World Summit Award
THE BEST IN E-CONTENT & CREATIVITY

WORLD SUMMIT AWARD 2011

WINNERS' OVERVIEW AND PRODUCT INFORMATION

May 25, 2011

"WSA - Turning the United Nations Targets on the Information Society regarding Local Content into Global Action towards the 2015 Review !"

For the Board of Directos of WSA

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WSA APPROACH: Creativity and IT = Quality Content

About World Summit Award and the United Nations

The World Summit Award (WSA) is **a global not-for-profit activity** in the framework of the United Nations to select and promote best practice in e-Content production and creativity in innovative Internet applications.

It was initiated in 2003 by the **Austrian Government as its main contribution** to the United Nations' World Summit on the Information Society (WSIS) (www.itu.int/wsis/preparatory2/thematic.html). 136 countries participated in 2003, 168 in 2005, 160 in 2007, 2009 and 2011.

WSA is **mandated by the WSIS Plan of Action** and executed in collaboration with UNESCO, UNIDO, ITU and specifically the UN Global Alliance for ICT & Development (GAID). It is conducted in conjunction with reaching the UN Millennium Development Goals.

WSA is part of the UN Follow Up Activities to WSIS implementing the Geneva Action Plan and the Tunis Commitment and Tunis Agenda for the Information Society (www.itu.int/wsis/documents/index2.html). The WSA will be conducted as a global best practice competition until the United Nations' ten years Review of WSIS in 2015.

WSA is a Flagship Partnership Activity of the UN Global Alliance for ICT and Development (www.un-gaid.org) which is anchored at the UN Headquarters at the Department for Economic and Social Affairs (www.un.org/esa/desa).

World Summit Award as a global contest and award of excellence

The World Summit Award (WSA) **focuses on the selection and promotion of the world's best in e-Content and Creativity**. It is a global content award and seeks to stimulate and facilitate national evaluations and selections in all UN member states. This can be done by open national contests, selection from a panel of independent experts or a proposal from a single national eminent expert where the two other modes are not feasible.

The **purpose is to strengthen quality e-Content production** and markets, raise awareness of quality products and applications, provide recognition to outstanding producers and designers and facilitate a global network of expertise for the benefit of the involved.

The key objective of WSA is to select, evaluate and promote **every two years the best practice examples in e-Content and creativity in a limited number of categories (8)**. In each of the categories 5 winners are to be chosen by an international jury of eminent experts in a personal evaluation meeting. The jury decisions are to be made according to the best available expert views on the basis of national entries in each of the categories. The winners are to be honored and celebrated in the framework of the Summit Conferences such as the UN Summit Conference in Geneva 2003 and Tunis 2005.

The goal is to **support content creators to break through the marketing deadlock** where big promotional budgets or market dominance decide on popularity of contents and give the most outstanding creators a unique, global recognition in order to further the development of local content industries. Through overcoming the linguistic and cultural barriers, international interchange in creativity and quality in the multimedia economy might be achieved.

Bridging the Digital Divide and narrowing the Content Gap

WSA 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 all continents. It seeks to stimulate national e-Content production and encourages openness towards different cultures and to support the exchange of local best practice examples by and within its international network.

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 to make the benefits of the new Information Society accessible and meaningful for all humanity and in particular to raise public awareness and give deserved public recognition to the highest quality e-Content, produced all over the world.

WSA: Activity, not an Organisation

The WSA is an activity of partners in nearly all United Nations Member States. It is carried out by a network of professional organizations, governmental agencies, business associations and teaching and research institutes engaged in the development of multimedia on the national and international level.

WSA should not become an organization on its own but continue as a shared activity of many organizations. This assures efficiency, reduces overhead and administrative costs and simplifies the controlling of funds. The WSA is run administratively by the WSA Office located at the International Center for New Media-ICNM in Salzburg, Austria, which also acts as the contractual partner in all legal contracts or financial issues.

ICNM is a non-profit association incorporated under Austrian Law and audited by certified accountants. It's financing is subject to the controlling of the Austrian Ministry for Economic Affairs and Labor (www.icnm.net).

