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ICT & Creativity

Why quality e-content can make a difference

UN WSIS THEMATIC MEETING ON ICT & CREATIVITY

June 2-3 2005, Vienna

ICT & Creativity is the main topic of the UN WSIS Thematic Meeting in Vienna organised by the Government of Austria.

The conference is both a vision event, with key government and industry leaders sharing their perspectives, and a working meeting on burning issues of e-content and creative use of technologies.

The goal of the Thematic Meeting is to produce a concrete statement, the Vienna Declaration, for bridging the Digital Divide and Content Gap. This document shall be presented at the Plenary Session on the Second Part of the World Summit on the Information Society in Tunis 2005. Additionally, it is planned to make the Vienna Declaration part of the official Annex of the final Tunis Declaration.

Come to Vienna and participate yourself in drafting the Vienna Declaration!



The draft version will be worked on in a number of workshops. All conference participants are welcome to discuss, give their opinions and work on finalising the declaration.

More than 70 speakers coming from different backgrounds such as politics, art, media, philosophy, design and music will discuss varied aspects of ICT and creativity.

Amongst others the Austrian Federal Chancellor Wolfgang Schüssel, the MIT Professor Emeritus Joseph Weizenbaum, the German Philosopher Peter Sloterdijk and Microsoft Europe Chairman Patrick de Smetd will hold a keynote at the meeting.

Be part of it!

> www.wsa-conference.org

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New Website Online

Enter the WSA!

Some of you might already have seen it - since a few weeks a redesigned WSA website is online, featuring advanced accessibility to all global WSA activities, better possibilities to present own activities such as WSA National awards and examples of what is best practice in e-content and creativity. The redesign of the WSA website was made possible through the enormous dedication of the Internet Institute, Croatia and its chairman Kresimir Lugaric, WSA 2003 Jury member and member of the 2005 Expert Panel.

Amongst other things the new site contains:

- total information concerning the Global WSA Contest (expert panel, main dates, categories etc.)
- the WSA World area , the information hub of all WSA Experts and national selection processes from 168 countries
- information to all past and upcoming WSA Road Show events all over the globe
- comprehensiv PR related information, such as newsletters, press releases, pictures etc.



Click and experience the World Summit Award!

www.wsis-award.org

We always aspire to make things better and would be pleased to get your feedback on the new site. Please write your comments to: wsis-award@icnm.net

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WSA initiative spreads globally

Over 50 national contests on the way

In 2005 more than 50 partners of the WSA launched National Contests in their countries. These contests are based on the WSA rules and categories and serve as national pre-selection processes for WSA. To date, exactly 53 countries have signed an agreement on using the WSA know-how, categories and evaluation criteria to select the national best e-content projects and applications.

Read what national experts and contest organisers say about organising such a National Award.



Find further information on National Awards at:
www.wsis-award.org

UAE e-Content Award

Organised by Dubai Internet City (DIC), Dubai Media City (DMC) and Dubai Knowledge Village (DKV)



“We are very glad to support such an initiative, especially as it has a truly global perspective. DIC, DMC and DKV are pleased to support, encourage and

recognise excellence in eContent. There is a lot of talent here, not only in Dubai but across the country and we would like to see this represented on a global scale”.

Abdulla Al Karam, CEO of Dubai Knowledge Village

> www.uae-econtent-contest.com

Romanian e-Content Award

Organised by ITC (Institute for Computers) and ARMI (Romanian Association for Interactive Multimedia)

„I see WSA competition as a strong motivation for Romanian e-Content developers to bring their products to meet the challenge of latest technologies and high quality standards. Connecting Romania to the world through e-Content developments is a dream which can be fulfilled“.



Gheorghe Samoila, Chief of the Multimedia Dept. ITC

> www.e-content.ro

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WSA Belgium

Organised by Internet Society Belgium



"Launching such an event in Belgium is a great experience. Not only does it allow us to experience the variety of our national projects but also to select the best of them following the high standards of the WSA."

Rudi Vansnick, Chairman of ISOC Belgium

> www.isoc.be/wsa/

WSA-Japan

Organised by WSA Japan National Committee



"We are looking forward to entries of excellent Japanese internet contents and it is our hope that the best contents of the WSA-JAPAN will show the potential of the internet to all countries and people".

