



Use Internet and Mobiles to put the  
UN Millennium Development Goals into Action!

**TAKE ACTION  
ON THE MDGs!**



# World Summit Multimedia Festival 2011

## Festival Programme

**November 10th-13th**

**GRAZ, Austria**

UNESCO City of Design | Human Rights City

[www.youthaward.org](http://www.youthaward.org)

**GRAZ**

**Creative  
Industries  
Styria**

**WKO  
STEIERMARK**

**Das Land  
Steiermark**  
→ Jugend

**UNESCO**  
United Nations  
Educational, Scientific and  
Cultural Organization  
Under the patronage of  
UNESCO



**KF** John S. and James L.  
Knight Foundation  
*Informed, engaged communities.*

# It's time for the MDGs. It's time for Graz.

*Young people using Internet and Mobile to put UN MDGs into Action.*

Dear Friends,

we are pleased to welcome the World Summit Youth Award (WSYA) winners in Austria for the first time. After Tunisia (Tunis), Mexico (Monterrey) and the US (New York) it is now Austria's privilege to showcase outstanding digital media projects from young enablers committed to the Millennium Development Goals.

Since 2005, the best young content creators are selected and promoted by the World Summit Youth Award (WSYA). This year they were chosen from around 700 submissions and 99 countries. The projects vividly demonstrate what can be achieved when young people stand up and act together for a liveable future; and they illustrate the potential of Internet and Mobile to help them act.

Being Austria's second largest city, Graz still is no international metropolis. However, Graz must hide out by no means: Graz is UNESCO World Heritage Site, became Cultural Capital of Europe in 2003, belongs to UNESCO's international network of Creative Cities and is Austria's only City of Human Rights. Moreover, Styria's capital draws a vibrant spirit from its six universities and 44.000 students.

This year it is Austria's turn to honour young people dedicated to inclusion and the fight against corruption, pollution, maternal mortality and sexual harassment. These young spirits are successfully acting on the MDGs because they engage in an area of their expertise: Internet, Mobile and Social Networks.

We warmly invite you to use these four days to get actively involved and more than anything: to find like-minded people and take the opportunity to create something that lasts longer than this moment.

Thank you for your interest and your support.

**Your World Summit Multimedia Festival Board**



**Peter A. Bruck**  
Chairman of the WSYA



**Eberhard Schrempf**  
Creative Industries Styria



**Wolf Rauch**  
University of Graz



**Heinz Michalitsch**  
Chamber of  
commerce Styria



**Heimo Lercher**  
Chamber of  
commerce Styria

Photo: Mediendienst

Photo: © Foto Furgler

# Ladies and Gentlemen, dear participants of the World Summit Multimedia Festival!

» **As Mayor of the City of Graz** it is my special pleasure to welcome so many innovative and young minds who present their multimedia ideas for the struggle against hunger and poverty and towards equality in our city. While today we live in peace and prosperity in Austria, it is even more so our duty and responsibility to support others on their way there. Who could fulfil this mission better than the generation under the age of 30 with its affinity to new media? Within seconds a great number of like-minded fellows can be reached, can messages be spread and networks be created. Still, in spite of the many advantages of the digital age the real friendships that connect minds are most important. That is only one of the positive side-effects for the participants of the World Summit Youth Award and of the World Summit Multimedia Festival in Graz.

For the first and only time the Winners' Event takes place in Austria, in the Styrian capital, traditionally a center of science and education and carrying the titles of Human Rights City and City of Design. Thus it is an ideal place to duly celebrate the creative and social potential of these young minds. Congratulations to the Winners and thanks to everyone attending for their engagement. «

Sincerely yours,

**Siegfried Nagl**

Mayor of the Regional Capital Graz



Photo: © Stadt Graz / Fischer

**Siegfried Nagl**



**Elisabeth Grossmann**

» **As Styrian minister for Youth**, it is an honor to welcome the World Summit Youth Award and especially its Winners in Graz. Youth is not just the time between childhood and maturity.

*It is the phase of life for personality development as well as the acceptance of responsibility for society. In a global world with cross-border challenges this includes a worldwide responsibility.*

*Today's most urgent socio-political aims are combined in the Millennium Development Goals. The participants of the WYSA sustainably support the development of a global information society in order to reach the MDGs.*

**Elisabeth Grossmann**

Member of the regional government of Styria



**Sonja Grabner**

» **Welcome in Graz!** Graz – the UNESCO city of Design is an extraordinary example of collaborative action. Think about an anthill. There are thousands of movements, everybody takes responsibility, they have something in common and achieve something together. From childhood on today's young people have learned how to send messages using the web 2.0 and other media.

