digital content reach marginalized and underserved communities as well. A notable number of websites offer content in sign language, and the entry from the Hallatlan Foundation now brings this valuable service in Hungarian sign language.

The videos are abundant and make for easy viewing. Hearing-impaired learners can search through a wide range of content and play them at will. The content is available in a number of European languages in addition to Hungarian, such as English, German, and Spanish.

The jury commends the organisation for going beyond a basic lexicon, glossary or dictionary of terms, and offering a wide range of interactive services which play to the strengths of the Internet as a medium. Weekly news from the national television public service broadcaster make the site fresh and up to date, which will be an attractive factor for young users. The site includes a chat forum as well as a quiz and crossword, which can support learning and make visiting the website a fun activity and peer-participation exercise.

MEXICO IN COMMUNITY | Mexico en Comunidad | MEXICO |
Spanish, Mayan, Tzotzil, Topolabao, Mixteco

Producer
Mr. Lucio A.
López Prado

llopezp@ccti.org.mx
www.mexicoencomuni-
dad.org.mx
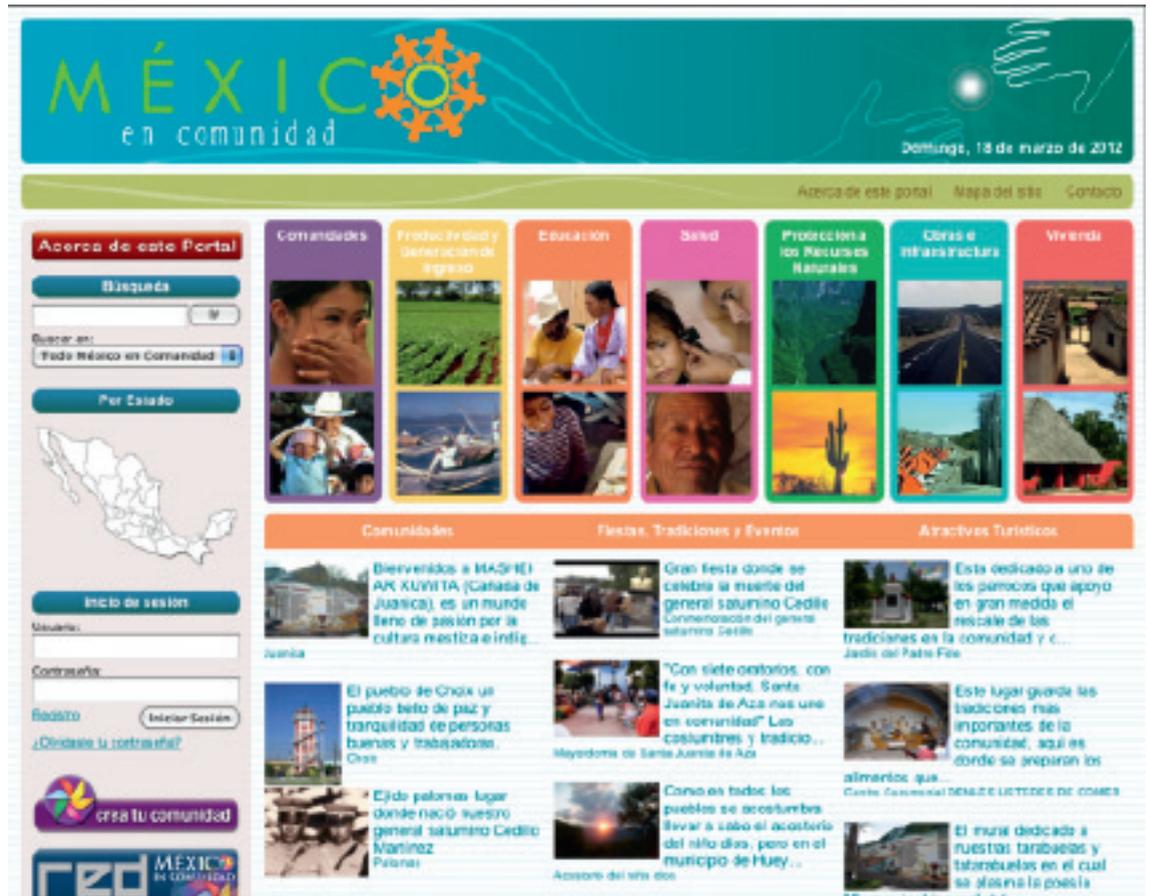
Description

Mexico en Comunidad is a project developed by the ITCC in partnership with the Social Development Secretariat. Using information technologies, the project aims to support the poorest villages and towns in Mexico by focusing on two main areas: the Community Creation System and the Support Programs Platform. The Community Creation System provides an easy to use, non-specialized tool to create a web page for each community. Local users can provide information on the web page about specific topics: products, services, touristic attractions, festivities, as well as, information about customs & traditions, stories, myths or traditional recipes. More than 300 communities have been highlighted and made visible to others using this system. The Support Programs Platform is intended to promote specific government and NGO programs, making their guidelines more understandable and accessible for non-IT liberated users. The programs focus on health, education, environment, economic development, housing and infrastructure. More than 15 different federal government agencies provide up-to-date content. **Mexico en Comunidad** is one the best examples of how to overcome the digital divide.

Jury Evaluation Report

*At a time when the era of globalisation sparks off fears of cultural homogenisation, sites like **Mexico en Comunidad** shed light on the usefulness of the Internet as a multicultural asset. **Mexico en Comunidad** shows how the Internet can be effectively used for preservation of ancient cultural resources along with contemporary and up to date information resources. The site offers content not just in Spanish but the indigenous Mexican languages of Mayan, Tzotzil, Topolabao and Mixteco.*

Developed by the IT Cooperation Center Iberoamericana, the site also shows how Internet resources can be used with multiple models. The site is on the one hand a platform for support services, as well as a community communication tool. It is not just a one-way showcase of information created by a third-party media team, but has tools to allow users to create their own content specific to their individual communities.

The website meets e-governance needs of 15 government departments and NGOs, by providing access to important resources about education, healthcare and social support. By giving digital tools to local community members, the site lets them showcase local festivals as well as touristic attractions, meeting their cultural and commercial needs. The site has been described as "the facebook of communities and little towns" but also adds the important cultural purpose of "inclusion."

ERADA PORTAL إدارة | EGYPT | Arabic

Producer
Ms. Marwa Elnokrashy

Egypt ICT Trust Fund

mmelnokrashy@mcit.gov.eg
erada.kenanaonline.com

Description

Erada is a specialized portal addressing the needs of people with disabilities (PWD) in Egypt. Information empowerment for PWD ensures their full participation and inclusion at all levels of society. Free, accessible, comprehensive, user-friendly, the **Erada portal** provides knowledge of concern to PWD in all categories of impairment: hearing, visual, physical, mental, as well as, autism and learning difficulties. Important topics such as definitions of disabilities, laws & rights, early intervention, genetic diseases etc. are covered. **Erada** also provides a web creation & technical support service to ensure sustainable knowledge for concerned communities. According to 2007 WHO statistics, approximately 11% of the Egyptian population, around 9.4 million, live with some kind of disability/impairment. Given a helping hand, they can get along independently and contribute meaningfully to society.

Jury Evaluation Report

*This site addresses a startling problem in Egypt: according to 2007 WHO statistics, approximately 11% of Egyptian population, around 9.4 million, suffer from some kind of disability or impairment. This online service by Egypt ICT Trust Fund reminds us that people with disabilities may be different but they have the same needs as everyone else. The Arabic language portal **Erada portal** gives the disabled a valuable helping hand by offering assistance programmes and resources in a range of categories: hearing impairment, visual impairment, physical impairment, mental retardation, autism, and learning difficulties.*

*Disabled people need extra assistance in terms of awareness and access to legal resources such as disability laws & rights, which the site provides. **Erada portal** also addresses early intervention and genetic diseases, thus giving people online access to relevant and authoritative information instead of having to rely on unfounded rumours or well-meaning but inaccurate advice.*

This valuable resource is free and user friendly. It is a mature and well-developed service with 700,000 specialized pages, 610,000 daily visits, and 2,200 monthly blog entries. The site goes beyond content and also encourages the formation of communities to share their knowledge and experiences and find partners to improve their situation collectively.

www.awqaf.org/waqfic

A winer site of WSA 2009 Regional Special Mention for Arab Countries & Middle East:
• e-Science & Technology Category.
• Arabic Electronic Content Award in e-Goverment, 2009.
• First position for Kuwait e-Award for e-Content Provision: e-Science category.

