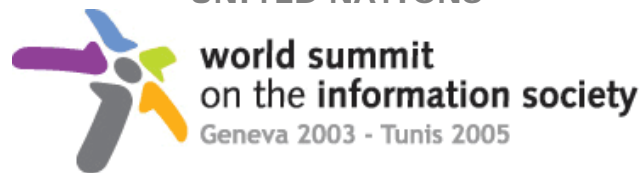




In the framework of the

**UNITED NATIONS'**



A cooperation of:

**World Summit on the Information Society (WSIS)  
The European Academy of Digital Media (EADiM)  
International Center for New Media (ICNM)  
and the EUROPRIX Network**

Under the patronage of:

**Romano Prodi**

President of the European Commission

**Wolfgang Schüssel**

Federal Chancellor of the Republic of Austria

**Zine El Abidine Ben Ali**

President of the Republic of Tunisia

**Ion Iliescu**

President of Romania

**Néstor Carlos Kirchner**

President of Argentina

**Abdoulaye Wade**

President of Senegal

**Begum Khaleda Zia**

Prime Minister of the People's Republic of Bangladesh

## THE WORLD SUMMIT AWARD

*"My personal vision is that we can together build... a new global solidarity founded on a better mutual understanding between peoples and nations, of a shared knowledge society for the future. The World Summit Award will help us make this vision a reality..."*



**Adama Samassékou**

*President of the WSIS Preparatory Committee  
Extract of Article for the WSA Newsletter, Nov 2003*

### THE INITIATIVE

The World Summit Award (WSA) is a global initiative for selecting and promoting the best in e-Content and creativity. It involves representatives from numerous countries on each continent and sees the bridging of the digital divide and narrowing of the content gap as its overall goal.

The WSA places its emphasis on cultural diversity and identity, the creation of varied information content and the digitalization of educational, scientific and cultural heritage.

The project is an initiative by the European Academy for Digital Media (EADiM) and is held in the framework of and in cooperation with the United Nations' World Summit on the Information Society (WSIS) 2003-2005.

All main activities are conducted with a strong support of the WSA worldwide partner network and are coordinated from the WSA Central Office at the ICNM – International Center for New Media.



## THE MILESTONES

### 2003

#### THE WSA EXPERT PANEL 2003 (JULY/AUGUST, 2003)

Establishment of the WSA 2003 Expert Panel - selection of most recognised national multimedia professionals nominated from 136 United Nations members states.

#### EXPERT PANEL NOMINATIONS (SEPTEMBER/OCTOBER, 2003)

Nomination of best practice e-content examples from each of the participating countries, made by the WSA Expert Panel 03.

#### WSA GRAND JURY 03 (OCTOBER, 2003; DUBAI)

Selection of World's Best e-Contents 03 - Top 40 projects, 5 in each WSA category by the WSA Grand Jury. Additional selection of World Regions' Best - continental best practise examples, honoured with a special mention.

#### WSA@WSIS 2003. EXHIBITION AND SHOWCASE EVENT (DECEMBER, 2003; GENEVA)

Showcasing of the World's Best e-Contents at the Content Village exhibition in the framework of the WSIS – World Summit on the Information Society. Price awarding at the GALA, attended by over 600 prominent guests, including Heads of States.

### 2004

#### THE WORLD'S BEST CONTENT ROAD SHOWS (THROUGHOUT 2004 AND 2005)

Major events, showcasing the World's Best e-Content on all continents, organized in close cooperation with the WSA key partners. WSA Road Show concept includes exhibition, showcase events, workshops, key note speeches and lectures

#### THE WSA EXPERT PANEL CALL 2005 ( JULY /OCTOBER 04)

Call for WSA 05 Expert Panel, a selection of most recognised national multimedia professionals nominated from 191 UN members states.

### 2005

#### EXPERT PANEL NOMINATIONS/NATIONAL CONTESTS (OCTOBER 04/ JULY 05)

Nomination of best practice e-content examples from each of the participating countries, made through the WSA Expert Panel 05/national WSA contests.

#### WSA CONTEST FOR E-CONTENT AND CREATIVITY (LAUNCH - JULY 05)

The world-wide contest for e-Content and creativity open to producers from all United Nations' members states. Products can be submitted in 8 categories. A special category is dedicated to e-inclusion. The national pre-selection will be made by the expert panel and/or national WSA contests.

#### WSA GRAND JURY 2005 (SEPTEMBER 05)

Selection of World's Best e-Contents 05

#### WSA GALA AND EXHIBITION 2005 (NOVEMBER, 2005; TUNIS)

Announcing and showcasing the WSA Winners 05 in the framework of the WSIS Tunis. Bringing to the world's leading producers of outstanding e-content to meet with leaders of state, civil society and business.