WSA was set up by the European Academy for Digital Media-EADiM, a not-for profit foundation charted in the Netherlands. EADiM is the network of European experts who acted as jurors in the EUROPRIX and of the winners of the European multimedia award since 1998. All main activities of the WSA worldwide partner network and the WSA Office at the ICNM are reported on the website (www.wsis-award.org).

World Wide Recognition – High Patrons and Financing Partners

The World Summit Award commands unique attention and public recognition as a world wide effort to select, showcase and demonstrate best examples of quality e-Content and creativity form all over the world with an overall goal of bridging the digital divide between the "rich" and the "poor".

The WSA is personally supported by Heads of State or governments as patrons from all different regions of the world as a sign of the political support and priority given to the development and promotion of high quality e-Content and the economic importance of the development local and regional content industries.

The UN organizations and agencies support and foster the global agenda of the WSA and committed themselves to a cooperation based on a shared vision. This collaboration is confirmed by a signed MOU or cooperation agreement. The goal is to strengthen WSA in each global reach through the support from within the UN system.

The WSA is a multi-stakeholder activity financed by partners from private industry and public institutions that recognize the value add of high quality content, outstanding design, and innovation in applications and wish to contribute to the development of the content industries as part of social, economic and cultural development towards the New Information Society.

Activities are financed on an individual basis and by local and national partners.

World Summit Award Winners 2011
Category 1: e-Government & Institutions

1014	e-Annual Report	Estonia
1015	my cpf – CPF Service Transformation	Singapore
1020	Empowering India	India
1028	Tunisian Industry Portal	Tunisia
1038	DigID	Netherlands

e-Annual Report, Estonia, Mr. Margus Mägi
URL: http://www.egov-estonia.eu/xbrl
Description: In Estonia, entrepreneurs can submit annual reports in XBRL format via the e-reporting environment of the e-Business Registry Company Registration Portal. About 99% of more than 120,000 companies registered in Estonia use the new reporting environment. The created uniform e-reporting environment makes the entry and submission of data significantly more convenient for companies, as there is one specific place, form and way for submitting all required data. Furthermore, this way companies do not have to submit data to the public authorities twice, as they all get reporting data from the central system and this in turn means less red tape. The processing of business data became significantly quicker and easier, as the data can be processed immediately and are accessible to all interested parties both in the private and public sectors. XBRL format used for submitting annual reports is among the candidates for the W3C XML standard. The reporting feature corresponds to the WCAG AAA level.

My cpf – CPF Service Transformation, Singapore, Producer: Central Provident Fund Board Singapore
URL: http://cpf.gov.sg
Description: My cpf has revolutionised service delivery model of public service in Singapore. Our closed engagement with the citizens, and innovative use of Infocomm Technology (IT), has resulted in a suite of retirement planning e-services customised according to the citizens' life events, and accessible to all citizens regardless of their IT savviness. This "Different Strokes for Different Folks" approach serves the different retirement planning and IT maturity of 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 their perspective. My cpf also caters to citizens at opposite extremes of IT savviness. For the IT savvy citizens, they can use new mobile and media channels. For the less IT savvy citizens, creative use of biometric, wireless and conventional e-services, often together with human touch, ensures that they too can "Bridge the Digital Divide".

Empowering India, India, Liberty Institute
URL: www.empoweringindia.org
Description: Empowering India seeks to empower 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, and allows citizens to hold their political leaders more accountable. A more responsive political process encourages citizens to actively participate in the largest democratic exercise in the world. Consequently, the primary focus of Empowering India is the citizen, who can actually contribute to making democracy meaningful, not just in form, but in substance. Currently, the website has detailed election results since 1977. It has also captured the background information filed by thousands of candidates who have contested elections at national and provincial levels since 2003. The information is provided in an easy to compare manner at the appropriate constituency level and also available for various analytical purposes.

Tunisian Industry Portal, Tunisia, Agency for the Promotion of Industry and Innovation
URL: www.tunisieindustrie.nat.tn
Description: The portal includes all the information you need to know about setting up a company, from the initial concept through strategic positioning studies for the various sectors, business plan and the role of support structures. It also gives a thorough review of financing possibilities, well as tax and financial incentives for new businesses, formalities for announcing your undertaking, and the legal steps for setting up a company and others services like (Overview of Tunisian industry- API products- A dynamic Industrial Data Base Enterprises Virtual Exhibition- on –line project declaration- Legal constitution of company on line – Enterprises incubators).