Waqf Library

الجائزة العربية للمحتوى الإلكتروني

About Arab e-Content Award:

The Arab e-Content Awards (AEA) are the special selection of the best of entries in the World Summit Award from the Arab speaking countries. The awards are based on the evaluation of these entries by the Grand Jury of the WSA and a special ranking done by the special Grand Jury Panel. The Arab e-Content Awards 11 were supported by the United Kingdom of Bahrain and its e-Government Authority as part of its efforts to encourage e-Content creativity in Bahrain and Arab countries within the international initiatives to bridge the digital divide among UN member states.

The goals of the AEA are to strengthen cooperation among producers from Arab speaking countries that share in the same culture and address similar markets whilst also helping innovative electronic products from this language region to achieve global recognition through qualification for the WSA. For the AEA any company, organization and individual are being considered who achieve the distinction of being a national best in e-Content and innovative ICT applications from any WSA participating country from the Arab speaking world.

WSA Chairman Prof. Bruck and
H.H. Shaikh Mohammed bin
Mubarak Al Khalifa
Deputy Prime Minister
Chairman of the Supreme Committee
for Information and Communication
Technology

Jury Members

Nawaf Abdulrahman - *Chief of Information Technology | General Organization for Youth & Sport | Bahrain*
Effat El Shooky | *Effat El Shooky, Director of Online Distance Learning Program, Cairo Regional Center for Training on Conflict Resolution and Peacekeeping in Africa -CCCPA- Cairo | Egypt*
Alexander Felsenberg | *CEO Felsenberg Consulting | Germany*
Manar Alhashash | *Secretary General Kuwait e-Award | Kuwait*
Anya Sverdlov | *Managing Director, Actis Wunderman | Russian Federation*
Nibal Idlebi | *Team Leader, ICT for Development, UN-ESCWA | Lebanon*
Faouzi Zaghbib | *General Manager R2i | Tunisia*
Suleman Bakhsh | *Senior ICT Analyst, TRA | UAE*
Jak Boumans | *Moderator Arab E Content Award - Managing Director, Electronic Media Reporting | Netherlands*

Arab

الجائزة العربية للمحتوى الإلكتروني

e-Content Awards 2011 Winners

e-Government & Institution
Qatar: **Hukoomi** | www.gov.qa
Tunisia: **Tunisian Industry Portal** | www.tunisieindustrie.nat.tn
UAE: **Abu Dhabi Spatial Data Infrastructure** | http://geoportal.abudhabi.ae

e-Health & Environment
Kuwait: **You Care From Your Home** | www.sokary.org
UAE: **mymd** | www.mymd-uae.com
Bahrain: **Ministry of Health Portal** | www.moh.gov.bh

e-Learning & Education
Qatar: **Taalam. TV** | www.taalam.tv
Syrian Arab Republic: **Educational Gate** | www.educationalgate.com
UAE: **Rufoof** | www.rufoof.com

e-Entertainment & Games
Kuwait: **Kuwait events** (none)
Lebanon: **Sarab** | http://sarab.co/
Egypt: **El3ab** | www.el3ab.com

e-Culture & Heritage
Kuwait: **Kuwait words (Hachee)** | www.7achy.com
Egypt: **Description de l´Egypte: Natural History** (none)
Bahrain: **Mosaic Bahrain** | www.mosaicbahrain.com

e-Science & Technology
Kuwait: **Nanoscopy Science Center** (Electron Microscopy unit) Faculty of Science | www.emu.kuniv.edu
Tunisia: **Kangoulia** | http://kangoulya.com/
Bahrain: **Bahrain Locator** | www.bahrainlocator.gov.bh

e-Business & Commerce
Lebanon: **Monaqasat** | www.monaqasat.com
UAE: **eZajil and Smart Hosted UC** | www.smart-world.ae/shuc
Bahrain: **Bahrain Islamic Bank** | www.bisb.com

e-Inclusion & Participation
Oman: **Realshow** | www.alaasadik.net/realshow
Tunisia: **Nawaat Portal** | http://nawaat.org/portail/
Egypt: **Erada** | http://erada.kenanaonline.com/

الجائزة العربية للمحتوى الإلكتروني
Arab eContent Award
w w w . a e a . b h

JURY CHAIR

Prof. Peter A. Bruck
Chairman of the WSA Board of Directors, World Summit Award

Peter A. Bruck is CEO and Chief Researcher of the Research Studios Austria Forschungsgesellschaft mandated by the Austrian Ministry for Science and Research to manage the innovation from Universities into markets. He is Honorary President of the International Center for New Media (ICNM), Salzburg, Chairman of the Board of the European Academy of Digital Media (EADiM), Netherlands, and Chairman of the Board of Directors of the World Summit Award which he has organized within the framework of the UN World Summit on the Information Society (WSIS) in 2003.

Mr. Bruck studied at the universities of Vienna, Iowa and McGill, Montreal. He holds doctorates in Law and Communications, and master degrees in Sociology and Economics.

WSA Grand Jury 2011

AUSTRIA

Mr. Christian Rupp

Federal Executive Secretary for e-Government, Austrian Federal Chancellery

Christian Rupp was appointed Federal Executive Secretary for the eGovernment initiative of the Austrian Government in spring 2003 and since autumn 2005 is the spokesperson of the federal platform „Digital Austria" in the Federal Chancellery, which coordinates the ICT and eGovernment activities between local and national governments, municipalities as well as industries.

He is also member of the advisory board for information society in the Federal Chancellery, which coordinates the i2010 activities in Austria, as well as in the advisory board of saferinternet.at, the strategic consulting group ICT in the Federal Ministry of Economics and Labor, and the eVoting advisory council of the Federal Minister of Science and Research.

AZERBAIJAN

Mr. Nariman Hajiyev

Project Director, Organization: National E-Governance Network Initiative

Nariman Hajiyev is the Director of the joint project of UNDP and the Ministry of Communications of Azerbaijan, entitled "National E-Governance Network Initiative". He has already provided his invaluable assistance while working over the National E-Government Contest in the year 2005. He is

the member of a number of institutions, like "VITA" ICT Academy, and also is involved in a number of in-country ICT initiatives as an expert. Mr. Hajiyev has also been involved into the process of development of the first automated translation system from Azeri into a number of European languages.

75

BENIN

BELGIUM

BULGARIA

Mr. Hermann Aplogan
Founder and Managing Director
MobileTech Africa

Hermann Toffodji Aplogan is Founder and Managing Director of MobileTech Africa, a mobile application development agency focused on Mobile Marketing and Mobile Commerce, as well as on the WSA-Mobile implementation in Benin. Hermann is the former president of Afrique Emergence, an NGO specializing in empowerment of African young people in the ICT sector. He was selected to represent Benin at the ITU-International Telecommunication Union World Youth Forum at Geneva in 2003 and obtained in 2005, the ITU VODAFONE YES SCHOLARSHIP to complete his Master degree in Management and Communication.

Mr. Rudi Vansnick
Director, Internet Society Belgium

Since 1998, Rudi Vansnick has been a member of the Belgian ISOC Chapter and currently serves as the Society's Chairman. He has worked for Belgian companies as well as for government and national associations. In 2005 Rudi got involved in the World Summit Award as national expert and Grand Jury member.
2007 became the year of his presence in ICANN structures. During the 33rd ICANN meetings in Cairo, Rudi got elected ALAC liaison ccNSO.

