

WORLD SUMMIT AWARD
c/o ICNM – International Center for New Media
Moosstrasse 43a | 5020 Salzburg | Austria
+43-662-630408 | wsa@icnm.net



www.wsis-award.org
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PRESS RELEASE

VERDEate.com from COLOMBIA receives UN-based Award in Cairo

MEDELLÍN/Cairo/Salzburg, April 2012

VERDEate.com from Medellín - Colombia is among the world's top 40 in outstanding e-Content. Together with the world's best e-content producers VERDEate.com will receive UN-based World Summit Award (WSA) on April, 27 at Cairo ICT trade fair in the e-Health and Environment category. VERDEate.com was selected from 460 projects and 105 countries by a Jury of ICT Experts in Hong Kong in June 2011.

VERDEate.com is an online platform through which people and organizations take and create Green Challenges: specific actions to understand and reduce their CO2 emissions & their water footprint. VERDEate.com enables individuals and organizations to create progressively brand new environmentally friendly habits in their consumption routines through our Green challenges. VERDEate.com also organizes the biggest green Latin American conference cycle called "Charlas Verdes" through which we intend to engage the citizen in the "Green Culture" creation process of the main cities of the region. Charlas Verdes reaches more than 1.500 persons, around 50 speakers and is held in more than 8 cities of the region.

"With the winners from World Summit Award in e-Content, Cairo will host the best digital producers, interaction designers and content developers from all around the world. They will demonstrate the richness and diversity of the content industries. Cairo will be a special stage to highlight what can be done with modern ICT to develop local communities, national social strategies and meaningful jobs", says WSA Chairman Peter A. Bruck.

The Winners were decided on by a Jury of ICT experts coming from all continents. Each UN Member State only nominates one product per category for the World Summit Award. Hence nominations resulted from national pre-selection awards prior to the international WSA Jury in Hong Kong in June 2011.

Hosted by the Information Technology Industry Development Agency (ITIDA) and Cairo ICT under the patronage of H.E. Mohamed Salem, Egypt Minister of Communications and Information Technology, the WSA winners will showcase the best digital e-Content projects worldwide. Between April 26 and April 29 Cairo will see "a global panopticum of knowledge and spirit in e-content", Peter Bruck says.

The Programme contains workshops, conferences with UN attendance and above all the Winners' Ceremony on April 27th at 9 p.m at the Cairo ICT. The Winners' Events will be life streamed on www.wsis-award.org and tv.wupy.org.

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About the WSA

The World Summit Award (WSA) is the global follow-up initiative of the United Nations World Summit on Information Society (WSIS) organised by the International Center for New Media (ICNM), Salzburg, Austria. It partners with the key UN organisations and agencies in the framework of the UN Geneva Agenda and the Tunis Action Plan and selects and promotes the world's best e-Content and innovative ICT applications; to date more than 160 countries are actively involved. Through national pre-selections and contests together with a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive.

Visit us on www.wsis-award.org, facebook.com/WorldSummitAward and twitter.com/WSAoffice, #WSACairo

Media Contact VERDEate.com:



:::: Sebastián Bustamante G.
sebastian.bustamante@verdeate.com

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Media Contact World Summit Award:

Anna Gauto M.A.

Press and Communications Manager
World Summit Awards (WSA, WSA-mobile)

Email: gauto@icnm.net

Additional Information

These are the Winners of the World Summit Award per category

e-Government & Institutions

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|--|--|--------------------|-----------------------------|
| e-Annual Report Elektrooniline Majandusaasta Aruanne | Centre of Registers and Information Systems | Estonia | www.egov-estonia.eu/xbrl |
| My cpf – CPF Service Transformation | Central Provident Fund Board Singapore | Singapore | cpf.gov.sg |
| Empowering India | Liberty Institute | India | www.empoweringindia.org |
| Tunisian Industry Portal Portail de l'Industrie Tunisienne | Agency for the Promotion of Industry and Innovation | Tunisia | www.tunisieindustrie.nat.tn |
| DigiD | Logius | Netherlands | www.digid.nl |