## EXPERT PANEL 2003

*"Technology does not inspire. Contents do. The Information Society will remain an empty concept if one talks solely about technology, networks and access issues. We need not only to consider the general uses or impact of the new ICTs, but also the cultural messages which they can relate... "*



**Peter A. Bruck**  
 WSA Chairman of the Board

### WSA NATIONAL NOMINATIONS

In spring 2003 leading organisations, associations and professional institutions in the new media sector in all United Nations' member states were invited to nominate their country's most recognised multimedia experts for the WSA 03 Expert Panel. A total of **399 EXPERT NOMINATIONS** were received and only one expert per country was appointed to exclusively represent his/her country in the framework of the WSA 03.

In consultation with other experts and institutions and in many cases using the results of national awards and contests, the experts took the responsibility for proposing the eight, in his/her opinion, best practice examples in e- Content from his/her country in the WSA categories.

As a result, **136 COUNTRIES** have taken part in a worldwide initiative to select, evaluate and promote the best practice examples in e-Content and creativity and a total of **803 PROJECT NOMINATIONS** have been proposed as WSA 03 national finalists.

### Participating countries:

Afghanistan ● Albania ● Algeria ● Argentina ● Armenia ● Australia ● Austria ● Azerbaijan ● Bahrain ● Bangladesh ● Barbados ● Belarus ● Belgium ● Benin ● Bhutan ● Bolivia ● Bosnia-Herzegovina ● Brazil ● Bulgaria ● Burkina Faso ● Burundi ● Cameroon ● Canada ● Central African Republic ● Chad ● Chile ● China ● Colombia ● Côte d'Ivoire ● Croatia ● Cuba ● Cyprus ● Czech Republic ● Democratic People's Republic of Korea ● Democratic Republic of the Congo ● Denmark ● Djibouti ● Dominican Republic ● Ecuador ● Egypt ● El Salvador ● Estonia ● Ethiopia ● Finland ● France ● Gabon ● Gambia ● Georgia ● Germany ● Ghana ● Greece ● Guatemala ● Guinea ● Haiti ● Honduras ● Hungary ● Iceland ● India ● Indonesia ● Ireland ● Israel ● Italy ● Japan ● Jordan ● Kazakhstan ● Kenya ● Latvia ● Lebanon ● Lithuania ● Luxembourg ● Malawi ● Malaysia ● Mali ● Malta ● Mauritania ● Mauritius ● Mexico ● Monaco ● Mongolia ● Morocco ● Mozambique ● Nepal ● Netherlands ● New Zealand ● Nicaragua ● Niger ● Nigeria ● Norway ● Pakistan ● Panama ● Papua New Guinea ● Paraguay ● Peru ● Philippines ● Poland ● Portugal ● Qatar ● Republic of Korea ● Romania ● Russian Federation ● Rwanda ● Saint Lucia ● Samoa ● Saudi Arabia ● Senegal ● Serbia and Montenegro ● Singapore ● Slovakia ● Slovenia ● South Africa ● Spain ● Sri Lanka ● Sudan ● Swaziland ● Sweden ● Switzerland ● Syrian Arab Republic ● Thailand ● The Former Yugoslav Republic of Macedonia ● Togo ● Tunisia ● Turkey ● Uganda ● Ukraine ● United Arab Emirates ● United Kingdom ● United Republic of Tanzania ● United States of America ● Uruguay ● Uzbekistan ● Venezuela ● Vietnam ● Zambia ● Zimbabwe

## THE WSA GRAND JURY 2003

### SELECTION OF THE BEST 40

The WSA Grand Jury, which met in Dubai from October 17-22, brought together national experts from **36 COUNTRIES**, representing all continents and a diverse range of languages and cultures. All **803 NOMINATED PRODUCTS** were evaluated in a three rounds judging process and the World's Best e-Contents (5 products in each of the 8 WSA categories – **WSA BEST 40**) were selected. Further 21 products (best in the major world regions) were awarded with a special mention.