Mr. George Sharkov
Director, ESI Center Bulgaria

George Sharkov is the Director of ESI Center Eastern Europe – the regional excellence centre of the European Software Institute in Sofia. He graduated in Mathematics and Computer Science at Sofia University, obtained a PhD in Computer Science (Artificial Intelligence), specialized in applied informatics and applied research in biophysics and genetics (Bulgarian Academy of Sciences and University of Gent – Belgium). George has been Chairman of BASSCOM (Bulgarian Association of Software Companies – www.basscom.org) since 2001 and has been manager of ESI Center Eastern Europe (www.esi-center.bg) since 2004.

CANADA

CHINA

CZECH REPUBLIC

Ms. Catherine Warren
President, FanTrust Entertainment Strategies

Catherine Warren is president of FanTrust Entertainment Strategies, the international management consultancy for digital distribution and media industries (www.FanTrust.com). Her work has influenced Fortune 500 clients, game companies, producers and portals, providing them with new ways to captivate audiences, build strategic partnerships and capitalize on innovation and intellectual property. Catherine leads due diligence on M&A for major game and animation companies, creates fan strategies for blockbuster television franchises such as CSI and advises mobile leaders including Nokia and Orange Telecom on premium game models. She has produced award-winning Web sites and interactive broadcasts, including the Gemini Award-winning CTVNews.com.

Mr. Witman Hung
Vice President, Internet Professional Association

Witman Hung is Co-founder and Executive Vice President of Next Horizon Ltd., a company that provides back office process outsourcing to global companies. Witman has worked in the computer industry for more than 22 years. Witman has extensive experience in management consulting, project management and outsourcing services, including senior management and consulting positions with Jardine OneSolutions, Atos Origin, KPMG and AT&T.
He is Vice President of the Internet Professional Association and the Chairman of its E-inclusion committee.

Mr. Stanislav Miler
Documentarist, Futurola Ltd.

From 1987 – 1990 Stanislav Miler studied theatre design in Santa Barbara, USA. After returning to Czech Republic Stanislav he worked with the Linhart's foundation co-organizing and documenting several international art festivals. Since 1997 he has been co-owner of the Futurola – Prague based multimedia company. From 1995 – 1999 he was head of the multimedia program and studio at the Prague film school (FAMU). From 2000 – 2002 he was teaching multimedia production at the ICCM – International Center For Culture and Media in Salzburg.

Ms. Effat El Shooky
Director of Online Distance Learning Program, Cairo Regional Center for Training on Conflict Resolution and Peacekeeping in Africa -CCCPA- Cairo

EGYPT

Effat El-Shooky is National Project Director of UNDP-MCIT Project "Empowering and Connecting the Community through ICT" and Director of the GDLC-Egypt (Global Development Learning Center). In 2005, she was the advisor of International Cooperation at ITIDA (Information Technology Industry Development Agency). During her professional career, Effat El Shooky provided consultancy to a number of UN Agencies such as UNDP, UNESCO, UNIDO, ECA, ESCWA, UNCTAD, ILO, UNICEF, the World Bank and others. She also represented the Government of Egypt in global and regional initiatives for the Groups of G8, G15, G77 and CIS (Commonwealth of Independent States), NEPAD (New Partnership for the Development of Africa), and the UN ICT Task Force.

ECUADOR

ESTONIA

GERMANY

Mr. Juan Carlos Solines Moreno
Partner, Solines &Asociados / Gobierno Digital

Juan Carlos Solines Moreno is partner at Solines & Asociados Abogados, a full service law firm based in Ecuador. He is Professor of Technology & Law and Telecommunications Law at San Francisco de Quito University (USFQ). Juan Carlos served as President of the National Telecommunication Commission (CONATEL) agency that is in charge of ICT policy in Ecuador. In 2002 he was appointed the first Director of the National Digital Agenda. Before he worked for the Presidency of Ecuador as Undersecretary General for Public Administration, where he supervised operations of the executive branch and worked with the Cabinet. He was member of the Working Group on Internet Governance (WGIG) and actively participates in the Internet Governance Forum (IGF).

Ms. Katri Ristal
Cooperation Coordinator, Estonian ICT Demo Center

Katri Ristal has been involved in many innovative activities in Estonia. She is one of the founders and CEO (1999-2003) of wireless broadband company Norby Telecom, today operating in all three Baltic countries. In 2004 she headed to a "softer" field to kick-start Design Innovation Center. Katri is one of the authors of vision document "Creative city – creative Tallinn" and is a representative of World Summit Award in Estonia. Katri is Director of Marketing at the Estonian Open Air Museum realising her slogan "Tradition is well introduced innovation".

Mr. Alexander Felsenberg
Head of Marketing & Communication D-A-CH, SapientNitro

Since 1980 Alexander Felsenberg worked in film and TV productions. Later Alexander was director for Corporate Videos and TV-Commercials and Freelance writer and editor for TV-Programmes. He was Director and producer at Pütz und Partner GmbH Düsseldorf and Corporate Developer and Manager of the first Multimedia Department at MEDOX Medien GmbH. Alexander was Research Scientist at Germany's largest media research program conducted by the German Research Society (DFG) at the University of Siegen on Interactive Media. In 2005 he got appointed as Conference Director of the ICT Africa and the 3rd African PrepCom for the UN-WSIS. Since 2008 he has been working as a media- and marketing strategy-consultant.

Ms. Dorothy Gordon
Director General, Advanced Information Technology Institute – Ghana-India Kofi Annan Centre of Excellence in ICT

Dorothy K. Gordon is the first Director-General of Ghana's first Advanced Information Technology Institute (AITI), the Ghana-India Kofi Annan Centre of Excellence in ICT. She is a specialist in international development working throughout Africa, the US, Europe and Asia in Executive and Consulting positions – principally with the United Nations but also with the private sector and civil society organisations. Dorothy conducts training and research initiatives in India and Africa and furthermore serves on a number of international and national boards supporting economic empowerment and good governance.

GHANA

Mr. Madanmohan Rao

Chief Researcher, Mobile Monday

Madan Rao has been Communications Director at the United Nations Inter Press Service Bureau in New York, and Vice President at IndiaWorld Communications in Bombay. He is Director of the InfoComm Observatory at the Indian Institute of Information Technology, Bangalore. Madan is a frequent speaker at international conferences, having given lectures in over 60 countries. Further-more he edited a number of books such as: "The Asia Pacific Internet Handbook" and "The Knowledge Management Chronicles". He wrote articles for DestinationKM.com, The Economic Times, Electronic Markets magazine, Economic and Political Weekly, and the Bangkok Post.

INDIA / SINGAPORE

Mr. Ehssan Riazi Esfehani

IT Consultant , Hamsafar eSolutions

Ehssan Riazi Esfehani is an IT consultant and eSolutions project manager working with governmental and private organizations in Iran and abroad in order to help develop e-Contents and e-Solutions. Trying to narrow the digital gap he wrote for different IT and economical papers, gave media interviews, working closely with ICT reporters and spoke at conferences. Ehssan has been co-founder of the "e-Solutions Festival" (IranWSA.com) in 2004, the first contest on e-Content and digital media in Iran which has also served as the national approved contest for WSA05 , WSA07 and WSA09. He is the current chairman of "e-Solutions Festival".

IRAN

Mr. Alfredo Ronchi

General Secretary , MEDICI Framework

Alfredo M. Ronchi is Secretary General of the European Commission-MEDICI Framework, Secretary of the European Working Group on "EU Directives and Cultural Heritage" and head of the representative of OCCAM NGO at UN International Centre in Vienna. He is Grand Jury member of the World Summit Award and President of the eContent Award Italy. Alfredo M. Ronchi is appointed expert c/o, the Norwegian Government, the European Commission, the Council of Europe, CNR and member of the Scientific Committee c/o Infopoverty, Fondazione Italiana Nuove Comunicazioni, Global Forum and Sacred World Foundation.

