



# World Summit Award

In the framework of  
the UNITED NATIONS'



celebrating creativity and digital cultures

acknowledging the achievements of producers and designers

showcasing the richness and diversity of e-Content

bridging the content gap

narrowing the digital divide

e-Learning e-Culture e-Science e-Government e-Health e-Business e-Entertainment e-Inclusion

## Under the high patronage of:

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President of Senegal

**Begum Khaleda Zia**

Prime Minister of the People's Republic of Bangladesh

**Zine El Abidine Ben Ali**

President of the Republic of Tunisia

**Gerard Latortue**

Prime Minister of Haiti

## best practice from 168 countries.

In a world where information is everywhere, knowledge and understanding take on added meaning. The World Summit Award is a global initiative for selecting and promoting world's best in e-Content and creativity.

We are proud to showcase best practice e-Content products from 168 countries.

[www.wsis-award.org](http://www.wsis-award.org)

## THE INITIATIVE

*Bridging the digital divide and building the edifice of a global, development-oriented Information Society is dependent on the quality of information and knowledge that can be made available to all. The World Summit Award, held within the framework of the World Summit on the Information Society, demonstrates the cutting edge in harnessing the vast potential of the digital revolution in the service of humanity. It is my fervent hope that this collaboration with WSA in bringing to the forefront the finest examples of e-content and showcasing best practices from around the world will go a long way in providing comprehensive shape to the vision enunciated in Geneva and pave the road ahead to Tunis and beyond.*



**Charles Geiger**  
WSIS, Executive Secretary  
of the Organizing Committee

The World Summit Award (WSA) is a global initiative to select and promote the world's best in e-Content and Creativity, held in the framework of and in cooperation with the United Nations' World Summit on the Information Society (WSIS).

WSA places its emphasis on cultural diversity and identity, the creation of varied information content and the digitalization of educational, scientific and cultural heritage. It aims not only to make the benefits of the new Information Society accessible and meaningful for all humanity, but in particular to raise public awareness and give deserved public recognition to the highest quality e-Content, produced all over the world.

WSA strongly aims to encourage openness towards different cultures and to support the exchange of local best practice examples by and within its international network. It sees the bridging of the digital divide and narrowing of the content gap as its overall goal and, as of today, involves 168 countries on each continent. The WSA associate partner network consists of over 120 professional organisations engaged in the development of multimedia on the national and international level.

WSA is supported by numerous governments, heads of state and international organizations, including UNIDO, UNESCO and the UN ICT Task Force. 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 Centre for New Media.

For more information please visit: [www.wsis-award.org](http://www.wsis-award.org)



## MILESTONES

### 2003

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

Selection of most recognised national multimedia professionals from United Nations members states. Nominations received from 136 countries.

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

Nomination of best practice e-content examples from each of the participating countries by the national experts.

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

Selection of World's Best e-Content 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 GALA (DECEMBER, 2003; GENEVA)**

Showcasing of the World's Best e-Contents at the Content Village exhibition in the framework of the World Summit on the Information Society (WSIS) first phase. Price awarding at the GALA, attended by over 500 prominent guests, including Heads of States.

### 2004

#### **THE WSA ROAD SHOW (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 (SEPTEMBER - NOVEMBER 04)**

Call for WSA 05 Expert Panel - a selection of most recognised national multimedia professionals from 191 UN member states. 168 countries participating.

### 2005

#### **NATIONAL CONTESTS (NOVEMBER 04-JULY 05)**

Nomination of best e-Content examples for the WSA Global 05 Contest, made through WSA National Contests/Pre-Selections in 168 countries.

#### **WSA GLOBAL CONTEST FOR E-CONTENT AND CREATIVITY (JULY 05-AUGUST 05)**

Winners of the WSA national Contests automatically become the nominees of the WSA 05 Global Contest. Products will be submitted in 8 WSA categories. A special category is dedicated to e-Inclusion.

#### **WSA GRAND JURY 2005 (SEPTEMBER 05, BAHRAIN)**

Evaluation and Selection of World's Best e-Contents 05 by the leading experts from 36 countries.

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

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

## SUCCESS STORY

*“Technology does not inspire. Content does. 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**  
World Summit Award  
Chairman of the Board

### WSA BEST 2003 SELECTION

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 become a country member of the panel.

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.

### GALA AT THE WSIS 2003

The WSA Gala (December 10<sup>th</sup>, 2003) can be named as one of the highlights and most colourful events of the WSIS 2003. 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 Rwendire**, 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.



## WORLD'S BEST EXAMPLES IN E-CONTENT - WSA ROAD SHOW 2004 AND 2005

Throughout 2004 and 2005, WSA organises and co-organises a number of national and international events in each of the major world regions in close cooperation with the key partners and on invitation of the local organizers. 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, India, Finland, Ireland, Egypt, India, Hong Kong, Spain, Gabon, Romania, Germany, Canada, USA, Lebanon, Poland, Austria, Tanzania and Azerbaijan.



## ON THE WAY TO TUNIS: WSA GLOBAL CONTEST 2005

### 168 COUNTRIES PARTICIPATING

The WSA global contest 2005 is open to all producers and companies in United Nations' member states without discrimination in terms of language, technological platform or nationality of submitters. Based on the experience of the WSA 03, also in 2005 the world wide selection of the best practice examples for the WSA Global Contest is made through the panel of most recognized national experts, who coordinate national WSA contests in their countries.

The winners of the national contests in 8 categories will automatically become the nominees for the WSA Global Contest to be launched in July 2005. Submitting to the WSA contest is possible through national experts only.

The WSA Grand Jury 05 will take place in September 2005 in Bahrain. The winners will be announced at the Winners Gala in Tunisia 2005.

### TUNIS 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 16th, 2005.

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