DigID, Netherlands, Logius
URL: www.digid.nl
Description: DigiD has been developed for citizens and (representatives of) businesses as well as public administrations. All citizens with a citizen's service number and a registration in a Dutch municipality can get a DigiD login code. All Dutch administrations offering e-government services can use DigiD. The only requirements are that an administration carries out a public task and is permitted by law to use the designated registration number (citizen's service number).

World Summit Award Winners 2011
Category 2: e-Health & Environment

2004	SPARX	New Zealand
2031	COLLAPSUS	Netherlands
2039	EPI Life	Singapore
2040	Beijing Traditional Chinese Medicine Digital Museum	China
3012	Verdeate.com	Colombia

SPARX, New Zeeland, University of Auckland
URL: http://www.frozenflameweb.com/sparxmain.html
Description: By the age of 18 a quarter of young people have suffered from clinical depression and a massive three quarters of them never get any help. There are good therapies, but they can be expensive, there is a shortage of therapists and young people may be reluctant to talk about their problems. For the current generation of "digital natives" computers may provide a solution. SPARX is a computerised self-help programme designed to deliver cognitive behavioural therapy, one of the best psychological treatments available for depression. SPARX is an animated 3D game where users learn real-life skills by solving challenges to rid a fantasy world from gloom and negativity. It was developed by therapists in collaboration with young people, computer games developers, and is grounded in e-learning theories. It has been designed to appeal to young people internationally. An evaluation of SPARX (187 participants) has shown that young people found it effective, engaging and helpful.

COLLAPSUS, Netherlands, Submarine
URL: www.collapsus.com
Description: 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. What will their world look like after the turbulent transition from fossil fuels to alternative energy sources? Following the adventures of Vera, Jack, Tony and

Amir, you are lead into a world of conspiracy, treason and, most alarmingly, failing energy supplies. In this story, set in the near future, the international powers try to cope with a transition from fossil to alternative fuels, while dealing with political dissension, uprisings and a population terrified by increasingly frequent black-outs. As a player, you are required to make decisions that leave their mark on a national and a global scale, in your quest to find solutions to the energy crisis.

EPI Life, Singapore, EPHONE INTERNATIONAL (S) PTE LTD
URL: www.epi.com.sg
Description: EPI Life is the World's First mobile phone with integrated ECG (Electrocardiogram) and health monitoring functions. It allows the user to record their ECG anytime, anywhere, simply by touching the sides of the phone with their fingers, eliminating the need for complicated electrodes or messy gels. Other than ECG, it also allows the user to input key health parameters such as Blood Glucose, Blood Pressure and Cholesterol and transmit these data to their online Personal Health Folder via the EPI Life, which can be accessed by the user via the 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 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.

Beijing Traditional Chinese Medicine Digital Museum, China, Beijing Traditional Chinese Medicine International Exchange and Cooperating Center (BTCMIECC)
URL: www.tcm-china.info
Description: Beijing Digital Museum of Traditional Chinese Medicine is a pop science museum and a website to spread and propagate culture of traditional Chinese medicine and scientific knowledge to the world. Beijing Digital Museum of Traditional Chinese Medicine has two versions: English and Chinese. There are many columns, such as medical care, Chinese material medicine, acupuncture, health and life, Qigong, Tuina, imperial court medicine, culture and history, cosmetic treatment, education, science and technology and international exchange.

Verdeate.com, Colombia, Ideas Online
URL: www.verdeate.com
Description: VERDEate.com enables individuals and organizations to create progressively new environmentally friendly habits in their consumption routines through our "Green challenges". These challenges motivate action in a massive and different way through the current web and social media technologies. Through our green challenges users understand the relation between their habits and Climate Change, gain control over their own CO2 emissions and we are able to address the climatic issue from the root. Here's an example of a Green Challenge that any user (person or organization) can take: "don't eat meat in the following 2 weeks". This produces a reduction of 5.95 Kg of CO2. Get all of our challenges here [Spanish] http://www.verdeate.com/verdeate/retos

World Summit Award Winners 2011
Category 3: e-Learning & Education

3001	Wikigoviya	Sri Lanka
3030	Bitstrips for Schools	Canada
3039	Rufoof	UAE
3044	Technology and Civilization in Ancient China	China
3057	Dnevnik.ru	Russian Federation