ITALY

Mr. Andrew Gakiria

National Coordinator, KENYA e-LEARNING CENTRE

Andrew is responsible for the development and implementation of e-Learning programs in over 50 training and educational institutions in Kenya. From 2004 – 2006, Andrew was chairman of the East African Regional working group on e-Government, a joint initiative of the five East Africa Countries to leverage e-Government for faster regional integration in EAC region. He was African representative to the Youth Advisory Council of the G8 in 1999. As senior Policy Analyst at the Office of the President, his role includes policy and strategic advice on the implementation of Kenya's e-Government strategy.

KENYA

Mr. Nawaf Abdulrahman

Vice President, Bahrain Internet Society

Nawaf M. Abdulrahman is Vice President of the Bahrain Internet Society and Head of the Jury & Technical Committee in Bahrain e-Content Award. Nawaf has 12 years of experience in the IT field with proven ability to manage large scale projects through the entire lifecycle. Nawaf has an MBA with focus on Finance and a Bachelor in Information Technology; Nawaf conducted several courses, workshops and lectures in IT related topics such as "Users Awareness in Information Technology".

KINGDOM OF BAHRAIN

Ms. Manar Alhashash

General Manager & Secretary General of Kuwait e-Award

Manar Alhashash is Founder and General Manager of Dot Design, a software development company. She has launched the IT magazine Dot, where she is owner and Chief Editor. In 2004 Manar Alhashash launched and managed a local e-Content contest, the Ghiras Electro Contest 2004, which was aimed at the youth in Kuwait. Manar is in charge of and presents the weekly IT programme Compunet World on the Kuwait Satellite Channel in Arabic and an IT programme on KTV2 in English called Zero Ones. She also writes a weekly IT column for Al-Watan.

KUWAIT

Mr. Rodolfo Laddaga

CEO & Co-Founder, U-TOUR

Rodolfo Laddaga graduated with honors from the Tecnológico de Monterrey with a Bachelor in Communication Sciences and later started a master's degree at New York University (NYU) in the Interactive Telecommunications Program. In 2000, he co-founded Media Innovations, the first Digital Signage Company in Latin America. In 2007, he also co-founded U-TOUR to develop multimedia guided tours. The company was awarded with the 2009 WSA in the e-Culture category and the 2009 Dell American Express Small Business Award for the most innovative company. Rudy is WSA Board Member.

MEXICO

Ms. Jan Bieringa

Director, BWX Productions

Jan Bieringa works independently as a creative producer in both new media and feature documentaries. During the 90s she was Program Director at Creative New Zealand, responsible for programming and funding short film, documentary and new media. Jan, with a small dedicated team, set up and ran (e)-vision Digital Media Centre for Communication Art and Technology in the late '90s.

NEW ZEALAND

NETHERLANDS

NORWAY

PHILIPPINES

Mr. Jak Boumans
Director, V.O.F. Electronic Media Reporting

Jak Boumans is principal consultant with Electronic Media Reporting in Utrecht, which is specialized in content strategy. He worked for TNO Centre for Technology and Policy Studies and the publishers Wegener, VNU and Kluwer. As consultant he is involved in strategy studies for government and institutes, is part of research teams in studying the market and organizes conferences and workshops. He is General Secretary of the European Academy of Digital Media (EADiM), a network organization of EUROPRIX jurors and nominees.

Mr. Kristian Bruarøy
Interactive Producer and Project Manager TV2 Norway

Kristian Bruaroy studied and worked with digital media and content distribution since 1998 with key skills to focus on the user experience, including the content itself and how to interactively engage the user. As a project manager he defines and establishes production chains for digital products and digital content delivery. Having a broad international contact network from the media industry, he is often invited as speaker related to digital products and innovation. www.tv2.no - www.tv2sumo.no

Ms. Josephine Cacdac
Program Director, Informatics Indonesia

Josephine Cacdac is the Programs Director of Informatics Indonesia (PT Lifelong Learning) with a global network of 132 centers spanning more than 23 countries worldwide. Josie has worked with Informatics (Philippines and Indonesia) for more than ten years, establishing partnerships with educational institutions to help promote and enhance the partners' Information and Communications Technology (ICT), Language, and Business Management programs, among others. She is member of the Rotary Club Jakarta Central, Philippine Computer Society, Phil. Society of IT Educators, and DigitalFilipino.com Club.

Ms. Anya Sverdlov
Managing Director, Actis Wunderman

Anya Sverdlov is the Managing Director of Actis Wunderman, Russia's top digital agency, member of the Wunderman network and part of the WPP family. Prior to joining the Actis team, Ms. Sverdlov's professional experience included three years on Wall Street at Kemper Securities, Inc. and more than three years in strategy management consulting with A.T. Kearney (working in the US, Russia, Poland, Hungary, the Czech Republic, Sweden and Denmark), where she managed large projects in the financial services and consumer goods sectors.

RUSSIAN FEDERATION

SAUDI ARABIA

SLOVENIA

SRI LANKA

Mr. Saad Ali Haj Bakry

Professor of Information Networks , King Saud University

Saad Ali Haj Bakry serves as Professor at the Department of Electrical Engineering at the King Saud University in Riyadh. Saad Haj Bakry has published eleven books aside from more than 200 journals, conference papers and media articles. Saad Haj Bakry holds a PhD of the Aston University in Birmingham (UK), a CEng of the Council of Engineers (UK) as well as the title of FIET: Fellow of the Institution of Engineering and Technology (UK).

Ms. Borka Jerman-Blazic

Head of a Laboratory for open systems and networks, Josef Stefan Institute and Faculty of Economics, University of Ljubljana Chair ISOC Slovenia

Borka Jerman-Blazic holds an MS in Electrical Engineering from the University of Ljubljana and a PhD in natural and computing sciences from the University of Zagreb. Borka is a full professor at the University of Ljubljana and is heading the Laboratory for Open Systems and Networks at Josef Stefan Institute. She is appointed member to UNECE/CEFAT UN (Economic Commission for Europe) group for Internet enterprise development, member of eTEN management committee of EU and a member of EU FP7 Programming Committee on Security, Chair (2004-2007) of the Internet Society of Europe (www.isoc-ecc.org)

Ms. Chitranganie Mubarak

Senior Programme Head, ICT Agency of Sri Lanka

Chitranganie holds a degree in Chemistry from the University of Colombo. She has over 20 years experience in formulating and implementing national programmes for export development and promotion. As Director of TradenetSL, the e-Commerce arm of the Sri Lanka Export Development, she was responsible for introducing several ICT solutions for rural entrepreneurs and has played a key role in launching the country's pioneering online trading platform. She is Programme Head at the ICT Agency of Sri Lanka.

Mr. Themba Phiri

Act Deputy DG, Presidential National Commission on Information Society and Development

Themba Phiri serves as Acting Deputy Director-General of the Presidential National Commission on Information Society and Development (PNC). The PNC is a body of the South African Department of Communications. The PNC aims to facilitate the coordinated and integrated development of an inclusive Information Society in South Africa and to supports the integrations of South Africa and Africa into a Global Information Society.

SOUTH AFRICA

SYRIA

TUNESIA

UNITED ARAB EMIRATES

Ms. Nibal Idlebi
Chief of ICT Applications Section, UN-ES-CWA

Nibal Idlebi is chief of the ICT Applications Section at ESCWA working on issues related to ICT policies and strategies, enabling an environment for the Information Society, the development of ICT applications, e-Services and Digital Arabic Content. Nibal was Juror of various e-Content and e-Government Awards in the Arab region.
Previous to her work with ESCWA, Nibal was Deputy Minister at the Ministry of Communications and Technology (MCT) in Syria, and ICT professor at the Higher Institute of Applied Science & Technology (HIAST) in Damascus.

Mr. Faouzi Zaghbib
General Manager R2i

Faouzi Zaghbib is an expert in information technologies, General Manager of the IT firm R2i and Founder of ESPRIT (Tunisian university specialized in engineering & ICT). He is chairman of the Tunisian ICT Federation (UTICA-FED-TIC), member of WITSA (the World IT & Services Alliance), founder of IJMA3 (the Arab IT Association), AFICTA (the African IT Association) and several regional committees in charge of capacity building, ICT governance, e-Commerce, ICT4D, education and research. He is member of the WSIS organization and follow-up committee.