*Words can be spread around the world by a click. And in order to reach our targets, it's important to communicate and to discuss them. But now it's time to act! I am proud that communication and action take place these days in Graz. I am proud that so many countries and people are part of the World Summit Multimedia Festival with their ideas! All of you are proof that real change is possible! I wish you all the best and many discussions, visions and new networks at the Festival!*

**Sonja Grabner**

City Councilwoman, City of Graz



## Thursday, November 10<sup>th</sup>, 2011

3.00 - 5.00 pm | Hotel Mercure Graz

### ★ Welcome: Hugs & Get2Coffee

6.30 - 7.00 pm | ORF Landesstudio Steiermark

### ★ Short Speeches and Big Visions Festival Opening

#### Moderation

- » Peter A. Bruck, Chairman of the World Summit Youth Award, Austria

#### Welcome Address

- » Gernot Rath, Marketing & Communication, ORF Steiermark
- » Elisabeth Grossmann, Regional Minister for Education, Family, Women and Youth, Styria, Austria
- » Dominic Neumann, Chamber of commerce Styria, UBIT, Austria
- » Elke Lujansky-Lammer, Chairwoman, Human Rights Advisory Council Graz, Austria
- » Eberhard Schrempf, Director, Creative Industries Styria, Austria
- » Uschi Theißl, CEO, LOGO Jugendmanagement GmbH, Austria

7.00 - 8.00 pm | ORF Landesstudio Steiermark

### ★ Global Action Place Winners' projects in a nutshell

WSYA 2011 Winners present their projects in two minutes each!

#### Moderation

- » Peter A. Bruck, Chairman of the World Summit Youth Award, Austria

8.00 - 9.00 pm | ORF Landesstudio Steiermark

### ★ Welcome Cocktail

Kindly supported by Regional Minister Elisabeth Grossmann, Land Steiermark

## Friday, November 11<sup>th</sup>, 2011

9.30 am - 1.30 pm | Karl-Franzens University Graz, RESOWI

### ★ Share the Vision, Show the Best Presentation of Winning Projects from all six categories

The 2011 Winners present their projects: Time for exchange between young creatives, representatives of governments, NGOs, media and experts in the field of ICT for Development.

= 1.30 - 3.00 pm: **Lunch**

3.00 - 5.30 pm | Karl-Franzens University Graz, RESOWI

### ★ Innovation Shots Keynote Session I

#### Moderation

- » tba

#### Speakers

- » Rickard Damm, Head of Sales, Mobile Cloud Accelerator, Ericsson AB, Sweden
- » Alois Ferscha, Professor and Director of Research Studio Pervasive Computing Application, Johannes Kepler University Linz, Austria
- » Wilfried Rütten, Director, European Journalism Centre, The Netherlands

### ★ Presentation and Awarding Ceremony of the Winners of the PadMan-App-Contest Graz

6.00 - 7.30 pm | Graz

### ★ Walk around the UNESCO City of Design

Meander, ramble, promenade, run, stride, walk... in any case, join us for a walk through the UNESCO City of Design!

= 7.30 - 9.00 pm: **Networking Dinner**



Follow and tweet the Festival with  
**#youthaward**

## Saturday, November 12<sup>th</sup>, 2011

9.00 am - 1.00 pm | Saal der Landesbuchhaltung, Burggasse 13

### ★ Create, debate, and empower each other at the Knowledge Café

How do you use Internet and Apps to create global awareness focused on the UN MDGs? WSYA Winners 2011/10, Runners-Up and selected network members from the e-Content sector come together in workshops to debate.

#### Workshop leaders and topics:

- » James Norwood, Associate Professor, Erhvervs Akademiet Lillebaelt, Denmark:  
*InnoEvent: Great Concepts for Innovative Solutions*
- » Suzanne Stein, Mentor and Professor, Ontario College of Art and Design, Canada:  
*Foresight, Innovation and MDGs*
- » Jan Kaczmarek, Managing Partner, & Lukasz Jablonski, Project Leader, 1410ventures, Poland:  
*1410 Start-up Academy in 180 minutes*
- » Bardhyl Jashari, Director, Metamorphosis, Macedonia:  
*New media, opportunities for youth engagement!*
- » Anshul Tewari, Founder, YouthKiAwaaz, India & Rafael Rivera, Director General, JOIN, Mexico: *Best Practice from the Category "Fight Hunger, Poverty and Disease!"*
- » Osama Manzar, Founder & Director, Digital Empowerment Foundation, India:  
*Digital Inclusion for Development*