Wikigoviya, Sri Lanka, Audio Visual Centre, Department of Agriculture,
URL: http://www.goviya.lk
Description: The latest ICT initiative of Cyber Agriculture Wikipedia known as Wikigoviya is a participatory and interactive web tool for agriculture development in Sri Lanka through the participation of agriculture community (AC). Wikigoviya serves as a common meeting place for AC of farmers, experts, academics, students and general public interested in agriculture. This is a read-and-write web rather than the traditional read only website which has been hosted under the domain name of www.goviya.lk. It provides necessary platform for disseminating and sharing agriculture information among interested groups while serving as a room for discussing and constructively criticize the present agriculture policies and adoption. The detailed agriculture crop technology guide is given with the support of latest multimedia applications in order to understand easily. All information is presented in a very user friendly manner and in a 'tone' & dialect in which the rural farmer feels comfortable.

Bitstrips for Schools, Canada, Bitstrips Inc.
URL: 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, and gives teachers an entirely new teaching medium. 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!

Rufoof, UAE, Flagship Projects Marketing FZ-LLC
URL: www.rufoof.com
Description: This product is one of a kind e-content store application that targets the Arab audience with thousands of books and publications covering various sectors. Rufoof offers an amazing reading experience for the Arabic and English Content. Steps to live a quality reading experience with Rufoof are very easy because we strive to make technology easier and user friendly to everyone. Rufoof app is absolutely free of charge. The language is 70% Arabic and 30% English, thus targeting the Arab audience. The platform complies with iPad, iPhone, iPod, Android, web app and Windows Phone coming soon.

Technology and Civilization in Ancient China, China, Information Center of China Association for Science and Technology
URL: www.ancientech.cn
Description: "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. The website contains a vast

amount of information, with over two hundred thousand words of text, 1,500 images, and more than 100 movies. The website is divided into a Chinese-language section, an English-language section, and a discussion forum. The website is steadfastly devoted to disseminating scientific understanding, explaining the creative process behind scientific principles, and using modern multi-media methods to reinvigorate and reconstruct ancient inventions. It uncovers their underlying scientific thought and reasoning, displaying the value and wisdom of our human inheritance to today's society.

Dnevnik.ru, Russian Federation, Dnevnik.ru
URL: www.dnevnik.ru
Description: Dnevnik.ru is the first Social Educational Network in the Russian Federation that aims to create a single educational network for all participants (school administrators, teachers, students and their parents) in the educational process. Dnevnik.ru is making school life more convenient by creating a tool for efficient and convenient electronic document management by allowing participants of the program to quickly and simultaneously exchange information with each other as well as be informed of current developments in participating schools. 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.

World Summit Award Winners 2011
Category 4: e-Entertainment & Games

4018	Mini-mundi: "tamagotchi" online game	
	for the environment	Guatemala
4027	Sumo	Ireland
4035	My name is Haas	Netherlands
4041	JoyTunes	Israel
4052	Limbo	Denmark

Mini-mundi: "tamagotchi" online game for the environment, Guatemala, MilknCookies
URL: 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 is cared for with the 16 games available, it starts growing and becoming abundant in flora, fauna, natural resources and funny creatures.
Mini-mundi was created in order to provide an entertained way to teach kids how to separate for recycling. The game begins giving the kid a a little baby world which he has to take care of through recycling tasks and playing games (there are 16 games through the platform). The game adapts its interface to the time of the day the kid plays and also displays the 4 different seasons through the year. As the kids play they receive different kinds of recognitions and can make albums with the different stages of their mini-mundi. On the other hand, this platform provides a tool for teachers to registers kids on their classrooms to promote the environmental conscience.

Sumo, Ireland, OmniMotion Technology Ltd.
URL: www.omnimotec.com
Description: 'Playing with the Big Boys!' SUMO (www.sumo.ie / www.sumobattle.com) 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 to guide your Sumo 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. Finally, Sumo is available on Facebook as a browser-based Motion Control game with full community functionality to enjoy and share! Do you have the balls?