*Yuki Kitaoka, Director of the Medical Informatics
Department National Hospital Organization Kyoto
Medical Centre*

> www.wsis-award-japan.org

Check out also the following national WSA Contests:

Algeria > www.algeria-wsa.org

Australia > www.aimia.com.au

Austria > www.multimedia-staatspreis.at

Bahrain > www.bea.bh

Bangladesh > www.e-content.org

Ecuador > www.aetis.org.ec

Finland > www.mindtrek.org

Germany > www.deutscher-multimedia-award.de

India > www.manthanaward.com

Israel > www2.isoc.org.il/wsa/

Italy > www.econtentaward.it

Netherlands > www.europrix.nl

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First times - “It's not easy, but we can do it”

WSA Experts share their experience in organising national contests



"We've just started to put everything in place for the competition," says Jean-Baptiste Schiller, WSA Expert for Haiti, a nation that joined the list of participating countries only recently. It is a demanding job to hold a National WSA

Contest for the first time. Jury members have to be selected. Contacts need to be established. And, as always, money matters mostly.

"At the moment, we are raising money. It's not easy, but we can do it. Piece by piece, we're putting the funds together." Jean-Baptiste adds that he's now got a good contact to the Prime Minister's Office, and he managed to ensure that the government will play a significant role in holding the contest.

In the framework of the first Haitian national contest, there will be a workshop on excellence in design. This is because Jean-Baptiste wants to come up with "better pieces of work in the end". He clarifies: "We have very talented people in Haiti. But some lack the necessary design skills." Of course, the contest focuses on high-quality contents. Still, one of the WSA criteria is "attractiveness of design".

More information on WSA activities on a global perspective!
Enter: www.wsis-award.org



Italy has already held a National WSA Contest in the past and now expects 10 to 20 nominations from each jury member. An impressive number of 45 to 50 people are to evaluate projects - from academics to graphic designers.



The WSA Expert for Italy, Alfredo Ronchi, engineer and lecturer at Milan University, is very active in networking and sponsoring. He's in contact with ministers of the national government, but he also got the regional administration of Lombardia involved.

Alfredo of course also knocks on company doors to get additional funds, and he thinks that semi-private companies, like telecom operators, are usually a good address to send a request for sponsorship to.

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"In Italy, there's a legacy," says Ilyas Naibov-Aylisli, WSA Expert in Azerbaijan. "But not here." His country is holding a National WSA Contest for the first time, like Haiti. And he wants to learn from

Alfredo and other people who have experience. How do you set up a jury? How do you evaluate and select submissions?

Ilyas is working on it for the first time but has a clear concept of the whole process. He plans to have a two-stage selection mechanism, a junior contest to take place before the main one. And at the end of it all, there'll be a big show for the winners.

"We want lots of stars, a huge PR event, to arouse the interest of the general public. Great e-content achievements in our country must get lots of promotion, especially in the category of e-Inclusion, which is very important for us."



In Sudan, a WSA Road Show will serve as a platform for announcing the new national contest of 2005. "At this event, we will hand out a prize to the winners of the 2003 national competition."

Izzeldin M. Osman wants the WSA to come to his country in order to show young people good e-con-

tent products from all over the world, not just from Sudan. "We need to show young Sudanese people what other WSA nominees have achieved. They should learn from these products."

Afghanistan is another country that hopes to benefit to a great extent from the efforts and selected products of the WSA. Like Haiti, it joined the list of participating countries only recently. "We need content in our language," says Omar Mansoor Ansari, Vice President of the Afghan Computer Science Association.



"Since the changing of the government, English has been establishing itself more and more. Still, only one per cent of all Afghan people speak it." There are ICT awareness campaigns taking place, EU-funds have become available, Microsoft have agreed to help.

But the Content Gap problem is being addressed insufficiently. People in Afghanistan need quality contents they can work with in their language, in order to improve their lives.