= 1.00 - 2.30 pm: **Networking Lunch**

2.30 pm - 5.00 pm | Saal der Landesbuchhaltung, Burggasse 13

### ★ WSA Stars & MDG Horizons Keynote Session II

#### Moderation

- » Christian Rupp, Spokesperson, Platform Digital Austria, Federal Chancellery, Austria

#### Speakers

- » Martina Roth, Director, Global Strategy, Research and Policy, Intel Corporation, Germany/USA
- » James H. Poisant, Secretary General, WITSA, USA
- » Dorothy Gordon, CEO, Advanced Information Technology Institute, Ghana
- » Mario Franco, President, Foundation of Mobile Communication (FCM), Portugal
- » Mohamed Al-Ghanim, CEO, Telecommunications Regulatory Authority, UAE (tbc)

## Sunday, November 13<sup>th</sup>, 2011

10.30 - 12.00 am | Hotel Mercure

### ★ Global Huddle Debate next steps towards MDGs 2015

Only four years left to achieve the MDGs: Winners, Network Partners and the WSYA team will discuss how to make the unlikely possible.

7.00 - 8.00 pm | Dom im Berg

### ★ VIP Cocktail (by Invitation)

8.00 - 10.00 pm | Dom im Berg

### ★ Let us IT-tain you!

The WSYA Winners Award Ceremony honours excellence in e-Content focused on the Millennium Development Goals. 18 winning and 15 Runner-Up teams from 6 categories will be awarded by highest level international dignitaries from governments, the private sector and the United Nations.

= 10.00 pm - ... : **Graz by night**



# Talks that walk

## Global Leaders give Keynotes:

### Rickard Damm

Head of Sales, Mobile Cloud  
Accelerator Ericsson AB, Sweden

With experience in senior management positions in large blue-chip multinationals such as General Electric and Ericsson, Rickard has a solid track record of building successful businesses. Most of Rickard's professional career has gravitated around turnarounds and start-up businesses within large organizations. He is frequently engaged internally and externally as speaker and thought leader within Telecoms, Media, Internet and social web trends.

 [www.ericsson.com](http://www.ericsson.com)

### Alois Ferscha

Professor and Director, Research  
Studio Pervasive Computing  
Application, University of Linz, Austria

In 2000 Alois Ferscha joined the University of Linz as full professor. He has been a visiting researcher at the Università di Genoa, Italy, at the Università di Torino, University of Maryland at College Park, and University of Oregon. Prof. Ferscha is member of the OCG, GI, ACM, IEEE and holds the Heinz-Zemaneck Award for distinguished contributions in computer science.

 [www.pervasive.jku.at](http://www.pervasive.jku.at)

### Wilfried Rütten

Director, European Journalism Centre,  
The Netherlands

Wilfried Rütten has worked in German public and private broadcasting as a reporter and producer (ARD, RTL-Group) as well as in journalism education. Before joining the EJC he was the head of school for digital television at the University of Applied Sciences in Salzburg/Austria.

 [www.ejc.net](http://www.ejc.net)

### Mario Franco

President, Foundation for Mobile  
Communications, Portugal

Mario Franco's background is linked to the associative movement from youth to development and environment. From 1995 onwards he engaged in e-Inclusion projects. In 2008, he became President of FCM, having previously been coordinator of the Portuguese Information Society Fund, as a leader of the e.escola Program. Mario chaired the International Expert Group of World Telecommunication Policy Forum (WTPF). He is member of the Strategy Council of UNGAID.

 [www.fpcm.pt](http://www.fpcm.pt)

### James H. Poisant

Secretary General, The World Information  
Technology and Services Alliance  
(WITSA), USA

Dr. James H. Poisant was appointed SG of WITSA in 2006. The WITSA alliance consists of 74 leading ICT Associations, representing over 90% of the ICT industry worldwide. Prior to joining WITSA, he was founder and CEO of the events management company Poisant International LLC and held a number of senior-level positions at Electronic Data Systems (EDS). He founded the Walt Disney Company's Business Seminar Division.

