



# BACKGROUND BRIEFING NATIONAL EXPERTS



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## 1. ABOUT THE WORLD SUMMIT AWARD (WSA)

### 1.1. CONTEXT

The World Summit Awards are a unique awards system, selecting and promoting local digital innovation with high impact on improving society.

The World Summit Award has been initiated in 2003 by Austria in the framework of the UN World Summit on the Information Society (UN WSIS) held in Geneva. The declared aim of the conference was to make Information and Communication Technology (ICT) accessible to everyone and to bridge the digital divide.

The WSA categories are implementing WSIS Action Line C7.



WSA outlines its strategy to put the UN Sustainable Development Goals into action.



### 1.2. THE MISSION OF WSA

The challenge is and remains worldwide: Bridge the worldwide divides.

Be it disparities in the access to water and energy, gender inequality and education opportunities, or differences in regards to access to information – the global divides are manifold and affect us all.

In the face of these huge societal challenges, how can digital innovation make a positive contribution? How can purpose driven innovation disrupt the status quo? And what benefits are hidden in the digital transformation?

WSA's mission focusses on selecting, promoting and connecting purpose driven digital innovators, which want to contribute with digital technologies and smart content to close the diverse gaps – on a worldwide level.

If the intention is purpose driven, digital content and technology has the potential to create a more equal, just and sustainable society. It is the focus on solving local challenges that enables a positive, sustainable value for society.

Combining an ongoing series of international events and activities with a global network of start-ups, social entrepreneurs, mentors, jurors, speakers, experts, government leaders, academia and civil society, WSA is an international platform for cutting edge examples on how ICTs can have an impact on society.

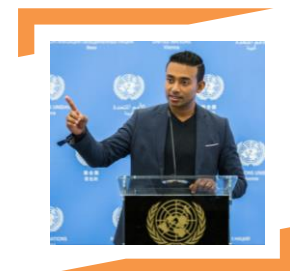
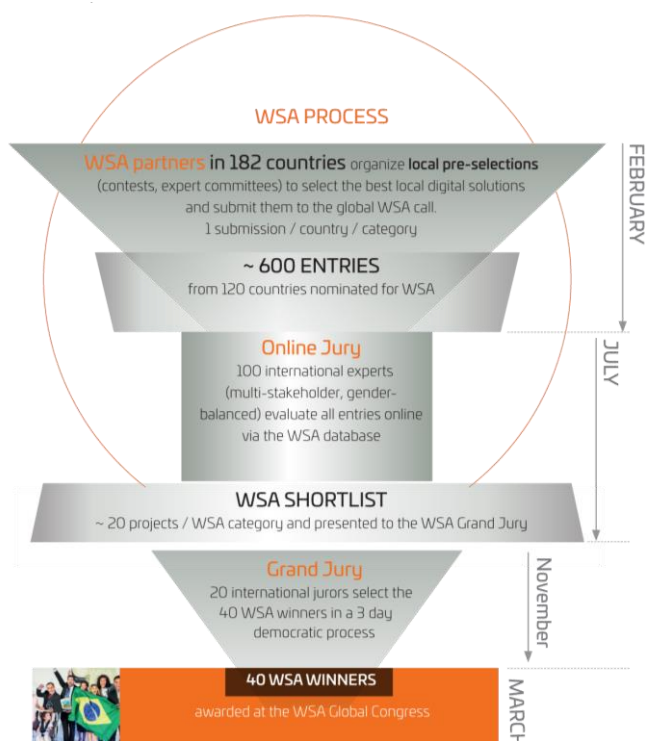
Running 15 years by now, WSA has become a quality seal for digital content with societal impact in **over 182 participating countries**. The **network** of National Experts, National Committees and National Awards globally serves to acquire high quality nominations for the international award.

An especially assembled international Jury evaluates the WSA nominations in a 2 step process (online and onsite at the WSA Grand Jury meeting). Each award year concludes with awarding 45 Winners (5 / WSA Category + 5 WSA Young Innovators Winners) at the **World Summit Award Global Congress**, that takes place at different location each year.