Mr. Suleman Bakhsh
Senior ICT Analyst, Telecommunication Regulation Authority (TRA)

Suleman Bakhsh works for the UAE Telecommunication Regulatory Authority as a Senior Information and Communication Technologies Analyst. He is involved in Internet technologies, telecom market advancements, cyber security, and Internet governance. He has been representing UAE in various International Telecommunication Union Conferences such as IPv6 working group and WSIS Annual conferences. He coordinates the UAE National World Summit of Information Society Committee.

**WSA Grand Jury
Hosts and Sponsors**

WSA
WORLD SUMMIT AWARD
**e-CONTENT+
CREATIVITY**

WSA in Egypt:
Cairo ICT is host of a global e-Content Panopticum

2011 marked the beginning of a new era in the Arab African Region. The need for change liberated unknown energies. Driven by a will to open a new chapter in history, people made use of a so-far-unutilized means: ICT.
No other industry has attracted more attention as the changing landscape opens doors and unveils business opportunities.
In this vibe Cairo ICT has invited the World Summit Award Winners Events to be a constitutive part of the largest ICT exhibition in the Middle East from April 26th to 29th. The exhibition takes place under the patronage of the Minister of Communications and Information Technology H.E. Mohamed Salem.

CAIRO ICT 2012
26-29 April
The Spring Of Technologies
From Dreams To Needs

Spring, Breeze and Change

Cairo ICT is not only a meeting point for key players in this thriving industry. It is a gateway to a new season in the Arab cycle. It allows an idea of how it tastes to discover brand new markets. It is a melting pot of dreams and needs in a spring of technologies.

This is what spring is about, a transition from one state to the other, and that is what happened in this part of the world when sudden breeze went through the Arab/African region as if a wakeup call liberated unknown energies seeking change.

Egypt is a catalyst in this breath taking development – why so?

Egypt takes a progressive approach towards ICTs

From a population nearing 90 million there are up to 73.87 million mobile subscribers with an annual growth rate of 90 per cent. Egypt is the largest content creation country in the Middle East and Africa. Against all odds international business monitoring entities predict a four per cent GDP growth. Egypt is taking a very progressive approach towards ICT, on the government, business and popular levels.

Cairo ICT is a well-established platform for regional and international exhibitors to showcase new trends and technology and presents itself as an annual occasion for IT professionals, government officials, entrepreneurs and businessmen to network and get first-hand information on the latest developments in the ICT industry.

Cairo ICT is held at the Cairo International Conference Centre over an area of 15,000 square meters divided into four exhibition halls and a large conference area. Even in its first round after the revolution in 2011 it attracted over 400 exhibitors and more than 80,000 visitors and highlighted the ICT sector as the driver for economic and social development.

Creating opportunities in a region which is yet undiscovered or at best unfathomed brings opportunities for sponsors, exhibitors and event visitors. Opportunities to network with a large number of executives from different parts of Africa and the Middle East could not be matched in any other event around the world.

For more information please visit:

www.cairoict.com

WSA
WORLD SUMMIT AWARD
e-CONTENT + CREATIVITY

April 26th–29th 2012

World Summit Award Winners' Events in Cairo, Egypt

hosted by:

Information Technology Industry
Development Agency (ITIDA)

organized by:

Tradefairs International

April 26th – 29th

Best in e-Content Exhibition: The WSA Winners

CICC, Cairo International Convention & Exhibition Center

The Winners' Exhibition will be a truly outstanding experience offering a platform for everyone interested in e-Content and the creative use of ICTs. The world's best e-Content producers will be given the opportunity to share ideas and present their work to the public. Be prepared to explore and discover the industry's latest trends and innovations be it e-Learning, e-Health, e-Entertainment or e-Inclusion.

In addition visitors will get an overview of the e-Content community in Egypt, as the best Egyptian products since 2003 will be presented.

The WSA Winners' Exhibition will be embedded in the Cairo ICT Exhibition, the largest ICT exhibition in the Middle East.

Winners Exhibition_Conference

THE X GENERATION

2012

CAIRO ICT

The International Telecom, Information

itida
Developing IT in Egypt

.:TE Data

TradeFairs

ahramonline

April 27th – 28th
E-Content Conference
CICC, Cairo International Convention & Exhibition Center

Sharing knowledge & innovative applications

For two days, the World Summit Award Winners teams selected from 460 products from over 100 UN member states, will take stage in Cairo. The WSA winners will present their awarded projects, discuss in panels, share their visions on ICT, creativity and innovation and speak about their personal experience.

Each session will be thematically dedicated to one WSA category and be moderated by a member of the Grand Jury and other high level experts in e-Content.

The workshops demonstrate how using and working with ICTs can improve the lives of many. At the same time they will highlight how development either regional or global is driven by quality content. Bridging the digital divide is a matter of content.

April 27th
WSA Winners' Gala
Celebrating richness and diversity in e-content

Under the patronage of H.E. Minister Mohamed Salem, Egypt
Minister of of Communications and Information Technology

The Winners´Gala is the highlight of the entire WSA process and a unique ceremony to honour excellence and creativity in e-Content. The 40 WSA Winners will receive their awards in the presence of Ministers for Communication from the region, CEOs from international IT companies, United Nations' Officials and high level international guests.

Live Streaming, Twitter Discussions and
Social Café by **Wupy.pro**

Panel Speakers to debate with:

- **Nawaf Abdulrahman,** Vice President Internet Society Bahrain, Bahrain
- **Adiel A. Akplogan,** CEO Afri NIC, Mauritius
- **Manar Alhashash,** General Manager & Secretary General of Kuwait e-Award, Kuwait
- **Suleman Bakhsh,** Senior ICT Analyst, Telecommunication Regulation Authority, UAE
- **Jak Boumans,** Managing Director , Electronic Media Reporting, Netherlands
- **Giovanna Ceglie,** UNIDO Representative and Director UNIDO Regional Office, Egypt
- **Reshan Dewapura,** CEO, ICTA, Sri Lanka
- **Alexander Felsenberg,** Head of Marketing, Sapient Nitro, Germany
- **Dorothy Gordon,** Director General, Ghana-India, Kofi Annan Centre of Excellence
- **Nibal Idlebi,** Team Leader, ICT for Development, UN-ESCWA, Lebanon
- **Eric Idiahi,** CEO Spinlet.com
- **Chitranganie Mubarak,** Programme Head, ICT Agency of Sri Lanka, Sri Lanka
- **ArmenOrujyan,** Co-Chairman, UN GAID, USA
- **Alfredo Ronchi,** General Secretary, Medici Framework, Italy
- **George Sharkov,** Regional Manager, European Sofware Institute (ESI), Bulgaria
- **Tarek Shawki,** Director UNESCO Cairo Office, Egypt
- **Ralph Simon,** Founder, Mobile Entertainment Forum US, UK
- **Mounir Tabet,** Country Director UNDP Regional Office, Egypt