### Jury Statements

*"I am very proud to have been at the Grand Jury. It was a unique opportunity to see how interactive content is being developed around the globe and also to meet other experts who now turned into friends. For the producers this award is an excellent way to showcase their projects. I have already receive requests from interested business parties, who wish to get in contact with producers. That's thanks to WSA."*



**Marcelo Sant'Iago**

WSA Spokesperson for South and Latin America

*"I strongly believe that the WSA provided an excellent opportunity for 136 countries to participate in the most innovative and fruitful attempt towards the achievements of the 21st century development goals and to boast the global e-Content industry."*



**Effat El-Shooky**

WSA Spokesperson for Arab Countries and Middle East

*"I was faced with a very challenging task and a wonderful experience. The qualities of the best e-Content from 136 countries were exceptionally high. They covered wide varieties and displayed very high standards in creativity and innovation."*



**Elizabeth Quat**

WSA Spokesperson for Asia

## THE WSA AT THE WSIS 2003

### THE CONTENT VILLAGE December 9-12, 2003

Immersive games, fascinating CD-ROMS, smart mobile tools, innovative iTV projects, stirring graphics and engaging online projects – the visitors of the United Nations' World Summit on the Information Society (WSIS) were impressed by the stunning diversity of multimedia projects at the WSA Exhibition stand at the ICT4D Platform.

The WSIS in Geneva, where the Best of the WSA 03 were extensively featured and showcased, offered a perfect platform for celebration of innovation and creativity in e-Content on a world stage.



### HIGHLIGHT - THE GALA December 10th

The WSA Showcase Event can be named as one of the highlights and most colourful events of the WSIS 03. The spectacular Event was attended by over **500 PROMINENT GUESTS** from all over the globe, including several Heads of State. **34 OF 40 WINNING TEAMS** personally attended the GALA and were invited on stage. The winning certificates were handed over by:

**Ion Iliescu,**

President of Romania

**Robert Kocharian,**

President of the Republic of Armenia

**Paul Meyer,**

Ambassador, Permanent Mission of Canada

**Franz Morak,**

Secretary of State for the Arts and Media, Austria

**Montassar Ouaili,**

Secretary of State to the Minister of Communication Technologies and Transport, Tunisia

**Abel Rwendeire,**

Managing Director, Programme Development and Technical Cooperation Division, UNIDO

**Abdoulaye Wade,**

President of Senegal

**Begum Khaleda Zia,**

Prime Minister of the People's Republic of Bangladesh

**WSA ROAD SHOW 2004**

**WORLD'S BEST EXAMPLES IN E-CONTENT**

During 2004, the WSA 03 Best Contents is organising and co-organising a number of national and international events in each of the major world regions in close cooperation with the WSA key partners and on invitation of the local organizers – the WSA Road Show.

The Events shall raise the awareness for the importance of the outstanding e-Content in the development of the Information Society. The concept includes exhibitions, showcase events, workshops, lectures, key note speeches, as well as additional featuring of the best practise examples from the respective regions.



As of today, WSA Road Show Events and presentations have been held in Australia, Finland, Ireland, Egypt, India, Hong Kong, Spain, Germany, Canada, Gabon.

Events in numerous further countries are planned, i.e. in Armenia, Azerbaijan, Bahrain, Bangladesh, Bulgaria, Croatia, Cyprus, Dubai, Egypt, India, Jordan, Lebanon, Netherlands, Poland and Romania and other.



**CONTEST 2005**

**SELECTING THE BEST**

The WSA global contest will be launched in October 2004 and will be open to all producers and companies in United Nations' members states without discrimination in terms of language, technological platform or nationality of submitters. The national pre-selection will be made through the WSA 2005 Expert Panel and/or national WSA contests. Submitting to the WSA contest is possible through national experts ONLY. The Grand Jury evaluation, where the nominees and the winners of the WSA 05 will be selected, will take place in August/September 2005. The winners will be announced at the Winners Gala in Tunisia 2005, November 17<sup>th</sup>, during second phase of the WSIS.

**WSA CATEGORIES**



**TUNISIA 2005**

The 2005 WSA Gala and Content Village Exhibition will be held in the framework of the WSIS 2005 in Tunis and will serve the public presentation of the award winners to the audience and celebrate the excellence of the prize-winning products and applications.

It will bring the world's leading producers and designers to Tunisia to meet with state, society and business leaders and provide the winners with the ultimate recognition in an industry where the creative people are largely anonymous.

The participation of senior officials from governments and leading personalities from business, science and culture will underline the recognition of the Grand Jury selection. The Winners Gala will be held on November 17<sup>th</sup>.