### 1.3 WSA YOUNG INNOVATORS

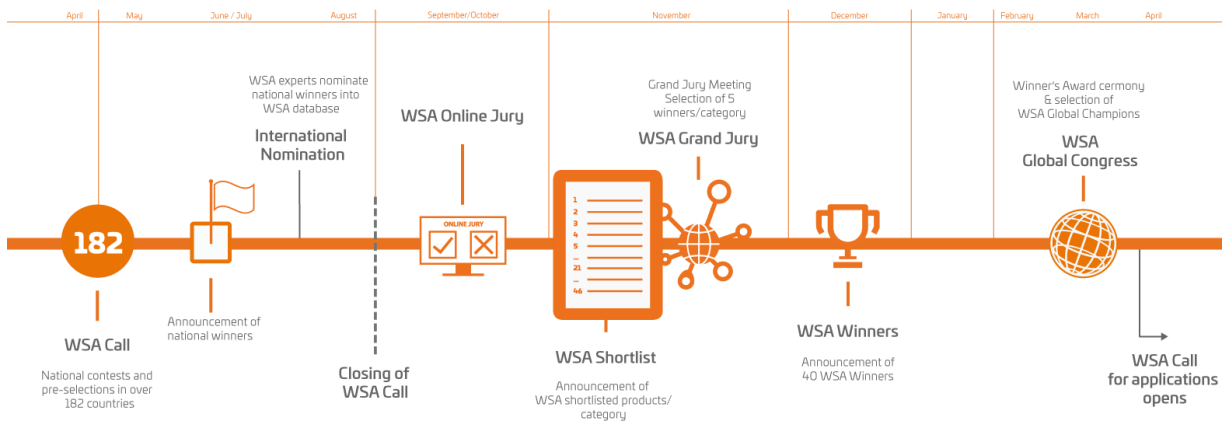
WSA **Young Innovators** is a special recognition for young social entrepreneurs under 30 years of age, using ICTs to take action on the United Nations Sustainable Development Goals (UN SDGs). Together with the WSA winners of each year, they are honoured as outstanding digital innovation with social impact.

### 1.3. WSA PROCESS



*Sachi Wickramage from FlipBeats: "WSA contributes to the UN Sustainable Development Goals agenda by giving an opportunity to digital innovators from over 180 UN countries to showcase their ability to accelerate positive Social Impact by aligning their work to the 17 SDGs."*

## 1.4. WSA YEAR



## 2. NATIONAL EXPERT ROLE

### 2.1. EXPERT TASKS AND RESPONSIBILITIES

- scout local networks, hubs and ecosystems
- selection of nominees must be in a transparent, democratic process
- please refer to the WSA contest rules for your nomination
- provide nominations of the best digital projects with social impact for the global WSA
- you can nominate a maximum of 8 projects, one by WSA category.

*Please note: the national expert is the WSA reference person for all interested parties from his/her country.*

As WSA national expert, you will be presented on the WSA webpage and on the WSA national contest page with:

- Professional Bio
- Picture
- Email address\*

*\*WSA office is able to provide you with an email alias (country@worldsummitawards.org) which will be directed towards your email address.*



WSA Jurors & Experts at the WSA Global Congress Vienna 2018

## 2.2 REQUIRED SKILLS OF A WSA EXPERT

- High expertise and several years of working experience in the fields of entrepreneurship/start-ups, content industries, and ICTs.
- Proficiency in English.
- Experts should be very well informed about the WSA initiative and processes, prove high motivation and state a clear reason for their intention to join the WSA.
- Experts should be well connected with local developers, start-up hubs, policy makers and the ICT sector in the country.

## 2.3 WHAT BENEFITS DO WSA EXPERTS GET?

- Join the WSA innovation pipeline – get an international overview over trends, developments, technologies.
- Become part of a global network, that is working in the same field and niche as yourself.
- Receive regular invitations to the WSA Global Congress and regional events.
- Drive and promote local entrepreneurship and innovation.
- Disclose new fundraising possibilities through standardized branding.
- Find the best in terms of digital innovation with high social impact in your country and connect with local producers.
- Promote your 8 nominees as national winners.

## 3. WHAT IS WSA LOOKING FOR?

### 3.1. WHAT QUALIFIES A PRODUCT TO BE WSA WINNER?

- The **creative & smart use of ICT's** to solve local issues. **Content** is more important than tech innovation. Be it a simple sms based application, a creative app, an online platform or a content driven hardware solution - it's the unique content and the **high local impact** that counts.
- Judges focus on the appropriateness of the application - does the application face the local challenges and needs?
- Matching to the proposed **target group**.
- Accessibility for users: the database application for WSA must be in English, the **project's content can be in any language of the UN**.
- In the best case, the nominations should be transferrable to other countries/regions, or be best practices.
- ICT's being used for social impact and tackling **the UN SDG's**.
- WSA winners have to be introduced to the market – no proto-types or beta versions; they have to prove already some local impact and market relevance.  
They should also not be older than 2 years, the company itself can be older and established, but the product/solution itself shouldn't be older...