WSA Eminent Experts Global Network

162

COUNTRIES

WSA EMINENT EXPERTS GLOBAL NETWORK

	LastName	FirstName	Company | PositionInCompany	Country
Mr.	Rahimi	Abdul	Afghanistan Information Management Services (AIMS) | Program Director	Afghanistan
Mr.	Mezini	Dritan	DM Consulting Services | Senior ICT Consultant	Albania
Mr.	Saad-Laib	Mohamed	DIDACTICA, Higher School of Management & Information Technologies | Project Manager	Algeria
Mr.	Font	Joan	Government of Andorra | Head of the Audiovisuals & Comunications Department	Andorra
Mr.	Simon	Nelson	Networking Systems Solutions | CEO	Antigua and Barbuda
Mr.	Cassino	Jorge	Sols Latinoamerica S.A. | President	Argentina
Mr.	Chugaszyan	Garegin	IT Foundation | Executive Director	Armenia
Mr.	Goodrich	Simon	Australian Interactive Media Industry Association Victoria | President	Australia
Mr.	Rupp	Christian	Bundeskanzleramt | Spokesperson Federal Platform Digital Austria	Austria
Mr.	Hajiyev	Nariman	UNDP „National E-Governance Network Initiative Project" | National Project Manager	Azerbaijan
Mr.	Tricia	Balthazar	CANTO | Service Development Manager	Bahamas
Mr.	Abdulrahman	Nawaf	General Organization for Youth & Sport | Chief, Information Technology	Bahrain
Mr.	Raihan	Ananya	D.Net- Development through Access to Network Resources | Executive Director	Bangladesh
Mr.	Corbin	James	MEDIAHOUSE LTD | Executive Vice President	Barbados
Mr.	Enin	Sergey	NGO „Information Society" | Executive Director	Belarus
Mr.	Vansnick	Rudi	Internet Society Belgium | President	Belgium
Mr.	Tricia	Balthazar	CANTO | Service Development Manager	Belize
Mr.	Aplogan	Hermann	Afrique Emergence | Founder and President	Benin
Mr.	Pradhan	Mani	Digital Shangri-La | Managing Director	Bhutan
Mr.	Cuellar	Wilson	Viceministery of Telecomunications | Country Gateway Bolivia Coordinator	Bolivia
Mr.	Mulabegovic	Zlatan	B@IT - BiH IT association | Chairman	Bosnia and Herzegovina
Mr.	Torquato	Cid	MktTV.net | Director General	Brazil
Mr.	Chang	Soon	BITEX Sdn.Bhd. | Chief Executive Officer	Brunei Darussalam
Mr.	Sharkov	George	ESI Center Bulgaria | Director	Bulgaria
Mr.	Ouedraogo	Sylvestre	Yam Pukri | Executive Director	Burkina Faso
Mr.	Nkurunziza	Jean Paul	Burundi Youth Training Centre (BYTC) | General Secretary	Burundi
Mr.	Nsoga	John John	AfricaCom International Group | Chairman & CEO	Cameroon
Ms.	Serrano	Ana	CFC Media Lab | Director	Canada
Mr.	Stein	Luis	Virtual 21 SA | CEO	Chile
Ms.	Quat	Elizabeth	Internet Professional Association (iProA) | Founder & Immediate Past President	China
Mr.	Roldan Piedrahita	Alfredo Jose	PARQUESOFT Colombia | Director network Colombia and L.A. PARQUESOFT	Colombia
Mr.	Mora	Alexander	Costa Rica Chamber of Information and Communication Technologies -CAMTIC- | COB	Costa Rica
Mr.	Tay	Kudzo	YES - Youth Employment Summit | Project Coordinator	Côte d'Ivoire
Mr.	Ladika	Sebastian	IPv6 Task Force Croatia | Coordinator	Croatia
Ms.	Alonso Becerra	Beatriz Elvira	Information Technologies and Advanced Telematic Services (CITMATEL) | CEO	Cuba
Mr.	Roushas	George	Open University of Cyprus | IT Manager	Cyprus
Ms.	Bérová	Dana	KPC-Group, s.r.o. Zastoupení Gartner | Business Development Director	Czech Republic
Mr.	Schombe	Baudouin	Centre Africain d´Echange Culturel (CAFEC) | Coordinator	Democratic Rep. of the Congo
Ms.	Plichta	Sanne	Danish Parliament | Web Editor, MILSc.	Denmark
Mr.	Pemberton	Cedric	NTRC National Telecommunications Regulatory Commission Dominica	Dominica
Mr.	Valerio	Arturo	Cámara Dominicana de Tecnologías de la Información y Comunicación | Director	Dominican Republic
Mr.	Kruger	Ernesto	Kruger Coperation | CEO	Ecuador
Mr.	Darwish	Ahmed	Information Technology Industry Development Agency- ITIDA | Senior Projects Manager	Egypt
Mr.	Ibarra	Rafael	Universidad Centroamericana José Simeón Cañas | IT Director	El Salvador
Ms.	Ristal	Katri	Estonian ICT Demo Center | Cooperation Coordinator	Estonia
Mr.	Lemma	Dagmawi	Ethiopian Information Technology Professional Association | President	Ethiopia
Mr.	Thomson	Ian	Secretariat of the Pacifc Community | ICT Advisor	Fiji
Mr.	Melakoski	Cai	Tampere Univ. of Applied Sciences | Princ. Lecturer, Head of Interactive Media programme	Finland
Mr.	Bonnet	Philippe	Wunderman Paris | CEO	France
Mr.	Obame	Thanguy	Ministry of Labor | Inspector of Labor	Gabon
Mr.	Ileleji	Poncelet O.	The Gambia YMCAs | Coordinator	Gambia
Mr.	Shubitidze	George	ICT Business Council of Georgia | President	Georgia
Mr.	Felsenberg	Alexander	Felsenberg Consutling | CEO	Germany

Expert Network

ENSTINET

Mission: To be known as a leading professional organization in the S&T information industry in Egypt

A catalyst in the development of the Egyptian information economy and a partner in the emerging information society

Bridging Researchers & Resources

Egyptian National Scientific and Technical Information Network

The Egyptian National Scientific and Technical Information Network (ENSTINET) is a public information service organization affiliated to the Egyptian Academy of Scientific Research and Technology (ASRT). The overall goal of ENSTINET is to help Egyptian problem solvers and decision makers to access and apply quality data and relevant, current information to developmental activities.

ENSTINET renders a wide range of services to support the research and decision making processes through catering for relevant necessary information utilization with the state-of-the-art in information technology.

INFORMATION SERVICES:

ENSTINET has been developing and maintaining local databases for several years now. These databases contain the S&T literature published in Egypt. The dedicated database departments are responsible for placing these databases online.
Such Databases are open access to the Egyptian scientific community through Egyptian S&T Portal "ESTP".

NATIONAL RESEARCH & EDUCATION NETWORK:

Egypt has realized the importance of the NRENs and started in 2005 the Egyptian NREN network, The network connects over 26 universities as well as 11 Research Centers through Fiber connections at high-speed, two NOCs for the NREN has been assigned the first one is ENSTINET "Egyptian National S&T Information Network" and the second one is EUN "Egyptian Universities Network" both NOCs has been connected together in back-to-back with 155Mbps fiber link. The NREN then connected to both Internet2's Abilene backbone network, and recently to the highest S&T network availed to Egyptian Scientific Community by ENSTINET, which is GLORIAD Network with 1Gbps, through such connections to GLORIAD and Abilene, the research and education networks of Egypt (ENSTINET, EUN) have access to NRENs in over 70 countries.

GLORIAD NETWORK

A cooperative R&E infrastructure ringing the northern hemisphere linking scientists, educators and students in Russia, USA, China, Korea, Netherlands, Canada, the Nordic countries and others with specialized network services; co-funded, managed by all international partners, ENSTINET is now connected to such widely dispersed network with a speed of over 1Gbps, and ENSTINET is availing this to every research center & University through NREN.