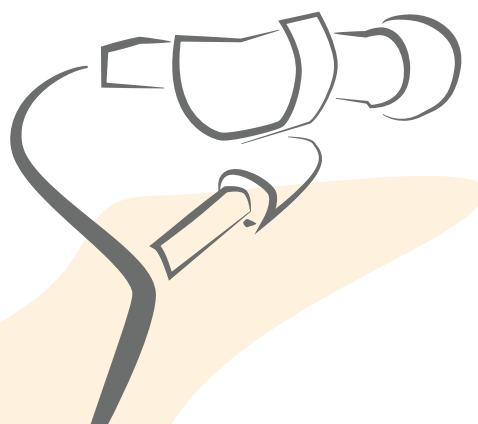
 [www.witsa.org](http://www.witsa.org)

### Dorothy Gordon

Director-General, Advanced  
Information Technology Institute  
(AITI), Ghana

Dorothy K. Gordon is the first Director-General of Ghana's Advanced Information Technology Institute (AITI), the Ghana-India Kofi Annan Centre of Excellence in ICT. She is a specialist in international development with over 20 years experience working throughout Africa, the US, Europe and Asia. She has worked in executive and consulting positions with the United Nations, private sector and civil society organisations. Dorothy works with a range of NGOs and community-based organisations to support economic empowerment and good governance.

 [www.aiti-kace.com.gh](http://www.aiti-kace.com.gh)



## Christian Rupp

Spokesperson, Platform Digital Austria, Federal Chancellery, Austria

Since 2005 Christian has been Spokesperson of the Federal Platform „Digital Austria“ at the Austrian Federal Chancellery. He is member of the Advisory Board for Information Society in the Austrian Federal Chancellery, of the Advisory Board of saferinternet.at and the Strategic Consulting Group ICT in the Federal Ministry of Economics and Labour.

 [www.digitales.oesterreich.gv.at](http://www.digitales.oesterreich.gv.at)

## Martina A. Roth

Director Global Strategy, Research and Policy, Corporate Affairs Group, Intel Corporation, USA

Martina Roth is responsible for Intel's Global Education Strategy, Research and Policy and Intel® engagement with strategic alliance partners like the WEF, UNESCO, OECD, IEA, EUN, ATC21S. She is Board member of various Education Initiatives, the Austrian Research Studios, and the ESTABLISH Advisory Board. From 2002 to 2007 she was Director of the Intel® Education Group for Europe, Middle East and Africa and responsible for the development and implementation of Intel's Education Programs.

 [www.intel.com](http://www.intel.com)

## Nkemdilim Uwaje

Entrepreneur, Future Software Resources Ltd., Nigeria

Since 2008 Nkemdilim C. Uwaje is Director of Future Software Resources Nigeria Ltd.. She attained a BSc. Hons in Bioinformatics and has worked on various research projects at the Max Planck Institute for Psychiatric Research and for the Pharmaceutical Company Affectis Pharmaceuticals AG, Germany. After 2005 Ms. Uwaje was involved in various research projects as well as in the deployment of e-commerce and e-portal solutions in the Nigerian public and private sector. She is also a co-founder of Bake for Change, a charity baking club that is focused on empowering street children.

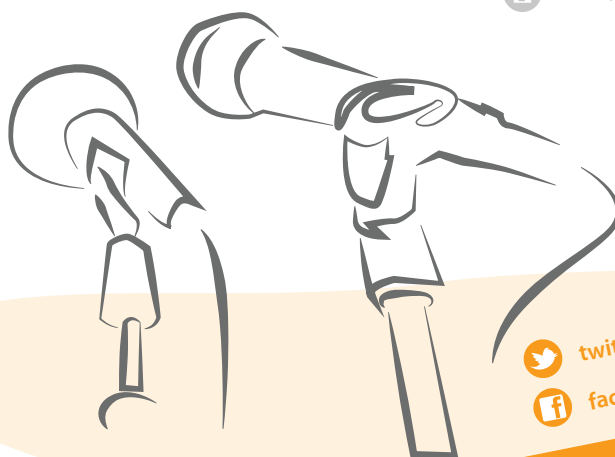
 [www.futuresoft-ng.com](http://www.futuresoft-ng.com)

## Thomas Stelzer

UN Assistant Secretary General, Policy Coordination and Inter-Agency Affairs, Department of Economic and Social Affairs (DESA), New York

Thomas Stelzer has been Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs at DESA since March 2008. Mr. Stelzer held a number of diplomatic and international posts, including Special Assistant to the Executive Secretary of the CTBTO Preparatory Commission, Deputy Director of the Austrian Cultural Institute in New York and Minister-Counsellor at the Permanent Mission of Austria to the United Nations Headquarters in New York. He was President of the UNIDO Industrial Development Board from 2005-2006 and most recently served as Vice-Chair of the Second Conference of States Parties of the United Nations Convention against Corruption. Mr. Stelzer obtained his doctorate in law from Vienna University, a Master of Arts in Latin American Studies from Stanford University and a diploma in International Relations from the John Hopkins University, School of Advanced International Studies, Bologna Center.