**THE WSA INITIATORS AND PARTNERS**

WORLD SUMMIT AWARD FUTURE: PARTNERS

An initiative by the EADiM



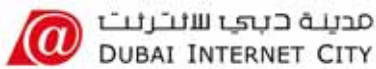
With the support of and in partnership with UNIDO



With the generous support of:



Bundesministerium  
 für auswärtige Angelegenheiten



## THE WSA ASSOCIATE PARTNERS

Asociación Argentina de Multimedia Argentina	ARGENTINA
Cámara de Empresas de Tecnologías de Información de Argentina (CESSI)	ARGENTINA
Australian Interactive Media Industry Association	AUSTRALIA
International Center for New Media	AUSTRIA
Forum for Culture and Human Development	BANGLADESH
Bangladesh Computer Samity	BANGLADESH
Krealis	BOLIVIA
Associação de Mídia Interativa (AMI)	BRASIL
Camara-e.net - Câmara Brasileira de Comércio Eletrônico	BRASIL
Association for the Development of the Information Society (ADIS)	BULGARIA
National Association – Student Computer Art Society (SCAS)	BULGARIA
BANFF Television Foundation	CANADA
International Federation of Multimedia Associations (FIAM)	CANADA
NUEVARED.ORG	ECUADOR
United Nations Economic Commission for Africa	ETHIOPIA
MindTrek Association	FINLAND
SATU - Finland	FINLAND
The Next Generation Internet Foundation	FRANCE
MFG – Medien und Filmgesellschaft Baden Württemberg	GERMANY
Hong Kong Information Technology Federation (HKITF)	HONG KONG
Hungarian Association of Content Industry - Hungary	HUNGARY
IVSZ - Hungarian Association of IT Companies	HUNGARY
People's Action for Social Service	INDIA
Indonesian Telematic Software Association	INDONESIA
The Irish Internet Association	IRELAND
Ars Media - Italy	ITALY
Information Technology Association	JORDAN
bizMongolia	MONGOLIA
European Academy of Digital Media	NETHERLANDS
Electronic Media Reporting	NETHERLANDS
Za P P W eR K	NETHERLANDS
Direction nationale de l'informatique du Niger	NIGER
Peace Worldwide	PAKISTAN
Information Processing Centre	POLAND
Publishing and News Technologies - WINT	POLAND
APDC - Associação Portuguesa para o Desenvolvimento das Comunicacoes	PORTUGAL
Institute for Computers (ITC)	ROMANIA
The Romanian Association for Interactive Multimedia (ARMI)	ROMANIA
Institute of the Information Society - Russia	RUSSIA
The Web Production	RUSSIA
EL&T - Easy Learning and Teaching	SLOVAKIA
SlovakPrix	SLOVAKIA
KIBLA - Association for Culture and Education	SLOVENIA
Association Swiss Media	SWITZERLAND
Internet and Multimedia Tunisian Society - ATIM	TUNISIA
Yildiz Technical University Istanbul	TURKEY
Watershed Media Centre - UK	U.K.
Digital Partners	USA
World Information Technology and Services Alliance - WITSA	USA
Global SchoolNet Foundation	USA
Vietnam Software Association	VIETNAM

**PLEASE CONTACT US**

**WSA BOARD OF DIRECTORS:**

**PETER A. BRUCK (Chairman)**

Chairman of the Board, EADIM;  
Hon. President of ICNM  
Austria

**JAK BOUMANS**

Senior Consultant  
Electronic Media Reporting (EMR)  
Netherlands

**VLADIMIR BURCIK**

Managing Director  
Easy Learning and Teaching (ILT)  
Slovakia

**ALEXANDER FELSENBURG**

Managing director  
Deutscher Multimedia Verband (DMMV)  
Germany

**W. PATTERSON FERNS**

President and CEO  
Banff Television Foundation  
Canada

**OSAMA MANZAR**

Director  
Digital Empowerment Foundation (DEF)  
India

**CHRISTINE MAXWELL**

Senior Partner  
Institute of Scientific Simulation, California Trustee  
Emeritus, Internet Society

**CAI MELAKOSKI**

Manager International Relations  
Mindtrek  
Finland

**GRIGORE POPESCU**

General Manager  
Institute for Computers (ITC)  
Romania

**MARCELO SANT'IAGO**

President  
Associação de Mídia Interativa (AMI)  
Brazil

**ELISABETH QUAT**

Founder and Director  
Internet Professionals Association (iProA)  
Hong-Kong/China

**CONTACT:**

**WORLD SUMMIT AWARD OFFICE:**

ICNM - International Center for New Media  
Moosstrasse 43a | 5020 Salzburg | Austria  
Tel +43 662 630408  
Fax +43 662 630408-22  
Email: [wsis-award@icnm.net](mailto:wsis-award@icnm.net)  
**[WWW.WSIS-AWARD.ORG](http://WWW.WSIS-AWARD.ORG)**