My name is Haas, Netherlands, Mijn naam is Haas
Description: My name is Haas is a transmedia concept for young children, age 3 to 7. Via different media angles children experience the rich world of Haas and his friends. The unique serious game is the core of the concept. Within the serious game children create an interactive story by simply drawing the world of character Haas and drawing solutions to problems. The game increases young children's vocabulary, stimulates their story comprehension and challenges their problem solving skills, in an interactive animated setting. The world of Haas is designed to fit the target audience completely. The main character Haas, a hare, is the archetypal child. The combination of his lack of experience and his philosophical nature gives rise to his original twists of mind. Hereby he gets into conflict with the other characters, who are much more adult, which leads to comical situations. In addition to the online game there are CD-ROM's, picture books and zigzag books with circular stories. Currently products are being used at home and in classrooms in the Netherlands.

JoyTunes, Israel, JoyTunes
URL: www.joytunes.com
Description: We are all familiar with the gap between the fantasy of playing a musical instrument and the frustration involved in learning how to play. JoyTunes bridges that gap and motivates kids to play through interactive computer games activated by real instruments. Our interactive games work with your very own instrument and a simple microphone so they are easy and natural to use. The first game, JoyTunes Recorder, is already exposing many children to the wonderful world of music, and this is just the beginning. JoyTunes-Recorder is a web-based music instruction game, activated by playing notes on a real recorder. 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 has set a goal of creating a fun and interactive doorway to the world of music.

Limbo, Denmark, Playdead
URL: www.limbogame.org
Description: Uncertain of his sister's fate, a boy enters LIMBO.
Expert's reason for nomination: Background (From Wikipedia): Limbo is a puzzle-platform video game […] The game is 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. Journalists praised the dark presentation, describing the work as comparable to film noir and German Expressionism. Based on its aesthetics, reviewers classified Limbo as an example of "video game as art". Reason for Nomination: Magnificent, Unique, Poetic, Beautiful, Special, Intriguing. Simple and intuitive navigation. The sound is comfortable. Can't be much Better!

World Summit Award Winners 2011
Category 5: e-Culture & Heritage

3017	World of the Habsburgs	Austria
5002	Vaeggen/The Wall	Ireland
5027	Redress Remix	Canada
5035	The Nude Maja	Venezuela
5056	The Germans	Germany

World of the Habsburgs, Austria, Schloss Schoenbrunn Kultur- und Betriebsges.m.b.H
URL: www.habsburger.net
Description: The World of the Habsburgs – a virtual exhibition in a multimedia presentation www.habsburger.net casts light with a critical slant and orientation on the current status of research on the history of the Habsburgs and their epoch. Besides the representatives of the dynasty, the virtual exhibition spotlights the political history and the general social developments of the era. The website draws a colourful picture of the world of the Habsburgs from the 13th until the early 20th century; it goes far beyond any hitherto attempted presentation forms, whether text or other media, for virtual historical exhibitions. It links the exhibits through topics and key issues, thus assembles storylines, objects and texts as in a real exhibition. In all, there are more than 500 chapter modules contained within about 100 key topics and about 1,400 images or exhibits. Despite the enormous archive of content, the website is neither a Wikipedia nor an encyclopaedia. It is a virtual exhibition with an innovative user interface that makes history exploration per mouse-click into a unique pleasure.

Vaeggen, New Zealand, Gibson Group Ltd
URL: www.gibson.co.nz
Description: Vaeggen (The WALL) 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 and its diverse populations. 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 media assets that comment and incorporate the heritage collection, and to use the giant on-screen touch keyboards to email these assets around the world and insert them into their own social media networks. In the first half year of operations, the Wall has attracted more than 400,000 users, who viewed more than 2 million cultural media assets, sent more than 60,000 digital postcards, and uploaded 2,500 new contributions of their own. Already the idea is being taken up by other cities in Scandinavia and attracting interest around the globe.

Redress Remix, Canada, Stich Media
URL: www.redressremix.ca/#/home
Description: Redress Remix is an award winning* project comprised of a 3 part documentary series and interactive living documentary. Redress Remix tackles one of the most controversial Canadian government decisions of our time: 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 180° 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. The user can then respond to what they have learned by turning on their webcam and becoming a part of the discussion.