We highly recommend checking the recent WSA winning projects here:

<https://www.worldsummitawards.org/wsa-awards/winners/>

## 3.2. EVALUATION CRITERIA

### 5 Technical Criteria:

- **CONTENT | Quality and comprehensiveness:** means, for example, the structure and quality of the content of the application, that is: how is the content structured, how valid and relevant is it for the target group, it is easy to grasp, what benefits has it for the user, is it well researched and valid
- **FUNCTIONALITY | Ease of use, user experience, appropriate interactivity:** this point relates to usability, user involvement, how quickly can the audience capture the content
- **DESIGN | Navigation / orientation and visual appeal:** This is really about the design itself, is it developed and well fitted for the audience, is it thought through, does it addresses the user appropriately, is it catchy
- **TECHNOLOGY |** This assessment refers to whether the appropriate technology has been implemented for the country and the content in question. This is different for each country, depending on the respective local development etc.
- **INNOVATION |** This is on one hand about the business model itself (sustainability), on the other hand about the impact: how well thought-through is the application, how is it a pioneer in the respective country or region, is it leading in it's field, is it unique in terms of relevance, adaptation etc.

### 2 Strategic Criteria:

- **IMPACT | Local Impact / Impact on society:** this is about the issues, challenges that are solved by the product - what is the actual impact of the product and can it also have impact for other countries, how many users does it have? Is there proofable impact?
- **VALUE:** This point relates to the scalability of the product globally and the possibility of contributing to the UN goals for the information society and the SDG's – can this product also solve issues in other countries?

## 3.3. WHERE TO FIND THE BEST SOLUTIONS?

WSA always puts the main focus on CONTENT. Good networks to get on board: Local Start - up hubs, impact hubs, social entrepreneurship initiatives, local start-up competitions, universities, accelerators, ISOC, ICT Ministries and local governmental initiatives...

### Guidelines for starting and growing a successful local WSA network

#### 1 - Get involved in your local ICT ecosystem

- Research and connect with stakeholders and build your own WSA expert panel

#### 2 – Scout local competitions

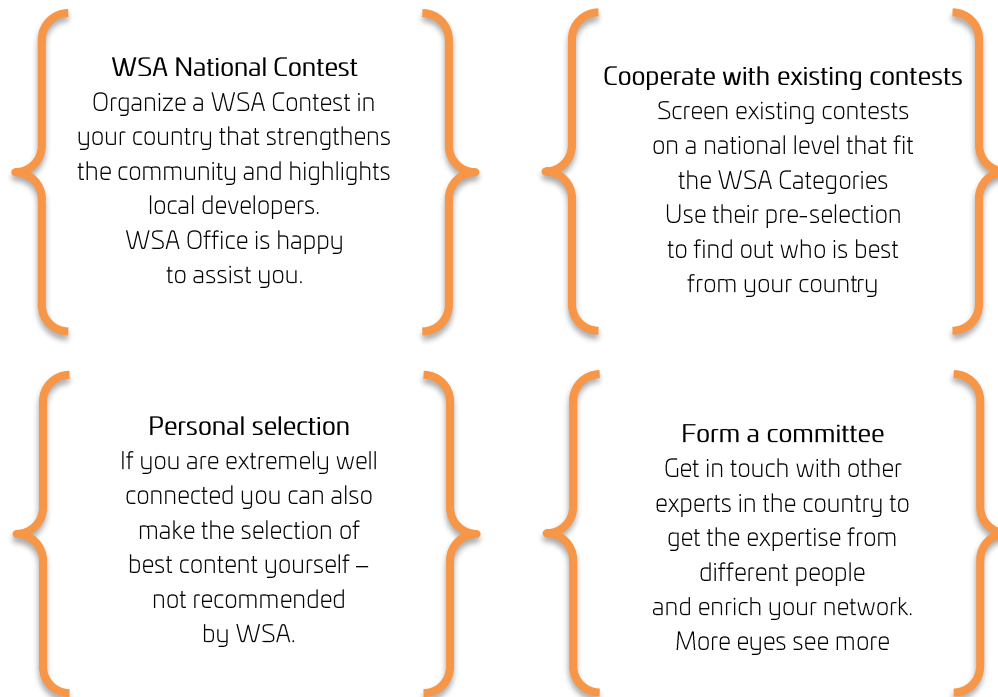
- There may be local competitions and events that are interested to partner with you

#### 3 - Select the best

- Find and select the best digital solutions from your ecosystem
- Give support to them in terms of application, but also connection to grow a trustworthy quality network
- find a way to position the nominees as local winners – different framing

### 3.4. 4 WAYS TO ORGANIZE NATIONAL SELECTIONS

But there could be other ways too...