e-Health & Environment

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|--|--|--------------------|---|
| SPARX | University of Auckland | New Zealand | www.frozenflameweb.com/sp arxmain.html |
| COLLAPSUS | Submarine | Netherlands | www.collapsus.com |
| EPI Life | EPHONE INTERNATIONAL (S) PTE LTD | Singapore | www.epi.com.sg |
| Beijing Traditional Chinese Medicine Digital Museum 北京中医药数字 博物馆 | Beijing Traditional Chinese Medicine International Exchange and Cooperating Center (BTCMIECC) | China | www.tcm-china.info |
| Verdeate.com | Ideas Online | Colombia | www.verdeate.com |

e-Learning & Education

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|---|---|-------------------------------|-----------------------------|
| Wikigoviya | Audio Visual Centre, Department of Agriculture | Sri Lanka | www.goviya.lk |
| Bitstrips for Schools | Bitstrips Inc. | Canada | www.bitstripsforschools.com |
| Rufoof ر ف و ف | Flagship Projects Marketing FZ-LLC | UAE | www.rufoof.com |
| Technology and Civilization in Ancient China 中国古代科技文明 | Information Center of China Association for Science and Technology | China | www.ancientech.cn |
| Dnevnik.ru | Dnevnik.ru | Russian Federation | www.dnevnik.ru |

e-Entertainment & Games

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|---|-------------------------------|--------------------|---------------------|
| Mini-mundi: "tamagotchi" online game for the environment Mini-mundi: cuidando el ambiente con un juego electronico | MilknCookies | Guatemala | www.mini-mundi.com |
| Sumo | OmniMotion Technology Ltd. | Ireland | www.sumobattle.com |
| My name is Haas Mijn naam is Haas | Mijn naam is Haas | Netherlands | www.mynameshaas.com |
| JoyTunes ג'ויטונס | JoyTunes | Israel | www.joytunes.com |
| Limbo | Playdead | Denmark | www.limbogame.org |

e-Culture & Heritage

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|--|---|------------------------------|----------------------------|
| World of the Habsburgs Welt der Habsburger | Schloss Schoenbrunn Kultur- und Betriebsges.m.b.H | Austria | www.habsburger.net |
| The WALL Vaeggen | Gibson Group Ltd | New Zealand (Denmark) | www.gibson.co.nz |
| Redress Remix | Stich Media | Canada | www.redressremix.ca/#/home |
| The Nude Maja La Maja Desnuda | La Maja Desnuda | Venezuela | www.lamajadesnuda.com |
| The Germans Die Deutschen | Zweites Deutsches Fernsehen (ZDF) | Germany | www.diedeutschen.zdf.de/ |

e-Science & Technology

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|--|--|-----------------|-----------------------|
| Renderfarm.fi – Making movies with a screensaver Renderfarm.fi - Elokuvantekoa näytönsäästäjällä | Laurea University of Applied Sciences | Finland | www.renderfarm.fi |
| Peer Water Exchange | Peer Water Exchange | India | www.peerwater.org |
| Discover Primary Science & Maths | Discover Science & Engineering | Ireland | www.primaryscience.ie |
| PORDATA | Francisco Manuel dos Santos Foundation | Portugal | www.pordata.pt |
| Scienexx | MMCD NEW MEDIA GmbH | Germany | www.sciexx.de |

e-Business & Commerce

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|---------------------|-----------------------------------|--------------------|---------------------|
| Areoscan | Areograph Limited | New Zealand | www.areoscan.com |
| Hootsuite | HootSuite Media, Inc. | Canada | hootsuite.com/about |
| Monaqasat | NuServ Online Tender Services LLC | Lebanon | www.monaqasat.com |
| Hammerkit | HammerKit Oy | Finland | www.hammerkit.com |
| Star Nsoroma | Multiplant Ltd. | Ghana | www.nsoromagps.com |

e-Inclusion & Participation

| <i>Title</i> | <i>Producer</i> | <i>Country</i> | <i>URL</i> |
|--|---|------------------|------------------------------|
| Help for Children Pagalba vaikams | State Child Rights Protection and Adoption Service under the Ministry of Social Security and Labour | Lithuania | www.pagalbavaikams.lt |
| Epoq | Oppifi Oy | Finland | www.epooq.net |
| News and learning with sign language Jelnyelvi Híradó és tanulás | Hallatlan Foundation | Hungary | www.hallatlan.hu |
| Mexico in Community Mexico en Comunidad | IT Cooperation Center Iberoamericana AC | Mexico | www.mexicoencomunidad.org.mx |
| Erada إرادة | Egypt ICT Trust Fund | Egypt | erada.kenanaonline.com |