The Nude Maja, Venezuela, La Maja Desnuda
URL: www.lamajadesnuda.com
Description: La Maja Desnuda (This is an independent production) has more than 22 years on the air and currently broadcasts on Venezuela, producing in this time more than 1144 programs presenting world poetry's most representative voices including Walt Whitman, Tranströmer, Adonis, Lagerkvist, Borges, Vallejo, Miguel Hernandez, Sophia de Mello, Eliot, Pasolini. Has a data base of more than 900 recorded poets reading their poetry. It recorded interviews with contemporary poets as well known as: Adonis (Lebanon). Fina Marruz Garcia (Cuba) Blanca Varela (Peru) Ledo Ivo (Brazil) Casimiro de Brito (Portugal) Nidaa Khoury (Lebanon) Ide Hintze (Austria) Luisa Castro (Spain). And our site: www.lamajadesnuda.com has been building a large data base with more than 900 audio voices of poets and maintains an updated site dedicated to poetry. Awards: Lo mejor de punto.com. 2005 World Summit Award Venezuela, 2007, (Category Culture) International Diploma Venezuela WSA 2007.

The Germans, Germany, ZDF
URL: www.diedeutschen.zdf.de
Description: The website www.diedeutschen.zdf.de with its core element interactive 1200 Years of German History. It provides a new and unique approach to 1200 years of German History. History in 20 Minutes or several hours, each user can choose between a quick glance or a more intricate study. It combines uniquely different multi media 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 and a very straight forward, intuitively navigational structure. The complicated subject History is presented in a very easy-to-use and playful manner and even people generally less interested in the subject can explore German history without reading long text or boring timelines.

World Summit Award Winners 2011
Category 6: e-Science & Technology

4003	Renderfarm.fi – Making movies with a screensaver	Finland
6017	Peer Water Exchange	India
6023	Discover Primary Science & Maths	Ireland
6034	PORDATA	Portugal
6046	Scienexx	Germany

Renderfarm.fi – Making movies with a screensaver, Finland, Laurea University of Applied Sciences
URL: www.renderfarm.fi
Description: Renderfarm.fi is the most accessible distributed rendering platform on the Internet. It is – and always will be - a completely free service that enables its users to render their animations or stills by using 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 importantly, it enables its users to 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 created can then later become parts

of a movie that the users have helped to create. Renderfarm.fi encourages everybody to take part in both the online community and the collaborative rendering. We advocate the use of open licensing (especially Creative Commons), open values and sharing of resources over geographic borders.

Peer Water Exchange, India, Peer Water Exchange
URL: www.peerwater.org
Description: PWX is the water sector's marketplace to host and manage all global transactions and long-term activities to select, fund, manage, and track the impact of all projects efficiently, collaboratively, and transparently. One billion people lack access to safe drinking water and 2.7 billion people lack access to a toilet. To solve these mammoth global crises 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, gets them to adopt a new mindset, and collaborate to bring safe drinking water and hygienic, dignified sanitation to all. The only scalable, map-driven, and transparent platform in water, PWX is also the first truly participatory decision-making system in the development sector where empowered applicants weigh in on funding decisions. PWX combines people, process, and technology to help make a sustainable dent in the global water crises.

Discover Primary Science & Maths, Ireland, Discover Science & Engineering
URL: www.primaryscience.ie
Description: The Discover Primary Science & Maths programme and its website www.primaryscience.ie are intended to be valuable resources for teachers and students in Irish primary schools. They help large numbers of children to understand that science and maths are about fun, discovery and adventure and are fundamentally relevant to our everyday lives. Whole-school, hands-on training sessions 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 it 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.

PORDATA, Portugal, Francisco Manuel dos Santos Foundation
URL: www.pordata.pt
Description: PORDATA.pt is a free public service provided promoted by the Francisco Manuel dos Santos Foundation. This database includes thousands of official statistics from more than 50 official bodies. It started with a database for Portugal and more recently was completed with another for Europe (plus the USA and Japan, whenever possible). Data are displayed in an innovative and easy way, covering many subjects of interest (such as Population, Education, Health, Economy, Environment and Science & Technology), within a time frame of up to five decades. In a just few clicks, the information is displayed in tables or graphs (static and dynamic); indicators from different subjects can be added and cross-referenced in the same table and a variety of statistical operations can also be done. Complete and detailed metadata is also available

Scinexx, Germany, MMCD NEW MEDIA GmbH
URL: www.scinexx.de
Description: The name "scinexx" stands for "science" and "connection", for the direct link between research and the public. As an internet magazine for popular science "scinexx" provides an extensive and up-to-date insight in the world of science discoveries and trends. Clear, understandable and competent, scinexx provides daily news as well as weekly in-depth dossiers that provide background information and look beyond current events or 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 on Earth in the last days. Events of greater impact are covered by special portals, where all information can be accessed at a glance.