WSA EMINENT EXPERTS GLOBAL NETWORK

	LastName	FirstName	Company	PositionInCompany	Country
Ms.	Gordon	Dorothy	Advanced Information Technology Institute – Ghana-India Kofi Annan Centre of Excellence in ICT | Director-General	Ghana
Mr.	Tsolis	Dimitris	High Performance Information Systems Laboratory, Uni. of Patras | Assistant Professor	Greece
Ms.	Glasgow	Lindonne	LIME	Grenada
Ms.	Zaghi	Maria	Ergocom | Operations Director	Guatemala
Mr.	Djimtangar	Golmadingar	Centre Dream Benoit VI | IT Manager	Guinea
Mr.	Kissoon	Vidyaratha	DevNet | Project Officer	Guyana
Mr.	Tricia	Balthazar	CANTO | Service Development Manager	Haiti
Ms.	Isaula	Maria	Sustainable Development Networking Honduras (RDS-HN) | National Coordinator	Honduras
Ms.	Horváth	Noémi	Hungarian Association of Content Industry | EU Project Director	Hungary
Mr.	Manzar	Osama	Digital Empowerment Foundation | Founder & Director	India
Ms.	Dhanuwardoyo	Shinta	PT Bubu Kreasi Perdana | CEO	Indonesia
Mr.	Esfehani	Ehssan	Vista Samaneh Asia | Executive Manager	Iran (Islamic Rep. of)
Mr.	Abdul-Majeed	Ghassan	Baghdad University | Director of Computer Center	Iraq
Mr.	Casey	Martin	Arekibo Communications | Managing Director	Ireland
Ms.	Hazan	Susan	Digital-Heritage, Israel | Director	Israel
Mr.	Ronchi	Alfredo	MEDICI Framework | General Secretary	Italy
Mr.	Mc Cain	Cecil	Ministry of Science, Technology, Energy & Mining | Director of Post & Telecommunications	Jamaica
Mr.	Shimada	Kei	Infinita Inc. | CEO	Japan
Ms.	Al-Rashid	Haneen	Ministry of Information and Communications Technology | Director of e-Initiatives Unit	Jordan
Mr.	Kremenchutskiy	Anatol	National Information Technologies | Chief constructor	Kazakhstan
Mr.	Gakiria	Andrew	e-Government Directive, Office of the President | Policy Analyst	Kenya
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Kiribati
Ms.	AlHashash	Manar	Kuwait eAward | Secretary General	Kuwait
Mr.	Dengkayaphichith	Vorasone	Mahosot Consulting Company Ltd. / Jhai Foundation | General Manager / Country Coordinator	Lao People's Democratic Rep.
Mr.	Deek	Gabriel	Professional Computer Association (PCA) | President	Lebanon
Ms.	Bolila	Thato Lilyan	Department of Science and Technology | Research Officer	Lesotho
Mr.	Massaley	Abraham	Press Union of Liberia | Former President	Liberia
Mr.	Kudarauskas	Darius	Mobneta.lt | CEO	Lithuania
Mr.	Ladid	Latif	IPv6 Forum | President	Luxembourg
Mr.	Lakudzala	Derek	BUMAS International | Partner	Malawi
Ms.	Choy	Nancy	Multimedia Development Corporation|Head, Enterprise Global Development/APICTA, Technopreneur Developm. Div./Manager	Malaysia
Mr.	Shunan	Yusuf	Maldicore Group Pvt Ltd | Managing Director	Maldives
Ms.	Simbara	Mariko	Agance des technologies de l'information et de la communication (AGETIC) | Training manager	Mali
Mr.	Bone	Kenneth	Seasus New Media | Managing Director	Malta
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Marshall Islands
Mr.	Kamal	Okba	Mauritel | CEO	Mauritania
Mr.	Kissoondoyal	Dave	Teleforma ltd - a US Upstream Co. | Director of Information Technology	Mauritius
Mr.	Fernandez	Alejandro	U-TOUR | Co-founder	Mexico
Mr.	Thomson	Ian	Secretariat of the Pacifc Community | ICT Advisor	Micronesia (Fed. States of)
Ms.	Vukotic	Milica	Faculty for Information Systems and Technologies | Assistant Professor and Dean	Montenegro
Mr.	Yassir	Lamrani	Casanet | Director Media Department	Morocco
Ms.	Saifodine	Zauria	ICT Policy Implementation Technical Unit | Head of ICT Training & Certification	Mozambique
Mr.	Oo	Thein	Myanmar Computer Federation | President	Myanmar
Ms.	Beukes-Amiss	Catherine	University of Namibia | Head of Department	Namibia
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Nauru
Mr.	Dhruba	Raj Sapkota	Ministry of Information & Communications Technology | News/Broadcast Journalist	Nepal
Mr.	Oorschot	Herman	Fullmoon Interactive Solutions | Partner & CEO	Netherlands
Ms.	Bieringa	Jan	BWX Productions | Director	New Zealand
Mr.	Wilson	Alfredo	guegue.com communications | Director	Nicaragua
Mr.	Iro	Adamou	Haut Commissariat aux TIC/ Cabinet du Premier Ministre | Conseiller Technique	Niger
Ms.	Amos	Emmanuel	Programos Software Limited | Founder / CEO	Nigeria
Mr.	Bruarøy	Kristian	TV 2 AS | Interactive Producer and Project Manager	Norway
Ms.	Al-Sabti	Zawan	Research Council | Projects Director	Oman
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Palau

Expert Network

KlasCement KC .net
Network by and for education

Let us develop your portal to share knowledge

The portal is used in education, but can be extended to other domains. At this moment:

- Content management system
- Social network for educators
- Open Educational Resources shared in a Creative Commons license
- Standardized IEEE-LOM metadata
- Multilingual – Easy to translate
- Support for & experience in multicurricula
- Quality control of learning objects

Based on 14 years of experience in Flanders: Almost **70 000 registered** teachers, principals, coordinators, educational organisations … sharing almost **25 000 learning objects**: manuals, lessons, worksheets, sites, software, apps, activities, good practices, exercises, multimedia …
KlasCement.net has **6000 absolute unique visitors a day.** It is a TOP1000 website in Belgium.

Are you interested? Contact us!

Hans De Four
+32 497 43 52 33
Sint-Pietersaalststraat 38
B 9000 Gent
hans@klascement.net
KlasCement.net

We created the platform thanks to the support of the Flemish Department of Education, European projects, foundations, educational companies and our own investment.