 [www.un.org/en/development](http://www.un.org/en/development)



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 [facebook.com/youthaward](https://facebook.com/youthaward)

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**#youthaward**

# Create, debate, empower each other

## Knowledge Café

Nov. 12th, 9.00 am - 1.00 pm | Landesbuchhaltung, Burggasse 13



### Foresight, Innovation and MDGs

#### Objectives

To understand the power of Foresight and its relationship to innovation and social entrepreneurship; understand the range of Foresight Techniques; sensitize to the importance of trend scanning; give examples of best practice; and gain knowledge of foresight techniques and processes.

#### Leader

**Suzanne Stein**, Foresight Analyst, Mentor, and Professor, Ontario College of Art and Design, Canada

Suzanne works with the CFC Media Lab where she holds a Faculty post. She was formerly a member of Nokia's Insight & Foresight group, Discipline Lead for the Experience Modeling (XMod) group in London, Director in the User Experience Group, and Director of Insights and Director of Project Management at Xcorporation, a communications and design firm. She has held Mentorship positions with the Interactive Project Lab and various advisory boards.

 [www.ocad.ca](http://www.ocad.ca)



### New media, opportunities for youth engagement!

#### Objectives

The workshop will define online activism and activism in general while emphasizing the role of youth. Techniques and tools for digital activism will be presented and will focus on the effective use of blogs and social networks as tools for campaigning about different issues important to youth. The goal is to provide basic instructions on how to use new media for activism; highlight successful experiences of online activism around the world; and inspire the participants to start using new media for changing the world around them.

#### Leader

**Bardhyl Jashari**, Director of Metamorphosis Foundation, Macedonia

As director of Metamorphosis Foundation Bardhyl is exploring opportunities to develop partnerships that increase public access to information technology in Macedonia and the region. Previously he worked as Information Program Coordinator of the Foundation Open Society Institute – Macedonia. He serves as a Commissioner for the Agency for Electronic Communications and is a member of the National Council for Information Society of Macedonia.

 [www.metamorphosis.org.mk](http://www.metamorphosis.org.mk)



### Best Practice from the Category Pursue Truth!


#### Objectives

To analyze best practice examples from non-profit organizations around the world which use online media; to identify ideas about promotion, fundraising, internal communication, and impact on society to improve participants' performance; and to help WSYA Winners to identify and implement best-practice in their own organization.

#### Leaders

**Anshul Tewari**, Founder and Editor-in-Chief, YouthKiAwaaz.com, India

Anshul Tewari is a writer, speaker, journalist and a first generation entrepreneur with extensive experience in youth journalism and new media. He has successfully made YouthKiAwaaz.com India's number 1 youth portal with around 1.2 million readers every month.

 [www.youthkiawaaz.com](http://www.youthkiawaaz.com)

**Rafael Rivera**, Co-Founder, JOIN Informed Youngsters, Mexico

Rafael Rivera is a young entrepreneur and winner of the WSYA in 2010 with the project JOIN Jóvenes Informados in the category Pursue Truth. Currently Rafael works for McKinsey & Company.

 [www.join.org.mx](http://www.join.org.mx)



## InnoEvent

### Objectives

To create an innovative platform for mutually beneficial collaboration between students and businesses. Teams work on a creative/innovative/technological preventative solution. Topic: Related to Category 1 "Fight Poverty, Hunger and Disease": Postpartum hemorrhage, or excessive bleeding after childbirth is one of the major causes of maternal deaths.

### Leaders

**James Norwood**, Associate Professor, Erhvervs Akademiet Lillebælt, Denmark

Norwood is former founder & director of London based specialmoves, an interactive digital production company. At home with every aspect of digital design and production, he has worked on projects ranging from unique interactive digital content, edutainment titles, to developing truly engaging 3D games.

### **Pernille Kjaergaard Christiansen**,

Lecturer, Erhvervs Akademiet Lillebælt, Denmark

Pernille holds a Master's Degree in Business Administration from University Of Southern Denmark.

[www.innoevent.dk](http://www.innoevent.dk)

### Jurors

- » Britta Bendix, Regional Manager, Venture Cup, Denmark
- » Nanna Maaløe, Surgical Intern, Odense University Hospital, Denmark
- » Mette Maria Skjøth, Charge Nurse, Odense University Hospital, Denmark
- » Gregor Cholewa, International Project Manager, Research Studios Austria



## Digital Inclusion for Development

### Objectives

Give an overview of the serious lack of development in many parts of the world and how small efforts can make a difference, focusing on India and surrounding areas. Share some best practices collecting from different sectors like entrepreneurship, health, entertainment, e-commerce for poor.