World Summit Award Winners 2011
Category 7: e-Business & Commerce

7002	Aeroscan	New Zealand
7027	Hootsuite	Canada
7050	Monaqasat	Lebanon
7006	Hammerkit	Finland
7058	Star	Ghana

Aeroscan, New Zealand, Areograph Limited
URL: 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 photographs. In industries such as surveying, architecture, and design; Areoscan is proving 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, but without the need for specialized equipment. The 3D models can be downloaded in a variety of formats for manipulation by a range of computer aided design (CAD) programmes. There are a number of guides available online to assist the user to maximise their experience and get great results.

Hootsuite, Canada, HootSuite Media, Inc.
URL: http://hootsuite.com/about
Description: HootSuite is a web and mobile social media dashboard that helps individuals and organizations spread messages, monitor conversations and track results across multiple networks including Twitter and Facebook. HootSuite helps organizations use the social web to launch marketing campaigns, identify and grow audience, and distribute targeted messages across multiple channels. Using 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 to rapidly adjust tactics. Launched in Dec. 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.

Monaqasat, Lebanon, NuServ Online Tender Services LLC
URL: www.monaqasat.com
Description: Launched in 2009, Monaqasat.com is an online state-of-the-art eTendering solution/platform that enables its users to work with their tenders in an easy, secure, cost and time efficient way. The platform greatly contributes to reducing administrative overheads and increasing productivity for its clients and Monaqasat has quickly grown to become the largest private provider of eTendering solutions in the United Arab Emirates, with the majority of large UAE construction companies now registered and over 600 active customers

Hammerkit, Finland, HammerKit Oy
URL: 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 ability for any application to be copied precisely with a single button click and used as the basis of another modifed application. HammerKit turns web projects into globally repeatable solutions. HammerKit differs from traditional coding-based environments. HammerKit allows you 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. 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 has been built to scale as required. There is nothing to download or install.

Star, Ghana, Multiplant Ltd.
URL: www.nsoromagps.com
Description: Nsoroma (http://www.mplantgh.com/nsoroma) is a company that provides a range of tracking and fleet management services in Ghana and the West African sub-region. It is a product of a relationship between 3dtracking (http://3dtracking.net) and Multiplant Ghana Ltd. A few enhancements include:

- Working with proprietary maps (or generating maps) of unmapped areas, and integrating solution into our database.
- Dispatch capabilities: Garmin satellite navigation units with Ghana maps can now be integrated into our tracking system. This permits two-way communication with drivers, automatic driver ID recognition and the use of an order management system for real-time adjustment to operational directives. For instance 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.
- Solution to compute and automate reports based fuel consumption averages.
- Solution to allow drivers to invoice per mileage driven.
- Tampering alert solution to discourage dishonest drivers.
- Low cost, because of no monthly subscription payments, but highly effective solution for financial companies or individuals, who would not want to track their vehicles all the time; but, if need be, immobilize and retrieve their vehicle with ease.

World Summit Award Winners 2011
Category 8: e-Inclusion & Participation

1040	Help for children	Lithuania
8003	Epooq	Finland
8012	News and learning with sign language	Hungary
8049	Mexico in Community	Mexico
8050	Erada	Egypt

Help for Children, Lithuania, State Child Rights Protection and Adoption Service Under The Ministry of Social Security and Labour
URL: www.pagalbavaikams.lt
Description: Helpline for children started its activities from the 14th of September in 2009. Professional Consultants receives calls from children, teens and even adults, who are worried about child rights protection or knows about child violence or abuse cases, wants to help them. Helpline for children working hours are from 11 a.m. till 7 p.m. Consequently it was important to make an opportunity to write us, in case if ends our working hours or there is no possibility to call us. Besides some of children or teens afraid to talk by phone and is better for them to write a letter about all their troubles. That is why webpage was necessary. Also important thing is that this webpage is designed for the better and quicker help to children and teens, who got into trouble or knows about the child who needs help. It is like a short reminder how child can help himself and who else can help him. This page even could be like as prevention.

