



March 2020

# DIGITAL SOLUTIONS FOR THE UN SDGS



Co-funded by the  
Europe for Citizens Programme  
of the European Union



World Summit  
on the Information Society  
Turning targets into action  
Geneva 2003 | Tunis 2005 | New York 2015



#WSA  
@WSAoffice  
@worldsummitawards

# ABOUT WSA



WSA is a **global network** of start-ups, entrepreneurs, thought leaders, mentors, jurors, IT experts, governments and international organisations.

WSA works in joint with national eminent experts in over 180 UN member states

WSA aims to select and promote **local digital innovation with high impact on improving society**

Organized in the framework of the **United Nations** World Summit on the Information Society (UN WSIS) supporting the **UN Post-2025 Sustainable Development Agenda**

Conducted **since 2003** by a **not-for-profit organisation** based in Austria, Europe

**Diverse, democratic, inclusive** and highly **competitive award system** following the UN model. 1 nomination / country / category. 600 high quality nominations from 120 countries / year

Recognizing the world's most **innovative digital solutions with a strong impact** on society  
WSA is a worldwide **quality seal**

Encouraging **young entrepreneurship and digital creativity**

International **events, workshops, seminars** and **meetings** throughout the year

**Visibility** local - regional - global



# WSA & THE UNITED NATIONS

## WSIS Action Lines

- C1. The role of public governance authorities and all stakeholders in the promotion of ICTs for development
- C2. Information and communication infrastructure
- C3. Access to information and knowledge
- C4. Capacity building
- C5. Building confidence and security in the use of ICTs
- C6. Enabling environment
- C7. ICT Applications:

E-government  
E-business  
E-learning  
E-health  
E-employment  
E-environment  
E-agriculture  
E-science



8 WSA CATEGORIES



- C8. Cultural diversity and identity, linguistic diversity and local content  
→ World Summit Award awards local content and accepts applications in all local languages
- C9. Media
- C10. Ethical dimensions of the Information Society
- C11. International and regional cooperation  
→ World Summit Award works with a global network in all UN member states and strengthens regional networks through regional awards and meetings



WSA Chairman Prof. Peter A. Bruck with Houlin Zhao, SG ITU with H.E. Mukhisa Kituyi, DG UNCTAD with H.E. Ahmad Alhendawi, UN Secretary General's Envoy on Youth

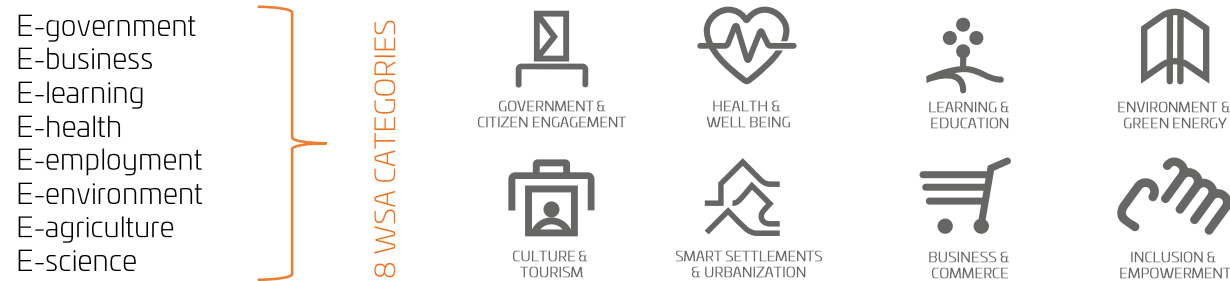
# WSA Context



WSA is a unique awards system, selecting and promoting local digital innovation with high impact on improving society.

WSA 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.



Geneva, Switzerland, 2003



Abu Dhabi, UAE, 2010



Cascais, Portugal, 2020

# WSA Mission



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**.

**Purpose driven**, digital content and technology has the potential to create a more **equal**, **just** and **sustainable** society.

**WSA** focusses on digital innovation **solving local challenges** enabling a **positive**, **sustainable value** for society.