### Leader

**Osama Manzar**, Founder & Director, Digital Empowerment Foundation, India

Osama Manzar is a convert social entrepreneur spearheading the mission to overcome the information barrier between India's rural sector and the so-called developed society through the Digital Empowerment Foundation (DEF). In 2003 he launched India's first ever award for best e-content practices in India and South Asia, the Manthan Award South Asia.

[www.defindia.net](http://www.defindia.net)  
[www.manthanaward.org](http://www.manthanaward.org)  
[www.social-impact.org](http://www.social-impact.org)



## 1410 Start-up Academy in 180 minutes.

### Objectives

Business is about delivering value and a story. The story attracts the client, while value makes him pay. The workshop aims to link value and story. We teach you the rules of a good pitch and guide you in the process of defining the value of your business. The workshop is addressed at young entrepreneurs and to-be-entrepreneurs. We hope to hear about your venture, business, project and jointly work on its concept and message, using the 1410 OCTOPUS to organise your business.

### Leaders

**Jan Kaczmarek**, Managing Partner, 1410ventures, Poland

Jan is a member of the Board of MOST Foundation (Mobile Open Society Through Wireless Technology) and an Associate Editor for the IC@ST magazine published by ICST. He is a research project manager at the Warsaw University of Technology focusing on the subjects of behavioural decision models, cognitive psychology, AI, as well as mobile technologies and applications.

**Lukasz Jablonski**, Project Leader, 1410ventures, Poland

Currently, Lukasz works as a Consultant at a strategic consulting firm DisruptiveConcepts and is a Project Leader at 1410ventures, responsible for project evaluation, market analysis and developing growth strategies for innovative ventures.

[www.1410ventures.com](http://www.1410ventures.com)

# Award Ceremony for the World Summit Youth Award 2011

**Saturday, November 12<sup>th</sup>, 8.00 pm**  
**Dom im Berg**

*Schlossberg 4, 8010 Graz*



*... to celebrate the Winners of the 2011 World Summit Youth Award!*



This evening is dedicated to the 18 outstanding young producers and their teams selected as the Winners of the 2011 WSYA. The international audience of guests from over 50 UN member states is presented with engaging and innovative projects united in the effort to put the MDGs into action. The 18 Winners receive their certificates from high-standing representatives of the City of Graz, of governments and the United Nations.

#### **Moderators**

- » Nkemdilim Uwaje and Anshul Tewari,  
WSYA Board Members

#### **Guests of Honour**

- » Thomas Stelzer, UN Secretary General Assistant,  
Department of Economic and Social Affairs, UN DESA
- » Siegfried Nagl, Mayor, City of Graz

Showact by **Massive Beats Crew**,  
3rd place at beatbox world championship

Free registration for the Ceremony at  
[www.youthaward.org](http://www.youthaward.org)

FMX 2012 - 17<sup>th</sup> Conference on Animation, Effects, Games and Transmedia

# BE INSPIRED!

May 8 -11, Stuttgart, Germany.

Experience Europe's most influential conference on animation, effects, games, transmedia, blockbuster movies, previz, media convergence, complexity, digital characters, visual art, cloud computing, scientific papers, new technologies, outstanding schools, career opportunities, screenings and more remarkable stuff!

Along with ITFS, for one week in May FMX transforms Stuttgart into the Animated Capital of Europe.

[www.fmx.de](http://www.fmx.de)

**FMX**2012

# WSYA Winners 2011



## 1. Fight poverty, hunger and disease!

### Winners

- » Sara Dias, Portugal  
**MDG's Campus Challenge**  
[www.odmcampuschallenge.org.pt](http://www.odmcampuschallenge.org.pt)
- » Amira Salah, Egypt  
**Kherna**  
[www.kherna.com](http://www.kherna.com)
- » Alexander Titiloye Ojo, Ghana  
**Maternal Moratlity**  
[www.maternalmortalityportal.org](http://www.maternalmortalityportal.org)

### Runners-Up

- » Moussa Diop, Canada  
**Pellital Microfinance Institution**  
[www.pellital.org](http://www.pellital.org)
- » Souhail Wardi, South Africa  
**Hopeland**  
<http://joinhopeland.org>