Epooq, Finland, Oppifi Oy
URL: www.epooq.net (product), www.epooq.net/videos/epooq_eng/ (video)
Description: The idea of Epooq is to create experimental way to relive past moments by recalling and telling stories. Epooq has three special features to enable this: 1. INSPIRATION The content of the service consists of 1) user stories, 2) historical events and 3) thematic memory keys that refer to phases of the life of user. Idea of these is to inspire user to recall past moments and reflect those experiences. 2. STORYTELLING BY USING OWN VOICE Epooq enables storytelling by using all ways of multimedia. User can write text, use images and record videos or audios, and mix these together. Video and audio are central functions. Stories have special character when they are told by real voice, with personal intonation and slang. 3. SHARING EXPERIENCES All content is private by default (to protect the privacy of user), but stories can be published publicly or with communities user feels important to him- or herself. An important part of publishing is an opportunity to see own story in the historical context. This has been enabled by using timeline as main UI. Epooq is still living its´ first phases. We are developing the service on the grounds of user feedback. There is still a lot of work to do, but based on the comments of the first customers and users, it is hitting to the right need.

News and learning with sign language, Hungary Hallatlan Foundation
URL: www.hallatlan.hu
Description: The content and services of the website http://www.hallatlan.hu/ aims to popularize the education, dissemination and everyday use of the Hungarian sign language. The innovative display of the categorized content is viewable through continuously repeating videos, providing opportunity to practice, mimic gestures (an important factor in effective communication in sign language) and contributes to the effective learning of the sign language. The categorized content helps easy searching and area-focused language learning. The content of the website, including the interpretation of the signs, its currently available in Hungarian English, German, Spanish. The project is not only an online sign language dictionary, but also with additional services (forum,

chat, online quiz, news, crossword) an effective learning tool, source of information and community site. We produced a CD-ROM series, focusing on different target groups by specific appearance, content customized to each groups' needs.

Mexico in Community, Mexico, IT Cooperation Center Iberoamericana AC
Description: Mexico en Comunidad is a project developed by the ITCC sponsored and in partnership with the Social Development Secretariat. It is a project aimed to support the poorest villages in Mexico with the support of ICT, focusing in two main streams: the Community Creation System and the Support Programs Platform. The Community Creation System provides a easy to use, no specialized tool to create an Internet web page of each community. In this page the local users can provide information about: products, services, touristic attractions and festivities; as well as specific information and stories, legends or traditional recipes. More than 300 communities all around the territory have been created using this system. The Support Programs Platform is intended to promote specific programs of Government and NGOs, making their rules more understandable and accessible for non IT liberated users. The programs are focused on Health, Education, Environment, Economic Development, Housing and Infrastructure. Up to date, they are provided contents from more than 15 different Federal Government agencies.

Erada, Egypt, Egypt ICT Trust Fund
URL: http://erada.kenanaonline.com
Description: According to 2007 WHO statistics, approximately 11% of Egyptian population, around 9.4 million, suffer from some kind of disability/impairment. People with disabilities may be different but they have the same needs as everyone else. Given a helping hand, they can live independently and contribute to society. Accordingly the specialized portal Erada addresses PWD significant need related to the knowledge and information empowerment for people with disabilities (PWD) in order to ensure their full participation and inclusion at all levels of society. this Portal focuses on catering knowledge, needs, and concerns to PWD in all categories (hearing impairment, visual impairment, Physical impairment, mental retardation, autism, Learning Difficulties) and covers important topics such as terms of disabilities, laws & rights, early intervention, genetic diseases...etc. it also provides a web creation & Technical support services to guarantee sustainable knowledge networks of concerned communities

WSA OFFICE

The International Center for New Media (ICNM) is a non-profit organization based in Salzburg, Austria. The ICNM is aware of all policies agreed upon and is prepared to establish the necessary infrastructure consistent with the specified direction from the Strategy Council and Executive Board of Directors.

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