**WSA** combines 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**.





# WSA Process

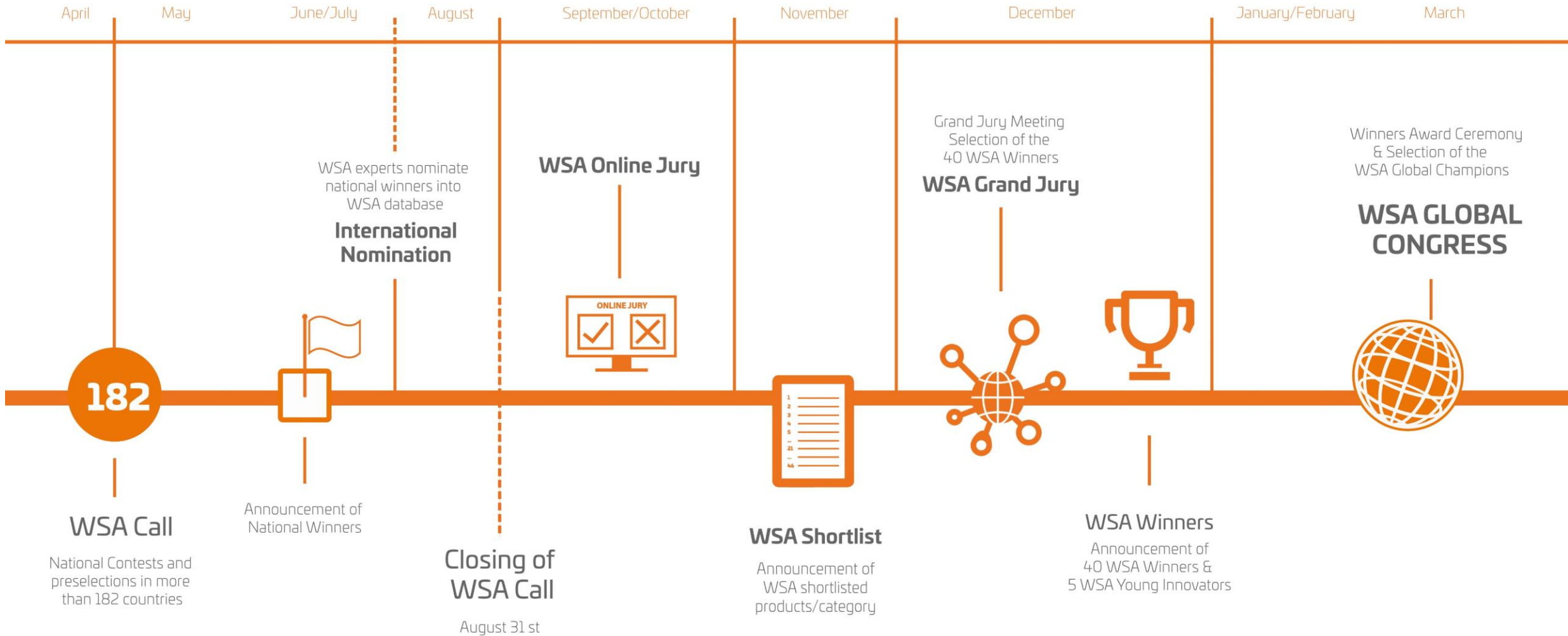


Sachi Wickramage, WSA Expert:

*"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."*



# WSA Timeline 2020 / 2021



# What WSA is looking for...



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.





# WSA Evaluation criteria



## 5 technical criteria:

### CONTENT

Quality and comprehensiveness

### FUNCTIONALITY

ease of use, user experience,  
appropriate interactivity

### DESIGN

navigation / orientation  
and visual appeal

### TECHNOLOGY

state of the art in technology and  
quality of technical realisation

### INNOVATION

Originality and newness to  
targeted users, Business model  
society and market

## 2 strategic criteria:

### IN PACT

Local Impact, Impact on society

GLOBAL / UN VALUE /  
DIGITAL DIVIDE

# What are the benefits of taking part?

## FOR PRODUCERS

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

## 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!"*

# TAKE PART!

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



# WSA

WORLD SUMMIT AWARDS  
2020

# CALL OPEN

april 1st -  
august 31st