## 2. Education for All!

### Winners

- » Jocelyn Lecamus, France  
**iko, the pupil's best friend**  
<http://en.projet-iko.com>
- » Eileen Knowles, UK  
**Education Generation**  
[www.educationgeneration.org](http://www.educationgeneration.org)
- » Jithin Krishnan, India  
**Make a Difference**  
[www.makeadiff.in](http://www.makeadiff.in)

### Runners-Up

- » Zubair Mushtaq, Sweden  
**Lahore International Children's Film Festival**  
[www.lahorechildrenfilm.com](http://www.lahorechildrenfilm.com)
- » Humaira Bachal, Pakistan  
**Dream Model Street School**  
<http://dreamfoundationtrust.weebly.com>
- » Acharya Tankeshwar, Nepal  
**Gateway to Education in Nepal**  
[www.edusanjal.com](http://www.edusanjal.com)



## 3. Power 2 Women!

### Winners

- » Mallika Dutt, India  
**Bell Bajao!**  
[www.bellbajao.org](http://www.bellbajao.org)
- » Heba Habib, Egypt  
**Harrasmap**  
[www.harassmap.org](http://www.harassmap.org)
- » Amani Eltunsi, Egypt  
**Girls Only Radio Station**  
[www.banat9bass.com](http://www.banat9bass.com)

### Runners-Up

- » Ataur Rahman, Bangladesh  
**My Country, My Village**  
[www.amardesheshop.com](http://www.amardesheshop.com)
- » Fungai Machirori, UK  
**Think with me**  
<http://fungaineni.wordpress.com>
- » Daniel Kalajdjieski, Mazedonia  
**Contraception – it's our choice**  
[www.youtube.com/watch?v=gBCRBjW7AuU](http://www.youtube.com/watch?v=gBCRBjW7AuU)



## 4. Create your Culture!

### Winners

- » Carina Schmid, Germany  
**The Global Experience e. V.**  
[www.theglobalexperience.org](http://www.theglobalexperience.org)
- » Olubodun Akinyele, Nigeria  
**Play my Jamz**  
[www.playmyjamz.com](http://www.playmyjamz.com)
- » Clément Giradot, France  
**Mashallah News**  
[www.mashallahnews.com](http://www.mashallahnews.com)

### Runners-Up

- » Scott Colfer, UK  
**YoungDads.TV**  
[www.youngdads.tv](http://www.youngdads.tv)
- » Momal Mushtaq, Pakistan  
**the Voice of Youth**  
[www.thevoiceofyouth.com](http://www.thevoiceofyouth.com)



## 5. Go Green!

### Winners

- » Adelina Tiffanie Suwana, Indonesia  
**Friends of Nature**  
[www.sahabat-alam.com/en](http://www.sahabat-alam.com/en)
- » Ignacio Cordero, Mexico  
**Aventones**  
[www.aventones.com](http://www.aventones.com)
- » Mariana González Pacheco, Mexico  
**Ilumexico**  
[www.ilumexico.mx](http://www.ilumexico.mx)

### Runners-Up

- » Dunstan Machoka, Kenya  
**eMazingira Enviromental Campaign**  
[www.emazingira.org](http://www.emazingira.org)
- » Sharad Vivek Sagar, India  
**Dexter for Earth**  
[www.weaimhigh.co.nr](http://www.weaimhigh.co.nr)
- » Femi Oye, Nigeria  
**End Kerosene Generation**  
[www.goSolarAfrica.org](http://www.goSolarAfrica.org)



## 6. Pursue Truth!

### Winners

- » Suny Md Ashraf Khan, Bangladesh  
**Write3**  
[www.write3.com](http://www.write3.com)
- » Abbas Ibrahim, Egypt  
**Zabatak**  
[www.zabatak.com](http://www.zabatak.com)
- » Shiv Bhaskar Dravid, India  
**The Viewpaper**  
[www.theviewpaper.net](http://www.theviewpaper.net)

### Runners-Up

- » Annrose Kibutha, Kenya  
**ONE2ONE facebook page**  
[www.one2onekenya.org](http://www.one2onekenya.org)
- » John Pritz, USA  
**Developing Pictures**  
[www.thevoiceofyouth.com](http://www.thevoiceofyouth.com)

# EADiM | Academic Network Conference 2011



*Digital Media - Shifting Landscapes:*

*Embracing change, enhancing learning, innovating the future*

**10<sup>th</sup> November 2011 | 9.00 am - 6.00 pm**

*University of Graz, 8010 Graz*

## **The European Academy of Digital Media (EADiM)**

The EADiM Academic Network Conference is a multi-disciplinary European conference organized by the European Academy of Digital Media (EADiM) and supported by the International Centre for New Media (ICNM).