WSA EMINENT EXPERTS GLOBAL NETWORK

|	LastName	FirstName	Company | PositionInCompany	Country
Mr.	Amaya	Matias	Ingeniería Informática | President	Panama
Ms.	Rivarola Bracho	Rosi	iEARN internacional – Colegio de San José | Coordinator	Paraguay
Mr.	Toledo	Rolando	Red CientÃfica Peruana -	Peru
Ms.	Cacdac	Josephine	Multimatics Group Indonesia | Programs Director	Philippines
Mr.	Muraszkiewicz	Mieczyslaw	Warsaw University of Technology | Professor	Poland
Mr.	Carneiro	Roberto	Eduweb | Chairman	Portugal
Ms.	Al-Mansoori	Reem	ictQATAR | e-Inclusion Acting Manager	Qatar
Mr.	Anderson	Dennis	Management & Information Technology at St. Francis College, Brooklyn Heights, New York | Professor & Chairman	Rep. of Korea
Mr.	Besliu	Victor	Technical University of Moldova | Professor	Rep. of Moldova
Mr.	Jugureanu	Radu	SIVECO Romania | Educational content project manager	Romania
Ms.	Sverdlov	Anya	Actis Systems | Managing Director	Russian Federation
Mr.	Gasana	Jeff	SMS Media | General Manager	Rwanda
Mr.	Wharton	Wesley	Ministry of Technology | Director, Technology	Saint Kitts and Nevis
Mr.	Tricia	Balthazar	CANTO | Service Development Manager	Saint Lucia
Mr.	Daniel	Rudolph	Independent Consultant ICT4dev and Internet Governance	Saint Vincent and the Grenadines
Mr.	Capello	Luciano	Digital Design srl | Chairman	San Marino
Mr.	Alqasem	Mohammad	Ministry of Communication and Information Technonolgy | Minister's Advisor	Saudi Arabia
Mr.	Corenthin	Alex	ISOC Senegal | President	Senegal
Mr.	Stojićević	Dušan	Svet kompjutera, Politika Magazini d.o.o. | Editor-In-Chief	Serbia
Mr.	Johnson	Algernon Brian	COMIUM (SL) | Internet Service Provider Technician	Sierra Leone
Mr.	Sim	Wee Leng	Industry Alliance Manager | Singapore infocomm Technology Federation	Singapore
Mr.	Burcik	Vladimir	Academy of Communication | Director	Slovakia
Ms.	Jerman Blazic	Borka	The Research Institute Valdoltra | J.Stefan Institute	Slovenia
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Solomon Islands
Mr.	Ibrahim	Mohamed	ISOC Somalia | President	Somalia
Mr.	Mtimde	Lumko	Media Development and Diversity Agency (MDDA) | CEO	South Africa
Mr.	Vea	Andreu	ISOC Spain | Board of Directors	Spain
Mr.	Dewapura	Reshan	Information & Communication Technology Agency (ICTA) | COO	Sri Lanka
Mr.	Noureldeen	Abdulrahman	Dean Faculty of Computer Science -	Sudan
Mr.	Tricia	Balthazar	CANTO | Service Development Manager	Suriname
Ms.	Idlebi	Nibal	UN-ESCWA	Syrian Arab Republic
Ms.	Spivak	Valentina	NGO Tajik Development Gateway | Deputy Director, Internet-projects Coordinator	Tajikistan
Ms.	Yathip	Srikanya	Government Pension Fund | Ass.Sec. Gen. I Member Relations & Communication Group	Thailand
Mr.	Jashari	Bardhyl	Foundation Metamorphosis | Director	The FYR Macedonia
Mr.	Kouami	Olévié	INTIC4DEV | President / CEO	Togo
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Tonga
Ms.	Gaspard Taylor	Gia	International Education and Resource Network Trinidad and Tobago | President	Trinidad and Tobago
Mr.	Zaghbib	Faouzi	R2i | General Manager	Tunisia
Mr.	Gönenli	Hakan	Xing AG | Country Manager Turkey	Turkey
Mr.	Karryev	Batyr	Center of Information Technologies „SIBIS" | Main IT expert	Turkmenistan
Mr.	Thomson	Ian	Secretariat of the Pacifc Community (SPC) | ICT Advisor	Tuvalu
Mr.	Stern	Daniel	Mobile Monday Kampala | President	Uganda
Ms.	Popova	Taniana	Ukraine Internet Association (UIA) | Head of Board	Ukraine
Mr.	Al Ghanim	Mohamed	UAE's Telecommunication Regulatory Authority | Director General	United Arab Emirates
Mr.	Tansey	Brendan	Wunderman UK | CEO	United Kingdom
Mr.	Raphael	Mmasi	University of Dodoma, College of Informatics and Virtual Education |Senior Lecturer	United Rep. of Tanzania
Ms.	Manafy	Michelle	Information Today, Inc. | Editorial Director Enterprise Group	United States of America
	Mordezki	Marcel	Universidad ORT Uruguay | Executive Education Director	Uruguay
Mr.	Navotny	Vadim	UZSCINET | Project Manager	Uzbekistan
Mr.	Temar	Mathew	Vanuatu Government | Chief Technical Officer for IT Assist.	Vanuatu
Mr.	Cernik	Peter	CAVEDATOS / ISOC / WordOnTech.com | Executive Vice President	Venezuela
Mr.	Alsheikh	Abubakr	Hadramout University of Sience and Technology | Assistant Professor of Management Information Systems	Yemen
Mr.	Munsaka	John	JSM Business Consultants | ICT and Managing Consultant	Zambia
Mr.	Gudza	Eliada	World Links | Executive Director	Zimbabwe

Imprint

WORLD SUMMIT YOUTH AWARD

ya!

THE WORLD'S MOST COMMITTED, ENTREPRENEURIAL, AND TECHNOLOGICALLY CREATIVE YOUNG PEOPLE TAKING ACTION ON THE UN MDGS!

Young creative people make a Difference!

Call for Registration: May 2012
Jury: Mid-August
Winners´ Event: October
Montréal, Canada
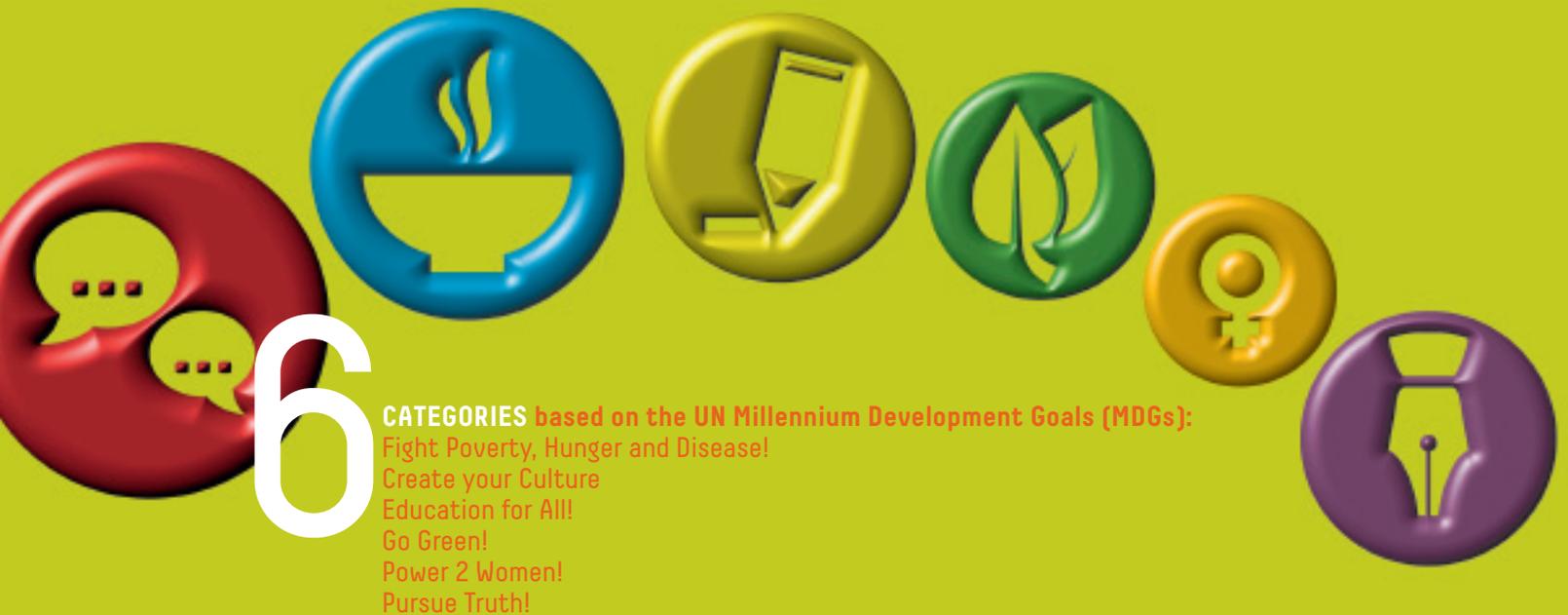
6

CATEGORIES based on the UN Millennium Development Goals (MDGs):
Fight Poverty, Hunger and Disease!
Create your Culture
Education for All!
Go Green!
Power 2 Women!
Pursue Truth!

WCIT 2012
Montréal, Canada

1 unique Winner Event @ WCIT 2012:
Young Digital Planet– World Congress on Information Society
22nd-24th October Montréal, Canada
www.wcit2012.org

twitter.com/#!/youthaward
www.facebook.com/youthaward
friends.youthaward.org/

www.youthaward.org

Based in Europe?
You have double chance to win !
Check out the European Youth Award 2012, the new regional award of WSYA:

www.eu-youthaward.org

Soon ...
the entire world will be connected
and shared
through digital content!

Content builds bridges between
ideas, cultures,
development and people ...
all for a better tomorrow.

WSA
SRI LANKA
2013
WORLD SUMMIT AWARD
e-CONTENT +
CREATIVITY

e-Business and Commerce
e-Science and Technology
e-Learning and Education
e-Government and Institutions
e-Culture and Heritage
e-Entertainment and Games
e-Health and Environment
e-Inclusion and Participation

We are proud to host
WSA-2013 in Colombo, Sri Lanka
to share that better tomorrow with you.

Sri Lanka – Endles Possibilities in ITCs

e Sri Lanka
smart people smart island

ICTA
ideas actioned