Find more information on the WSA experts and their activities at > www.wsis-award.org -> Expert Panel

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New Media for a Better World

“Time to Market” - Best Practice in e-Inclusion

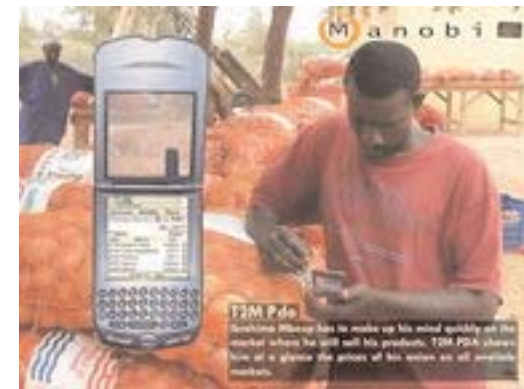
Supply dictates demand. The market is the law. But what if you could choose between several laws?

More than sixty per cent of the people in Senegal and other African countries work in agriculture. So there is lots of fierce competition, as there are lots of market places, all over the country. Yes, it is extremely important for Ibrahima Mboup and his family to get good money for their products in order to simply survive. But he has to accept the price he can sell his products for at the market he went to. Doesn't he?

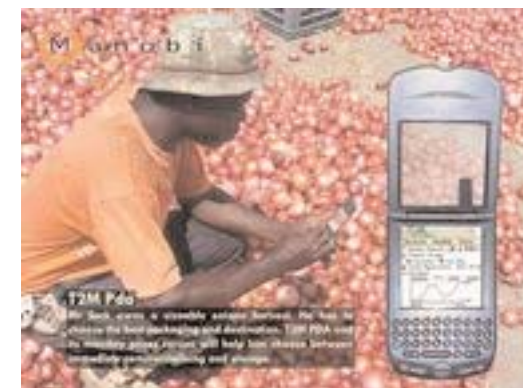
Using the local Time to Market application, Ibrahima can receive a text message on his mobile telling him where demand for his harvest products is low. And where it is high, because nobody else is offering what he has. Now he makes his way to that market place. And not only is he being helped, but also the people in that area who need the things he's trying to sell.

The WSA category of e-Inclusion promotes ideas in multimedia that successfully help bridging the Digital Divide between industrial and developing nations. New media should build bridges between people – all people.

Further information on “Time to Market”, a WSA winning project 2003 > www.wsis-award.org



Time to Market



Coming Soon: Bahrain Global ICT Summit 2005

14 - 18 May, 2005

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The Bahrain Global ICT Summit 2005 is a part of the sequence of major international events, co-organised by the World Summit Award. It will take place in the region's pre-eminent IT centre from 14 to 18 of May, 2005 and is well-poised to attract the largest gathering of Information and Communication Technology leaders ever to come together in the region.

The Global ICT Summit Bahrain 2005, being dubbed as the 'Olympics of IT', will be run concurrently alongside the well-established FutureIT Conference and Exhibition. It will extend the reach of FutureIT and promises to propel the Kingdom of Bahrain on the international IT map.

Many of the WSA network members, such as the board members, national experts from several countries and some of the winners 2003 are invited as speakers and active participants of the event. Peter Bruck, WSA Chairman, will hold an opening speech as a guest of honour.

Prior ICT summits have been held in Hong Kong (May 2004) and Azerbaijan (November 2004). The next summit after Bahrain will be the Vienna WSIS Contributory Conference, June 2-3 2005.

For further information on the Bahrain ICT Summit visit: > www.futureit.cc



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ICNM wins international Award -

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The ICNM-International Center for New Media, organiser of successful projects such as the World Summit Award or the EUROPRIX Top Talent Award, was awarded with the INSME Award for its exemplary networking and marketing activities.

"The initiatives ICNM are running are effective and innovative, promoting innovation in the new media sector," says the INSME Award Jury.

INSME, the International Network for Small- and Medium-Sized Enterprises is a non-profit organisation that focuses on stimulating international co-operation as well as public and private partnership in the field of innovation and technology transfer to SMEs.

"We are very happy about the INSME Award Jury decision," says Birgit Berger, Business Manager for ICNM. "We received a prize for effectively promoting innovation in new media, which is exactly what we're working at every day."

For further information on INSME visit:

> www.insme.info