The Academic Network Conference 2011 takes place in Graz, November 10th, in the context of the **World Summit Youth Award Festival**. The conference is an opportunity to discuss potential opportunities for cooperation and partnerships between universities, institutions, courses and projects. Academics, researchers, instructors, students, public institutions and all those involved in the field of Multimedia and e-Content are invited to share ideas and collaborate.

## **EADiM Conference 2011**

### **Digital Media - Shifting Landscapes:**

*Embracing change, enhancing learning, innovating the future.*

The digital media landscape is constantly shifting; platforms have evolved, resolved, converged and evolved again. The computer, mouse and keyboard are being superseded by multi-touch tablet and smart mobile devices, offering connectivity anywhere to an ever richer media environment. How are universities and academics embracing the challenges of the shifting media landscape, what opportunities are there to enhance learning and develop innovation for the future?



# EADiM Programme

Thursday, November 10<sup>th</sup>, 2011

9.00 - 9.30 am

## ★ Welcome Note

- » Peter A. Bruck, Chairman of EADiM Board, Honorary President of ICNM, University of Salzburg, Austria
- » Richard Vickers, University of Lincoln, UK
- » Cai Melakoski, TAMK University of Applied Sciences, School of Art, Music and Media, Finland

9.30 - 10.45 am

## ★ Best practice in teaching & learning

- » Nico Meißner, University of Salford, UK  
*Preparing Students for a Professional Life in the Digital Age. A call to include entrepreneurial skills into the media production curriculum*
- » Dan Livingstone, University of Plymouth, UK  
*Interactive Systems Studio: Gamification and Tangential Learning*
- » Alfredo Ronchi, Politecnico di Milano, Italy  
*The "little" digital natives go to school (and university): How teaching and training methods changed*
- » Gregor Cholewa, Research Studios Austria  
*Microlearning*

11.00 - 12.15 am

## ★ Research in action/Practice as research An opportunity for academics to present projects, works and artefacts. Part 1

- » Walther Nagler, University of Technology Graz, Austria  
*Podcast de luxe - Advancements of the automating process for recordings of lectures at TU Graz*
- » James Norwood, Lillebaelt Academy, Denmark  
*InnoEvent*
- » Arnau Gifreu Castells, University of Vic, Spain  
*Proposed use of the interactive documentary in the field of education*

1.00 - 3.00 pm

## ★ Research in action/Practice as research An opportunity for academics to present projects, works and artefacts. Part 2

- » Suzanne Stein, Ontario College of Art and Design, Canada: *Graduate Foresight Studio*

- » Peter Tomaž Dobrila, University of Maribor, Slovenia  
*Open Source Art in Information Society*
- » Bruno Jacobfeuerborn, Telekom Deutschland GmbH, Germany  
*Information & Communication: Technologies for Boosting New Educational Paradigms*
- » Georg J. Schneider, University of Applied Sciences Trier, Germany  
*Treehugger: A holistic approach, combining architecture and interactive media installation*

3.15 - 5.15 pm

## ★ Social media and participation culture

- » Vytautas Zalyis, Siauliai University, Lithuania  
*The attitude towards music and feeling of safety*
- » Kosta Gouliamos, European University, Cyprus  
*Digital culture and digital politics/democracy*
- » Jak Boumans, EADiM, The Netherlands  
*Digital media archaeology*
- » Melissa Lee Price, Bucks New University, UK  
*Viral or Social Friends? "I want to build relationships while playing a game. I want to meet real people."*
- » Richard Vickers, University of Lincoln, UK  
*24-hours.in Tampere – participation and the democratisation of documentary*
- » Gyorgyi Retfalvi, Budapest College of Communication and Business, Hungary  
& Albert van der Kooij, Academy of Pop Culture, The Netherlands  
*Island CQ: Practice based learning via multi- and social media tools*

5.15 pm

## ★ Presentation from Pittsburgh/USA

- » Vladimír Burčík, Comenius University, Slovakia  
& Ferdinand Chrenka, Academy of Fine Arts Bratislava, Slovakia  
& Jon Radermacher, Robert Morris University Pittsburgh, USA  
*Design project supported by online technology*

5.30 pm

## ★ Conclusion & EADiM Next Steps

# World Summit Youth Award Partners 2011

## World Summit Multimedia Festival Partner



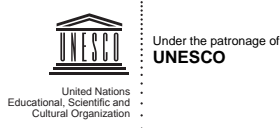
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