*Odeta Isevičute from Bliu Bliu "For me it was all about people, people and once again inspiration that I got from people at the event. From discussing UN's challenges in getting closer to social entrepreneurs to hearing about projects that help to save lives in Bangladesh or prevent bullying in schools in Mexico, or help children become next generation developers...."*

### 3.5. OUTREACH

Support documents from WSA:

- WSA Video Teaser
- PR & Marketing Toolkit for experts
- Draft Social Media Messages, Pictures, etc.
- WSA national contest website






### 3.6. SO YOU HAVE YOUR TOP 8? NOW IT IS TIME TO NOMINATE

#### STEPS FOR NOMINATIONS

WSA Office will send you a Username and Password to login into the WSA database and National Contest Webpage.

NATIONAL CONTEST WEBPAGE: WSA offers exclusive for WSA experts a WSA Database and National Contest page for your national call. Please follow the steps of the WSA DATABASE & NATIONAL CONTEST MANUAL to either submit new projects or select from the National Contest submissions.

As soon as you have your candidates, you can EITHER submit your nominations directly in the DATABASE (<https://db.icnm.net/Signup/WSA/2019/>) or you select from the National Contest submissions.



***Please inform the producers that they will be nominated!***

Data to be provided by national experts:

- Name of the product.
- Name of the producer / contact of the producer.
- Email contact of producer.
- URL of the product.
- Reason for nomination and explanation why this product is the best from your country – national perspective, and explain why you chose the respective solution for the category

As soon as you submit a nomination the producer will get an automatic email, with the login data in the database to complete the application with more details.

When the **producers submit all information** from their side **the nominations are completed**.

### 3.7 WHAT ARE THE BENEFITS OF GETTING NOMINATED?

#### FOR PRODUCERS

- Get recognized as best content and represent your country in a global network.
- WSA Nominee seal
- Join a global network and exchange knowledge, promote your initiatives and get new collaborations.

#### FOR WINNERS

- Winners products will be presented as best content from all UN member states in the WSA Catalogue, which will be distributed to the global partner network, and on the website.
- Winners products will be highlighted as best content in the global communication.
- Connection with global experts, Jury members and developers from all corners of the globe.
- WSA network for new cooperation's and business contacts.
- Invitation to the WSA Global Congress



*Ludmilla Rossi from Beaba "Being on WSA 2018 gave me a huge amplitude of what's the world now – and also that people, no matter they conditions, are fighting for solutions. It was inspiring to know people and projects that would never pop up under my eyes and also meet in person the creators of projects that I've been admiring for years!"*

#### 4. WSA USEFUL LINKS:

- Board of directors: <https://www.worldsummitawards.org/about/wsa-boards/>
- Team: <https://www.worldsummitawards.org/about/team/>
- Database: <https://db.icnm.net/Signup/WSA/2019/>
- Media archive: <https://www.worldsummitawards.org/media/wsa-clippings/>
- Pictures: <https://www.flickr.com/people/worldsummitaward/>
- Experts Corner: <https://www.worldsummitawards.org/network/experts/experts-corner/>
- Social media:::
  - Facebook: <https://www.facebook.com/worldsummitawards>
  - Instagram: <https://www.instagram.com/worldsummitawards/>
  - Twitter: <https://twitter.com/WSAoffice>
  - Youtube: <https://www.youtube.com/user/wsaTV>
  - Linkedin: <https://www.linkedin.com/company/world-summit-awards/>

#### 5. EXECUTIVE SUMMARY – THE MAIN POINTS

##### 5.1. WSA CALL – SELECTION OF 8 NOMINATIONS AND DATABASE

- scout local networks, hubs and ecosystems
- selection of nominees must be in a transparent, democratic process
- please refer to the WSA contest rules for your nomination
- provide nominations of the best digital projects with social impact for the global WSA
- you can nominate a maximum of 8 projects, one by WSA category
- enter your nominations into WSA Database

##### 5.2. WSA 2019 TIMELINE

- April 1 – July 31, 2019: WSA call for nominations
- August 2019: Online Jury
- Sept/Oct 2019: Grand Jury Meeting (tbc)
- March 9-11, 2019: WSA Global Congress and Winners Ceremony in Vienna, Austria

##### 5.3. WHERE TO FIND THE BEST SOLUTIONS?

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## 6. CONTACT WSA OFFICE

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